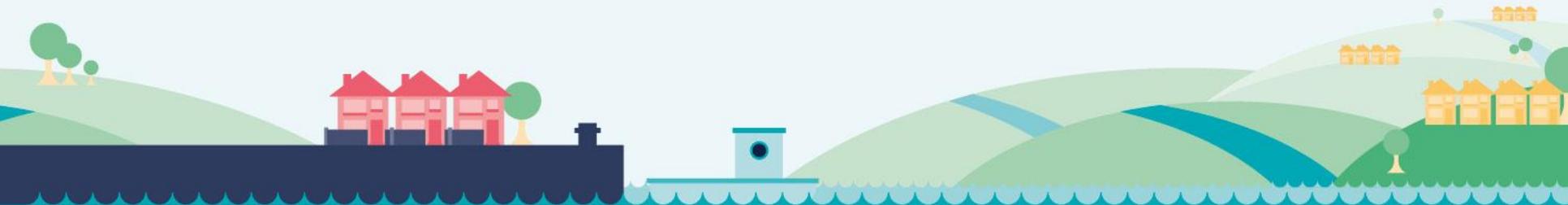




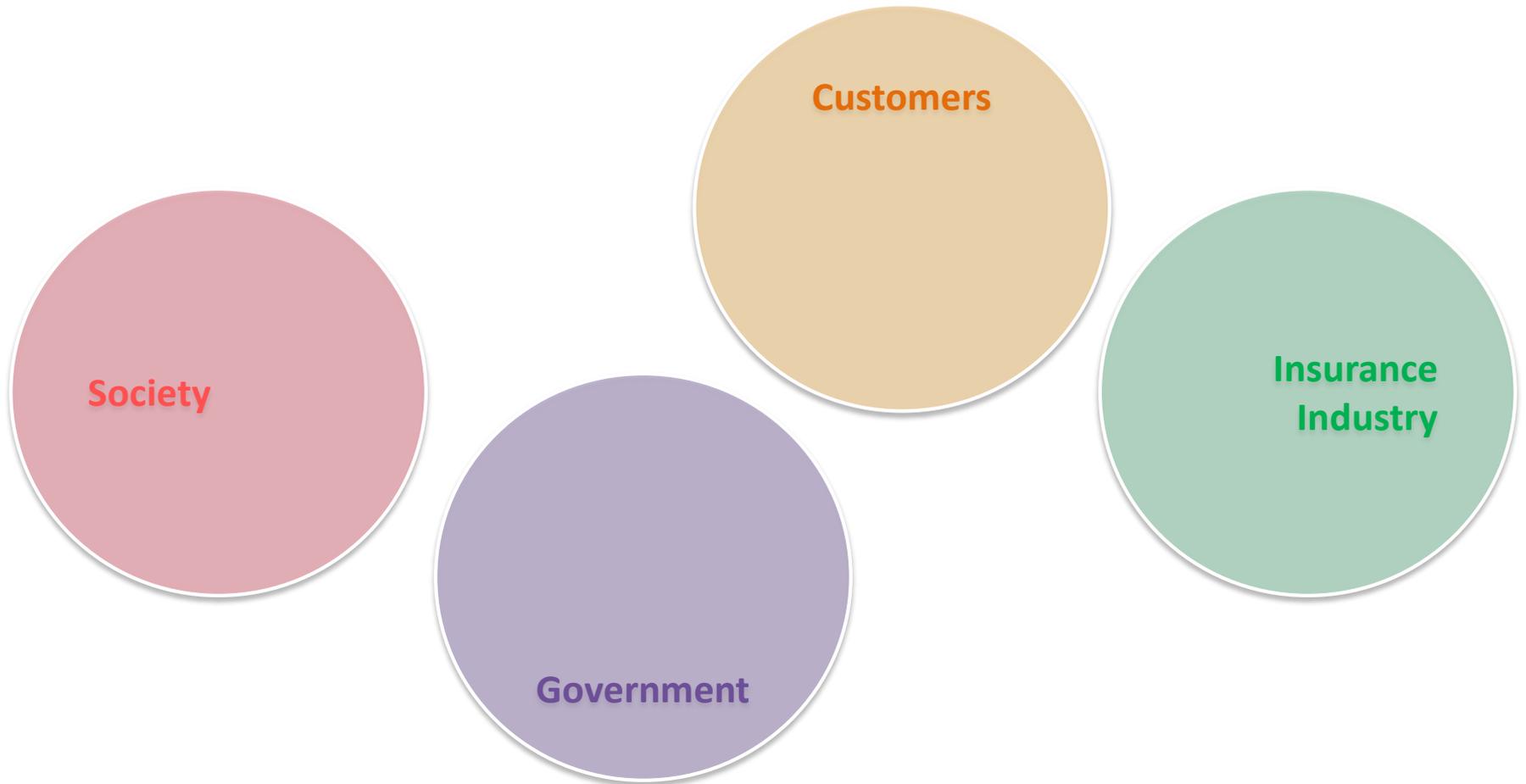
## The journey so far

Aidan Kerr, Director of Operations, Flood Re



