

## **Fleet underwriter boosted by equity investment and Assetinsure partnership**

Mercurien Pty Ltd is proud to announce a new underwriting partnership with Assetinsure Pty Ltd and an in-principle agreement to invest from Lombard Australia Holdings (LAH), the holding company of Assetinsure.

Mercurien is an Australian owned and managed group that offers fleet operations services – featuring proactive crash prevention via targeted video coaching integrated into commercial motor fleet and rideshare insurance solutions for the Australian market.

"Mercurien Founder and Chief Operating Office, Andrew Murrie, comments "we have built Mercurien around creating comprehensive and effective fleet services solutions for our clients. With Assetinsure we're now able to deliver a compelling insurance and risk management offering to commercial motor fleets and the growing rideshare economy."

This excitement is shared by Doug Laburn, Executive General Manager of Risk Partners, Assetinsure who notes "we aim to be at the forefront of investing in innovative, data-lead, insurance opportunities and the Mercurien team's unique combination of domain experience and targeted behavioural management is a fantastic opportunity for us to help enable."

In addition to proactive crash prevention coaching, Mercurien has created a differentiated broker experience through their digitally enabled sales channel, enabling cost effective and high quality delivery to fleet and rideshare clients.

"We recognised the challenges to doing this in a highly regulated and competitive space." says Daniel Johnson, Director and General Manager of Mercurien Insurance. "The goal has been to deliver solutions that make it effective for Brokers to support and deliver a great experience to commercial motor and rideshare insurance clients."

Ends

---

For further information, please contact:

Andrew Murrie: +61 402 534 814

Doug Laburn: +61 477 896 636

**About Mercurien:** Mercurien is a privately owned Australian company (AFSL No 480284) with a unique and comprehensive approach to fleet operations and commercial motor insurance. Since 2010 Mercurien have delivered integrated services, technology and analytics to protect people and assets in the mobile workplace.

**About Assetinsure:** Assetinsure Pty Limited is an Australian company authorised by the Australian Prudential Regulation Authority (APRA) to conduct general insurance business and holds an Australian financial services Licence (AFSL #488403). Assetinsure has been delivering a range of innovative insurance solutions to the Australia and New Zealand market since 2004.