Insurtech UK

Annual Report

2025-2026

Consolidation and growth

Insurtech UK

About Insurtech UK

Insurtech UK is the voice of the UK's insurtech ecosystem — a thriving community that fosters innovation, builds connections and creates opportunities within the insurtech industry.

Established in 2018 by insurtechs for insurtechs, we now represent more than 160 insurtech firms and bring together more than 60 insurers and partners. These insurers and partners work with us to provide expertise and support to this dynamic sector. Together with our investors and affiliates, we have over 245 members.

Our mission is to support our members to transform the insurance industry through the use of technology, as well as to position the UK as the global leader in insurance innovation.

We have three key pillars of activity to achieve these goals:

Connect

Connect members with investment, partnership and capacity opportunities to build their business, and with each other and advisors for support as they scale.

Promote

Promote the UK insurtech sector and create thought-leadership on behalf of members to position the UK as a global hub for insurance innovation.

Advocate

Advocate for policies to ensure an enabling operating environment in the UK, and to facilitate access to international markets.


Laura Horrocks

Message from our CEO

Insurtech UK has enjoyed another bumper year of exciting developments and new initiatives as well as delivering our established blend of member-driven events and activities.

As CEO of Insurtech UK, I always say I have the best job because I have the opportunity to work with some of the most innovative, entrepreneurial companies in the world. Our dynamic members continue to build on their substantial achievements and we are right behind them to celebrate and champion them when they do.

Investment

To help our members access the investment they need to grow, we have launched new initiatives in 2026 to help with access to finance. First was Investment Day at Aon during Insurtech Week in March. We were delighted to welcome Lucy Rigby KC MP, Economic Secretary to the Treasury, to give a keynote speech, who spoke supportively of the insurtech sector and steps the Government is taking to do more to help entrepreneurs in the UK. We had panels of CVCs and VCs, successful insurtech investment case studies, and pitching from eight exciting insurtechs ranging from pre-seed to Series B.

> “I always say I have the best job, because I have the opportunity to work with some of the most innovative, entrepreneurial companies in the world.

This year has also seen the launch of our Investor Network, to bring insurtech investors formally into our community to better connect them with our members. This was readily embraced by VC firms who have already provided valuable input and advice to our work and member firms.

We were also proud to publish our first Investment Guide for Insurtechs drawing on learnings from our Investor Network and partners for the benefit of members seeking investment.

Parliamentary innovation

Another first for us this year was the hosting of our inaugural Parliamentary reception at the House of Lords, designed to enable direct engagement between members and Government decision-makers and highlight our insurtech advocacy role. We couldn’t have asked for better weather and made

Global Accelerator Program

full use of the magnificent terrace on the river, much to the enjoyment of our members who posted many selfies the following day. We were pleased to have remarks from Lord Hunt of Wirral, insurance industry statesman, as well as Lisa Sturley who is responsible for Insurance Supervision at the Financial Conduct Authority. We thank Artificial, whose CEO and founder David King also sits on our Council, who generously sponsored the event and made it possible. Again we look forward to welcoming even more parliamentarians and key stakeholders next year.

Accelerating startups

This year we hosted our first accelerator programme in the UK, in conjunction with the team from the Global Rapid Accelerator Program, now in its 4th year. We welcomed over 20 international insurtechs to London chosen by our partners from the Global InsurTech Alliance (including our own UK representative Agentiv-X) for four days of expert mentoring sessions from insurers, brokers, founders, investors, partners and Government stakeholders. All freely gave up their time to advise and encourage the global insurtech startup ecosystem and promote the UK as a destination of choice for overseas founders. It concluded with a fast-paced pitching session for all 20+ startups at our principal partner McKinsey & Co's offices in front of a packed audience. We were delighted by the feedback we received from participants and look forward to how we can expand a UK-focused accelerator programme again in 2027 for our members.

17%

Membership growth in 2025/26

224

Members, associates and partners

Member growth and advocacy

Through our continued efforts to promote Insurtech UK as the leading membership association for insurtechs, this year we have seen our membership grow by 17%. At the time of writing, we have a total of 224 members, associates and partners. We also have two new categories of membership: investors and affiliates, of which there are 21 so far, making a total of 245 registered companies within the association.

In terms of profile, we have made a sustained effort to enhance the visibility of Insurtech UK and the insurtech sector with regular social posts and media activity, and we now have over 11,700 followers on LinkedIn, a more than 10% increase on last year.

