

Products and Services



Solutions to help build and authenticate a reputation risk strategy of thoughtful risk management and dutiful governance over all that is mission-critical.

Reputation risk management is this year's \$5 trillion winning answer to investors' "How are you strengthening financial resilience?" query.

In the hands of experienced risk professionals, reputation risk can be minimized with prediction, risk management, and strategic transfer. Steel City Re offers resources to assist:

- **Prediction:** By identifying when stakeholder agitation is increasing and an incident has the potential to escalate into a crisis, Steel City Re's Resilience Monitor algorithmically predicts risk using forward-looking metrics. This empowers the risk team to prevent or mitigate damages before they occur.
- **Management:** To ensure the effectiveness of your reputation risk management over all that is mission-critical to your company, Steel City Re offers a risk strategy and governance framework that stakeholders will appreciate and value.
- **Strategic Transfer:** As a third-party backed by a Lloyd's syndicate, and using objectively exclusionary underwriting principles, Steel City Re's insurance tangibly authenticates the quality of your reputation risk management and governance.

Resilience Monitor

Regular risk measurement and forecasting always improves your risk management.

- *Strategic reports reflecting the potential for an outsized stakeholder reaction to an incident; and an operational report of vulnerabilities, discrepancies, and benchmarking norms.*
- *Raises red flags before a crisis giving you time to engage risk mitigation strategies.*
- *Measures inferred from forward-looking financial data not sentiment.*

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Parametric Insurance

Insurance that finances or transfers risk always strengthens your company's financial resilience.

- *A-rated policy led by Lloyd's Tokio Marine Kiln covers material enterprise value losses from non-physical damage.*
- *Parametric form using an outcome trigger that you can integrate with a captive solution.*
- *Can be packaged by your communications and investor relations team for stakeholders as an all-risk cover, reputation cover, ESG cover, D&O DIC cover or NDBI cover.*

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Consulting Services

An expert consultant is always valuable when your peers have not yet mastered a novel strategy.

- *A unique strategy incorporating risk intelligence, communications, and gamification to optimize your scenario modeling and risk registries.*
- *Will overlay and augment without disrupting your pre-existing ERM or SRM programs.*
- *Uses the Resilience Monitor and Insurance solutions to strengthen your firm's resilience by protecting the reputation, viability, and profitability.*

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Resilience Monitor Case

A publicly-traded real estate investment trust (REIT) managed hundreds of properties. The business ran on an integrated financial platform directly impacting customers, employees, creditors, investors, tax authorities and the community. It was aging, and periodic failures required team members to scramble and produce reports manually. Senior management kept deferring a major capital investment in an upgrade because it would depress earnings and hurt the stock price.

When our Resilience Monitor showed a materially heightened risk for a reputation crisis at the REIT were there to be an adverse event, the Risk Manager pressed the business case to management. She successfully pointed out that Southwest Airlines was in the same situation as her firm—sketchy software and a heightened reputation risk environment. Southwest’s software knocked the stock price back at least 20% costing investors of about \$4bn. Customers are still angry and litigators are busy.

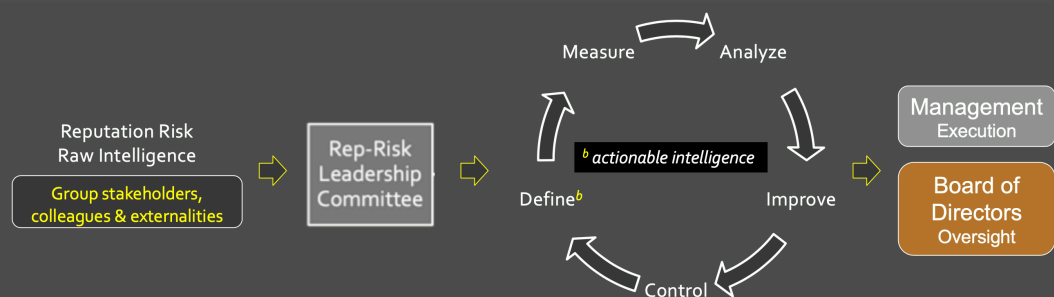
Impressed by the risk manager’s presentation, management secured the board’s blessing and authorized the software upgrade.

Parametric Insurance Case

A publicly-traded financial institution was getting the side eye from bond raters. The firm had a modest real estate exposure, a noteworthy cryptocurrency exposure, and a fabulous reputation for prudential management. Trust in that reputation was at risk with the new cryptocurrency exposure.

When meeting with bond raters and investors, the finance team pointed to a range of reputation risk management improvements—many of which had been documented in the 10K—and successfully used the parametric insurance policy to affirm the quality of its reputation risk management. The finance team also pointed to the reputation insurance to get better terms on the firm’s D&O liability insurance.

Consulting Services Case



Steel City Re’s Reputation Resilience Program comprises processes for reputation risk management and governance, as well as tools, processes, procedures, information flows, and reporting for reputation resilience. The program overlays and does not interfere with any pre-existing ERM program. The program generates artifacts such as the Resilience Monitor and Parametric Reputation Insurance to give evidence of its own implementation. The program’s insurance authenticates the program’s quality, delivering a valuable message to stakeholders: **Thoughtful reputation management and dutiful governance practiced here.**