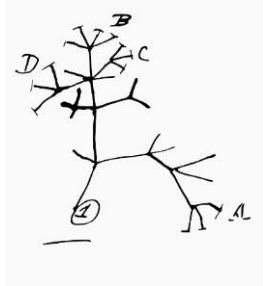




Understand your connected business exposure

“Connected business exposure is **the systemic impact on of commercial organisations**, their partners, suppliers and clients from cumulative and cascading financial, operational and reputational fluctuations and vulnerabilities.”

The Russell Group



- Russell Group are the leaders in providing exposure management information for speciality class insurance with leading (re)insurer clients
 - Understand Exposure
 - Identify accumulation
 - Track risks – vessel and aircraft movements
 - Price risk and create an optimised portfolio
- Expanded to include cross-class monitoring of exposure and risk accumulation
- Led to ‘connected risk’ and a focused initiative launched in 2016
- Expanded to embrace much broader corporate connected risk in 2018
- Connected business exposure broadened to apply to all strategic decision making

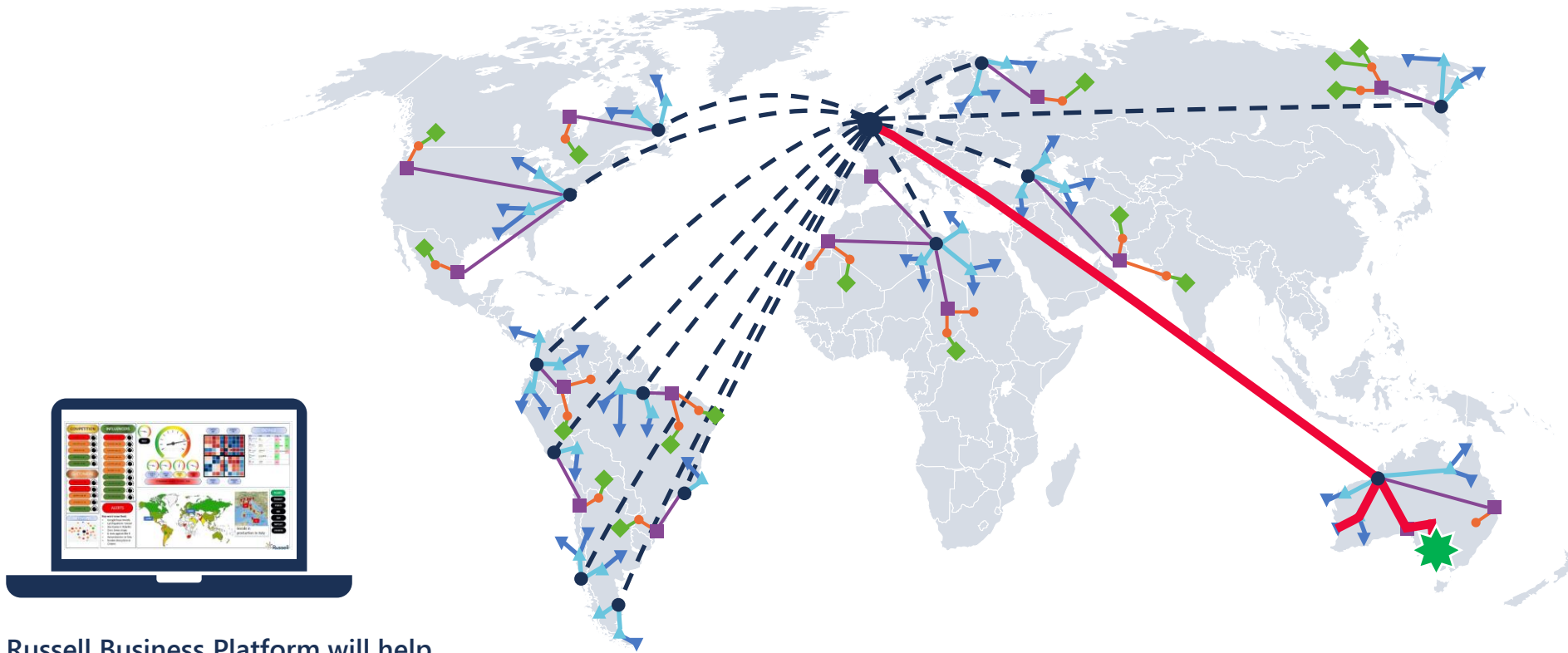
Understand you connected business exposure – our mission



In 1794 Revolutionary France stole the march on the Allied enemies ranged against them by using **new technology** to help them understand their exposure at the battle of Fleurus. An **observation balloon** enabled them to see their own and enemy troop dispositions and strengths, to view the topography in 3D for the first time, to monitor local weather conditions, and to control the battle in real-time. **They won.**

