Annual Report 2025

The ABI
Together Driving Change

Future-ready

Shaping a more resilient and prosperous UK

Marking **40 years** of driving change

About us

The ABI is the definitive voice of the UK's world-leading insurance and long-term savings industry, which is the largest sector in Europe and the third largest in the world.

We represent more than 300 firms within our membership including most household names and specialist providers, providing peace of mind to customers across the UK.

Our sector is productive, inclusive and essential to the UK economy and together, we are driving change to protect and build a thriving society.

Find out more at **abi.org.uk**

Contents

About us 2

Our impact 4

President's foreword 5

Director General's introduction 6

Bringing the industry together 7

Engaging with the UK's governments 10

Influence on the world stage 12

Strengthening customers' financial resilience 14

Accelerating general insurance priorities 15

Securing a healthier nation 18

Long-term savings at the heart of the growth agenda 20

Investing in a better world for retirement 22

Shaping the regulatory landscape 23

Tax reforms 25

Sustainability 26

The big picture 27

Get more from your membership 28

External recognition 29

Our impact

This year's member survey results reflect the strong progress we've made to drive change on behalf of our members.

88% of our members are satisfied or very satisfied with their membership experience

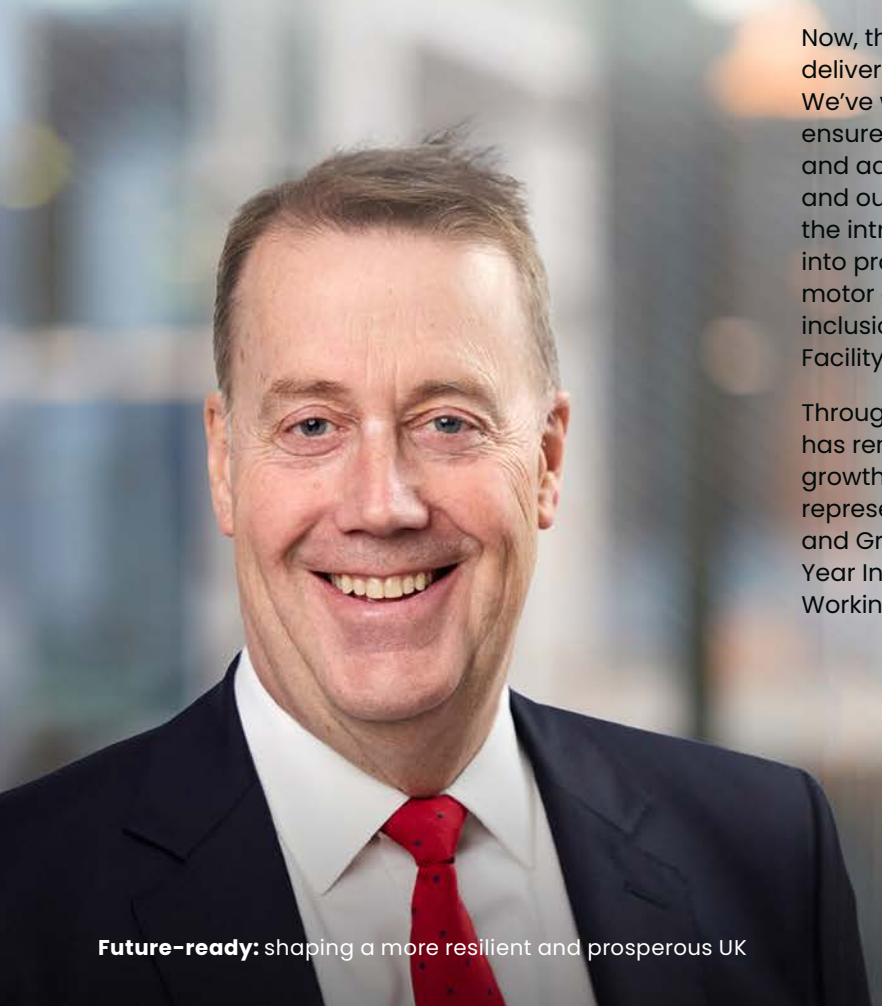
94% of our members feel that we're influential

Our net promoter score is ***+40***

The ABI Member Survey 2025

President's foreword

It's my privilege to write this as the ABI's President. I've worked with the ABI across different roles throughout my career and know first-hand how important the delivery of our shared priorities is for the wider sector.



Future-ready: shaping a more resilient and prosperous UK

I'd like to extend our gratitude to Tim Bailey, CEO, Life Protection, Zurich Group, for his dedication as the ABI's former President and throughout his time on the Board.

The ABI marked its 40th anniversary this year – an important time to reflect on what has been collectively achieved by the team and members, and to look ahead at what's to come.

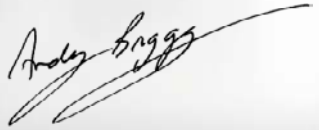
Now, the ABI has reached a further milestone in delivering its three-year strategy launched in 2023. We've worked together to bolster trust in the industry, ensure the market operates as effectively as possible and accelerate investment into protecting people and our planet. There is much to acknowledge: the introduction of Solvency UK, driving investment into productive assets across the UK, tackling motor claims costs and fraud, supporting financial inclusion, and launching the Fire Safety Reinsurance Facility amongst much more.

Throughout it all, the ABI has ensured the industry has remained front and centre of the government's growth mission. It was good to see our sector well-represented in the government's Financial Services and Growth Strategy and the Leeds Reforms, the 10 Year Infrastructure Strategy and the Keep Britain Working Review.

> ***Our work across the decades has made a significant difference in how the industry can best serve its customers through innovation, collaboration with government and regulators, and shared expertise.***

I would like to acknowledge the change of independent Chair of the ABI's Board this year, with Baroness Nicky Morgan concluding her term as the first in office. We're grateful for Nicky's expert counsel and support across the past few years and delighted that Baroness Kay Swinburne has taken on the role.

The ABI's purpose – 'Together, driving change to protect and build a thriving society' – continues to be of paramount importance to our collective work. Maintaining our close collaboration and momentum is critical as we look to the next challenges and opportunities that lie ahead in 2026. Thank you for your support in achieving our shared goals.



Andy Briggs MBE
CEO, Phoenix Group and President, The ABI

Director General's introduction

Three key themes stand out for me across everything we've secured in 2025 to deliver our priorities on behalf of our members.

Future-ready: shaping a more resilient and prosperous UK

In a year that began with one of the strongest storms the UK has seen in a decade, our focus on **resilience** has been more important than ever. It's been a guiding principle across much of our policy work: from successfully advocating for flood defence maintenance to putting health and protection insurance at the heart of workplace wellbeing discussions.

To truly support resilience, **certainty** is required. For an industry that plans, prepares and thinks long-term, stability is key. It has been core to our approach on regulatory changes, ensuring proportionate rules whilst upholding vital protections for customers – from reform of the Financial Ombudsman Service (FOS) to changes to the Financial Conduct Authority (FCA) Handbook.

But ultimately to achieve success, **collaboration** is vital. Our sector sits at the heart of the UK government's growth agenda, and we've continued to work closely with ministers, officials and parliamentarians to support that mission and advocate for our industry. Our role as convenor is one that we hold with the greatest of pride and the utmost importance for developing strong relationships both at home and internationally.

