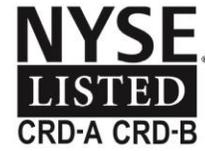




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FOR IMMEDIATE RELEASE

Crawford & Company® announces major enhancement of UK Contractor Connection® Investment in diversity, sustainability and resilience

LONDON (17 October 2018) – Crawford & Company® (NYSE: CRD-A and CRD-B), the world’s largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities, has today announced the introduction of a series of new enhancements and capabilities across its Contractor Connection® repair network in the UK, as part of a major effort to enhance efficiency, boost performance, foster a more partnership-based client approach and promote greater sustainability across the broader UK construction industry.

The series of enhancements span virtually every component of the Contractor Connection UK supply chain. The expansive contract network that it maintains has been significantly strengthened and now represents more than 100 specialist contractors, each of which has undergone a rigorous assessment process covering service quality, customer care, technical capabilities, expertise and backgrounds.

Larry C. Thomas, global president, Crawford® Specialty Solutions said “By leveraging an elevated network of accredited builders, restoration partners, material suppliers and other contractors, means Contractor Connection UK is better positioned to design and implement tailored repair programs and undertake largescale projects across the country. Further, to ensure it can respond effectively during periods of extreme demand, the team has compiled a series of over 100 ‘active’ contractors with strong market credentials that can bolster the network when disaster strikes.”

Contractor Connection has also introduced comprehensive new data analytics capabilities which enable it to capitalize instantly on expansive market-related data sets. This access ensures that the multiple data points captured throughout the customer journey can be used to support better decision making, benchmark pricing more effectively and, ultimately, improve performance levels and client service.

Contractor Connection UK has also benefited from the recent launch of WeGoLook® in the UK, a subsidiary of Crawford and provider of innovative on-demand claims inspection services. Access to these capabilities has significantly enhanced its ability to assess property damage quickly and efficiently.

This series of advancements are the culmination of a two-year program to address head-on many of the challenges faced by the managed repair sector. In addition to bolstering its direct service capabilities, the project has also focused on ways to promote a more sustainable and diverse construction industry in the UK.

Central to this is the Contractor Connection Foundation set up to tackle the underlying issues of labour shortage and the male-dominated demographic of the UK's construction industry. The Foundation has formed several partnerships with bodies including: the National Association of Women in Construction (NAWIC), which champions female construction workers; Building Heroes, which retrain military veterans as tradespeople, and Care Aware, which trains contractors how to work in properties with people who have dementia or Alzheimer's.

Crawford Connection also partners with the UK Green Building Council (UKGBC), which is a charity that lobbies government to promote a greener and more socially fair environment in the residential and commercial construction sectors.

Commenting on the changes, Lee Sadowski, managing director, Contractor Connection UK, said: "The enhanced Contractor Connection model is built to create a more collaborative environment in which the insurer, policyholder and supply chain can work together, and in which each party can play a more proactive role to ensure a speedier and more beneficial outcome. By strengthening our network, expanding our capabilities and boosting our ability to harness data, we aim to deliver a better level of service at every stage in the managed repair journey."

He added: "Through the Contractor Connection Foundation and the multiple partnerships this is creating across a range of charities and bodies, we hope to contribute in a meaningful way to market-wide efforts to foster a more diverse, sustainable and inclusive workforce across the UK which better reflects British society. At Contractor Connection, we have a duty to give back to the communities we serve and to be responsible

stewards of our resources. Our commitment to our clients and to restoring and enhancing lives, businesses and communities is best demonstrated through our actions.”

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.crawco.com.

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