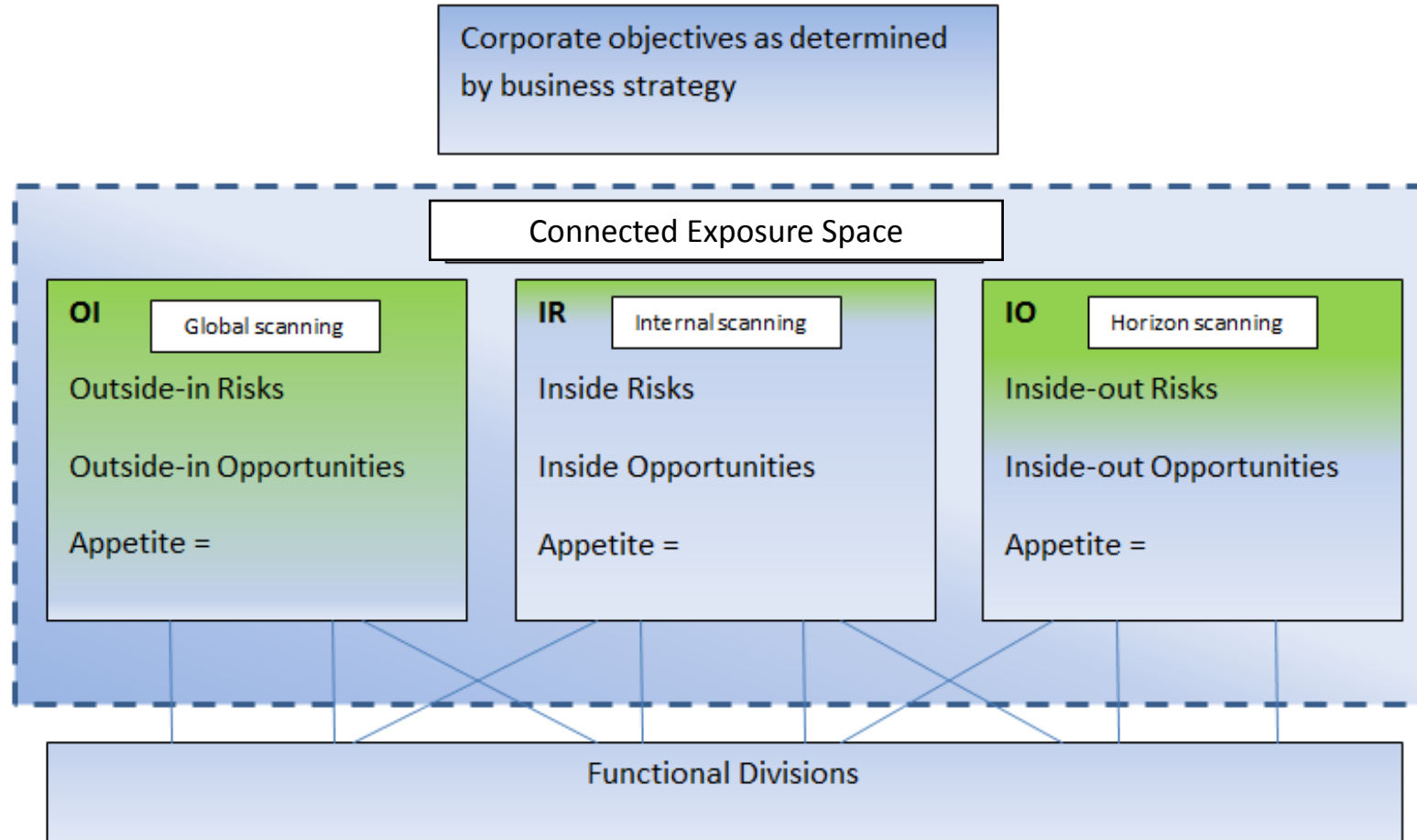
An organisations connected business exposure

Operations Suppliers Suppliers of Suppliers Customers Suppliers of Customers Peers



Russell Business Platform will help organisations understand their connected business exposure

Aligning connected business exposure knowledge to strategic decision making entails looking at risks and opportunities from a 3-way perspective



