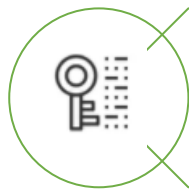


ATC Cyber – Product Update

As of 25th October 2021, we are making some exciting changes to our Cyber product and offering.



Core appetite expanded to include companies with up to **\$65M** in revenues



Telephone Hacking sub-limit included as standard



Hardware Replacement Costs (**Bricking**) sub-limit included as standard



Reputational Harm Event added to Business Interruption Event coverage



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SME Product Expansion

Our core appetite is extending to include companies with up to \$65M in revenues.

Hardware Replacement Costs & Telephone Hacking

After close monitoring of claims for Hardware Replacement Costs (otherwise known in the market as 'Bricking') and Telephone Hacking coverages, we have now incorporated these both into our standard SME Cyber policy wording where they will form a combined sub-limit of \$50,000. Should an Insured wish to obtain a greater limit option, we are able to endorse this on to the policy.

Reputational Harm Event coverage

We have broadened our Business Interruption Event definition to incorporate a Reputational Harm Event. What this means is that we've expanded our coverage to include Business Interruption Losses (i.e. loss of gross profit plus reasonable expenses) as a result of adverse media, including social media, caused by a Cyber Event. We also still provide Public Relations Costs to obtain advice and support from a Public Relations firm to help mitigate any reputational damage with things like crisis communication.

This is important for any business, because a Cyber Event can impact a company's ability to keep and attract customers. Following an incident, customers may no longer trust you to keep their data safe or they may be wary of receiving sub-standard service from you because you suffered operations downtime caused by a cyber event. These things can cause clients to go elsewhere and impact your bottom line.



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