



UK SME Cyber Insurance Purchasing Trends

61%

currently purchase cyber insurance



48%

of that group purchase in conjunction with other policies



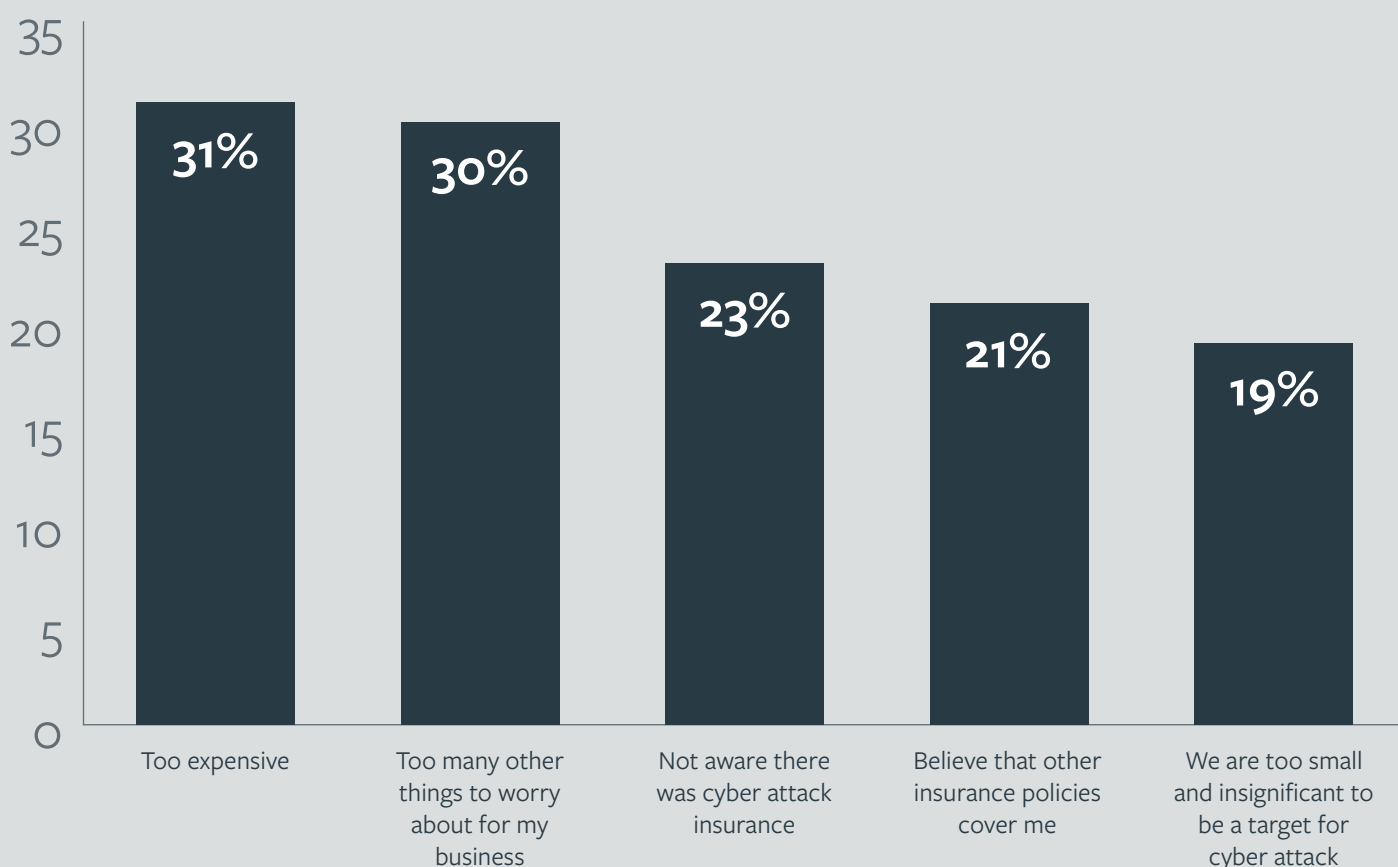
83%

Where an attack occurred, 83% then bought cyber insurance



BUYING BARRIERS

Top reasons SMEs decide not to purchase cyber coverage



INSIGHT

Showing the value of cyber insurance to SMEs is vital to purchasing decisions. Questions to answer:

- How would an attack affect them?
- How have other SME businesses suffered?
- What are the cost implications?



Learn more about cyber trends and insurance options. Visit www.travelers.co.uk/cyber