RUSSELL Universe



RUSSELL UNIVERSE

65,000

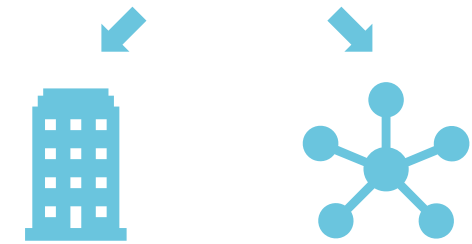
COMPANIES
WITH REVENUE
\$90 trillion



REVENUE
CONCENTRATION BY
COUNTRY AND CITY



DISPLAY CONNECTION PATH
OF COMPANIES BY
COMPANY AND SECTOR

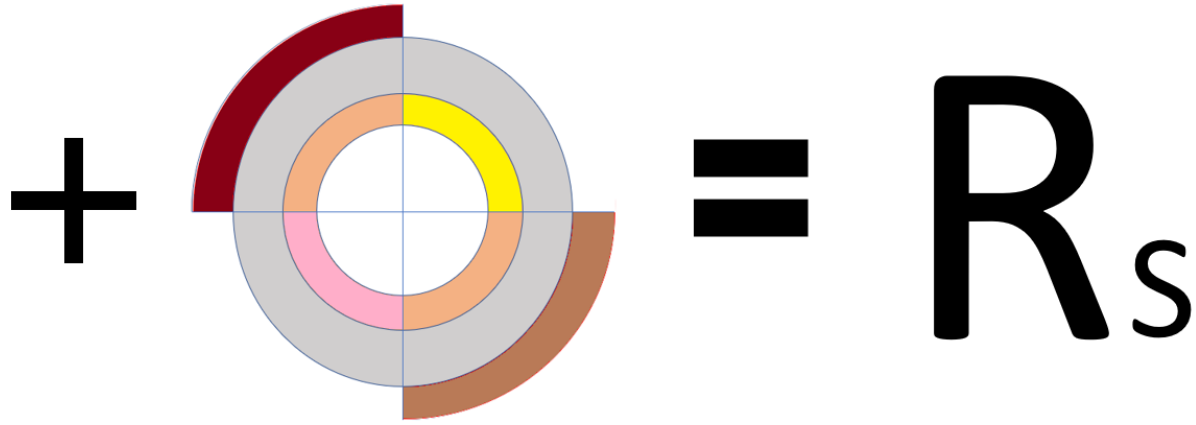


RUSSELL UNIVERSE HAS
**42% OF ALL
COMPANY REVENUE**



SHOW EXPOSURE DEVELOPMENT
OVER CONNECTED PATH **SORTED BY
CONNECTED EXPOSURES**

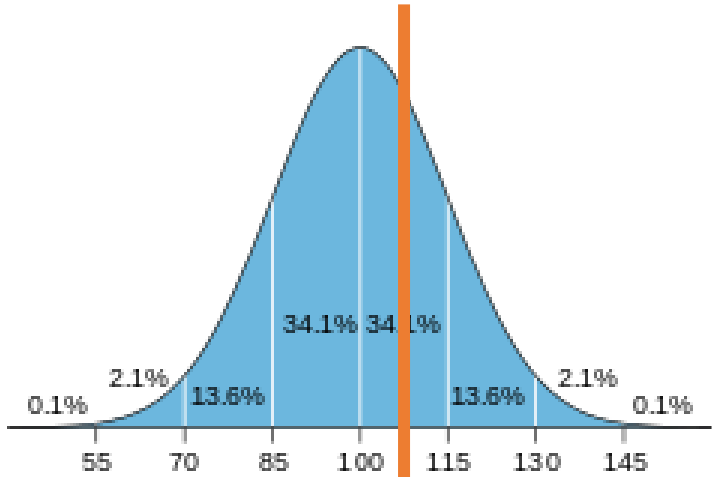
PRODUCT	DATA	DATA	DATA	DATA	DATA
RESOURCE	DATA	DATA	DATA	DATA	DATA
LOCATION	DATA	DATA	DATA	DATA	DATA
FINANCE	DATA	DATA	DATA	DATA	DATA



INTERNAL
PARAMETERS

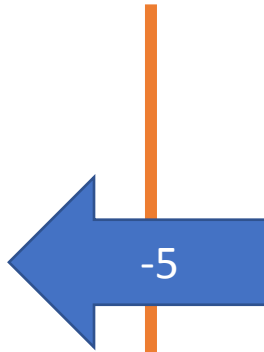
NETWORK
INFLUENCE

COMPANY RUSSELL
SCORE

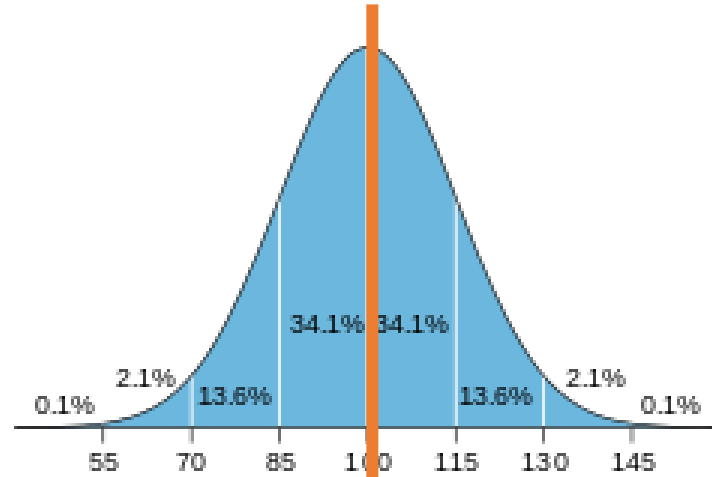


Internal Scores
Centred
Around 100

+



Influence
Factors From
Network



Russell Score
Centred
Around 100

=