We have penned or been quoted in regular articles in the insurance press, and appeared in numerous podcasts, webinars, conferences and judging panels — all showing the reach and impact of Insurtech UK. We are pleased to include these on our News & Insights section on our website which continues to grow apace.

Over the past year, we continued to deliver strong policy advocacy on behalf of members, a popular events programme of 12 in-person events, and also a new CRM platform to improve member connectivity — all are outlined in further detail later in this report.

Future plans

Looking forward, we want to continue to build on our successes and deliver even more value to our members. We have ambitions to bring even more investment, capacity and partnership opportunities for our members to grow in the UK as well as more chances for our members to scale in overseas markets through the creation of bilateral insurtech corridors and pathways. As always, we want to thank our partners and sponsors who have made this journey possible and look forward to their continued support next year.

Melissa Collett
CEO, Insurtech UK

Message from Co-Chairs 2025/26

The year 2025/26 has been a year of consolidation and growth for the association. Our previous year's investment in our future by in-sourcing our operations has enabled us to build a stronger organisation which can deliver more for our members.

We salute the CEO and her team for pursuing an ambitious agenda whilst keeping a tight rein on expenditure, returning the organisation to profit in 2025. The growth in Insurtech UK's revenue, profile and activity during the past year is testament to the team's effort and dedication, as well as to members' enthusiasm and commitment. The growth in new membership of 17% and the glowing member testimonials highlighted in this report demonstrates that Insurtech UK is delivering recognised value and positive outcomes for our community.

> "Insurtech UK has uniquely brought the community together to tackle industry and customer challenges.

Insurtech UK has also continued to advocate for its members and act as a voice for the insurtech sector. We are strongly supportive of the work being undertaken by Melissa and the team to engage with policy-makers to help drive growth in insurtech, as highlighted in this report. As Co-Chairs, we consider this to be a vital role for Insurtech UK and one that we personally value, as insurtech founders ourselves. The insurtech market is a challenging one to succeed in, and enhanced Government support will further unlock the insurtech sector's full potential.

Insurtech UK has uniquely brought the community together to tackle industry and customer challenges. We'd especially like to highlight the work of the Advisory Panel in driving positive change across the key issues of access to finance, partnerships and capacity. The launch of the Investor Network and Investment Guide for Insurtechs in June 2026, initiated and guided by them, demonstrates the importance of their work.

Investment Day at Aon with Lucy Rigby MP KC

We are proud to Co-Chair an organisation which contributes so much to the insurtech sector and wider economy by fostering relationships within Government and international partners to drive trade and investment. We are confident that Insurtech UK, with the active strategic leadership from the Council, will continue to drive momentum for sector growth in 2027.

Ernesto Suarez
Co-chair, Insurtech UK

Louise Birritteri
Co-chair, Insurtech UK

Treasurer’s Report

In 2025 we carried out the transition to a new team which laid the foundations for a sustainable financial future for the association. We expanded our team to include roles covering key functions including membership, operations, policy and advocacy, events, communications, and business development. This has enabled us to deliver a full complement of member events and activities, and continue to devote resources to growing the membership. We also benefited from the assistance of a work experience graduate, providing insights into the sector for new talent and further bolstering our resources.

We were pleased to see an uptick of nearly £50k in new membership revenue in 2025 by increasing membership numbers, especially Associate members, which grew by 90%. Costs have been carefully controlled and we managed to achieve a small surplus for the financial year. This is shown on the Balance Sheet as a slight increase in reserves of £1.6k, making a total of £69,235. This demonstrates a return to profitability. The majority of costs went towards funding the staff and contractors that make up the team. The remaining costs were those associated with running the organisation and improving its member processes, including moving to a new accountant which has helped us improve our billing process and given us greater insights into the day-to-day finances.

The primary source of the association’s income is membership fees. Following a fee increase in 2024, we were pleased to be able to freeze all fees for the year 2025 in an environment of ever-increasing costs.

£69,235

Reserves at year end — back in profit

+90%

Growth in Associate members

+£50k

New membership revenue in 2025

In 2026, we enhanced our value proposition by investing in a new CRM system, and bringing on board new specialist team members to deliver top of the range events, activities and engagement. To reflect these enhancements to membership benefits, we increased our membership fees for smaller insurtechs to £600 and for larger insurtechs to £900. With our ever-growing calendar of events still free to attend for an unlimited number of colleagues from each member company, we believe membership continues to represent excellent value for money compared to other trade associations. We will continue to keep our rates under review for 2027 and explore other ways of supplementing our revenue such as event sponsorship to ensure Insurtech UK has a firm financial base for continuing to deliver value and connections for members.

