



 Insurance

A hand is holding a black walkie-talkie with a long antenna, set against a blurred green background. A large red arrow points from the top right towards the bottom left, passing behind the walkie-talkie.

Corporate Crisis Prevention & Response

A crisis support package
for corporate clients



Contents

2

Meet AXA XL

3

Crisis response and support

4

Our crisis response and communication partners

5

How the policy works

6

What we cover

7

Key benefits



Meet AXA XL

A changing world needs new answers and we're here to help find them. With an incredible blend of people, products, services and technology, we have the power to find innovative, creative solutions to your risks – from the most familiar to the most complex.

We know your business is unique and constantly changing, so we listen first and we take the time to understand the specific risks you face. In the event of a loss, we promise to investigate and resolve your claim quickly and fairly – so you can move forward with getting back to business as soon as possible.

We'll be there – whatever the crisis

Threats to your business can come out of nowhere, quickly escalating into a crisis with the potential to devastate your business. From cyber-attacks to lone assailants, kidnap to natural disaster, political upheaval to industrial accidents, today's threats are wide-ranging, hard to predict and even more difficult to manage.

AXA XL's Corporate CPR (Crisis Prevention & Response) is the result of decades of experience in helping large corporate clients prevent, prepare for and handle crisis situations. Working with world-leading crisis response partners, we provide pre-crisis planning and training to minimise the threat of incidents wherever possible – and fast, expert response and communications support to minimise the damage to your business and reputation should the worst happen.

A hand is pointing at a digital financial chart on a screen. The chart displays various data points, including a prominent red arrow pointing upwards and several blue and yellow lines representing different metrics. The background is dark, and the screen's glow illuminates the hand.

Crisis response and support

Crisis prevention

Our global crisis response partner, S-RM, will work with you to help you understand and reduce the risks you face, improve your procedures and train your people.

Typical activities include:

- Risk assessments and audits to identify your vulnerabilities
- Advice on how to tighten your cyber and physical security
- Support to develop simple and practical crisis management plans
- Bespoke security training for your staff
- Training to test your crisis management plans and preparedness
- Crisis communications planning

S-RM will begin work within days of your cover starting.

Crisis response

Managing the first hours and days of a live incident or security threat is critical. With Corporate CPR, you won't be alone.

S-RM crisis experts will be ready to support you 24/7. They'll help you assess the situation and advise on what to do, helping you mitigate the damage and get back to normal as quickly as possible.

Communication support

Our crisis communications specialists, Instinctif Partners, will help you deal with the media and protect your reputation through volatile, fast-moving events.

Services include:

- Internal and external crisis communications strategies including stakeholder mapping
- Media and social media monitoring services and strategic response
- Messaging and statement development for all stakeholders
- Question and Answer document development
- Front-liner briefing materials
- Press office resource
- Spokesperson coaching



Our crisis response and communication partners

S-RM

S-RM is a global consultancy that helps clients manage regulatory, reputational and operational risks. Their dedicated crisis management division works with businesses to prevent, prepare for, and respond to crises. The team includes former military, law enforcement and intelligence agency personnel, who are supported by corporate intelligence and cyber security specialists. This gives clients access to an unrivalled set of skills and expertise in one place.

Collectively, the team has handled thousands of cases in 150+ countries. Whatever the crisis, S-RM can help minimise business interruption and safeguard your reputation by providing strategic consulting, insight and guidance; procedural reviews and training; and by assisting in delivering an effective response when a crisis occurs.

-INSTINCTIF PARTNERS

Instinctif Partners provides specialist crisis communications support for more than 850 businesses worldwide, from large multinationals to SMEs.

The team of former journalists and communications experts, provide strategic advice on crisis communications with both external and internal audiences. A founding member of the Crisis Management Network, the firm has 19 offices across the US, Europe, South Africa, the Middle East and China.

Expert crisis response

How the policy works



PREVENTION

Upon binding

- Access to Global Security Insight (GSI) online risk analysis platform
- Regular reports and bulletins covering global security and political risks
- Crisis management guidelines
- Initial consultation with S-RM and Instinctif Partners

Pre-crisis

- 20% of the first year's premium is available for additional pre-crisis consulting and training services – 10% available in subsequent years

RESPONSE

Incident

- Crisis response services from S-RM: full access to S-RM's services and capabilities for 120 days
- Crisis communications support from Instinctif Partners: full access to Instinctif's support for 120 days

Post-crisis

- Post-incident reporting, debriefing and review of lessons learned
- Provision of specialist psychologists and counsellors to help with post-traumatic stress

Indemnity

If you would like indemnity cover for a range of risks, a variety of AXA XL insurance products can be bought in conjunction to support this.



What we cover

We'll be there for you whatever the crisis. If you face a threat that's not listed here, let us know and we'll do our best to design a bespoke package to cover it.

Catastrophe

Environmental disaster, epidemic, pandemic, man-made disaster, natural disaster

Criminal risks

Bribery, extortion, industrial espionage, malicious product tampering, product extortion, sabotage, threat

Cyber threats

Cyber extortion, cyber threat, network compromise, malicious data breach

People risks

Abduction, detention, disappearance, hijack, hostage crisis, kidnap, murder, suspicious death, stalking, violent crime, workplace violence

Political risks

Confiscation, expropriation, forced abandonment, illegal seizure, occupation

Political violence

Active assailant event, civil commotion, civil war, coup d'état, denial of access, insurrection, malicious damage, rebellion, revolution, riot, strike, terrorism, war



Key benefits for your business

Corporate CPR supports your business strategy as well as ensuring you're prepared for a crisis.

- Expert services that help you fulfil your duty of care to employees and complement your existing security, communications and crisis response capabilities
- Funding for pre-crisis training and planning
- A single point of contact for all crisis situations through our emergency response hub
- Immediate 24/7 access to world-leading crisis response experts
- Our Global Security Insight portal and a range of security updates and crisis management guidelines
- Bespoke cover to fit your individual business needs

Extend your cover

If you require indemnity cover to support the Corporate CPR response product, we can package Corporate CPR with other AXA XL insurance policies including:

- Kidnap & Ransom
- Emergency Evacuation
- War, Terrorism & Political Violence
- Active Assailant
- Workplace Violence
- Product Contamination
- Cyber
- Reputation Management
- Personal Accident, Medical & Travel
- Environmental
- Political Risk

A person in a dark blue pinstriped suit jacket is shown from the side, holding a silver smartphone with both hands. The background is a blurred crowd of people in a well-lit indoor space, with many circular bokeh light spots. The overall tone is professional and modern.

We can help you manage your risks **Let's talk**

Charlie Matheson

Global Product Head, Security Risks

XL Catlin

AXA XL, a division of AXA

charlie.matheson@axaxl.com

T +44 (0) 20 7621 8015

M +44 (0) 7825 196 517



Teams from AXA Corporate Solutions, AXA Matrix, AXA Art and XL Catlin collaborate to provide you a seamless experience. Please know that the services listed here are just one part of our offering. Your usual contact will be able to talk with you about the complete AXA XL Insurance offer to help you deliver the most relevant solution for your client.

AXA, the AXA and XL logos are trademarks of AXA SA or its affiliates. AXA XL is a division of AXA Group providing products and services through four business groups: AXA XL Insurance, AXA XL Reinsurance, AXA XL Art & Lifestyle and AXA XL Risk Consulting. © 2018 - 2019 AXA SA or its affiliates