



Aon Manchester United Media Pack

Background Information on Aon

Aon plc is the leading global provider of risk management, insurance and reinsurance brokerage, and human resource solutions and outsourcing services. Headquartered in London, it has more than 65,000 employees in over 120 countries.

Aon empowers results for clients on two of the most important issues in today's global economy: risk and people. This is done via innovative and effective solutions and through industry-leading global resources and technical expertise. We focus on six pillars to drive greater understanding of what Aon provides to clients: talent, health, risk, retirement, data and analytics, and capital.

As a broker, Aon's role is to find the best insurance solution for businesses, people and governments across the world. This is managed by Aon's largest business, **Aon Risk Solutions**, whose clients seek advice and solutions on a wide variety of traditional and non-traditional risks, ranging from natural catastrophes to cyber risk and social media.

When finding insurance for its clients, Aon Risk Solutions has access to all of the world's insurance markets. One of the main insurance markets is in London, where the world renowned Lloyd's of London is based. Asia and the U.S. are also key insurance markets.

Insurance companies often require insurance for the risks they face. This is known as reinsurance and is managed by a separate Aon business called **Aon Benfield**. Aon Benfield is the largest reinsurance broker in the world.

Aon's third key business is **Aon Hewitt**, which advises companies on how to solve their most complex talent, retirement and health-related challenges, and improve business performance. Aon Hewitt is the world's leader in human resource consulting and outsourcing solutions.

Aon is listed on the New York Stock Exchange under the ticker symbol AON. In 2012, Aon's reported revenue was USD11.5 billion.

Q&A on the sponsorship

Why did Aon decide to extend its partnership with Manchester United?

The last four years exceeded our expectations in terms of **brand awareness, employee engagement and commercial business impact**. We feel that we have created a truly unique partnership with Manchester United that best fits the needs of our brand today, and which will allow us to move from creating greater awareness of who Aon is to creating greater understanding of what Aon can do for clients.

What is this new partnership?

We have designed this new phase of our partnership, **which started on July 1, 2013**, to focus on a broader group of assets that will allow Aon to **create greater understanding of what we do to empower results for our clients**. This next phase includes an additional eight years of partnership focused on performance and delivering results on and off the pitch:

- Continuation of our global shirt sponsorship through the end of the 2013-2014 season
- Aon is the first partner of Manchester United's renowned training complex at Carrington, which will be refurbished, dedicated to high performance, and named the Aon Training Complex
- Manchester United players and coaching staff will wear Aon-branded apparel and training kits at all matches versus U.K. clubs, international tours, friendly fixtures and training sessions
- Aon will be the Presenting Partner of all Manchester United pre-season tours, beginning with Tour 2013.



- Aon is the Principal Partner of the Manchester United Business Network, providing best-in-class advice to the club on issues critical to success, such as talent, development, health and wellness.
- Aon continues to be the Principal Partner of the Manchester United Foundation, sustaining our joint work in helping communities at risk and empowering people around the world to be prepared to manage the challenges they face and to bring more opportunities within their reach

Why was the Man United/Aon partnership attractive?

As the world's leading sports brand with 659 million followers, Manchester United is an ideal partner for Aon. We are both hugely successful global businesses with **shared values** that we live every day – **a quest for excellence and winning performance, a proud history and ambitious future, and an understanding that combining the right skills at the right time can deliver success.** Although we are global, we also have strong local connections and this is part of the DNA of both firms.

How does Aon help Manchester United?

Our partnership is built around a meaningful exchange of research, knowledge and experiences. It delivers mutual benefit with a focus on developing talent, helping each other be successful global businesses, managing risk and maximizing opportunity, and enhancing pride by being associated with a world-leading brand.

Aon provides several services to Manchester United to help them manage their challenges around risk and people, including:

- Manchester United turns to Aon Hewitt to help them with recruitment, health care and retirement strategies
- Aon Benfield provided expert advice to Manchester United on the best strategies and options for access to capital during the launch of the club's IPO
- Aon Risk Solutions helps Manchester United manage their risk in everything from construction, motor fleet, directors and officers, property, travel, events, media and much more

What is the Manchester United Business Network?

It is a global program of exclusive business events and seminars for senior executives addressing critical issues in the global economy, such as global risks, economic growth, talent, health care, supply chain risk, energy resources, high performing teams, and diversity. Aon's expertise in these areas will add a further dimension to Manchester United's global business-to-business platform.

What are Aon's plans as principal partner of the Manchester United Foundation?

Aon's mission is to advise companies on their two biggest growth challenges: managing risk and people. As principal partner of the Manchester United Foundation, Aon will continue a shared focus on helping at-risk communities and empowering economic and human possibility across the globe, and will work to broaden Manchester United's support of philanthropic organizations around the world.

Did the change in coaches from Sir Alex Ferguson to David Moyes affect the partnership?