James Downes
CEO, House of Insurtech

Four-year financial summary

	2025	2024	2023	2022
Turnover	228,655	203,132	159,224	171,752
Costs	226,967	222,119	146,036	137,361
Surplus/Loss	1,688	(18,987)	13,188	34,391

Insurtech UK Council

The Insurtech UK Council exists to provide strategic direction, advice and oversight of our activities. Only representatives of insurtech members can serve on the Council.

The Council is responsible for appointing the CEO and electing two Co-Chairs and a Treasurer. The three Council officers are also directors of Insurtech UK at Companies House.

Council members serve a 2 year term and are elected at the AGM by insurtech members (who have a right to vote). The Council meets on a quarterly basis, or more frequently if there is additional business to consider.

At our AGM in September 2025, we welcomed 2 new members: David King of Artificial and Pauline Barthelemy of Laka. Louise Birritteri and Ernesto Suarez were elected by the Council to serve as Co-Chairs, with James Downes re-elected as Treasurer. Tim Hardcastle was co-opted onto the Council in 2026, following the departure of Jonny Valentine of ThingCo. We thank Jonny for his long-standing contribution to Insurtech UK.

Over the past year, the Council agreed a refreshed version of the Insurtech UK strategy and 2026 events programme. It reviewed the member survey results and new partnership packages to further strengthen our proposition. It approved the 2025 accounts and 2026 Budget. Throughout the year, it has acted in an advisory capacity to the CEO and her team.

Current Council Members

Gigasure	Ernesto Suarez
Pikl	Louise Birritteri
House of Insurtech	James Downes
Broker Insights	Fraser Edmond
Instanda	Tim Hardcastle (co-opted)
Laka	Pauline Barthelemy
Artificial	David King
Lukango	Joanne Safo

Activity Update

Everything we do is guided by our three pillars: connecting our members with opportunities, promoting the UK insurtech sector, and advocating for an environment in which insurtechs can thrive.

In this section we share what that has meant in practice over the past year — taking our members' priorities to Government and seeing them delivered in the Autumn Budget, opening pathways for members to scale overseas from Australia to Europe and the USA, and driving progress on access to finance and partnerships through our Advisory Panel. And, because not everything we do fits neatly into words, you'll also find a look back at our year in photos.

Government Affairs

It's been another busy year in Government Affairs, chaired by Insurtech UK Co-Chair Ernesto Suarez (CEO, Gigasure), with continued progress in policy areas that support the growth of our dynamic sector.

> **Roadmap asks achieved on faster authorisations and improved tax incentives**

September

We headed to Labour Party conference with a refresh of our Roadmap for Insurtech Growth, sharing our asks for policy change to improve the UK's entrepreneurial environment with City Minister Lucy Rigby MP, FCA Deputy CEO Sarah Pritchard, and Samantha Niblett MP, Chair of APPG on Fintech.

Further activity included welcoming the Government's proposed implementation to make authorisation timelines swifter which was a key ask from our Roadmap campaign.

October

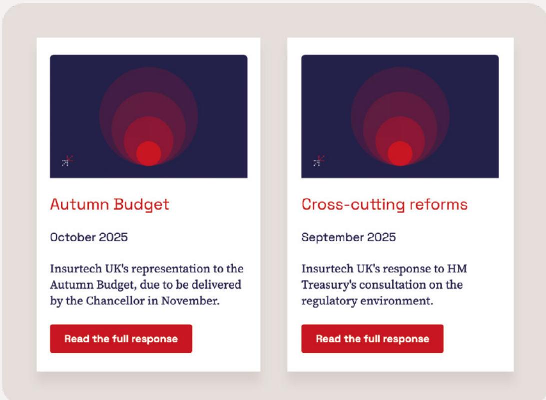
We fed into HM Treasury's preparations for the Budget advocating for much needed updates to make the Enterprise Investment Scheme (EIS) and Enterprise Management Incentives (EMI) more effective.

November

This was achieved in the Autumn Budget where the Chancellor announced increased eligibility limits for EMI so that scale-ups can attract capital and talent as they grow, alongside increasing investment thresholds and the gross assets test for EIS to reflect that companies are raising increasingly larger rounds at an early stage.