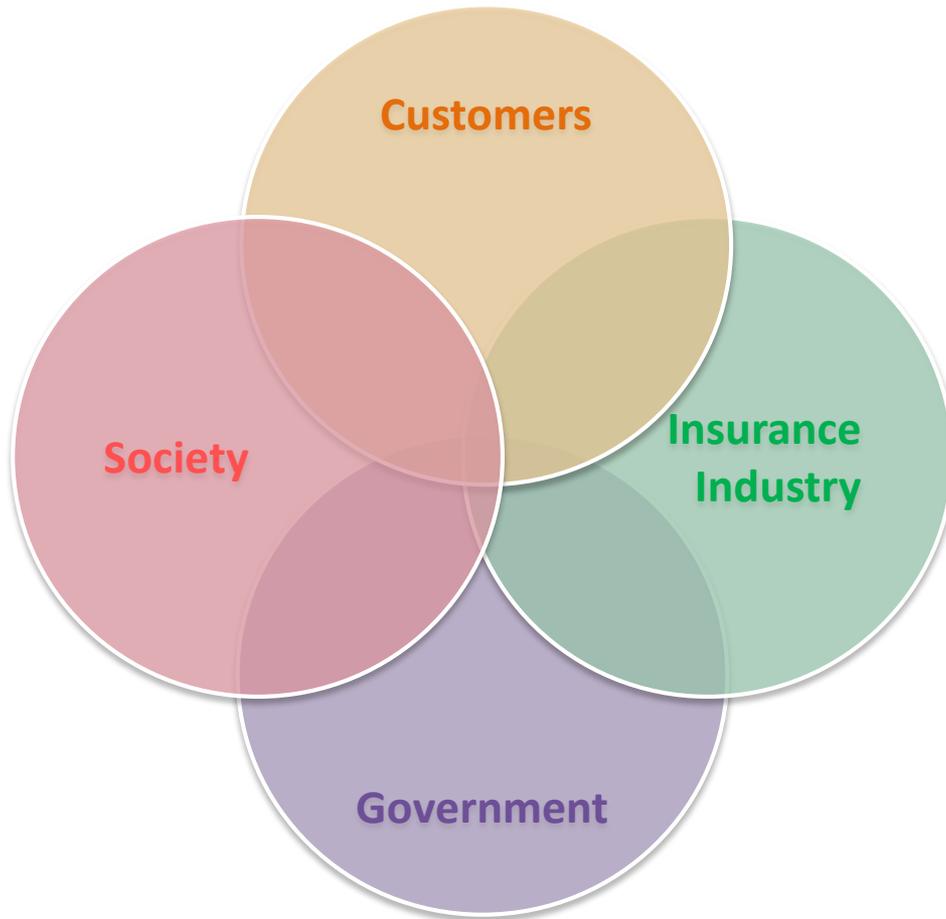
# Identifying a shared purpose

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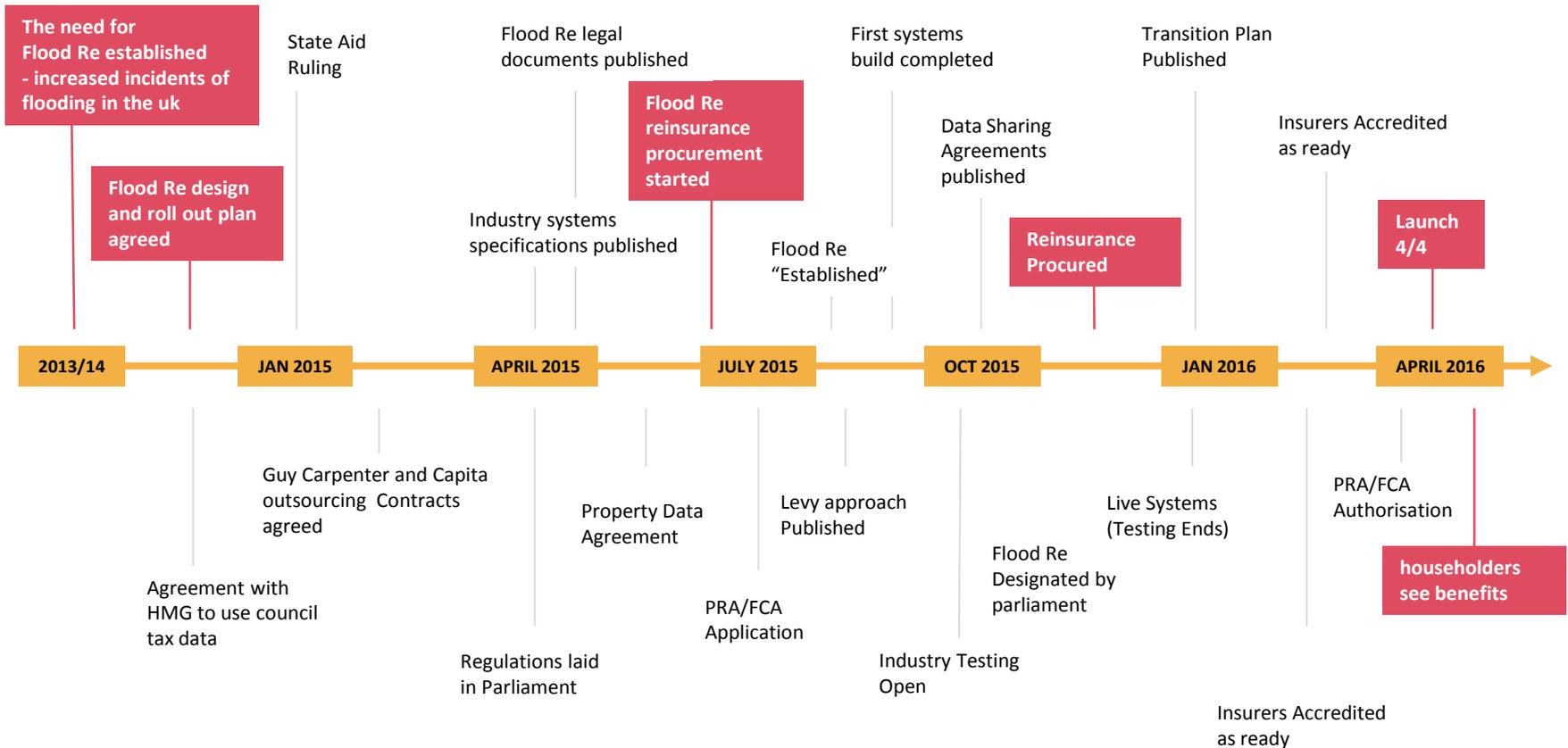
# Identifying a shared purpose

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Ensuring the availability of affordable flood cover within a competitive market is the goal shared by all stakeholders

