



**Adrian Steele Appointed Group Claims Director at
Insure The Box Limited**

Adrian Steele, a claims professional with over 3 decades' experience in the UK and European claims and reinsurance markets, has been appointed Group Claims Director for Insure The Box Limited (Insure The Box).

Adrian will undertake the role alongside his current position as Head of Claims Europe for Aioi Nissay Dowa Insurance Company of Europe Limited (ANDIE), which acquired the majority stake in Box Innovation Group Limited – the owner of Insure The Box - in March 2015.

Prior to joining Aioi Nissay Dowa in 2014, Adrian had worked for Munich Re, RSA, Direct Line and AIG in a number of claims management, technical claims and claims transformation roles.

As Group Claims Director for Insure The Box, Adrian will spearhead the insurer's zero tolerance attitude to fraud, supported by its unique ability to determine the precise circumstances surrounding a claim through telematics data and black box technology.

Adrian comments: "Insure The Box is in a stronger position than most of its competitors to identify the perpetrators of fraud and I look forward to working with our market-leading counter fraud team as they continue to evolve our techniques to spot the signs of fraud and halt those claims in their tracks. It is important that we at Insure The Box, as well as the rest of the industry, send out a clear message that we take a tough line on fraud."

"We are operating in a fast-changing motor claims landscape from both a technical and legal perspective, but Insure The Box will continue to innovate and lead the charge in tackling motor insurance fraud. By defending against fraud, we protect the vast number of our customers, who are law-abiding."

Ends

March 2016

Notes to Editors

Insure The Box

Insure The Box Limited launched in June 2010 with its first product; insurethebox, and is the UK's largest telematics (or black box) insurance provider, now holding over 2.5 billion miles of driving data and associated claims. As well as insurethebox and drive like a girl (another Insure The Box brand) it also administers other telematics offerings. Aioi Nissay Dowa Insurance Company of Europe Limited (ANDIE), part of the major Japanese insurance group MS&AD, acquired the majority stake in Box Innovation Group Limited (which is the 100% owner of Insure The Box) in March 2015. Together they are taking a leading role in the development of technologies that will change the face of motor insurance and the way we view the car.

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