December

Insurtech UK partners Deloitte welcomed insurtechs to their annual Budget webinar to explore these changes and how firms can take full advantage of them.



January

We kicked off 2026 with a Government Affairs roundtable with the Financial Conduct Authority kindly hosted by Grant Thornton. Lisa Sturley, Head of Insurance Supervision, joined an engaging discussion with members covering a wide range of topics including authorisations, supervision, artificial intelligence and consumer protection policy.

February

February involved input into the FCA Mills Review into long-term impact of AI on retail financial services and our response to a call for evidence on further refinements to enhance the effectiveness of the tax system. We also published research with Fair4All Finance on the role of insurtech and innovation in tackling the insurance protection gap.

March

We hosted Economic Secretary to the Treasury and "City Minister" Lucy Rigby KC MP at our annual Investment Day where she spoke enthusiastically about the strength of UK insurtech, its contribution to the economy, and the importance of ongoing insurance innovation.

May

Throughout May we had one of our regular catch ups with the insurance team at HM Treasury to discuss the state of the sector and proposed changes to the Appointed Representative Scheme.

This was followed by Insurtech UK's inaugural Parliamentary Reception, hosted by Lord Hunt with a keynote address from the Financial Conduct Authority and strong representation from policy stakeholders including HM Treasury, Department for Business and Trade, Office for Investment and regulators, allowing first-hand networking for our insurtech members and partners.

June

Melissa and Insurtech UK member firms NashTech and OpenDialog were invited to showcase and explain the UK's innovation in the use of AI in insurance on a webinar organised by the International Association of Insurance Supervisors (IAIS) for regulators across the globe. It was also an opportunity to catch up with the team at Innovate UK taking forward the next stages of their highly successful Next Generation Professional and Financial Services programme to discuss insurtech needs and objectives.

July

Melissa attended the Chancellor's Mansion House speech where Rachel Reeves announced a new AI adoption plan for the UK's financial services sector and a consultation on a new, tailored captive insurance framework in the UK: a development we have advocated for given its potential to help scaling insurtechs support their innovations, reduce costs, and gain a competitive edge.

Future plans

Artificial Intelligence continues to be a key focus for our members, insurance firms and policymakers alike. Over the next year we will look to provide further opportunities to discuss and share future innovations in this sphere, to understand evolving regulatory frameworks, and to encourage investment into firms taking forward this dynamic technology.

Melissa attended the Chancellor's Mansion House speech

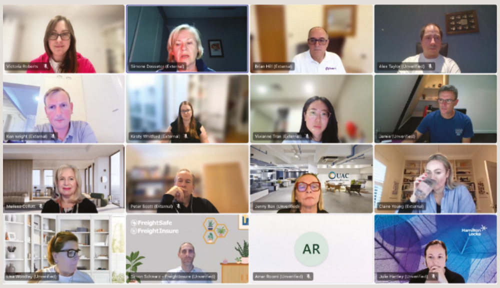
International

This year we have continued to actively support our members seeking to scale overseas across a wide variety of international markets.

Pathway to Australia

The UK-Australia Insurtech Pathway continues to be available to firms looking to enter the Australian or New Zealand markets.

Jointly with Insurtech Australia we held a market entry clinic providing Insurtech UK members with the opportunity to hear first-hand about the Australian insurance industry and receive feedback on their questions and pitches.



20+

Global insurtechs hosted at London's accelerator

7

Flagship international events flying the UK flag

Gateway to Asia

Together with the Chartered Insurance Institute (CII), we delivered a member webinar on expanding to Hong Kong and Singapore with a fascinating run through these markets and opportunities from speakers including Invest Hong Kong, Price Forbes and MGG Insurance.

Promoting the UK as an international insurtech hub

Our ongoing partnerships with the Department for Business and Trade and the UK's Office for Investment has helped ensure strong representation for the UK as a leading insurtech hub at international events including ITC Vegas, Insurtech Insights New York and Insurtech Insights Europe.

Global Accelerator Program

In April we were delighted for London to be chosen as this year's Global Accelerator Program host with more than 20 insurtech start-ups visiting from around the world, including UK representatives Agentiv-X, for a series of meaningful roundtables and discussions with senior mentors and industry leaders from across the insurance and financial sectors. This culminated in a packed-out Demo Day where programme participants had the chance to take to the stage to pitch in front of an audience of investors, insurers and fellow insurtech companies introducing our members to the breadth of insurance innovation taking place internationally.