One initiative embodied all three aspects for me: the Covid-19 Support Fund. Over £100 million was raised across our membership and wider industry at the start of the pandemic to help the communities most in need. What was achieved by the charities supported through this fund has been extraordinary.

Sharing their stories in our impact report was a privilege, and everyone who contributed should take great pride in what was accomplished.

We're delighted to welcome new organisations to our membership this year. Bridgehaven Speciality UK, CFC, Fortegra Insurance UK, PartnerRe and Somerset Bridge Group have joined as members, while Amazon Web Services, BlackStone, d-fine, Flint Global, FRISS, Huntswood, Hymans Robertson, IBM, Kroll, Kyndryl and Pinsent Masons have become Associates. Their expertise and engagement will strengthen our collective voice.

> ***Our role as convenor is one that we hold with the greatest of pride and the utmost importance for developing strong relationships both at home and internationally.***

Our focus now turns to the future. We look forward to sharing our new strategy with you in 2026 as we accelerate collective action to protect and build a thriving society.

Hannah Gurga
Director General, The ABI

Bringing the industry together

Providing opportunities to network, share experiences and learn together is a central part of our offering to members.

Throughout 2025 we continued to evolve and expand our award-winning events and development programmes.

This year was bookmarked by two flagship events, the Annual Conference in February and our Annual Dinner in November.

Over 600 delegates joined us at our Annual Conference at the QEII Centre in Westminster, marking the start of our 40th anniversary and unveiling our refreshed visual identity. We were delighted to be joined by more than 60 industry speakers covering topics across general insurance, long-term savings, health and protection and regulation. Hearing perspectives from beyond our sector also played an important role on the day. It was inspiring to hear from Greg Jackson, CEO of Octopus Energy on their approach to consumer engagement as well as our panel of changemakers.

The Conference featured a compelling plenary session on the industry's role for the future. We launched new thought leadership research with WPI Economics, 'A 10-year vision for prosperous and secure households, businesses and communities', combining expert industry interviews with fresh consumer polling. The findings helped to spark debate and spotlighted areas where our sector can make the greatest impact.

With over 200 CEOs and senior leaders from across the industry, government and regulators in attendance, the Annual Dinner was an important opportunity to celebrate our sector's achievements and reflect on the challenges ahead.

The industry's role in supporting national resilience was a central theme throughout the evening. In her speech, Hannah Gurga emphasised the need to embed insurers at the heart of resilience planning. During a fireside chat with ABI Deputy President Ken Norgrove, Richard Horne, CEO of the National Cyber Security Centre, highlighted the critical role of insurance in strengthening the nation's defences against cyber-attacks. We were also pleased to hear from ABI President, Andy Briggs MBE, and KPMG's Noeleen Cowley.

Ken Norgrove and Richard Horne speaking at our Annual Dinner 2025

Our focus on cyber has spanned events across the year. In January, we hosted our inaugural Cyber Conference, which explored the growing impact of cyber risks on the insurance industry and its customers. The event brought together leaders from government and industry, including representatives from the Prudential Regulation Authority, the Department for Science, Innovation and Technology and the Tony Blair Institute.

A firm fixture in the industry calendar is our Tax Convention which took place over two days in Birmingham in September. More than 200 delegates joined us to explore macroeconomic tax challenges from the growing complexity of tax reporting and compliance, to harnessing AI to improve efficiency without compromising quality.

Throughout 2025, we also hosted a series of highly popular one-day events covering fraud, motor, health and protection, prudential and conduct regulation and long-term savings. These gatherings brought the industry together to debate the pressing challenges of the day, share insights, and collaborate on practical solutions, helping to shape the future direction of our sector.

Sharing learnings and developing talent

Our award-winning Future Leaders programme returned this year with a new cohort of talented individuals, supporting their journey towards becoming the CEOs of tomorrow. To further empower the next generation of leaders, we launched an additional programme for managers – designed to nurture emerging talent across the insurance and long-term savings sector and equip them with the tools and insights to accelerate their careers. At the other end of the spectrum, our Young Professionals event provided networking and learning opportunities for those who have recently joined the industry.

We continued to develop our range of webinars and roundtables, offering timely insights and guidance on key developments, including Fair Value, Pensions Dashboards, motor claims, tax and flooding. These sessions help our members stay ahead of regulatory and market changes while providing valuable opportunities to engage with peers and inform industry thinking.

Building on last year's success, our dedicated forums for CEOs, General Counsels and Chief Risk Officers have gone from strength to strength, fostering peer-to-peer collaboration and strategic discussion. We also launched a new Chief Information Security Officer Forum and an AI Forum, creating spaces for members to share expertise, innovate and collaborate to strengthen resilience across the sector.

Tax Convention, Birmingham

Future Leaders programme

Enduring impact through the Covid-19 Support Fund

When the pandemic brought the world to a standstill in 2020, our industry raised over £100 million for those most affected. To maximise impact, we co-ordinated the allocation of donations with a focus across two priorities: assisting frontline organisations responding to those in urgent need, and funding charities working across six strategically selected themes.

Five years on, our final impact report highlights the far-reaching impact of the Fund's donations. The lives of millions of people have been touched by the Fund, which supported 17 national charities and over 100 smaller charitable organisations. Vital mental health services were sustained and expanded, new support networks for carers created and ground-breaking volunteer services for people affected by dementia established. Launching the report was a powerful moment to celebrate these achievements and reflect on the lessons learned. Hearing directly from charities and donation recipients brought the Fund's legacy to life. Their stories were inspiring and a testament to the impact of collective action.

One enduring legacy is the ABI's continued relationship with the National Emergencies Trust, which received the Fund's first donation of £20 million. We were proud to become an appeal partner, committing to use our network to raise awareness of their fundraising efforts during UK disasters.

> ***The lives of millions of people have been touched by the Fund, which supported 17 national charities and over 100 smaller charitable organisations.***

Covid-19 support fund

Supported by the insurance and long-term savings industry

From Crisis to Impact:

What the Covid-19 Support Fund Delivered

Engaging with the UK's governments

Working at the heart of Westminster

While the UK political landscape evolved throughout the year, our work in Westminster to support the government's growth mission and deliver on industry priorities remained constant.

Influencing long-term government strategy has been central to this. Hannah Gurga joined the Chancellor in Leeds to launch the Financial Services Growth and Competitiveness Strategy – an initiative we helped shape through close collaboration with HM Treasury and our members. We're proud that our efforts contributed to greater alignment between the FOS and the FCA as a key outcome. Our engagement this year included a roundtable with members and the then Economic Secretary to the Treasury to share the industry's progress on the £100 billion investment pledge now the Solvency UK reforms are in force. We also welcomed recognition of our sector as a vital engine of growth in both the Industrial Strategy and the 10-Year Infrastructure Strategy, which also underscores the importance of long-term funding and robust frameworks for flood defences.

Staying firmly at the heart of key political conversations, we deepened our engagement with the new UK Government and Parliament, as well as the opposition. At the Labour Party Conference, we were delighted to host the Chancellor and Jonathan Reynolds, Chief Whip, at one of our events and welcomed Labour's Metro Mayors, including Sir Sadiq Khan and Tracy Brabin, at a dedicated reception. Participating in several roundtables, Hannah Gurga shared the industry's views with the Pensions Minister and Economic Secretary to the Treasury on the Pension Schemes Bill and financial inclusion respectively.

