



*“...these reputation-based indemnification instruments... communicate the quality of governance, essentially absolving board members of damaging insinuations by activists.”*

*NACD's Directorship  
January 2016,*

*Note: The LOCOMOTIVE 1866 mark is a registered trademark of The Hartford Steam Boiler Inspection and Insurance Company (HSBIIIC). There is no relationship between Steel City Re and either HSBIIIC nor FDIC*

## Reputation Assurance: Why, How, and What

**Problem:** Reputation risk is a material peril of economic harm from angry disappointed stakeholders.

### What is Reputation Value?

Reputation value is soft power—an intangible asset—that companies leverage to sell more, faster, and at a higher price; obtain labor, vendor and supplier services, and capital at a lower cost, and hold both regulators and activists at bay.

### Why Deploy a Solution?

Reputational risk—the peril of reputation value loss—is a concern for every company, organization or individual in corporate leadership. No one is immune from the risk of reputational damage – the tangible, material peril posed by angry, disappointed stakeholders whose expectations have not been met.

Enterprise risk planning backed by big data analytics, proven algorithms, and transparent communications to stakeholders through insurances and other financial signals – can help forge reputation resilience.

**Detail Hyperlinks:** [Steel City Re Home](#)

### How is it Delivered?

Through our advisory arm, we help deploy state-of-the-art reputation risk governance and enterprise risk management solutions. Our risk financing and risk transfer arm provides both unparalleled pricing and underwriting

support for insurance captives and risk transfer through insurances.

Quantitative, bespoke, and objectively selective, Steel City Re's solutions help manage expectations, mitigate anger and disappointment, and parametrically indemnify fortuitous losses.

**Detail Hyperlinks:** [Steel City Re Services](#)

### What is in a Solution?

Steel City Re has pioneered synthetic quantitative measures of reputational value that inform our advisory work and price reputation insurances. These measures are also used by Wall Street for equities arbitrage strategies, Lloyd's and other insurers for parametric risk transfer; and risk managers for better insurance captive compliance.

**Detail Hyperlinks:** [Measuring Reputation Value](#)

### What are the Benefits?

Steel City Re can deter and mitigate reputational attacks, reducing the cost of negative events and the ensuing media coverage. Our products reduce boards' exposure to shareholder derivative suit liability and companies' cost of capital at the same time.

**Detail Hyperlinks:** [ROI of Reputation Risk Management](#)