



## PRESS RELEASE

### Mosaic Insurance wraps 2021 with promo video, brand campaign

**Hamilton, Bermuda, December 16, 2021**—Mosaic Insurance is wrapping its first calendar year of business with a brand-awareness campaign on social media attracting target audiences to its website and promoting **a new video featuring Co-CEOs Mitch Blaser and Mark Wheeler**.

The campaign, leveraging Mosaic's **LinkedIn** and **Twitter** channels, underscores the global startup insurer's growing team of talent and six specialty business lines as they relate to trending geopolitical risk events. Call-to-action links take industry viewers to Mosaic's website, which launched this fall, for more details and contacts.

"This has been a monumental first 10 months for Mosaic, and we've accomplished an impressive amount of activity in that relatively brief period," said Co-CEO Mitch Blaser. "It's an opportune moment to pay tribute to the expertise and technology driving our journey and highlight the nature of the business we're in and why it matters to clients."

The two-minute video, with in-studio filming by Bermudian Lara Smith, and editing and production by UK agency Brandex, features Blaser and Wheeler detailing Mosaic's use of technology, deep underwriting knowledge, select specialties—and how those relate to a fast-changing risk environment. Mosaic provides global coverage for transactional liability, cyber, political risk, political violence, financial liability and professional liability.

"Our aim from Day One has been to speak in a transparent way about these highly technical lines of business, their increasing worldwide relevance, and the enormous expertise behind them," said Chief Communications Officer Rosemary Jones. "Our strategy is to differentiate Mosaic for its custom approach and unique distribution model, and through our website and this campaign, we hope to amplify that message and reach new clients and capital partners."

The video blends Bermuda and UK expertise, with filming on the island by Smith, of LDS Multimedia, and Kyle James, of Fly High Media, and post-production by a team at Norwich-based Brandex, which oversees Mosaic's brand-identity development.

"As a specialist branding agency in the insurance sector for over 25 years, working with Mosaic to build and deploy a brand for a next-generation Lloyd's syndicate has been an exciting journey, and one I've been very proud to be involved with," said Julian Steedman, Managing Director of Brandex. "As the importance of brand comes more and more into the spotlight in the specialty insurance space, Mosaic is a true challenger brand to the status quo."



Backed by private-equity firm Golden Gate Capital, Mosaic launched February 4 this year, with Lloyd's of London Syndicate 1609 as its centerpiece and a focus on select, lines of business. The company's hybrid structure provides syndicated capacity by combining proprietary and trade capital—allowing Mosaic to source and underwrite business as a primary lead market.

**VIDEO:** See Mosaic's video, highlighting products and people, here: [bit.ly/3FDNb6I](https://bit.ly/3FDNb6I)

**PHOTO CAPTIONS:**

[video promo tiles] Mosaic's brand awareness campaign promoting its website and new video

**About Mosaic**

Mosaic is a next-generation, global specialty insurer harnessing visionary leadership, exceptional underwriting talent, a focus on complex product lines, and a digitized operating model. Coupling Lloyd's Syndicate 1609 with a wholly-owned syndicated capital management agency, Mosaic is uniquely positioned to offer capacity and custom service to clients in markets around the world. We leverage the legacy of Lloyd's, along with the market's global license network and financial-strength ratings: A, Excellent Outlook (AM Best); A+, Strong Outlook (Standard & Poor's); AA-, Very Strong Outlook (Fitch Ratings). Visit [mosaicinsurance.com](https://mosaicinsurance.com) and follow us at @Mosaic1609.

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