Our long-standing partnership with Women 2 Win continued as we sponsored their reception at the Conservative Party Conference, where we were joined by John Glen MP. At the Liberal Democrat and Reform Party conferences, we engaged with stakeholders to ensure we remain across emerging policy areas that matter most to our members. Through these touchpoints, we're not just present, we're influencing the agenda.

Strengthening relationships with newly elected MPs and select committees and boosting their understanding of the industry's role remained a priority. Marking our 40th anniversary, we brought together MPs, Peers, members and industry stakeholders at a parliamentary reception to showcase our sector's contribution to the UK economy and foster meaningful dialogue.

We also played a prominent role in three major committee sessions this year. David Otudeko highlighted the transformative potential of AI in financial services. Mark Shepherd addressed the Environmental Audit Select Committee on flooding, Yvonne Braun OBE and Rob Yuille presented the industry's perspective on the Pension Schemes Bill to the Work & Pensions Select Committee and the Public Bill Committee respectively. Beyond formal evidence sessions, we supported MPs in exploring key industry issues – hosting a Parliamentary drop-in on motor affordability and convening a strategic dinner to discuss our priorities for the Pension Scheme Bill.

Lauren Edwards MP speaking at our 40th Anniversary Parliamentary Reception

Chancellor of the Exchequer, Rachel Reeves MP and Hannah Gurga at the Labour Party Conference

Yvonne Braun OBE speaking at the Work & Pensions Select Committee

Outside Parliament, we hosted receptions for the Labour in the City network and Women 2 Win, strengthening our connections across political parties and building valuable relationships with parliamentarians.

Representing the industry across four nations

With elections on the horizon in 2026 for Wales and Scotland, we ensured our political connections ran deep across the devolved nations. Through briefing the main parties on our devolved policy priorities for their election manifestos, we secured support for a range of measures.

Motor and home premiums remain a hot topic in the Northern Ireland Assembly. An inquiry by the Committee for Finance welcomed our analysis of the cost factors in both product lines and has asked Executive Ministers to investigate the issues we raised on higher compensation costs for personal injury and replacement vehicle costs. We continue to make the case with HM Treasury and the Northern Ireland Executive that claims management companies need to be regulated by the FCA to protect consumers.

We championed the industry's voice in dedicated discussions with the Welsh and Scottish Governments on cladding remediation, while driving forward conversations across all three devolved administrations to promote property flood resilience. Engagement with senior leaders across the UK nations advanced key priorities: resilience with the First Minister of Scotland; financial inclusion and infrastructure investment with the Deputy First Minister of Scotland; community flood resilience with the Deputy First Minister of Wales; and regulation and road safety with Northern Ireland's Ministers for Finance and Infrastructure. We also worked closely with the UK Economic Secretary to the Treasury through the London-Scotland Financial Service Forum, ensuring the sector's voice was heard on issues affecting Scotland.

Beyond these high-level engagements, we led discussions on a wide range of topics – from allyship in our industry, the Pension Schemes Bill, and young driver safety, to infrastructure investment, electric vehicles, counter-fraud strategy, assisted dying, access to insurance for people living with cancer, agricultural machinery theft, flood risk management and civil justice reform – across Holyrood, the Senedd and Stormont.

Emma Reynolds MP with members on Solvency UK

Influence on the world stage

The connections and relationships we build around the world are central to our ability to advocate for the industry.

Our MoU with the Bermuda International Long Term Insurers and Reinsurers (BILTIR) marked a significant step forward in fostering international collaboration.

The agreement set the stage for closer co-ordination on financial stability, domestic regulation of respective markets, taxation and diversity and inclusion – areas of shared interest where we can exchange insights and create networking opportunities. The MoU was signed at our inaugural Life and Annuity Reinsurance Forum, which brought together senior representatives from firms, the PRA and other global regulators for high level discussions.

This followed our April engagement with the Premier of Bermuda and the Financial Secretary of Bermuda in London where we hosted an intimate gathering with members. Conversation focused on how the UK and Bermuda can continue to collaborate to support symbiotic growth between two leading reinsurance hubs.

We continued to strengthen international relationships through our participation in the Global Federation of Insurance Associations (GIFA) and Insurance Europe. This included working with our sister trade bodies to address shared global challenges such as the increase in extreme weather events and the ever-shifting geopolitical environment. The roundtable we co-hosted with senior leaders from the Insurance Council of Australia and the Australian Government provided a crucial form to discuss the global insurance protection gap in the face of worsening perils.

It's always an honour to host international delegations when visiting the UK. This year, we welcomed the Financial Services Council of New Zealand, the Council of Australian Life Insurers, Brazil's Head of Economic Reform, the Brazil insurance association, the Saudi insurance and pension regulator, a delegation of insurers from Connecticut, including the state's Deputy Insurance Commissioner, and many more from Sweden, Japan, Singapore, and Switzerland.

> ***The agreement set the stage for closer co-ordination on financial stability, domestic regulation of respective markets, taxation and diversity and inclusion.***

Singapore delegation visiting our London office

We signed an MoU with BILTIR

June saw the UK Government publish its Trade Strategy, which reflected many of our recommendations. Notably, the Strategy recognises the value of deploying the full range of trade tools – not just Free Trade Agreements (FTA) – to unlock market access and drive growth. This acknowledgement is a welcome step forward and reinforces a message we've consistently championed: a flexible, multifaceted approach is essential to maintaining the UK's global competitiveness.

After years of negotiation, the UK and India signed a Free Trade Agreement, cementing several recent developments. Of particular importance for our members is India's foreign investment cap for the insurance sector at 74%, which may rise to 100% in the near future. The agreement also captures the current requirement that these joint ventures (between the foreign insurer and domestic insurer) need not have fewer than 50% independent directors, which may be increased to 75% soon. We continue to engage with HM Treasury and the Department for Business and Trade to build on this momentum and use the strong dialogue between relevant counterparts to pursue further progress in other areas, using trade tools beyond FTAs.

> ***June saw the UK Government publish its Trade Strategy, which reflected many of our recommendations.***

Global Federation of Insurance Associations (GFIA) and Insurance Europe's conference in Brussels

We hosted a meeting with the Brazilian Minister for Economic Reform on twin peaks in the UK

We met with our Brazilian sister association (CNSeg) to discuss climate policy

We welcomed a delegation from Sweden to speak about key priorities for the UK insurance sector

Strengthening customers' financial resilience

Work to boost financial resilience naturally sits right at the heart of our purpose.

Using our position as a bridge between consumer organisations and industry, our Consumer Advisory Group continues to provide a platform to share knowledge, hear diverse perspectives, strengthen trust and deepen understanding. We're grateful to the organisations and individuals who have taken the time to meet with us across the year.

Our role in the development of the government's Financial Inclusion Strategy helped to bring the industry's views to the table alongside those of consumer champions and the wider financial services sector.

