



OUR MISSION

To deliver a competitive edge to our employees, clients and markets.

OUR VISION

AmWINS was formed with a belief that:

- We will advance the way our industry conducts business
- We will be leaders in everything we do
- We will be home to the best talent and expertise in the business
- We will always challenge the status quo and demonstrate our value at every interaction
- We will be one company centered on strong relationships and trust

We are AmWINS and our vision is to create, distribute and service innovative insurance solutions that provide our employees, clients and markets with a first class experience.

PRINCIPLES OF A BETTER WAY

Our determination to always find a better way is rooted in five fundamental beliefs that revolve around our clients:

- People
- Performance
- Product Excellence
- Culture
- Diversification

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PEOPLE

We fundamentally believe that the business of insurance is a relationship business. At AmWINS, our objective is to build and nurture these relationships. We are an organization where talent is valued, expertise is paramount and success is celebrated which we believe will ultimately translate into first class client experiences – both at the individual and firm level.

PERFORMANCE

At the end of the day, we are accountable for our performance. Our key stakeholders are our employees, clients, markets and shareholders. As a stakeholder, you can expect us to execute on our promises. We believe that we know our industry better than anyone else and we constantly strive to maintain this edge. We are always up for a challenge to prove ourselves – we play to win.

PRODUCT EXCELLENCE

Providing the most superior products, services and expertise is what differentiates AmWINS. We achieve this by hiring the best talent in the industry, having meaningful relationships with our clients and markets and providing our staff with the tools to deliver innovative insurance solutions. We believe that our approach to technology, customer service and information sharing allows us to be the most informed, efficient and responsive resource in the industry.

CULTURE

At AmWINS, we treat each other as family. We are “One Company” unified by a common vision. We believe that by taking care of our employees, they will take care of their clients and the cycle will perpetuate. We are a streamlined and accessible organization. We are a sales culture that is grounded in strong financial discipline, leading edge technology and integrity. We collaborate, share ideas and communicate – all in the interest of being the best at what we do. We are dynamic, energetic and competitive and we have fun doing it.

DIVERSIFICATION

We are changing the game of traditional wholesale insurance broking. We believe that diversification and independence matter. Through our diversified business platform we are able to offer a broad array of solutions to our customers, while independence allows us to focus on the absolute success of our customers. It is our independence and diversified platform that provides greater stability and positions our company and our clients for success over the long run.