

# TRAVELERS

## Insurance. In-synch.<sup>SM</sup>

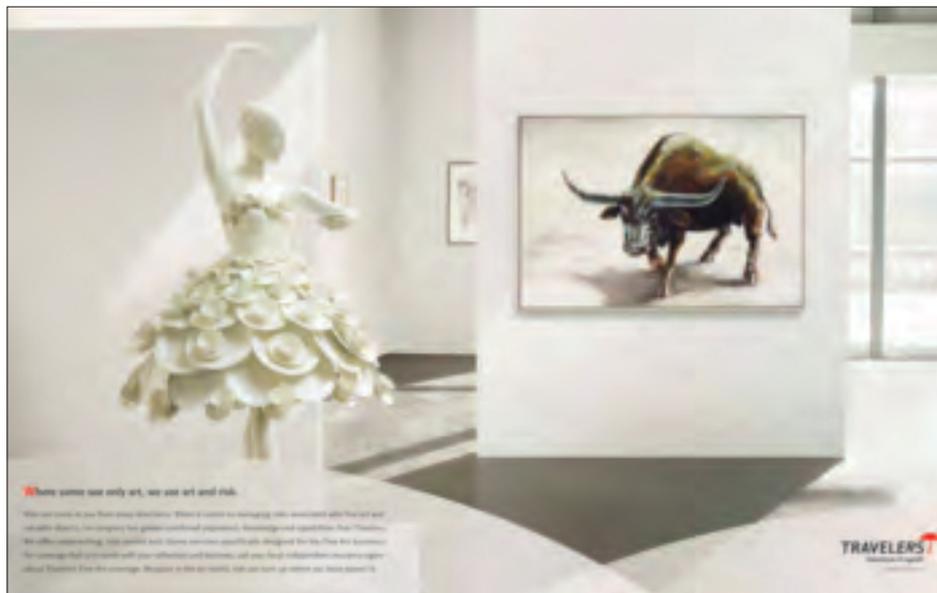
### THE MARKET

The Travelers Companies Inc. is a leading property and casualty insurer offering a wide variety of insurance and surety products and services to businesses, organizations, and individuals primarily through independent agents and brokers.

### ACHIEVEMENTS

Travelers is the second-largest writer of commercial U.S. property and casualty insurance and the second-largest writer of U.S. personal insurance through independent agents. Assets totaled approximately \$110 billion (as of December 31, 2008), with shareholders' equity of \$25 billion and total revenue of \$24 billion. The company ranks no. 93 on the Fortune 500 list of largest U.S. companies; employs approximately 33,000 employees; has representatives in every U.S. state, Canada, Ireland, and the United Kingdom; and is represented by approximately 12,000 independent agencies and brokerages around the United States.

Yet the company's achievements need not only be measured in terms of its strong financials and market position. Travelers also reaches out in a significant way to the community through the Travelers Foundation and corporate funding, with annual grants of more than \$17 million. A key emphasis is the Travelers Education Access Initiative, developed to help address educational and workforce challenges in select communities. The program is designed as a series of relationships



with colleges and universities that will increase the number of underrepresented students going to college, help ensure that students from underserved communities graduate from college, and build awareness of careers in insurance.

### HISTORY

In a company with as long and distinguished history as Travelers, no short historical review can do justice to the brand's accomplishments. Corporate milestones show a long-standing tradition of firsts, from issuing the first automobile policy to issuing the first insurance on aerial transportation to the first accident policy for space flight and lunar exploration. The company also has a long-standing history of providing strength and support in challenging times, from earning a solid reputation in 1871 for paying its Chicago fire claims dollar for dollar to paying more than \$1 million in claims in

1912 following the sinking of the *Titanic*. For more than 150 years, Travelers has been committed to the communities where it does business. By investing in community-based nonprofit organizations and their work serving others, Travelers is increasing opportunities for people to succeed.