> ***Working together we identified and defined tangible actions to improve financial inclusion across the UK.***

As Chair of the sub-committee on access to insurance, Hannah Gurga helped shape the final strategy's recommendations so that more people can benefit from the financial resilience home contents insurance and income protection products provide. We also ensured the sub-committee considered the critical issue of economic abuse and developed a recommendation to support victim-survivors by establishing good practice guidance and embedding it across our sector. To improve financial resilience and access to travel insurance for people with pre-existing medical conditions, we're working with the Money and Mental Health Policy Institute and the FCA to build a shared understanding about how underwriting decisions are made for people with pre-existing mental health conditions.

Improving customer's understanding of policies and claims processes is another vital aspect of boosting resilience. Clear communication throughout the customer journey is essential, and we're proud to have continued our partnership with Plain Numbers for a third year to support members in developing clearer materials.

The FCA's General Insurance Retail Roadmap and the super-complaint raised by Which? further highlighted the need for improved customer understanding. We work hard to share information with consumers about insurance products, but especially when responding to customer's needs during extreme weather events. Our newly updated flood guide sets out everything a homeowner needs to know about the insurance response when flooding is expected, and when it does strike, we issue this widely across the media and to parliamentarians. We also put the industry on the front foot when wider disruption occurs – developing and promoting travel insurance Q&As when the country's busiest airports experience major delays, issuing regular travel advice, and informing customers of the precautions to take when the cold bites.

Customers have a range of different needs, whether as individuals or as a business. One of our core priorities is to help build resilience across the UK's small and medium-sized enterprise (SME) sector. We know that SMEs make up 99% of all businesses in the UK and employ over 60% of the total private sector workforce. They are vital to economic growth and job creation, but many are unfortunately less resilient to financial shocks.

Our study into SME Uninsurance and Underinsurance is creating a robust evidence base for the issue and developing solutions to fill existing gaps in cover. Through a nationally representative survey of over 1,000 SME decision-makers, as well as focus groups and workshops with experts, small business representatives, and SMEs, we're uncovering fresh insights into how they approach insurance and manage risk.

Our motor insurance event hosted in collaboration with DAC Beachcroft

Accelerating general insurance priorities

Through our policy and advocacy work to support priorities across the retail and commercial markets, we secured many successful outcomes in the interests of customers and industry.

Advocating for climate resilience

In a year that began with Storm Éowyn, the UK's most powerful windstorm for over a decade, our focus on climate resilience has never been more important. We relentlessly advocated both publicly and behind the scenes for greater investment in flood defences, a long-term commitment to their maintenance and vital resilience measures in planning and building regulations.

Our strategic engagement with the government and targeted interventions in the media, including promotion of our combined property premium and claims tracker, helped secure a government commitment to invest £4.2 billion for flood defences over the next three years. The 10 Year Infrastructure Strategy promises £7.9 billion, bringing us closer to reaching our goal for a sustained commitment to flood defence investment – though further funding will be essential as climate risks grow.

Ultimately, having homes and properties that are resilient to extreme weather events is key. We worked closely with Defra and the Peter Bonfield Review team to ensure industry input into the Flood Ready action plan and continued to press for resilience measures in the Planning and Infrastructure Bill, which is due to receive Royal Assent before Christmas. As a member of the government's Flood Resilience Taskforce, we collaborated to improve flood warnings, the flood response process and the wider resilience of the UK to flooding.

A continued focus on supporting leaseholders

Supporting leaseholders in England, Wales and Northern Ireland, and flat owners in Scotland, living in high-risk buildings continues to be a priority. The Fire Safety Reinsurance Facility had a positive impact in its first year and was positively referenced in the government's Remediation Acceleration Plan.

More than 760 buildings have been entered into the Facility, at a total value of £17.1 billion. Amongst these were examples of high-risk properties with fire safety issues that would otherwise not have had cover, and evidence of reduced premiums for leaseholders.

Building on its success in its first year, the Facility's capacity has been expanded so that participating firms can now cover losses up to £75 million, up from £50 million. This increased limit will help more buildings and leaseholders in England, Wales and Northern Ireland, and owners in Scotland, benefit from its support.

Everyone deserves to live in safe and secure homes, and the long-term solution remains ensuring buildings with fire safety issues are remediated to a standard that protects both lives and property.

To demonstrate the difference between insurers' expectations and current building regulations, we worked with the Fire Protection Association to publish a report setting out how the industry assesses the risks facing affected buildings and where it might go further than the remediation required, ahead of the upcoming Remediation Bill. We also closely engaged with political stakeholders given increasing scrutiny and focus on the Building Safety Regulator.

Further action on motor affordability

While our motor premium trackers have shown a fall in premiums over the year to £551, our foot has remained firmly on the pedal to tackle motor insurance costs.

Progressing through the steps in our Motor Affordability Roadmap, our partnership with the National Vehicle Crime Intelligence Service (NaVCIS) saw 55 vehicles valued at £1.44 million recovered from the Port of Dover in 2025 (to end September).

> ***Our engagement with government and regulators has also helped shape policy discussions on affordability and tax.***

We've consistently highlighted to government that claims costs have been the major factor driving recent increases in motor insurance premiums. It was reassuring to see the FCA confirm this in its recent GI retail package. Addressing this remains central to our work, collaborating closely with members, the regulator and the government to find appropriate solutions and ultimately ease pressure on consumers.

The impacts of the whiplash reforms and the improved functioning of the Official Injury Claims Portal in 2025 continued to reduce the volume and cost of whiplash claims. According to HM Treasury's statutory report, these reforms saved motorists £15-£31 per policy between 2021 –2024. We'll contribute to the Ministry of Justice latest review of the whiplash reforms in England & Wales, including advocating for an increase in the Small Claims Track for road traffic accident claims.

Improving road safety

Following extensive collaboration between industry stakeholders, we updated the Salvage Code of Practice to reflect new vehicle technology and give customers transparency about the history of the car they're considering buying. Electric and hybrid vehicles are now included, alongside megacasting, reusable parts and changes brought by rapidly advancing vehicle systems.

With automation an ever-increasing feature of vehicles on our roads, we've been influential in ensuring its safe adoption. We supported implementation of the Automated Vehicles Act, working with Thatcham Research to shape secondary legislation and call for robust safety standards, clear consumer communications and embedding the expertise of our sector in the development of AV regulation.

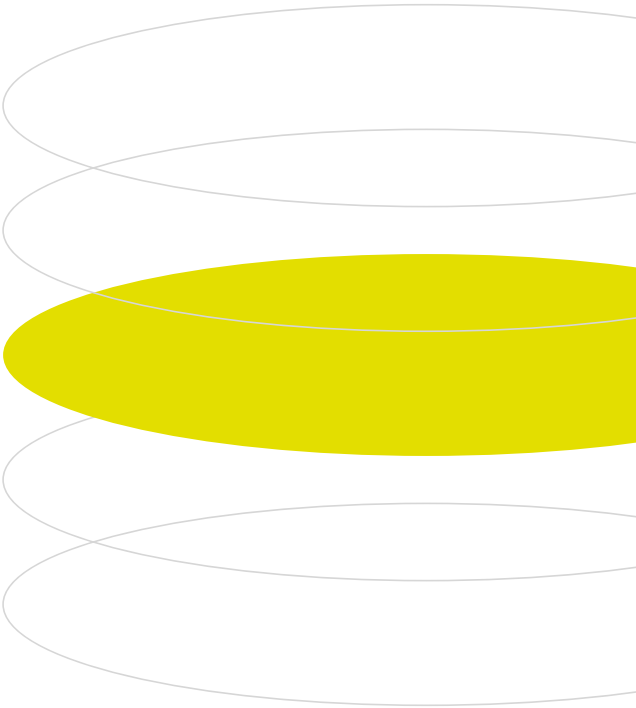
Responding to increasing cyber threats

Recent cyber-attacks on UK businesses underscored the need to strengthen the country's cyber resilience. The insurance industry has an important role to play in supporting businesses facing these cyber threats and it is a core strand of our commercial insurance work. Cyber insurance not only provides financial indemnity, but also offers expertise in identifying, responding, and recovering from a cyber incident.