Entry to Europe

Insurtech UK has now partnered with FASE (Fédération des Agences de Souscription Européennes) which is the pan-European federation of MGAs, insurance and reinsurance companies, brokers, and service providers that are critical to the fast-growing European MGA ecosystem. Discounts and promotions are available for FASE membership and events to support UK-based technology-enabled MGAs and technology service providers seeking to grow in European markets.

This year we have also hosted a delegation of business angels from Stuttgart, Germany, enabling our members to discuss the European insurance market and pitch their propositions directly.

Future Plans

Recently we welcomed a delegation to London from the State of Iowa Economic Development Authority and spoke with Insurance Commissioner Doug Ommen. We look forward to the further possibilities this may bring to support UK insurtechs to expand in the USA, particularly as we look to develop more bilateral corridors and pathways to help firms find their feet in new jurisdictions.

We are also planning out the next webinars in our Scaling Overseas series so do let us know which markets you'd like to hear more about next year!

A Year in Photos

29 September 2025 • Insurtech UK x McKinsey Insurtech Report launch and Insurtech UK AGM

11 November 2025 • German business angels visit London

25 November 2025 • Partnerships Day at Aon

10 December 2025 • Members' pitching and Christmas reception at Grant Thornton

23 January 2026 • Government Affairs roundtable with the FCA, hosted by Grant Thornton

18 March 2026 • Investment Day at Aon

19 March 2026 • Insurtech Week drinks reception at KPMG

30 April 2026 • Global Accelerator Program Demo Day

7 May 2026 • Parliamentary Reception at the House of Lords

12 May 2026 • Melissa representing Insurtech UK at the Royal Garden Party, Buckingham Palace

26 June 2026 • Summer Drinks at Browne Jacobson

15 July 2026 • CFO roundtable hosted by Deloitte

Advisory Panel

Insurtech UK's Advisory Panel is a voluntary group of senior insurance and insurtech leaders working together to support UK insurtech — driving initiatives that promote growth, boost productivity and underpin resilience. Membership is consciously drawn from across the insurance ecosystem.

Sector research

At last year's AGM we launched the latest analysis of UK insurtech with McKinsey: *The UK insurtech landscape: strong, shifting, collaborative*. Since then, we have drawn on this valuable research to showcase the sector and its strengths and capabilities with policymakers and the wider insurance industry, promoting the UK's position as a leading international insurtech hub.

Scan the QR code for the full McKinsey report.

Access to Finance

We know from member feedback that funding is a significant milestone and challenge for insurtechs as they start and scale, so the Panel have made access to finance a priority focus for their work in 2026 aiming to help our members access the investment they need to grow.

This kicked off with our inaugural Investment Day at Aon during Insurtech Week in March, including stories from founders of their fundraising journeys and a panel of Advisory Panel members sharing their insights and advice on different investment paths from venture capital to corporate venture capital and what each entails. We also had pitching opportunities for Insurtech UK members ranging from pre-seed to Series B, and ample lively networking to follow up informally with the speakers during the drinks reception.

Advisory Panel

- Ageas
- Aon
- Artificial
- Aviva
- AXA XL
- Broker Insights
- Brokerbility
- Clearspeed
- Collinson
- EIP
- Innovative Risk London
- Konsileo
- Laka
- ManyPets
- McKinsey & Company
- Open GI
- OpenDialog
- Pikl
- Price Forbes
- QBE
- Render
- Superscript

Investor Network

- Apax
- BlackFin Tech
- eos ventures
- InsurTech Gateway
- InsurTech NY
- Molten
- MTech Capital
- Outward

Another initiative for us this year was the launch of our Investor Network. Developed in conjunction with our Advisory Panel, we wanted to find a way to bring insurtech investors formally into our community in order to better connect them with our members. This was readily embraced by VC firms who have already provided valuable input and advice to our work and members.

This was accompanied by the publication of our first Investment Guide for Insurtechs at our Summer Drinks in June. This Guide aims to distill the learnings from our Investor Network and partners for the benefit of members seeking investment. It also contains a handy list of sources of further information, signposting members to more areas of support. This exclusive members-only content can be found published on our new CRM platform.

Scan the QR code for the full investment guide.

Partnerships

Alongside the big push on investment, the Panel continued its work to promote partnerships with another successful Partnerships Day in November 2025. Hosted by Advisory Panel member Aon, this event brought together over 100 insurers, insurtechs and ecosystem participants to explore the practicalities of partnering. Fireside chats from existing collaborations showcased strategies for working together, and for the first time this event included reverse pitching where insurance firms took to the stand to share their strategic priorities and make the case for insurtechs to work with them.