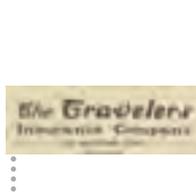
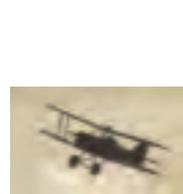
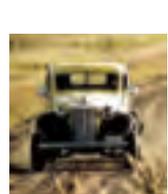
### THE PRODUCT

Travelers offers a wide variety of property and casualty insurance and surety products and services to businesses, organizations, and individuals in the United States as well as in select international mar-

kets. In addition, the company can meet insurance needs in more than 90 countries worldwide through its network of insurers. Products are distributed primarily through independent insurance agents and brokers. Travelers' success is built upon its ability to provide innovative insurance and risk protection products and services in synch with its customers' needs.

**Personal Insurance** offers property and casualty insurance products for individuals. Products include automobile, homeowners, umbrella, condominium, tenant, flood, identity theft, valuable items, boat and yacht, and wedding coverages.

**Business Insurance** offers a broad array of property and casualty insurance products and services to its clients, which range from small Main Street businesses to Fortune 100 corporations. Business Insurance is organized into marketing

							
<b>1853</b>	<b>1864</b>	<b>1870</b>	<b>1897</b>	<b>1904</b>	<b>1912</b>	<b>1919</b>	<b>1929</b>
<i>Alexander Wilkin and 16 fellow St. Paul, Minnesota, businessmen form St. Paul Fire &amp; Marine Insurance Company.</i>	<i>J. G. Batterson and nine others form the Travelers Insurance Company "for the purpose of insuring travelers against loss of life or personal injury while journeying by railway or steamboat."</i>	<i>The umbrella is believed to have first appeared in a Travelers advertisement in 1870.</i>	<i>Travelers issues the first automobile policy to Gilbert J. Loomis, a mechanic who built a one-cylinder car.</i>	<i>Travelers creates a Department of Engineering and Safety, the nation's first organization of safety engineers, which invents devices to protect employees from dangerous machinery and health hazards in the workplace.</i>	<i>The sinking of the Titanic results in Travelers paying more than \$1 million to beneficiaries in accident insurance claims and life insurance benefits related to the disaster.</i>	<i>Travelers issues the first insurance on aerial transportation, which covers life, public liability, property damage, workers' compensation, and airplane trip accident tickets.</i>	<i>Despite the stock market crash on Black Tuesday and the subsequent Depression, The St. Paul does not lay off any workers or cut salaries. In fact, employees receive a special one-month salary bonus.</i>

**GREEN FOCUS**

Travelers is committed to supporting initiatives that mitigate the negative impacts of climate change, encourage environmentally responsible behavior, and conserve natural resources. Travelers provides a wide variety of products and services that help customers manage risk and adapt to changing economic, societal, and environmental trends. Such products include premium discounts for hybrid autos and boats as well as insurance designed for green buildings.

Working in partnership with regulatory entities, trade associations, and nongovernment coalitions, Travelers is engaged in efforts to influence and develop public and private policies that support effective climate change adaptation strategies and promote environmentally responsible practices. One such initiative is the Four Pillars Coastal Hurricane Wind Zone Plan ([www.coastalplan.com](http://www.coastalplan.com)), a comprehensive set of legislative principles designed to help create more resilient coastal communities and improve insurance affordability and availability in high-risk areas.

Within its own corporate operations and facilities, Travelers is working to further reduce energy consumption through sustainable design and operations solutions and environmentally friendly heating and cooling methods. This commitment has led Travelers to work with the EPA's Climate Leaders program to establish a goal of reducing the company's emissions by 7 percent over the next six years.



and underwriting groups focused on particular markets, industries, and product lines.

**Financial, Professional, and International Insurance** includes the Bond & Financial Products business as well as International and Lloyd's businesses. Bond & Financial Products provides management liability and professional liability to companies and organizations of all sizes. In addition, Travelers Bond & Financial Products also offers traditional property and casualty coverage to financial institutions. Property and casualty products are marketed on an international basis through operations in the United Kingdom, the Republic of Ireland, and Canada, and at Lloyd's of London.