Our report, Cyber resilience for SMEs: The Insurance Gap Explored, launched at our inaugural Cyber Conference and developed in collaboration with Grant Thornton, explores how insurance can mitigate the risks.

The Home Office brought forward a set of proposals aimed at making the UK a less attractive target for ransomware threat actors by banning payments for critical national infrastructure and public bodies. While we support interventions to reduce the impact of ransomware, we have concerns that some of these proposals will limit the UK's toolkit for responding to threats and have a disproportionate negative impact on the smaller organisations that rely on the goods and services provided by organisations subject to the ban.

> ***With automation an ever-increasing feature of vehicles on our roads, we've been influential in ensuring its safe adoption.***



Tackling fraud and financial crime

Strong progress has been made on the commitments in the Insurance Fraud Charter, including improving victim support and identifying emerging fraud trends. We continued to represent members' interests on the government's Joint Fraud Taskforce and to highlight the substantial contribution the industry makes to tackling fraud, including through funding the City of London Police Insurance Fraud Enforcement Department (IFED).

We worked with the Home Office to inform government guidance ahead of the new 'failure to prevent fraud' offence, which came into effect on 1st September under the Economic Crime and Corporate Transparency Act. It holds large organisations to account where an employee or other associated person commits a fraud intending to benefit the company. We hosted a roundtable for members to help their understanding and support compliance.

Improving outcomes for travel and pet insurance customers

We worked closely with our travel insurance members to deliver tangible improvements for customers and members alike. Our efforts included driving engagement on underwriting for mental health conditions to ensure fair access to cover and preparing the industry for the EU Entry/Exit System to minimise disruption for travellers.

We provided evidence to the Competition and Markets Authority's investigation into veterinary services for household pets, highlighting the impacts on insurance costs.

Championing trade credit insurance to strengthen UK business resilience

We continued to champion the value of trade credit insurance across the UK economy. Through our engagement with key trade associations, including R3 – the Association of Business Recovery Professionals – we've improved awareness of the benefits of trade credit insurance and its role in supporting businesses facing financial challenges. By sharing advice and guidance in response to major insolvencies, we made sure that members and stakeholders are equipped with the latest insights and support.

Prioritising sector-specific engagement, we worked closely with brokers and business groups to enhance understanding of trade credit insurance, particularly among SMEs and in sectors such as construction and retail. We've maintained a strong focus on talent and diversity, supporting the Women in Credit Insurance initiative.

> ***By sharing advice and guidance in response to major insolvencies, we made sure that members and stakeholders are equipped with the latest insights and support.***

Luke Charters MP speaking at our Fraud Conference 2025

Securing a healthier nation

The UK government's focus on improving the population's health and boosting economic productivity aligns strongly with the priorities of health and protection insurers. We've worked to ensure the industry is at the centre of these conversations.

Insurance reflected in landmark health review

Our main focus has been the 'Keep Britain Working Review' led by Sir Charlie Mayfield. We engaged extensively with Sir Charlie and his team to demonstrate the role of health and protection insurance in supporting a healthier nation and a stronger economy. Feedback confirmed that our engagement helped inform their thinking.

The final report recognises the contribution insurers make in keeping people well and in work. We welcome the review team joining forces with government and employers to shift focus to prevention, early support and better returns to work. As a Vanguard Employer, we'll continue to work closely with the review team to ensure our industry's key role – helping people stay in work and supporting their return – remains central to building a healthier and more productive UK workforce.

> *We welcome the review team joining forces with government and employers to shift focus to prevention, early support and better returns to work.*

Bolstering the resilience of the UK's workforce

The importance of a resilient workforce was at the heart of our Health and Protection Conference. Delegates heard directly from Sir Charlie Mayfield on the review's findings, alongside panels which explored practical solutions to supporting workplace health, from prevention and early intervention to rehabilitation and vocational support.

Highlighting the value of workplace health insurance

We published our second data collection showing the significant increase in the use of insurer provided health services in 2023. 2.2 million people used insurer-provided health services, up 23% on 2022, with customers accessing these services 10.3 million times in the year. We published this alongside research demonstrating the value employers and employees place on employer-provided health benefits. Together, this evidence reinforces how our data insights help to shape policy and practice, supporting better outcomes for employers and employees alike.

Our roundtable with Sir Charlie Mayfield about the industry's role in tackling economic inactivity

Championing protection insurance

We actively highlighted the financial benefits that protection insurance provides. In addition to our work to inform the government's Financial Inclusion Strategy, we engaged closely with the FCA's Pure Protection Market Study (PPMS). Working with members, including smaller firms, we ensured the FCA sees the market study as an opportunity to narrow the protection gap, helping consumers build resilience and promoting growth. Our advocacy will continue ahead of the report's publication.

We also published our 2024 protection claims data to further emphasise the importance of this cover, leading with news that our members paid out a record £8 billion to people experiencing bereavement, illness and injury. A powerful customer case study brought this to life in the media, showing the vital role protection insurance plays when people need it most.

Preparing for the Triennial Review of Genetic Testing Code

This has been an important year for the Code on Genetic Testing. The Code, which is an agreement between us and the Government, sets out what insurance companies can know about genetic test results.

The second Triennial Review has been an opportunity for the industry, and wider health and government stakeholders, to reflect on the Code and the evolving genetics landscape. The outcome of these reflections will be published in early 2026.

Supporting the industry's response to mental health

Efforts to foster a better understanding of mental health within our industry has continued through our ongoing collaboration with Rightsteps. In a series of CII CPD-accredited webinars, we equipped frontline staff with the practical skills to safely and confidently support customers experiencing mental health conditions relating to stress and burnout.

> ***This has been an important year for the Code on Genetic Testing. The Code, which is an agreement between us and the Government, sets out what insurance companies can know about genetic test results.***

Sir Charlie Mayfield speaking at our event 'Keeping Britain working: Insurers at the forefront'

Long-term savings at the heart of the growth agenda

We helped shape the once-in-a-generation sea change across the UK's pension system and savers' engagement with long-term savings.

Supporting the Pension Schemes Bill

The Pension Schemes Bill presented a major opportunity to modernise the UK's pension system. Ahead of its introduction to Parliament, we successfully made the case for proposals to better align regulatory frameworks, enabling firms to consolidate old funds, and how the scale threshold should be set. We also argued for the proposals to be sequenced in the right order, while continuing to push for a robust legislative regime for Superfunds and surplus release, and challenging the idea of mandating pension investments. It was encouraging to see the final publication include deferred plans for a public sector DB consolidator, reflecting evidence we submitted to the DB Options review.