We have also continued our Partnerships Podcast series with Aviva to bring insights into what it's really like dealing with partners and procurement! The latest episode covering scaling overseas can be streamed by scanning the QR code below.

Scan the QR code for the full Aviva podcast.

Future plans

We are grateful to Advisory Panel members for their ongoing energy and commitment to supporting the sector, with plans already underway to make the next annual Partnerships Day and Investment Day the best yet!

Look out for more on access to capacity over the autumn too, with our new "Capacity Community" launching in October.

Victoria Roberts
Advisory Panel Lead

Episode 6 of our Partnerships Podcast with Aviva: Partnering Internationally

With thanks to Advisory Panel members

Ageas	Graham Davies
Artificial	Blake Redrup
Aviva	Suzanne Lawson
Aon	Benjamin Hindson
AXA XL	Clarisse Montmaneix
Brokerbility	Michelle South
Broker Insights	Peter Scott
Clearspeed	Manjit Rana
Collinson	Mike Caidan
EIP	Bernice Woolley
Innovative Risk London	Alan Hickman
Konsileo	John Warburton
Laka	Pauline Barthelemy
ManyPets	Natasha Crawley
McKinsey	Leda Zaharieva
OpenDialog	Danny Major
Open GI	Phil Evans
Price Forbes	Eloise Morgan
Pikl	Louise Birritteri
QBE	Simon Pink
Render	Chris Rees
Superscript	Christopher Barclay

Operations

The Secretariat team has continued to build momentum this past year, streamlining Insurtech UK's operations with a sharp focus on elevating the member experience, boosting efficiency, and delivering a more integrated service.

New CRM launch

A key milestone was the successful launch of our new Customer Relationship Management (CRM) platform in May 2026. By unifying member records, communications, event management, and reporting into a single system, we have modernised our operations—enabling faster response times, more personalised service, and deeper insights into community engagement.

Our CRM also provides a range of features designed to strengthen member engagement and networking. Members can access a dedicated Community page, connect by sharing digital business cards, and stay engaged on the go through the mobile app. The platform also includes member-only content areas where exclusive resources, news, and updates can be shared securely.

Enhanced digital services

We have continued to refine our self-service digital platforms, making it seamless for members to join, renew, register for events, and access key resources. Our online searchable member and contact directory remains a vital tool for driving visibility, fostering collaboration, and creating synergies across the insurtech ecosystem.

Evolving communications

Our refreshed fortnightly newsletter remains the pulse of our community — delivering timely updates on Insurtech UK initiatives, industry events, trade missions, regulatory developments, and member achievements. By driving traffic directly to our website for deep dives, we ensure essential resources are always up to date and easy to access.

Future plans

Building on this momentum, we will continue expanding our CRM capabilities — rolling out automation, enhanced reporting and further digital upgrades to elevate the member experience and support Insurtech UK's long-term growth.

Yvonne Smith-Evans
Operations Manager

Marketing and Communications

It has been another busy year in marketing and comms at Insurtech UK, as we continue to develop our brand, strengthen our communications and lay the foundations for future enhancements in service down the track.

As an organisation, we continue to grow in confidence thanks to our ever-increasing membership and continued positive feedback from our members and partners. This was particularly evident in the results of our latest member survey in late 2025, and can also be seen in the positive testimonials and feedback about our events detailed in subsequent pages of this report.

This confidence is enabling us to make bigger, bolder decisions, to try new things, and to strive to further improve what is already working well.

Refreshing our visuals

We continue to develop our brand collateral, working closely with our fantastic design partners Kohde to develop a suite of new marketing and communications materials including new social media imagery, updated presentation graphics and a new-look newsletter. This annual report is the first of our documents to be designed by Kohde in keeping with our new visual identity, and we are delighted with how it has come together. Members should keep an eye out for further new-look communications over the coming months, as we start to roll out the results of all the hard work behind the scenes very soon.

Launching new initiatives

As well as publicising Insurtech UK's many events and activities throughout the past 12 months – including our inaugural Parliamentary Reception and our participation in the highly successful Global Accelerator Program – we have worked on the launch of several new publications and initiatives that are increasing our reach and influence in the sector. Earlier this year, we launched the Insurtech UK Investor Network and published our Investment Guide for Insurtech Firms.

