



Berkshire Hathaway
Specialty Insurance

FOR IMMEDIATE RELEASE

Berkshire Hathaway Specialty Insurance
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NEW BERKSHIRE HATHAWAY SPECIALTY INSURANCE AD CAMPAIGN POINTS TO CRITICAL INDUSTRY PARADIGM: CLAIMS IS OUR PRODUCT.SM

BOSTON, MA, June 26, 2019 – Berkshire Hathaway Specialty Insurance (BHSI) today announced a new print and digital media advertising campaign around the theme CLAIMS IS OUR PRODUCT.SM The campaign spotlights that, while a policy is considered the traditional insurance “product,” the claim service and results that insurance policy delivers is paramount.

“The true value of any insurance policy lies in what happens when there is a claim. Customers need an insurer that will protect them as they expect them too – or will exceed their expectations – at the time of a claim,” said Peter Eastwood, President and CEO, BHSI. “Our underwriting and claims teams are tightly integrated, and every interaction with each other and with our customers is designed to ensure that we deliver the best possible claims product.”

The new print and digital ads spotlight elements that make BHSI’s claims product so valuable to customers, including:

- An experienced global claims team, a large, stable balance sheet, and a commitment customers can count on, even in the most complex claims;
- Claims professionals who collaborate with customers even before policy issuance, level-setting on coverage intent, working to mitigate potential claims and creating a customized claims plan; and
- Underwriters and claims professionals who work as a united team to ensure the intent of coverage and preferred claims approach is clear and executed accordingly.

“With BHSI, policyholders can be confident that their insurer is willing and able to pay claims – and that we have the experience to affect outcomes in meaningful ways for customers,” said Dave Crowe, Head of Global Claims, BHSI. “Our global claims team takes great pride in the product we deliver – working side by side with customers from policy issuance through claims resolution.”

Digital and print advertisements feature a clear and simple all-text design, aligned with BHSI’s focus on maintaining simplicity in all aspects of its business. The advertising is complemented by a social media marketing campaign on LinkedIn and Twitter, featuring members of BHSI’s global claims team sharing how the company’s everyday operations, interactions and decision-making are aligned with the belief that CLAIMS IS OUR PRODUCT.

The campaign was created by BHSI’s in-house Global Branding and Communications team.

Berkshire Hathaway Specialty Insurance (www.bhspecialty.com) provides commercial property, casualty, healthcare professional liability, executive and professional lines, surety, travel, programs, accident and health, medical stop loss, and homeowners insurance. The actual and final terms of coverage for all product lines may vary. It underwrites on the paper of Berkshire Hathaway's National Indemnity group of insurance companies, which hold financial strength ratings of A++ from AM Best and AA+ from Standard & Poor's. Based in Boston, Berkshire Hathaway Specialty Insurance has offices in Atlanta, Boston, Chicago, Houston, Indianapolis, Irvine, Los Angeles, New York, San Francisco, San Ramon, Seattle, Stevens Point, Adelaide, Auckland, Brisbane, Cologne, Dubai, Dublin, Hong Kong, Kuala Lumpur, London, Macau, Melbourne, Munich, Paris, Perth, Singapore, Sydney and Toronto. For more information, contact info@bhspecialty.com.

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