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FOR IMMEDIATE RELEASE

CRAWFORD'S TRULOOK IMPROVES CLAIMS HANDLING EFFICIENCY BY UP TO 30 PERCENT

Atlanta (April 16, 2018) – Crawford & Company®, the world's largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities, announced today the launch of TruLook®, an integrated industry solution that reduces costs, increases claims processing efficiencies and improves customer satisfaction. By combining Crawford's industry-leading team of field adjusters with Crawford's subsidiary company WeGoLook®, an on-demand field services provider with over 40,000 independent contractors, along with other innovations and tools, TruLook streamlines claims processes, reducing time-in process to as little as 3.7 days and saving up to 30 percent in cost.

TruLook is another addition to Crawford's wide portfolio of claims adjusting services that span from high-volume, low-complexity to specialized and large losses.

"Crawford piloted the TruLook service during the 2017 fall hurricane season with great results. During the claim surge, TruLook on average reduced process time from over 30 days to under five days and cut claims processing costs by more than 20 percent," said Harsha V. Agadi, president and chief executive officer of Crawford & Company. "Our TruLook solution reflects our mission to restore and enhance lives, businesses and communities by helping people get back to their normal lives as soon as possible following a loss."

TruLook leverages best-in-class technology, which results in lower expenses and shorter processing times. Based on complexity, claims are sorted into one of three categories for optimal service – mobile self-serve, WeGoLook and traditional field adjusting. From there, each claim is processed with the appropriate level of service and attention required, and Crawford continues to monitor each claim as it progresses, escalating to higher levels as needed for timely and accurate resolution.

In addition, TruLook can integrate with other Crawford services as needed. For example, TruLook customers can optionally engage Crawford Contractor Connection as a part of the process, providing even more options to handle claims from initial loss all the way through the repair process.

"We are blending tried-and-true processes with new technology to shape the future of claims processing," said Kieran Rigby, global president of Crawford Claims Solutions. "For example, in mid-complexity cases, TruLook utilizes WeGoLook to dispatch licensed drone pilots to capture data and imagery from the air. This data is then sent to the virtual estimator and a detailed report is sent to the

client. With the help of technology like this, Crawford will continue to innovate new solutions that enable its clients to reduce expense without compromising on policy holder experience.”

To learn more about TruLook, visit the PLRB Claims Conference & Insurance Services Expo and RIMS Conference & Exhibition in April, watch the TruLook [video](#), or visit www.crawco.com/trulook. To contact Crawford about TruLook or its other claims solutions, email solutions@us.crawco.com or call 1-866-572-8772.

About Crawford®

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is the world’s largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities with an expansive global network serving clients in more than 70 countries. The Company’s two classes of stock are substantially identical, except with respect to voting rights and the Company’s ability to pay greater cash dividends on the non-voting Class A Common Stock (CRD-A) than on the voting Class B Common Stock (CRD-B), subject to certain limitations. In addition, with respect to mergers or similar transactions, holders of CRD-A must receive the same type and amount of consideration as holders of CRD-B, unless different consideration is approved by the holders of 75 percent of CRD-A, voting as a class. More information is available at www.crawfordandcompany.com.

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