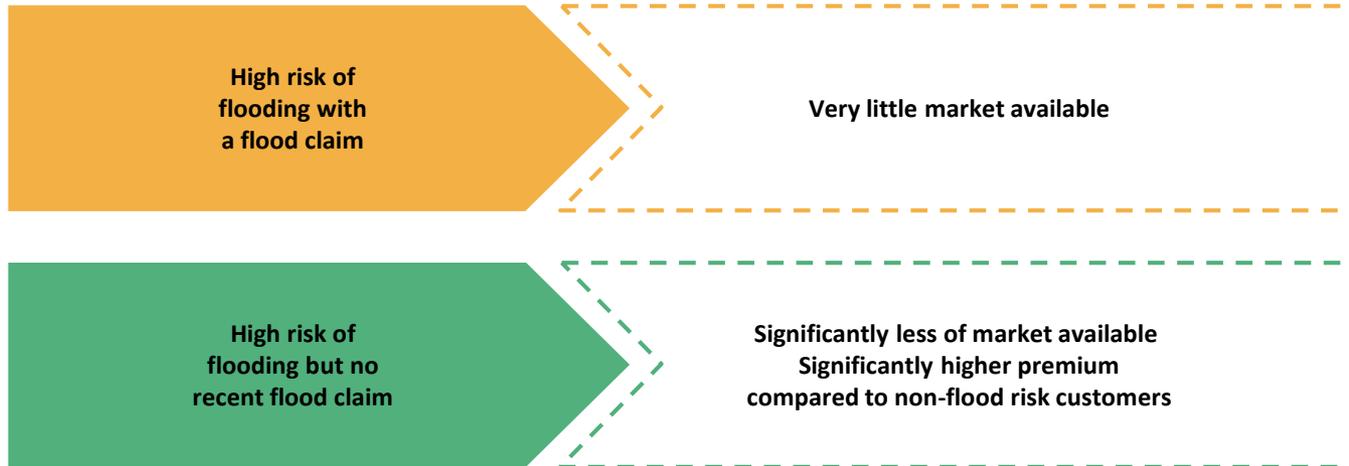
# Delivering a 'world-first'



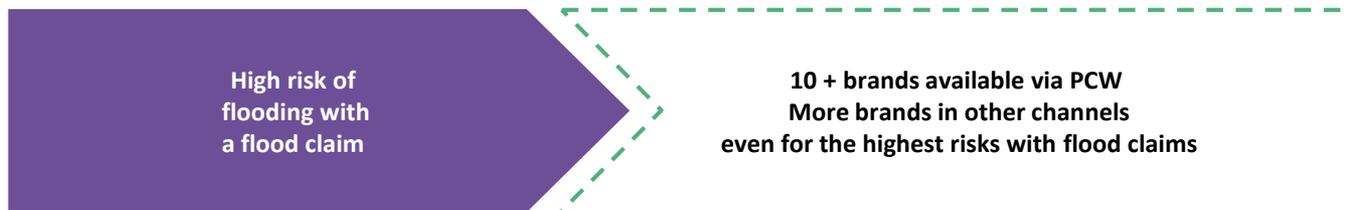
# Customer impact

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## Availability pre-launch



## Availability post-launch



# Our purpose

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Flood Re's purpose is to promote and enable the availability and affordability of flood insurance for eligible homes and manage over its lifetime the transition to an affordable market for household flood insurance where prices reflect the risks of flooding



# Our transition purpose

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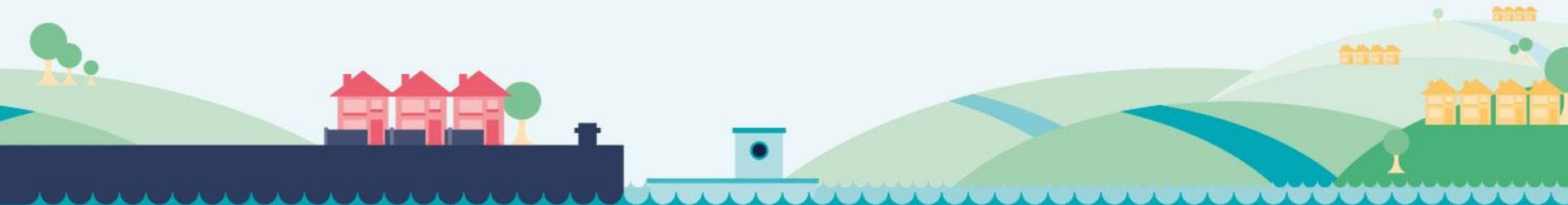
Flood Re's purpose is to promote and enable the availability and affordability of flood insurance for eligible homes and manage over its lifetime the transition to an affordable market for household flood insurance where prices reflect the risks of flooding