Alongside the evidence Yvonne Braun OBE gave to the Work & Pensions Select Committee and Rob Yuille gave to the Public Bill Committee, we engaged and briefed Parliamentarians at every stage of the Bill in the Commons and will continue to do so as it makes its way to the House of Lords.

Making targeted support a reality

Our work with the FCA turned the prospect of targeted support into a reality. We responded to three consultation papers, advised firms in the FCA's policy sprint, hosted multiple roundtables and published industry analysis in partnership with our associate members. Through this collaboration with members and wider industry, we ensured a commitment from FCA to develop case studies for pensions, the ICO and FCA will publish a joint statement on direct marketing, and FCA's final rules should reflect a sensible outcome on annuities, outcomes monitoring and disclosure.

Paying pensions some attention

The award-winning 'Pay Your Pension Some Attention' campaign returned for a fourth year with a new ambassador – TV star Ross Kemp. Along with Bola Sol, financial adviser and author, as the PT (Pension Trainer), Ross called on the nation to strengthen their pensions in a fitness workout. Influencers including Oti Mabuse, Dr Alex George and Gemma Atkinson amplified the message, helping the campaign reach over 500,000 people and surpassing our KPIs for coverage and paid-for social media.

Building on the Mansion House Compact

The role of pensions in supporting UK economic growth remained a key focus.

Our update on progress towards the Compact showed investment in unlisted equities through Defined Contribution (DC) default funds doubled over the past year from £0.8 billion to £1.6 billion.

To build on this, we worked with members, government, Pensions UK and the City of London Corporation to agree and announce the Mansion House Accord. Signed at an event with the Chancellor and Minister for Pensions, 17 of the largest workplace pension providers in the UK expressed their intent to invest at least 10% of their DC default funds in private markets by 2030, with 5% of the total allocated to the UK.

The ABI and Pensions UK will work together to track progress of the Accord, based on the asset allocation data to be collected by the regulators.

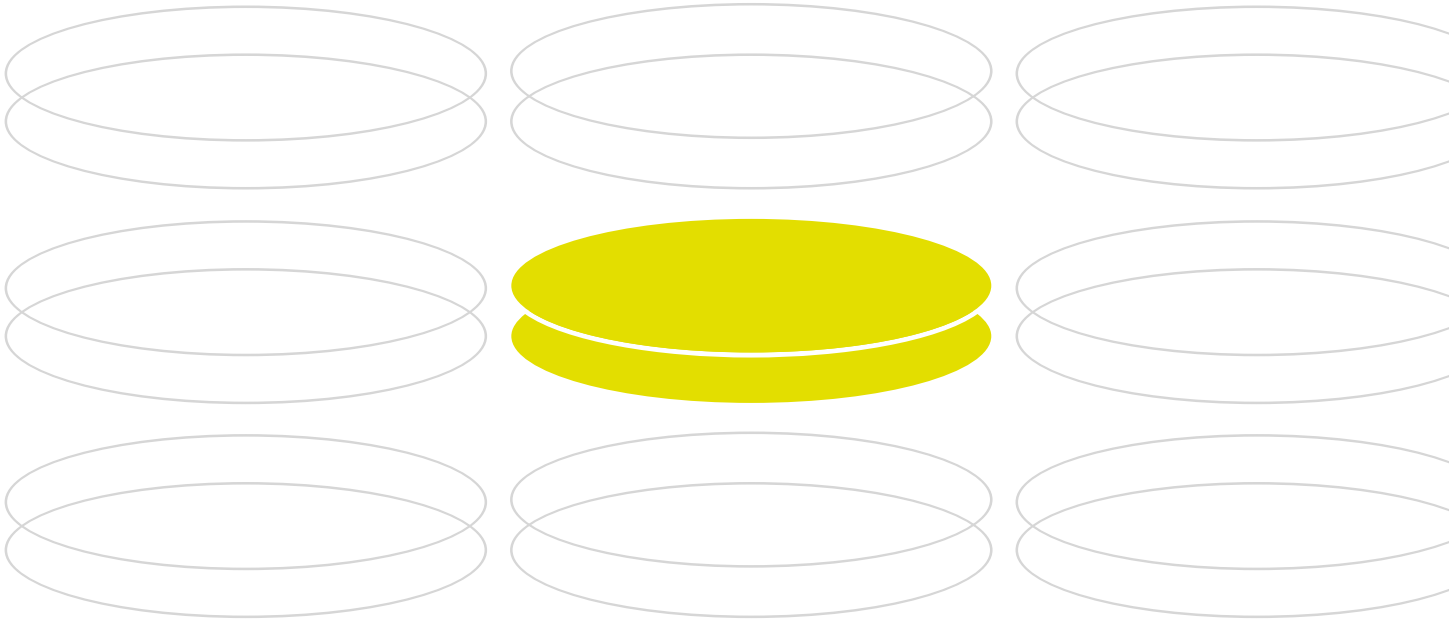
Preparing for the future

With warnings of the country 'sleepwalking' into a savings crisis, our attention focused on ensuring savers have enough money for their retirement. We made excellent progress on two key workstreams.

The government reaffirmed its commitment to pensions dashboards after our report called for its support to instil confidence in private sector dashboards. We made the case for pensions dashboards to be available through the apps and websites that people already use, to improve visibility and convenience. With an estimated £540 million in lost pension pots, the introduction of the private dashboards alongside the government backed MoneyHelper dashboard will enormously help customers to connect and engage with their pots.

Work has also begun with government to explore the barriers stopping people from saving enough for retirement and recommendations for change. The revival of the Pensions Commission was welcome news and we're engaging closely with them to provide industry support ahead of a final report due in 2027.

> ***With an estimated £540 million in lost pension pots, the introduction of dashboards will enormously help customers to connect and engage with their pots.***



Investing in a better world for retirement

Positive progress has been made on the industry's pledge to invest £100 billion over 10 years in UK productive assets, following the introduction of Solvency UK.

Our update showed £10.9 billion was invested in UK infrastructure across 2024, including £3.8 billion in real estate such as affordable and student housing and £1 billion in transport, supporting buses and ports.

To maximise the pledge and recognise the industry's role as major institutional investors, we worked closely with members, government and regulators to address barriers to investment. This included the creation of our Investment Viability Group, which brings together HM Treasury, the Office for Investment, the National Wealth Fund, the Prudential Regulation Authority and industry leaders. Its purpose is to share insights and help accelerate investment by exploring how productive investments can be structured to become Matching Adjustment eligible.

Under the banner of our Investment Delivery Forum, we convened members and combined authorities across the North of England to understand the pipeline of investment opportunities. We returned to Manchester for a reception to mark the introduction of Solvency UK in January, where we welcomed Tracy Brabin, Mayor of West Yorkshire, and Bev Craig, Leader of Manchester City Council. At the UK's Real Estate Investment and Infrastructure Forum (UKREiiF) in Leeds, we showcased the industry's role in investment to regional authorities and other key stakeholders.

As the annuity market continues to thrive, our report 'Powering UK Growth Through Pensions' quantified the scale of pension investment in the UK across both DC and annuities. £178 billion (65%) of assets held by participating firms providing bulk and individual annuities were invested in the UK in 2023, adding clear evidence of the power of pension providers as major investors in the UK.