We collaborated with our partners NashTech on a whitepaper on the topic of Agentic AI, bringing together a wide coalition of industry experts to feed into this thought leadership publication. The paper was a culmination of six months of work from our Product and Tech working group reflecting on implementation, governance and innovation within Agentic AI and was very favourably received.

Our Agentic AI whitepaper, produced with NashTech.

Most recently, we announced the creation of our Women in Insurtech programme, which aims to support and champion women in our sector. As part of the launch, we interviewed four brilliant women from our community to get their insights and learn from their experiences. It was a wonderful privilege to hear their stories first-hand.

Updating our newsletter

We have made a number of changes to our fortnightly newsletter, with further improvements planned over the course of the next few months. The newsletter, along with all our email communications, is now designed, built and distributed from our new CRM, which has allowed us to make some subtle changes to the design, and we are actively working with Kohde to identify further enhancements we can make in this area. We have a new contact email address (newsletter@insurtechuk.org) for member news submissions and – as always – the newsletter content remains packed with news, events, opportunities and member discounts.

Business as usual

Alongside these new developments, we have continued with business as usual, communicating with our members, partners and other stakeholders through our website and social media channels, and maintaining positive relationships with media publications writing about our sector.

Our website, created for us last year by our partners Pancentric Digital, continues to be a vehicle to promote our members, key partnerships, events, news and other activities.

We've remained active on social media, growing our followers on our main channel LinkedIn to more than 11,750, an increase of more than 10% on 2024/25.

Our CEO Melissa is a regular in the insurance sector press, featuring in leading publications including the *Insurance Post* and the *Insurance Times* commenting on the growth of AI, the success of our sector on the world stage, and our new Women in Insurtech programme. She has also appeared on a variety of podcasts over the past 12 months, was cited as 'one to watch' on the *Insurance Post* Power List for the third year in a row, and was named on the Innovate Finance Women in Fintech Powerlist – yet more proof of her and our growing influence.

Future plans

As we move into the second half of 2026, we are in the process of setting up a members' focus group to gather feedback on our events, communications and other member benefits, as well as help us develop future activity. We will also be conducting a review of our website and social media channels as we continue to develop an enhanced comms and marketing function.

As always, our ambition remains high. We want to do more and better for our members, and to promote our sector on the world stage, and this remains the focus for comms and marketing heading into 2026/27.

Helen Hogben
Communications Manager

Member Testimonials

We asked our members why they wanted to join Insurtech UK and what they liked most about being part of our growing community.

> Insurtech UK has been a fantastic partner in helping us to build brand visibility and networks. The level of professionalism and proactivity is second to none. It is one of the best trade associations I have ever worked with in my 25 years in financial services.
>
> **— Mark Twigg, CEO, Agentiv-X**

> Insurtech UK has been a very useful resource for us. They've fully supported our entry into the UK, providing enormous help as we've navigated this incredible market and we've found a welcoming community to be a part of. We're excited about the Insurtech UK members we're yet to meet and events our team will attend in the future. We could not be more delighted to be part of this prestigious group of companies.
>
> **— Oliver Evans, Head of Growth UK, Root**

> We enjoy being an active part of a like-minded community, embracing change, constantly looking for new ways to do things and with a mindset to keep pushing the boundaries. Insurtech UK is genuinely a community and we love the opportunity to collaborate and to play our part in its continued success and growth.
>
> **— Mike Caidan, Commercial SVP, Collinson Insurance**

> I see Insurtech UK as an exciting group of companies and people who see innovation as the future of the insurance industry, challenging how we do things today and finding solutions. That's why we're proud to be part of Insurtech UK, a community committed to transforming the industry through technology and collaboration. It's an opportunity to share ideas, learn from others, and help shape what comes next.
>
> **— Martina Seferovic, CEO, OIP Insurtech**

Events

Our events programme has continued to evolve this year, with strong engagement and positive feedback across the calendar. From networking to thought leadership, our events remain central to how we connect the insurtech community, support collaboration and showcase innovation.

In January, we welcomed a new Events Manager, Meg Beardwell, who has taken the lead on delivering this year's events programme, supporting the continued growth and development of our events offering. Meg has worked closely with the team to enhance event planning and delivery, introducing new approaches and helping to further improve the overall member experience.

We have continued improving the attendee journey, including the launch of our new CRM, Glue Up. The platform's dedicated events functionality has enabled us to introduce a more streamlined and professional registration experience, fully integrated with our member database. We also successfully trialled QR code registration at our Summer Drinks event in June, allowing us to capture attendance data in real time, improve event insights and reduce reliance on printed materials.

