

The Gracechurch Singapore Insurers Report

Placing and Producing Broker Charter

The Gracechurch Placing and Producing Broker Charter outlines the professional standards and guidelines that we adhere to in relation to conducting broker benchmarking surveys.

- Gracechurch adheres to the Market Research Society Code of Conduct and associated disciplinary procedures and relevant Data Protection regulations.
- All interviews will be treated as confidential: individuals will not be identified via their comments or ratings. Findings will be presented to clients as aggregated statistics, trends or anonymous verbatim comments.
- The interview is pre-tested to run for an average of 20 minutes: all respondents will be made aware of this at the outset of the interview and be reminded when that time is up. If the interview is overrunning the respondent will be offered the option to continue or terminate.
- All potential respondents will be offered a convenient appointment time to be interviewed.
- Interviews will be conducted via the phone or face-to-face in order to ensure high quality interactive responses.
- All respondents will be offered a summary of high-level findings: these are sent out on an annual basis.
- We will not interview any single broker more than twice per annum and only once in any 6-month period
- Broking firms will be assigned a dedicated Gracechurch contact; this person will be available to answer questions and deal with any issues relating to the survey.

Gracechurch Consulting Limited: February 2015



Information on Gracechurch Singapore Insurers Report

The Singapore Insurers Report (SIR) applies scientific research methods to obtain objective information on attitudes and behaviours based on a representative sample of (placing / producing) brokers. The process guarantees the confidentiality of personal information in such a way that the data can only be used for research purposes. The SIR is independent and funded by subscriptions from a range of insurers. Clients and broking houses often provide contacts lists and these are supplemented by Gracechurch to create a comprehensive broker database. The study gathers the views of individual brokers and has no affiliation with particular broking houses.

- Subscribers receive confidential bespoke reports of their own performance against the market. The reports, issued annually, contain detailed quantitative and qualitative analysis and recommendations.
- Clients have the right to use the results publicly to evidence and reinforce the quality of their own performance: clients are required to receive written approval from Gracechurch of any content that is published.
- From time-to-time Gracechurch publishes relevant insights relating to the survey or market developments
- Gracechurch advises a number of insurers on bespoke projects relating to underwriting performance improvement.