To bring all this work together, and with the bulk annuity market set to drive even more investment into the UK as it continues to expand, we established a new product board focused on pension insurance and investment. The board will oversee our work to progress the £100 billion commitment as well as policy and regulatory work relating to DB schemes and pension risk transfer, and the investment opportunities and challenges for insurers in this market.

Investment Delivery Forum reception in Manchester

A tour of the Viking Energy Heat Network in South Tyneside

Shaping the regulatory landscape

Across Conduct and Prudential regulation, we continued to make the case for certainty, clarity and stability so that our sector can thrive on the global stage and contribute to the UK's economic growth.

Reforming the FOS

A crucial win for the sector this year was our work to secure reform of the FOS. Clearer alignment between the FOS and the FCA is critical to delivering the clarity and certainty that the industry needs, while importantly ensuring that customers continue to be protected. We welcomed the Chancellor's announcement of plans to return the FOS to its 'original purpose' as part of the Leeds Reforms, alongside a streamlined Senior Managers and Certification Regime. We will continue to advocate for the full suite of reforms our members wish to see and look forward to working with government and the regulators through the next stage of reform.

Building a shared understanding of our markets

The FCA has conducted several projects examining the motor, home and travel insurance markets. This included analysis of what has been driving motor costs and claims, how home and travel claims are handled and an interim report into the FCA's market study on premium finance. We engaged extensively with the FCA to help its understanding of the evidence base, and to support members with the response.

It was reassuring to see the FCA recognise that record-breaking claims costs are a significant factor behind recent increases in motor insurance premiums. The findings on motor, home and travel claims also identified some learnings and actions for us. We know our members work hard to ensure the claims process is stress-free for customers and have continued to work with the FCA to respond to the findings. This includes our recently published updated information on storms.

Protecting our members from unfair enforcement proposals

Working with sister trade associations, we secured the FCA's commitment to retain the 'exceptional circumstances' test rather than introduce a 'name and shame' approach. This outcome protects firms from unfair reputational damage while still enabling the FCA to warn the public about illegal activity and share lessons from enforcement cases.

By collaborating closely with the regulator and industry, we achieved a balanced solution that meets the FCA's objectives without compromising fairness. Importantly, the FCA has also confirmed it will consult on any future changes to its enforcement guide, giving firms a voice in shaping policy.

Shaping the consumer protection framework

In November the CMA published final guidance for businesses on the price transparency provisions of the DMCC Act, and we're pleased that it has taken forward our recommendations to clarify the treatment of insurers' pricing models. The final guidance adds an illustrative example of lawful practice using an insurance sales journey along with much more clarity on key concepts relevant to the treatment of risk-based pricing. This important outcome is a direct result of our sustained engagement with both the CMA and FCA, and a robust consultation response.

Simplifying rules and reducing unnecessary administration

We worked with the government and regulators to make the case for reducing unnecessary regulatory administration, resulting in changes to the FCA's Handbook and simplifying guidance for firms. For example, annual 'fair value assessments' will no longer be needed for lower-risk products, and we are working with the FCA to identify areas where data returns can be streamlined.

We heard from interim Ombudsman, James Dipple-Johnstone at our CEO Breakfast event

Shaping the Matching Adjustment Investment Accelerator

Our proactive engagement with the PRA influenced the final policy on the Matching Adjustment Investment Accelerator (MAIA), ensuring it supports innovation and growth. While we supported the adoption of MAIA, we identified elements in the original proposals that risked discouraging investment. Through targeted feedback, we secured key improvements – such as the removal of ambiguous language around "risky" assets – resulting in a clearer, more streamlined framework. The MAIA now enables firms to include a limited quantity of self-assessed assets within their Solvency UK Matching Adjustment portfolios before formal PRA approval, accelerating investment opportunities.

Driving infrastructure investment with industry and government stakeholders

This year also saw the convening of the Investment Viability Group (IVG) at our London office for the first time, bringing together a diverse array of stakeholders including members, representatives from His Majesty's Treasury, the Prudential Regulation Authority, and the National Wealth Fund. The group was established to explore how productive investments can be structured to meet Matching Adjustment eligibility criteria within the existing Solvency UK framework, and to support our industry to meet UK infrastructure investment ambitions.

Response to general insurance and life insurance stress tests

The PRA has introduced significant new features to its stress tests. These include publishing firm-level results for those in scope of the Life Insurance Stress Test (LIST) 2025 and a new 'live phase' in the Dynamic General Insurance Stress Test (DyGIST) 2026, where firms will respond to an evolving scenario and engage with relevant third parties. The ABI has worked closely with the regulator and our members to help shape both exercises.

The LIST results, published in November, demonstrated the strong capital position of the UK life insurance sector, with aggregate SCR coverage ratios falling from 185% pre-stress to 154% post-stress. Every participating firm maintained a coverage ratio above 100% despite the PRA not anticipating this outcome given the severity of the scenario.

The IVG's first meeting at our London office

Tax reforms

Our strong and collaborative engagement with HM Treasury and HMRC ensured the industry's tax regime remains competitive and proportionate.

Within the £26 billion of tax rises announced within the Autumn Budget, the absence of any increase to Insurance Premium Tax provided welcome relief to General Insurance and Health & Protection firms.

However, despite extensive campaigning – including employer and consumer polling, media interviews with influential publications such as the Financial Times and Politico, and a joint letter from six industry CEOs – a cap of £2,000 was placed on national insurance exemptions for employees who contribute to their pensions through salary sacrifice, effective from April 2029. This later implementation date reflects our consultations with government and gives businesses time to adapt. Both Hannah Gurga and Yvonne Braun, responded to announcements on the day, criticising it as short-sighted and destabilising.

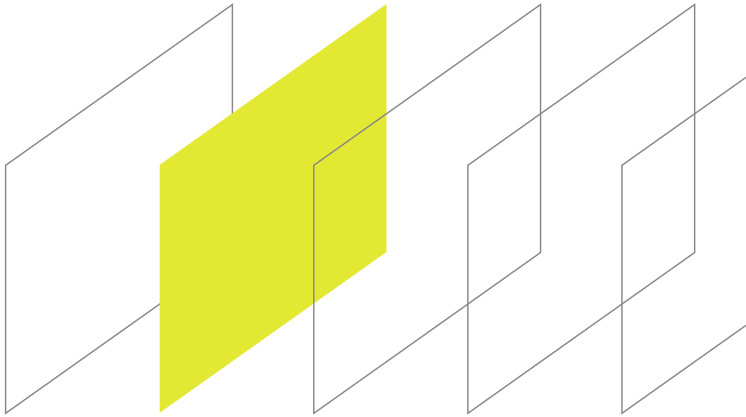
Our focus now turns to ensuring the government and the Pensions Commission fully understand the impact of the cap, so that proportionate measures are introduced and savers remain at the heart of pensions policy.

We continue to play an influential role in respect of global tax developments. Earlier this year we supported HM Treasury to understand the impact of proposed penal US tax changes on the sector, ultimately leading to the withdrawal of those proposals and the G7 statement providing a pathway to co-existence of US and global minimum tax systems.

