LLOYD'S

# Lloyd's New Strategy

Earlier this year, we launched our new five-year strategy, *Advance and Protect*.
The strategy is a disciplined, market-led sharpening of Lloyd's financial edge, designed to strengthen our position as the world's leading marketplace for insurance risk. As the risk landscape continues to evolve, it reinforces Lloyd's longstanding purpose: bringing together the world's leading risk takers to advance global progress.
Built around four priorities – leading underwriting performance, a more efficient and flexible marketplace, maximised capital advantage, and a Lloyd's to be proud of – our strategy is focused on delivering sustainable growth and long-term value.
This feels particularly relevant in Canada, where clients are navigating an increasingly complex and interconnected risk environment and need access to the specialist expertise, flexible capacity and innovative solutions that the Lloyd's market is uniquely positioned to provide.

***What does the new strategy mean for you?***

For Canadian brokers and coverholders, our new strategy means continued access to global capacity and expertise, alongside a market that is increasingly focused on being efficient to do business with. A key part of the strategy is reducing friction: simplifying processes, improving speed of response, and enabling capital and talent to move more effectively within the market.
For trading partners, it means a clearer, more consistent approach to underwriting and a stronger focus on sustainable returns, ensuring that Lloyd's remains a reliable, long-term partner across the cycle.
And for customers, it means confidence that the market is built to respond – not only to today's risks, but to those still emerging. Lloyd's unique capital structure and global licence network allow us to deploy capacity where it is needed, supporting resilience across industries and communities.
Our new strategy is all about ensuring Lloyd's remains relevant, resilient and competitive, both globally and here in Canada. It is a strategy grounded in discipline, but also in

partnership: working closely with brokers, coverholders and clients to deliver the solutions that underpin economic growth and enable businesses and communities to move forward with confidence.

You can **read more about the strategy on our website.**

Marc Lipman
President of Lloyd's Americas