Travelers' focus is on helping customers manage risk before a claim occurs — and responding with speed, professionalism, and compassion when claims do happen.

**RECENT DEVELOPMENTS**

Travelers demonstrated its commitment to providing customers with superior claim service with the 2007 launch of the company's flagship claim training facility in Windsor, Connecticut. The 108,000-square-foot, state-of-the-art educational complex was designed to give Travelers claim professionals the in-depth training and

expertise needed to provide knowledgeable, accurate, and efficient claim service for customers and agents.

In 2008, Travelers was named to the highly competitive *G.I. Jobs* Top Military Friendly Employers List. For the past several years, Travelers has focused efforts on hiring transitional military and junior military officers, because the company believes that military veterans bring qualities of dedication and discipline to their roles, and that they seek and accept responsibility readily. The company also recognizes that these people have served their country well.

Also, Travelers' leadership development programs and career opportunities earned the company a spot on *BusinessWeek* magazine's Best Place to Launch a Career list in 2007 and 2008. Travelers offers numerous development programs that allow entry-level employees to become skilled in specialized roles within the company.

**PROMOTION**

Few promotional images are as iconic as the Travelers red umbrella.

For Travelers policyholders, the red umbrella has become synonymous with insurance protection and innovation. In an industry devoid of tangible symbols, not only is the red umbrella

well recognized; it is unparalleled in being able to convey insurance protection from the ever-changing risks that customers face.

In 2007, the inaugural Travelers Championship at TPC River Highlands marked a new opportunity for the company to support the Connecticut community and to enhance Travelers' brand recognition. The 55-year tradition of a PGA Tour event in the Hartford area was in jeopardy with no title sponsor when Travelers stepped in to save the tournament and create the Travelers Championship — a move that was viewed as being good for business and good for the community.

Primary beneficiaries of the Travelers Championship are the Hole in the Wall Gang Camp, serving children facing serious illnesses, and the Greater Hartford Jaycees, a leadership development community service organization. In the inaugural year of the Travelers Championship, the tournament doubled the previous year's charity donation, generating more than \$650,000 for charity and producing millions of dollars in economic development for the region.

**BRAND VALUES**

Travelers understands that life and business are inherently dynamic and that the best way to serve customers is to deliver insurance in synch with evolving risks.

*What Travelers Offers:* peace of mind; security; value; the freedom to take risks; solutions, not products.

*The Characteristics That Travelers Aspires To:* world-class, disciplined, smart, creative, flexible, responsive, innovative.

**THINGS YOU DIDN'T KNOW ABOUT TRAVELERS**

- The umbrella is believed to have first appeared in a Travelers advertisement in 1870.
- Before adopting the umbrella as its logo, Travelers experimented with several other symbols, including the legendary Tuebor, a medieval knight.
- The company officially began using the red umbrella as its logo mark in 1960.

**1960**  
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**1969**  
Travelers issues the first accident policy for space flight and lunar exploration, which provides coverage for the Apollo astronauts.

**1992**  
After Hurricane Andrew, Travelers is one of the first to develop catastrophe response vehicles — self-contained claim offices on wheels.

**1997**  
Travelers launches the first insurance policy to protect individuals using personal computers for online banking.

**2004**  
The St. Paul Companies Inc. and Travelers Property Casualty Corp. merge to form St. Paul Travelers, creating a new company with 285 years' combined experience in managing risk with integrity, innovation, and discipline.

**2007–present**  
The company changes its name to The Travelers Companies Inc. and reacquires the iconic red umbrella, a highly recognizable symbol that has represented Travelers insurance protection for decades. The inaugural Travelers Championship generates more than \$650,000 for charities, including the Hole in the Wall Gang Camp and the Greater Hartford Jaycees.