



# The Aon Story: Overview

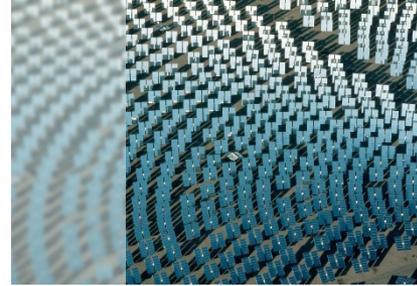
Aon and ABC Company Partnership

Date Here



# Helping Our Clients Make Better Decisions

A Focus on Unmet Needs in Four Key Areas



**Navigating new forms of volatility** to find stability and build competitive advantage

**Building a resilient workforce** to help organizations and their employees achieve their full potential

**Rethinking access to capital** to realize the potential of intangible assets and open new areas of growth

**Addressing the underserved** to accelerate innovation to help organizations survive and thrive



# Aon Client Experience



## Better Informed

- State-of-the-art data and analytic capabilities
- Breadth and depth of industry expertise
- Proven methodology to discover client needs



## Better Advised

- Collaborative, hands-on-approach
- Linking innovative insights to client needs
- Developing solutions in partnership



## Better Decisions

- Delivery of integrated solutions
- Tailored client experience and service
- Practical execution for maximum impact

# Solution Lines

Enabling Our Clients to Make Better Decisions

## Risk Capital

### Commercial Risk Solutions

Shifts in technology, economics and geopolitics are creating unprecedented volatility. We help clients identify, measure and manage their risk exposure.

### Reinsurance Solutions

Businesses, governments and communities need to become more resilient. Our industry knowledge and insight help (re)insurers navigate uncharted territories and create more relevant solutions.

## Human Capital

### Health Solutions

Health is declining, costs are rising and talent have vastly different needs. We help companies improve employee health and wellbeing while managing costs.

### Wealth Solutions

Global business is becoming increasingly difficult to navigate. We help employers, fiduciaries and investment officers optimize results and provide a more secure future for their stakeholders.

### Talent Solutions

Attracting and retaining talent while meeting growth targets is a challenge for many organizations today. We help organizations understand people risk and optimize people spend to build a talent strategy that empowers workforce agility and resilience — now and into the future.

At Aon, we provide our clients with advice and solutions that give them the clarity and confidence to make better decisions to protect and grow their business. Our integrated capabilities are aligned around two primary categories of client need: Risk Capital and Human Capital.

