



NEWS RELEASE

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BARBON ANNOUNCES MAJOR NEW CHARITY INITIATIVE TO HELP TACKLE HOMELESSNESS NATIONWIDE

Rapidly expanding European property insurance broker Barbon Insurance Group (tel: 01420 488288 or visit www.barbon.com) has developed a new Corporate Social Responsibility (CSR) strategy that will support a number of homeless charities around the country with the equivalent of one per cent of its profits over the next three years.

CEO Martin Oliver explains: "As our company continues to grow, we felt that it was important to invest in a strategic CSR policy for a number of reasons. Our individual divisions currently work with a number of charities, and it was felt that we could have a greater impact by combining our efforts for one main underlying cause."

With the assistance of strategic charity partnership agency The Giving Department, a great deal of research and thought took place prior to choosing homelessness as the core theme underlying Barbon's central approach to charitable investment. As the majority of Barbon's brand businesses work with property, letting and social housing, the homelessness cause represented a good business fit, while also providing an emotive and compelling cause for staff to engage with.

Martin continues: "Our aim is to raise or donate the equivalent of one per cent of our profits within three years towards our chosen homelessness charities – that's £140,000 as it currently stands. We will do this through sponsorship, fundraising and by our staff giving up their time to volunteer and fundraise."

Barbon has pledged £30,000 in sponsorship and direct contribution to its chosen homelessness charities and, in addition, will match any fundraising given by any individual or office towards those charities.

Every member of staff will be given one day to volunteer or fundraise for their division's chosen homeless charity. There will also be an additional incentive in that the Barbon

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Business contributing the most to its chosen charity through staff days and fundraising will win the Pride of Barbon Award at the BOSCA's, Barbon's Olympic Super Champion Awards next January.

The Giving Department believes that, over time, BIG's CSR strategy will help to recruit, retain and develop employees; develop and strengthen links between teams and units; help BIG to complete relevant tenders; differentiate the business in a positive way for clients and wider stakeholders in the UK insurance market and deliver a coherent and impressive approach to corporate philanthropy.

Steve Wickham from The Giving Department says: "The most sustainable and effective CSR approach generally represents a balance between philanthropy and commercial investment. So for Barbon, whose key business brands, including Homelet, Farr, Letsure and Deacon, have led to it becoming a leading property insurer in the social housing, letting and broader housing market, homelessness is a natural and important choice."

Despite significant charitable and government investment and intervention, there remain around 1,250 'rough sleepers' per night in England alone, with the true number of hidden homeless estimated by Crisis to be close to 400,000 nationally, taking in to account people who sleep in temporary hostels, night shelters and refuges.

Each of the eight Barbon divisions has become partnered with the leading charity tackling homelessness. These include partnerships with national organisations DePaul UK and Emmaus UK and local charities such as Step by Step in Hampshire, The Nomad Trust in Lincoln and CHESS in Chelmsford.

Martin Oliver concludes: "Working together with the central management team, brand leaders from across the business and with wider staff, the opportunity to create an engaging, thriving and strategically effective CSR programme over the next two to three years is both exciting and achievable. "

Barbon's market leading brands are Keelan Westall, Cadogan Keelan Westall, Deacon, Cadogan Hanover Park (SaifInsure, TruckInsure, Plastech, Performance Media and CareAssured), HomeLet, Rentshield, Letsure, Zennor, BIBALet and Farr.

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About Barbon Insurance Group:

Barbon Insurance Group Limited is authorised and regulated by the Financial Services Authority. It has a gross written premium of more than £150 million and is committed to delivering innovative insurance solutions, as well as risk management and consultancy services. It has built an impressive reputation through knowledge, experience and a commitment to understanding its customers' businesses.

Barbon Insurance Group Limited is wholly owned, through Caley Limited, by leading banks HSBC and Lloyds Banking Group.

For press information or images please contact: Emma Hulse, ELH Communications, Red Cottage, Dorney Wood Road, Burnham, Berks SL1 8PT tel: 01628 665593 mob: 07801 869938 email: emmahulse@copperstream.co.uk