



We're incredibly proud of the business that we've built in Gibraltar and are committed to showcasing Gibraltar's thriving insurance sector and attracting more talent into the market and our business.

In October, His Majesty's Government of Gibraltar hosts a series of high-profile events in London, covering key sectors of Gibraltar's thriving financial ecosystem.

This Gibraltar Day in London Week, our Group CFO, Geraint Jones, and Admiral Insurance Gibraltar's CEO, Will Moulder, and COO, Lisa Casemore, attended the insurance focused breakfast hosted by the Minister for Justice, Trade and Industry, Nigel Feetham, with Will taking part in a panel discussion on the impact AI will have on the general insurance sector.

Will outlined the way that we are already using AI to provide customers with insurance prices that accurately reflect the risk they represent. Acknowledging the cost of embedding AI into processes or creating new AI-led processes and ongoing monitoring, Will noted that this meant that we need to see a real business case for AI and are always asking ourselves whether we should be using AI during various stages of the customer journey, rather than simply *how*.

We have always looked at how we can use data and technological advances to maintain our competitive advantages, deliver good customer outcomes and enhance their experience. This event, which was covered by Gibraltar Broadcasting Corporation News, was a great opportunity for us to demonstrate the way that Admiral continues to innovate in ways that lead to meaningful enhancements for our growing customer base.