# Global Locations

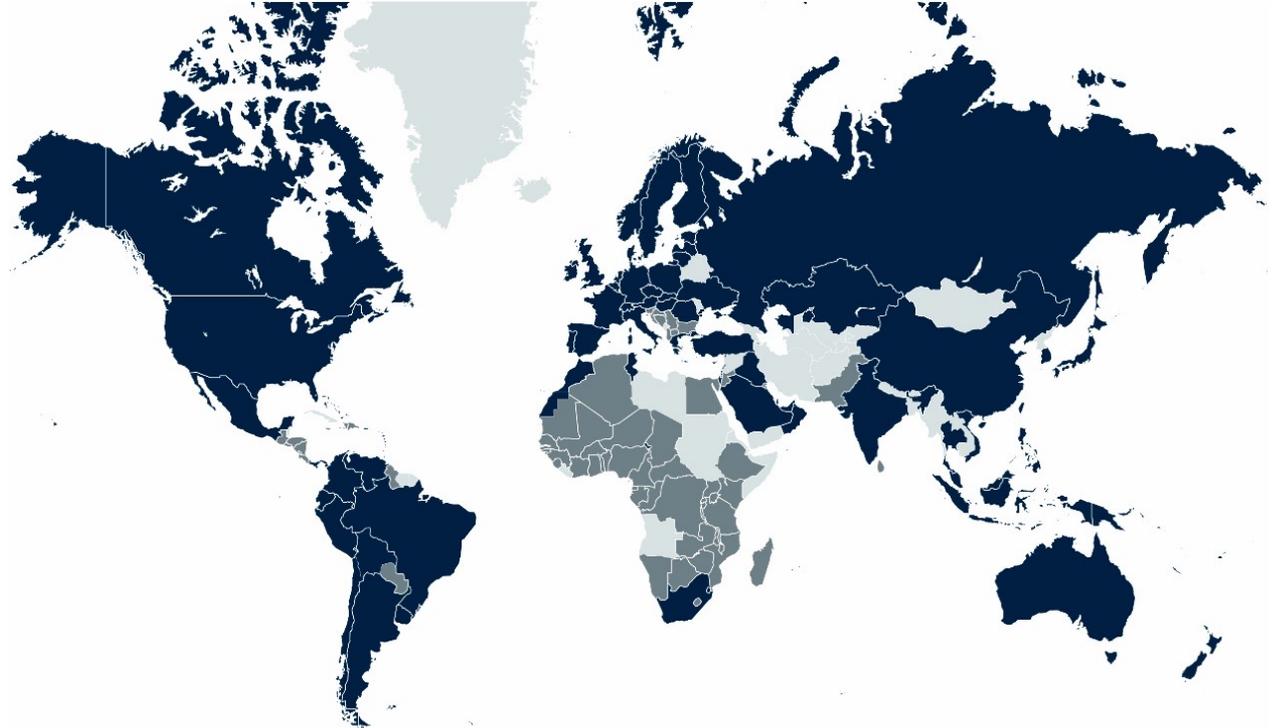


**50,000**  
colleagues around  
the world



**120+**  
countries & sovereignties  
with Aon clients

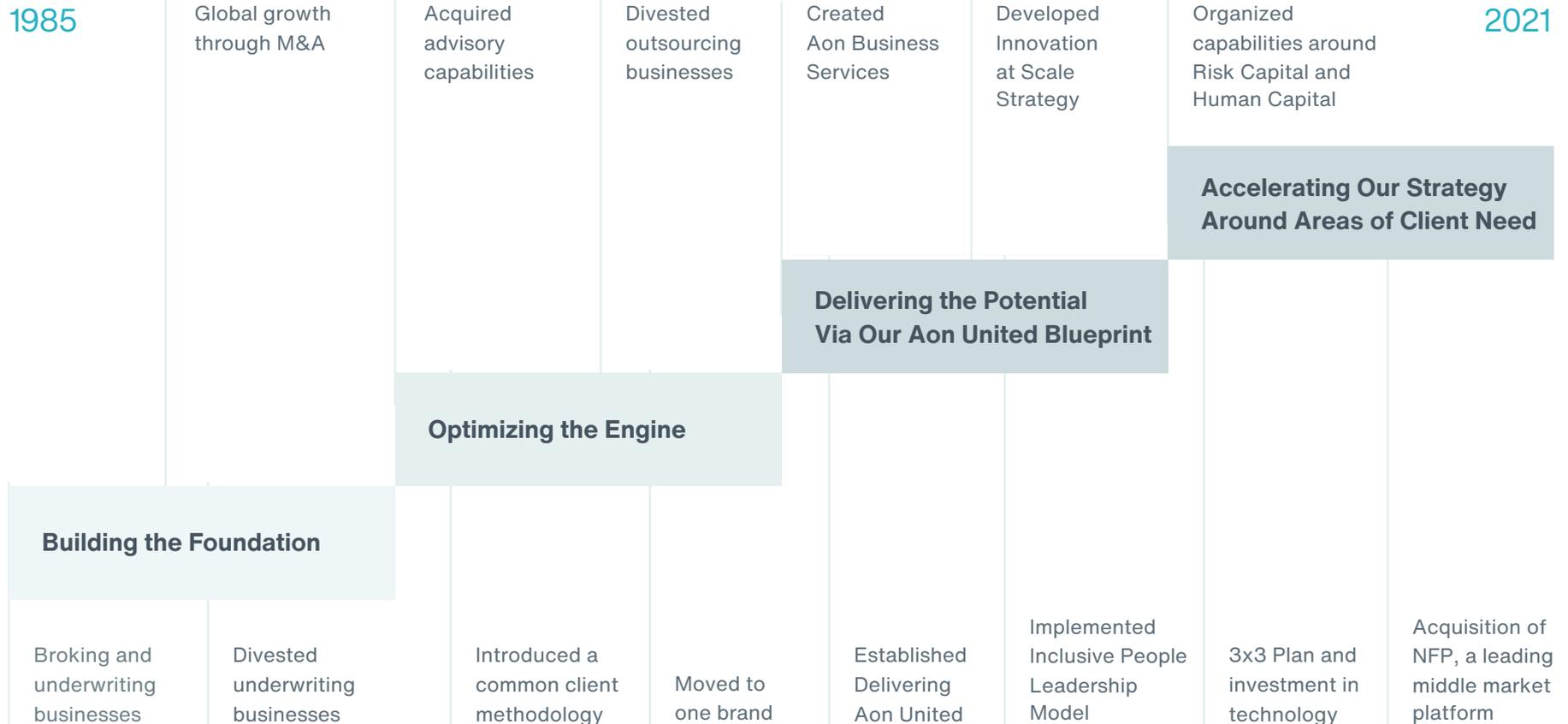
Aon exists to shape decisions for the better — to protect and enrich the lives of people around the world. Our colleagues provide our clients in over 120 countries and sovereignties with advice and solutions that give them the clarity and confidence to make better decisions to protect and grow their business.



