



HOWDEN ANNOUNCED AS OFFICIAL PARTNER OF ASCOT RACECOURSE

Monday 7th June 2021

For immediate release

Ascot Racecourse today announces an exciting new five-year deal with Howden that will see the insurance broker become an Official Partner of the racecourse.

Howden is already a well-known name in the horse racing industry, arranging specialist equine insurance solutions for equestrian associations, racecourses, racehorse trainers, stud farms, riding schools and horse owners. The broker's founder, David Howden, is also the founder and president of the Cornbury House Horse Trials.

The Partnership, which will run from 2021 to 2025, will offer Howden extensive branding across the racecourse on all Ascot racedays including the five days of Royal Ascot, with an elevated presence on the final day of Royal Ascot, Saturday 19th June this year.

In 2021 all 35 races at Royal Ascot will be live on terrestrial television through ITV Racing while the event will also be broadcast in nearly 200 countries around the world.

Following significant growth in recent years, Howden is cementing its position as the challenger broker that combines international scale with deep specialty insurance expertise. As well as providing unique opportunities for Howden to engage with its various stakeholders, this Partnership will provide a platform from which to grow the brand's awareness amongst key audiences across sport and entertainment industries.

Howden is part of leading specialist insurance group, Howden Group Holdings who, through its offices in 45 countries, handles over \$11bn of insurance premium across a broad range of specialisms for businesses and individuals around the world.

Felicity Barnard, Commercial Director at Ascot Racecourse, said:

“We are delighted to announce this Partnership with Howden and very excited to work together across our global network and on all our racedays throughout the year, including Royal Ascot.”

“We would like to extend our thanks to the team at Howden for their long-term commitment to the racecourse and look forward to the wider benefits this will bring to British Racing as a whole. I'm confident this will be a long and happy partnership.”

David Howden, Founder of Howden, said:

“We are thrilled to partner such a well-regarded global sporting brand that, like us, has a strong and proud British heritage coupled with an extensive international reach.

“Ascot presents a unique opportunity to invest in a sport we love, in an industry with which Howden has a rich history of working. This partnership will embed us further in the equine

and wider sport and entertainment community enabling us to better understand and respond to the risk challenges it faces.

“We’re lining up a fantastic calendar of opportunities to engage our people, our clients and our partners – from formal race meetings to relaxed family days. We can’t wait to kick off the partnership with Royal Ascot next week.”

ENDS

Notes to editors:

Howden will become an Official Partner at Ascot Racecourse alongside existing Partners QIPCO and Longines.

For further information, please contact:

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About Ascot Racecourse

Ascot Racecourse was founded in 1711 by Queen Anne who identified the land as being ideal for horseracing when riding out from Windsor Castle. The first four day meeting at Ascot took place in 1768 and at some point in time, the race programme started being referred to as Royal Ascot.

The two tracks, Flat and Jumps, now provide racing all year round and Ascot hosts 26 days of racing each year, including the five days of Royal Ascot. It is Europe’s premier Flat racing meeting, featuring eight Group 1 races and 19 Group races in total. Typically, 300,000 racegoers attend across the five days while the event is broadcast in more than 200 territories with a reach of 650 million households.

As well as world-class racing, Ascot Racecourse is also used as a film and TV filming location and as a venue for conferences, banquets, exhibitions, product launches and weddings, with 300 non-racing events annually. The land on which Ascot Racecourse sits is leased from the Crown Estate, adjacent to Windsor Great Park, covering 179 acres.

For more information please visit www.ascot.co.uk

About Howden

Howden Broking, a leading independent provider of (re)insurance brokerage, risk consulting and employee benefits advice, is headquartered in the UK and comprises owned businesses in 40 countries across Europe, Asia, Africa, Latin America and the Middle East.

It is an organisation of independent entrepreneurs with deep insurance expertise. People who work together, think innovatively, and connect with clients, partners and communities.

Howden’s specialist equine division offers a complete range of insurance products to equestrian associations, racecourses, racehorse trainers, stud farms, riding schools and horse owners.

For more information, please visit www.howdengroup.com.

About Howden Group Holdings

Howden Broking is part of Howden Group Holdings, a leading international insurance group with employee ownership at its heart.

Founded in 1994 in the UK, it comprises Howden Broking, underwriting business DUAL, and data analytics and digital delivery business HX.

Howden Group Holdings has grown to become the fifth largest employee-owned company in the UK and now employs over 8,500 people across its businesses that operate in 45 countries across Europe, Africa, Asia, the Middle East, Latin America, the USA, Australia and New Zealand.

For more information, please visit www.howdengroupholdings.com