Over the past year, members have benefited from an expanded programme of flagship in-person events, including Partnerships Day, Investment Day, our first Parliamentary Reception, networking receptions, panel discussions, member-led roundtables and a series of pitching events. These events have created valuable opportunities for members to connect with peers, engage with senior industry stakeholders and showcase their solutions to the wider insurtech community.

Alongside our flagship events, we have continued to provide opportunities for members to engage through online and in-person sessions, including Government Affairs webinars and calls featuring guest speakers from regulators and Government departments, as well as Advisory Panel meetings bringing together senior insurance leaders.

We have also continued to support members' wider industry engagement by securing discounted access to leading external conferences and events, including ITC London, ITC Europe, ITC Vegas, BIBA and Insurtech Insights. Through these opportunities, members have been able to attend, exhibit and connect with the wider insurance and technology ecosystem.

Events
In numbers 2025/26

Throughout the 2025–2026 reporting period, our events programme has continued to bring together the insurtech community, creating valuable opportunities for members to connect, collaborate, share insights and showcase their businesses.

12
events delivered

Across our 2025–2026 calendar, including flagship networking events, conferences, pitching sessions and member-led roundtables.

850+
attendees welcomed

Bringing together founders, insurers, investors, partners and ecosystem leaders from across the insurtech community.

175+
organisations represented

Reflecting the breadth of our community and creating opportunities for members to connect across the wider insurance and technology ecosystem.

49
speakers and industry experts featured

Sharing insights, expertise and perspectives on the trends and opportunities shaping the future of insurtech.

19
member companies given opportunities to pitch

Providing a platform for members to showcase their solutions, raise their profile and connect with the wider ecosystem.

Events
Our members said...

> I thought the event today was really good. The panel sessions were really informative and there was a lot of discussion about lots of things that are going on in the market at the moment.

> Yesterday's event was utterly AMAZING! Have taken the contacts of a few people and we are already exchanging ideas to potentially explore future partnerships down the road. Thanks for making this happen!

> What a perfect way to wrap up Insurtech Week. There's something special about these relaxed networking moments where genuine connections happen naturally. The energy when traditional insurers and tech innovators come together in spaces like this really shows how much potential we have in the UK insurtech scene.

> Such a fun night! Well done team Insurtech UK.

> What a fantastic afternoon... The iconic venue and riverside views, engaging keynote speakers and thought leadership and of course the fabulous afternoon tea. Thank you Insurtech UK.

> What a discussion this was. Thank you Melissa and the whole panel for such an honest and inspiring conversation.

> Thank you so much for the invitation. It was a truly inspiring, immersive and energising evening. Such an impressive group of innovative member companies and brilliant conversations all round.

> Such an amazing event and thank you for the great opportunity. Took so much away from it.

> A huge thanks as always to Insurtech UK for another phenomenal event.

> Thanks to everyone for the event yesterday. As a newbie, it's always great to feel included and to get such a warm welcome! Looking forward to getting to know more of you!

> Another fantastic event bringing together partners and members. The range and quality of pitches reminded me just how much innovation is accelerating in our sector. From new businesses to major players, the smartest ideas are coming from everywhere. A great reminder that the UK insurtech ecosystem is thriving at every stage of growth.

Future plans

We will continue to build on the success of our ever-popular events programme, focusing on further enhancing the attendee experience, expanding partnership and sponsorship opportunities, and delivering valuable content, networking and pitching opportunities that support our members' growth.

Meg Beardwell
Events Manager

How to Get Involved

Our mission is to transform the insurance industry through the use of technology, and make the UK the global leader for insurance innovation.

As the dedicated trade association run by insurtechs for insurtechs in the UK, our members comprise 160+ insurtechs and 60+ partners ranging from insurance companies to professional services firms supporting the sector. Together with our investors and affiliates, we have over 245 members.

We create opportunities for insurtech growth through our work on promoting partnerships, access to finance, access to capacity and more — including regular pitching sessions and networking events convening and connecting the insurtech ecosystem. insurtechuk.org

If you'd like to find out more about our activities and working groups, please contact:

General enquiries

Secretariat Team secretariat@insurtechuk.org

Events enquiries should be sent to events@insurtechuk.org

Newsletter submissions to newsletter@insurtechuk.org

Contact us

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