



Ceta Insurance

The Non-Standard Property Insurance Specialists



Who is Ceta?

- We are a broker for the broker
- Digital insurance trading platform
- Built the first non-standard digital quote portal with a panel of insurers
- Leveraged management buyout in late 2017 supported by Private Equity
- Launched the Infinity Platform on 2018
- The only Non-Standard specialist home insurance platform in the broker market
- More than 120 staff trained on multiple product lines

The non-standard household insurance market is estimated to be worth in excess of £1.5 billion GWP.

It accounts for over 9 million properties + non-standard people – 30% of the market.

This business isn't currently being written digitally

Non-Standard Risks

Property type

- Timber/steel framed
- Barn conversion
- Mid Net Worth (properties with a market value of £1m+)
- Listed Properties

Property condition/location

- Under construction/home renovation & self build
- Flat roof
- Underpinned
- Flood risk
- Subsidence risk

Property usage

- Unoccupied
- Business use - work from home, professional & trading from home including stock
- Second home/UK holiday home/Let holiday home
- Host insurance (B&B/Air B&B/spare room/WIMDU)
- Shared/lodgers
- Residential Let property

Personal circumstances

- Adverse claims history
- Probate
- CCJ/Bankruptcy/Bad credit history
- Ex-offender High risk occupations

In 2018 we built the first digital portal with a panel of insurers to quote for these non-standard risks

Introducing Infinity

Easy to use digital quote, compare, click and buy platform

Quote for over 30 Non-Standard risks

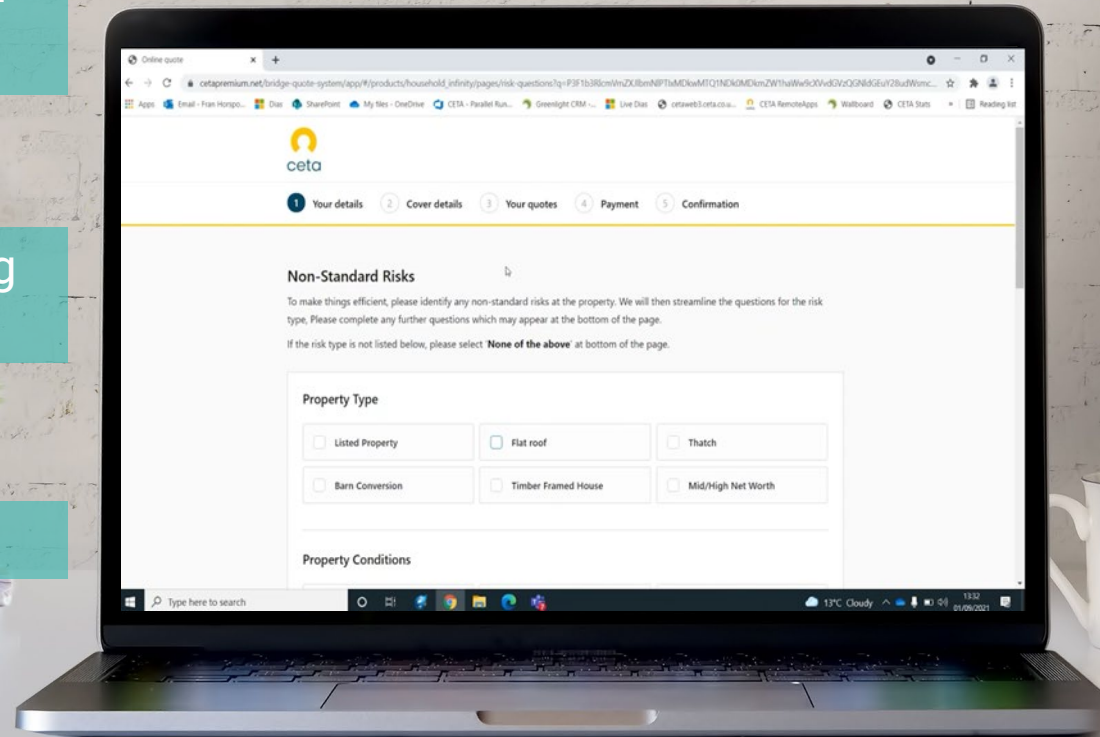
Intuitive question set; full quote within 2 mins

Incorporating Lightning technology*

Broad panel of leading insurance providers

Full broker dashboard

Leading, lifetime commissions



* Lightning technology relates to multiple automatic data feeds that pre-populate quote data

Our Loyalty Scheme for Brokers



Ceta Rewards is a loyalty scheme for the exclusive benefit of brokers using our platform.

It is free to join and easy to use.

Simply write business with us to earn points and keep an eye out for special promotions and games to boost your balance.

For each piece of new business you write, you will earn **50 points**. 50 points has a cash value of £5, 500 points is worth £50 and so on.

You can cash out you points for a variety of vouchers including Mastercard Prepaid cards, Amazon, John Lewis and Deliveroo vouchers.

Join Ceta Rewards by visiting our website and follow the steps. By doing so you bag yourself 50 points.



Earn points for every piece of new business you write. For each you will get 50 points.



Use your points as you wish! You can trade your points for a variety of e-vouchers and gift cards.



Why Ceta?

✓ Over 90% Quotability

✓ Online and Offline Technical Support

✓ Over 85% Retention

✓ Training Support

✓ Average non-standard premium is £450

✓ Unique MGA capacity

✓ Dedicated Account Managers

✓ Incremental value to your business

Get in touch

Visit our website | www.ceta.co.uk

Call us on | **01608 647 888**

Email us at | broker.support@ceta.co.uk

We are open | **Monday – Friday: 9:00 – 17:30 (UK)**