We engaged closely with ministers and HM Treasury/HMRC on the operation of VAT to Financial Services. The regime is decades old and ripe for review. In the meantime, piecemeal updates and developments in HMRC's interpretation risked creating unexpected tax burdens for the sector which would impact policyholders and shareholders alike. We're now working with HMRC to ensure its guidance reflects current law and practice.

Pensions and policyholder tax continues to be an area where we are working to ensure that changes do not result in undue complexity and confusion for savers. Last year's Autumn Budget introduced changes to Inheritance Tax (IHT) including applying the tax to unused pension funds and death benefits from April 2027. Through comprehensive work between the ABI and our members, HMRC responded to industry concerns and has proposed aligning the new requirements with existing estate processes to the extent possible, rather than placing primary responsibility on pension scheme administrators. Further work is underway to refine operational practices, and we continue to liaise with the HMRC pensions policy team to highlight practical issues.

Vital work also continued on the reform of the Lifetime Allowance to address issues in the guidance and ensure the new framework is workable and fair. Similarly, we engaged with HMRC and the FCA over treatment of tax-free cash reversals, highlighting apparently unexpected consequences of clarifications to interpretation of the tax rules announced by HMRC and working with them to explain potential implications.



Sustainability

We continued to put people and planet at the heart of our work this year, with a priority focus on diversity, equity and inclusion (DEI) alongside the sector's response to the impacts of climate change.

Our Allyship Awareness training helps firms build inclusive and respectful workplaces where people feel empowered to speak up, and has been delivered to members as part of our commitments under our long-standing DEI Blueprint. We also shared the value of this training with the Scottish Parliament's cross-party group on Women in Enterprise.

The FCA's consultation on tackling non-financial misconduct provided an important opportunity to shape the industry's approach to tackling workplace culture. Backed by strong member engagement and ongoing dialogue with the regulator, our response set out where further clarity is needed and what support will ensure implementation is proportionate and effective. We were pleased to see the FCA take a strong stance on this and support clarification of the rules to ensure consistency across the sector.

We responded to the government's consultation on the Draft Equality (Race and Disability) Bill, which proposes mandatory ethnicity and disability pay gap reporting. We advocated for this to be introduced for large employers and emphasised the importance of contextual narratives to support understanding of the data. This was a valuable opportunity to demonstrate our industry's continued commitment to greater transparency, which is essential for driving more equitable practices and outcomes. We also contributed our views and examples of industry good practice to the Parental Leave and Pay Review, supporting its goal of creating a more inclusive and supportive system for working parents.

Our second DEI Blueprint progress report marked progress against the medium-term goals set for 2024-2025. We shared key findings from the report with members, drawing on insights from our DEI data collection and explored what has progressed, what still needs attention, and showcased practical case studies from across our membership.

Responding to the impacts of climate change

This year, our work focused on ensuring that the reporting and disclosure regime is streamlined, to allow firms to put more of their efforts into delivery. We engaged with the PRA, FCA and UK Government to emphasise the need for a streamlined regime that utilises transition plans to allow firms to focus on reporting only material information.

We also worked to ensure that adaptation and resilience move up the agenda. We engaged with the Climate Change Committee to ensure they understood the key role our sector will play in advance of a landmark review of UK adaptation to climate change that is due next year.

The big picture

3rd

The UK is the 3rd largest insurance and long-term savings market in the world and the largest in Europe

Swiss Re Sigma (2025) "No2/2025: World insurance in 2025: a riskier, more fragmented world order"

£1.4 trillion

Our members held or managed £1.4 trillion of invested assets in 2023

ABI (2024) data publication "Invested Assets 2023"

£44.5 billion

The UK insurance and long-term savings industry contributed £44.5 billion to the UK economy in 2023

ONS (2025) "UK National Accounts, The Blue Book: 2025 reference tables" Table 4.4.2

£28.4 billion

Services exported by the UK insurance and long-term savings industry was valued at £28.4 billion in 2024

ONS (2025) "The Pink Book 2025: Chapter 3" Table 3.4 Insurance and pension services

£18.5 billion

was paid or collected by our members in tax in 2023-24. This was approximately 2% of total government receipts

ABI/PWC (2024) "Total Tax Contribution survey of the members of the Association of British Insurers (ABI)"

300,000+

There were more than 300,000 people employed by the GB insurance and long-term savings industry and auxiliary services in 2024

ONS (2025) "Business Register & Employment Survey" Table 2: Industry (two, three and five-digit Standard Industrial Classification)

Get more from your membership

Our membership provides extensive opportunities for engagement, and an effective governance that delivers. We have the resources, structure and connections to allow you to engage in a way that supports your strategic ambitions and staff development. This includes:

- Access to member groups, allowing your organisation to help shape key policy issues that affect your business and the wider industry.
- Learning, training and events opportunities, from our Boardroom Forum engaging at the very top level of UK insurance and re-insurance through to Internal Audit groups, Industry Dinners, parliamentary receptions, roundtables, conferences, tax updates and more.
- Associate led, member-only Forums launched in 2023, starting with our cross-sector Chief Risk Officer Forum, and now expanded to include an AI Forum and a Chief Information Officer Forum as part of our continued growth.
- Industry resources and member benefits include the award-winning SME Cyber Toolkit and Climate Change Roadmap, as well as new initiatives such as Allyship Awareness training to support inclusive leadership.
- Networking opportunities across job levels, from Board to Future Leaders and more.
- Over 120 data updates each year, giving you unique insight into trends in the UK insurance market.
- Senior industry round tables throughout the year with senior politicians, regulators and stakeholders
- Regular newsletters that contain key industry, regulatory and political updates.

Find out more at **abi.org.uk**

External recognition

Association Success Awards
Best Long-Standing Event
Annual Conference 2024

Association Excellence Awards
Best Development of an Existing Event
Annual Conference 2024

Digital Impact Awards
Best use of digital for the
Financial Services Sector
Pension Attention Campaign

Financial Promoter Awards
PR Campaign of the Year
Pension Attention Campaign

Financial Services Forum Marketing Awards

Shortlisted: Integrated Campaign B2C
Pension Attention Campaign

ICE Awards 2025
Best Event Focused on Training and
Participantand Learning Award
Future Leaders Leadership Programme

Insurance Post Diversity Inclusion in Insurance Awards 2025

Shortlisted: D&I Staff Empowerment Award

Tolley's Tax Awards

Pensions Age Awards 2025
Thought Leadership Award

PRCA National Awards

Winner: Best Digital Marketing Campaign

Winner: Consumer Campaign

Shortlisted: Financial Communications Campaign

Shortlisted: Best Social Media Campaign

PR Moments Awards:
Best use of content
Pension Attention Campaign

PR Week Corporate Affair Awards
Best use of social media and/or influencer
Pension Attention Campaign

The Sustainability & Purpose Awards 2025

Gold Winner: Best Use Of Influencer
Pension Attention Campaign

Tolley's Tax Awards
Nominated for 'Outstanding Contribution to Taxation'

UK Social Media Awards
Best use of social media for finance
Pension Attention Campaign

Pensions Age Awards 2025

PR Week Corporate Affair Awards

UK Social Media Awards

ICE Awards 2025

The ABI
Together Driving Change

The ABI, 30 Fenchurch Street
London EC3M 3BD

0207 600 3333
info@abi.org.uk

abi.org.uk