● Owned    ● Correspondent    ● No Aon Presence

# Working as One Firm

## The Power of Aon United



# Aon United Blueprint

How we shape decisions for the better and drive sustainable growth — working together as one firm. **Aon is in the business of better decisions**

## Delivering Aon United (DAU)

Our DAU strategy defines how Aon colleagues work together to deliver value to clients and sets a new standard for client leadership. DAU is brought to life through our common client value creation model, which scales strategies from across the firm that have helped teams bring the best of the firm to clients.

## Innovation at Scale (I@S)

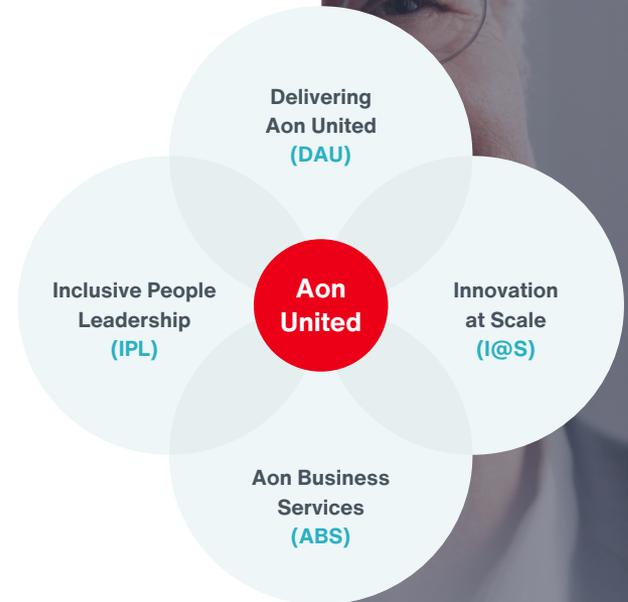
Our I@S strategy applies a common content and capability development methodology and set of global standards in three areas of innovation: within our solution lines (core), across solution lines (core+), and making net new enterprise-level big bets through Aon New Ventures that expand our addressable market.

## Inclusive People Leadership (IPL)

Our IPL strategy ensures that all colleagues — at every stage of their journey — are equipped and motivated to model our Aon United values and behaviors. In doing so, it creates a culture where Aon colleagues engage one another in a manner that enables all of us to achieve our full professional potential.

