



PRESS RELEASE

INSURER MARKETFORM BOOSTED BY SIGNIFICANT INVESTMENT

London 17th December 2007: Marketform Group Limited (Marketform), a leading market for non-US medical malpractice and other specialty lines, today announced that American Financial Group Inc (AFG) is to become the majority shareholder in its business, securing the company as a key international specialist insurer.

The deal, which is still subject to approval by Lloyd's and the Financial Services Authority, will see AFG take approximately a 67% share in Marketform, valuing the business at approximately £55m. The current management and staff will continue to own the remaining one third of the equity.

“The new investment from AFG gives a solid financial platform that will help take the company to the next level of development, providing us with new opportunities, new lines of business to underwrite and ultimately further growth,” said Holly Bellingham, Chairman, Marketform Group . “In essence, it is all change but no change, as the analogy between the philosophies of the two companies will ensure that the Marketform brand, management and values will remain unaltered.”

“We are grateful to Caledonia Investments plc, who since taking a minority share in the company in 2003 have supported us admirably, and who will now be exiting their investment as a result of this transaction.” she added.

“We are pleased that Marketform has found such a strong trade partner,” commented Tim Ingram, Chief Executive, Caledonia Investments plc, “and this can only augur well for the future security and financial performance of the company.”

Headquartered in Cincinnati, Ohio, AFG through its Great American Insurance Group specialises in providing commercial property and casualty insurance mainly in the US, together with annuity and supplemental insurance products.

Carl Lindner III, Co-Chief Executive Officer of AFG, commented, “We are excited to partner with Marketform’s management and employees to grow our business internationally. We feel that Marketform’s existing book of business and underwriting philosophy are a good match for AFG and Great American Insurance Group. We are committed to expanding Marketform’s current product offerings into several of our speciality businesses. This acquisition supports one of our strategic objectives of increasing AFG’s geographic coverage.”

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Notes to Editors

About Marketform

Marketform is a leading specialist liability insurer and was founded by group chairman Holly Bellingham in 1989 after she led a management buy-out from the Crawley Warren Group.

With subsidiary companies in Spain, Italy and Australia, Marketform is a market leader for non-US medical professional liability insurance and other specialty casualty lines such as professional indemnity, general liability, product recall, directors and officers' liability and specialist personal accident business.

The Marketform Group includes the Lloyd's managing agent that manages Lloyd's Syndicate 2468 (Marketform Managing Agency Limited), two Lloyd's corporate members that provide capital to Syndicate 2468, and a Lloyd's service company that writes insurance on behalf of a consortium of syndicates that includes Syndicate 2468 (Marketform Limited)

www.marketform.com

About American Financial Group, Inc.

Through the operations of the Great American Insurance Group, AFG is engaged primarily in property and casualty insurance, focusing on specialized commercial products for businesses, and in the sale of traditional fixed, indexed and variable annuities and a variety of supplemental insurance products.

www.afginc.com

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Contacts

Roddy Langley
PR Consultant, Lysander PR
07740 633 296
rodny@lysanderpr.com

Holly Bellingham
Chairman, Marketform Group Limited
0207 488 7778
holly.bellingham@marketform.com

Simon Turner
CEO, Marketform Group Limited
0207 488 7778
simon.turner@marketform.com

Anne N. Watson
Vice President – Investor Relations
American Financial Group, Inc.
+1 (513) 579-6652

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