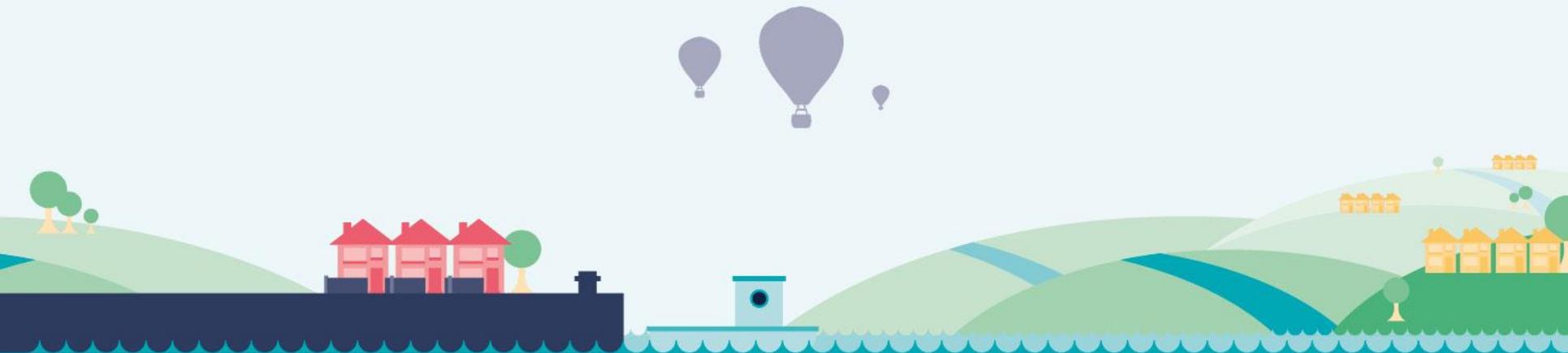
## The journey so far

Aidan Kerr, Director of Operations, Flood Re



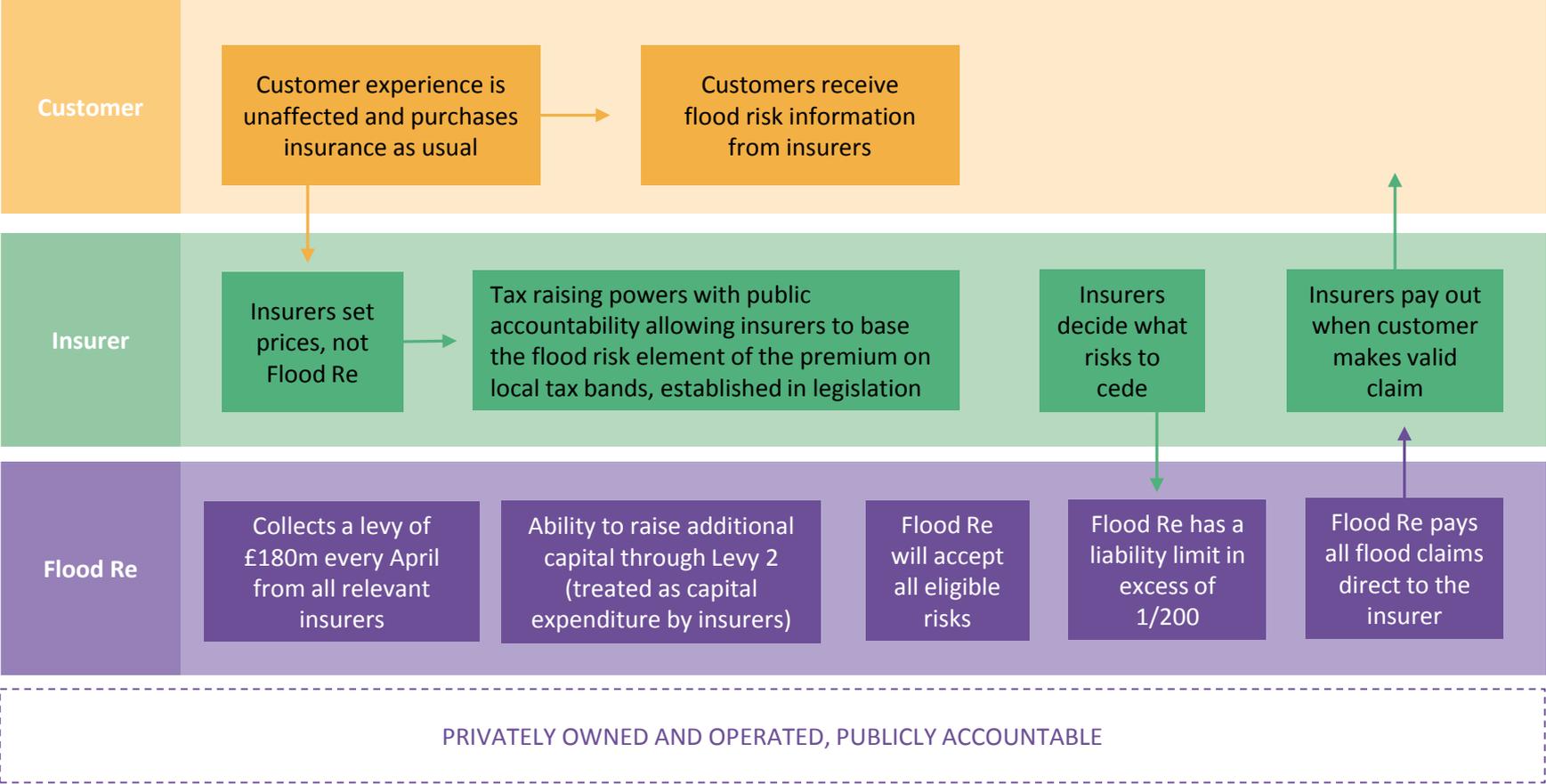
# FLOODRE

## Additional slides



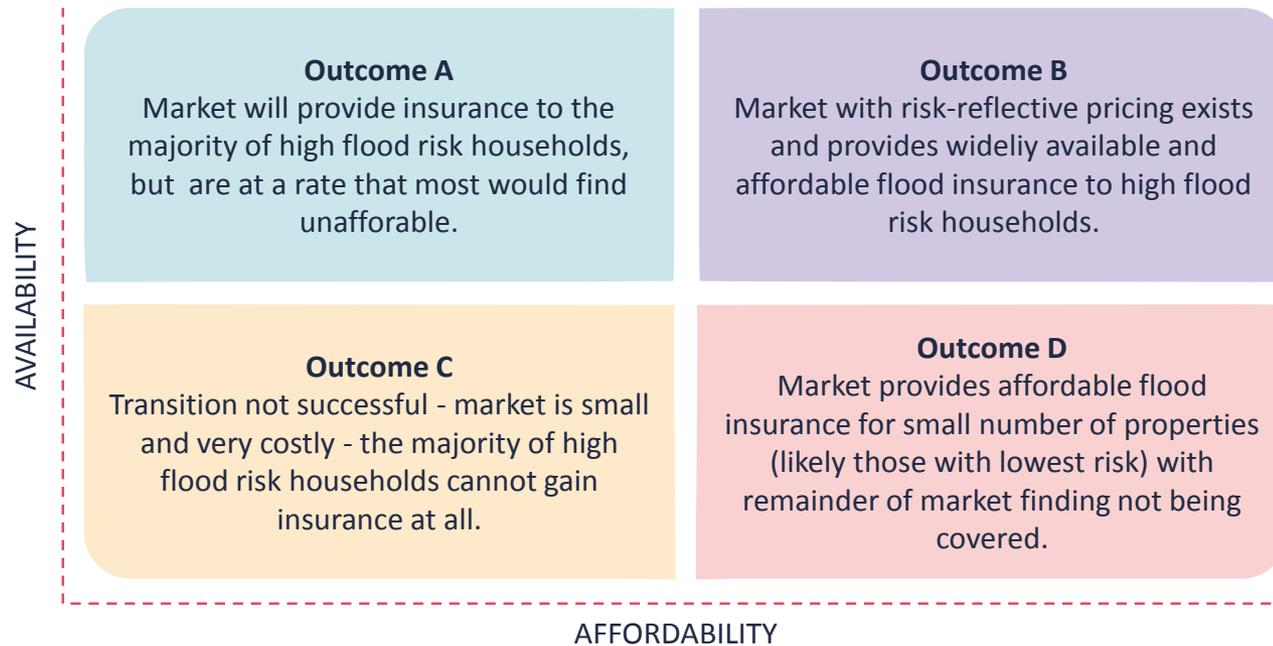
# How Flood Re operates

## Use a diagram



# Potential market outcomes from transition to risk-reflective pricing

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**Imperative is to reduce cost of flooding**