## Aon Business Services (ABS)

Our ABS strategy creates globally scaled operational and technology capabilities and connects them to our clients. ABS makes Aon easy to work with, delivering differentiated client service, supporting colleagues, and enabling rapid solution development and innovation.



# Creating Client Value Through Delivering Aon United

## Delivering Aon United

### Common Client Value Creation Model



# A Common Client Methodology



## Discover

### Approach:

We collaborate to gain a deep understanding of your business

### Result:

Confidence that we understand your day-to-day operations and long-term strategic goals



## Develop

### Approach:

We connect global and sector expertise with data and analytics to identify insights and predict outcomes

### Result:

Advice and solutions that ensure you can make decisions with clarity and confidence



## Deliver

### Approach:

We take pride in partnering with you, taking a collaborative, hands-on approach

### Result:

Contribution to decisions that will drive the success of your business



## Review

### Approach:

We seek continuous feedback to ensure we are providing the highest level of service

### Result:

A consistent, high-quality client experience

# Aon is in the Business of Better Decisions

## About Aon

Aon exists to shape decisions for the better — to protect and enrich the lives of people around the world. Through actionable analytic insight, globally integrated Risk Capital and Human Capital expertise, and locally relevant solutions, our colleagues provide clients in over 120 countries and sovereignties with the clarity and confidence to make better risk and people decisions that help protect and grow their businesses.

**60,000**  
colleagues around the world

**120+**  
countries & sovereignties  
with Aon clients

<sup>1</sup>Includes approximately \$55B of captive premium.  
<sup>2</sup>As of 6/30/2023, includes non-discretionary assets advised by Aon and its global affiliates which includes retainer clients and clients in which Aon and its global affiliates have performed project services for over the past 12 months. Project clients may not currently engage Aon at the time of the calculation of assets under advisement as the project may have concluded earlier during preceding 12-month period.

## Our 3x3 Plan

With a focus on three commitments over the next three years, our 3x3 Plan is enabling our firm to go further, faster to address client need:

1. Leveraging Risk Capital and Human Capital to unlock new integrated solutions across our core business that address emerging client demand.
2. Embedding the Aon Client Leadership model across our Enterprise, Large and Middle Market clients to further strengthen/expand our client relationships.
3. Accelerating our Aon Business Services plan to set a new standard for service delivery and next generation analytical tools.

Through our 3x3 Plan we will accelerate our Aon United strategy to deliver critical outcomes for clients, colleagues and shareholders.

## Risk Capital

### Commercial Risk Solutions

Shifts in technology, economics and geopolitics are creating unprecedented volatility. We help clients identify, measure and manage their risk exposure.

**\$115 billion+<sup>1</sup>**  
of bound premium placed annually

### Reinsurance Solutions

Businesses, governments and communities need to become more resilient. Our expertise and insight help (re)insurers navigate uncharted territories and create more relevant solutions.

**\$60 billion**  
of bound premium placed annually

## Human Capital

### Health Solutions (incl. Talent)

Health is declining, costs are rising and workers have vastly different needs. Our Health team helps companies improve employee health and wellbeing while managing costs. Our Talent team helps clients build a people strategy to attract and retain the workforce needed today and into the future.

**\$45 billion+<sup>2</sup>**  
of bound premium placed annually

### Wealth Solutions

Global business is becoming increasingly difficult to navigate. We help employers, fiduciaries and investment officers optimize results and provide a more secure future for their stakeholders.

**\$8.4 trillion<sup>2</sup>**  
of assets under advisement

## Contact Us

First Line Address

Second Line Address

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aon.com

## About

Aon plc (NYSE: AON) exists to shape decisions for the better — to protect and enrich the lives of people around the world. Our colleagues provide our clients in over 120 countries and sovereignties with advice and solutions that give them the clarity and confidence to make better decisions to protect and grow their business.

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