Aon is very proud to have had its name on the front of the famous Manchester United jersey during the last three years of Sir Alex's tenure as manager. He left Manchester United as one of the greatest managers of all time and as a leader who knew how to empower results for the players and the club. His record of success and talent development is without equal, and his quest for excellence and winning performance is a shining example of leadership to the worlds of sport and business.

We congratulate David Moyes on his appointment as manager. We know that through our own work that great leaders embrace new challenges, never tire of learning, prioritize talent development, effectively manage change and inspire colleagues with a clear vision. We look forward to working with and supporting David in a way that will empower results for Manchester United in the years ahead.



What is appealing about football – and Manchester United specifically?

Football is dynamic and competitive, and appeals to a global audience. It transcends cultures and people, and brings communities together like no other sport. It goes without saying that for Aon to become part of this high energy environment is extremely exciting. Like Aon, Manchester United has a truly global reach. The club has a great pedigree, and shares both our ambition for worldwide appeal and our pursuit of excellence. This partnership allows us to bring the Manchester United brand into our core business areas, and is helping us to grow in emerging insurance and reinsurance markets, such as parts of Asia, where the Manchester United brand is very strong.

What was Aon’s reaction to Manchester United winning the 2012 English Premier League Championship?

Just like all of the club’s passionate and loyal fans, we at Aon were extremely excited to watch the team hoist the trophy at Old Trafford for their record-setting 20th Premier League Championship. We congratulate the players and club management, and we are very proud to be associated with what is the number one team in the world’s number one sport.



Manchester United Fun Facts

“At United we strive for perfection, if we fail we might just have to settle for excellence.” – Sir Matt Busby



Global reach
659 million
followers worldwide



Heavy online traffic

Manchester United gets **83 million page impressions** every month on manutd.com.



TV audience

More than **3 billion people** watched Manchester United during the 2012/2013 season.



Global destination

On average, **6.1 million people** visit Old Trafford per year.



Global footprint

Over the last 5 years, Manchester United has played 42 friendly matches in **Australia, Canada, China, UK, Germany, Ireland, Japan, Malaysia, Mexico, Nigeria, Norway, South Africa, South Korea, Sweden, Thailand** and the **United States**.

Based on current TV viewership, **one Manchester United season is equal to 27 Super Bowls** in terms of the collective viewing audience.

Manchester United has more than **35 million Facebook fans** – over four times the population of London.



Four out of the top ten best-selling Barclays Premier League shirts in the USA are **Manchester United players**.

Manchester United's shirt is consistently the **#1 football replica shirt** in Europe.

Since 2010 **Aon's brand awareness has increased 36 percent** among business decision-makers globally.

In Latin America, 87 percent of business decision makers are more favorable towards Aon **when they are aware of the partnership**.

Manchester United and Aon.

We have shared values that we live every day.

With 65,000 colleagues in more than 120 countries, Aon is the leading global advisor on the topics of risk and people. We provide innovative solutions to our clients around six key areas: **health, talent, risk, retirement, data & analytics and capital**. Below are some fun facts on Aon's global presence and the many ways in which we serve our clients.

Aon plc

Out of the **top 10 firms** in each industry, how many are Aon clients?



HR Solutions

Aon administers benefits for one of every 20 Americans.



More than 8,000,000 job candidates are assessed by Aon on an annual basis.

Aon directs USD8 billion in health care premiums/ equivalents annually.



Aon administers more than 10,000 unique health plan designs.

Aon moves more than USD400 million nightly and USD145 billion annually among investment funds on behalf of our clients.



Aon provides investment consulting services for USD4.2 trillion in assets globally.

Aon holds more than 17 million survey responses in engagement databases.



More than 330,000 client employees are expected to enroll in Aon's multi-carrier private health care exchange.

Risk Solutions



Aon clients are responsible for designing and manufacturing 70% of the world's 20 best-selling pharmaceutical products.



In the U.K., more than five billion liters of milk a year are supplied by companies insured through Aon.



There is one in two chance that your mobile phone was produced by an Aon client.



In 2013, more than 80% of worldwide passenger volume for cruise companies was insured through Aon.



Aon has brokered the aviation insurance for American Airlines since 1936.



Aon placed the insurance of four 2013 Academy Award winning films.



Aon was the first organization to develop catastrophe models for a number of country-specific perils including floods, earthquakes and terrorist attacks.



Key Media Contacts:

London

David Bogg
T: +44 (0)20 7522 4016
M: +44 (0)7980 224096
david.bogg@aonbenfield.com

Katherine Conway
T: +44 (0)20.7086.7201
M: +44.(0)7944.189.804
katherine.conway@aon.co.uk

Chicago

David Prosperi
T: (001) 312 381 2485
M: (001) 312 576 5042
david.prosperi@aon.com

Andrew Laubmeier
T: (001) 312 381 3347
M: (001) 312 848 6094
andrew.laubmeier@aon.com