

To our valued clients,

At Aon, we honor our commitments. Across our firm, we are united in our passion to provide you and every client we serve with a consistent, high-quality, high-value, and engaging experience with each interaction. Our colleagues are employed by Aon, but they work for you.

At our core, we are problem-solvers and solution builders on the increasingly complex topics of risk and people. We bring a broad perspective and deep expertise. It all starts by listening to your biggest challenges and understanding your unique needs.

This uncompromising commitment is the foundation of the Aon Client Promise®. In its simplest terms, the Aon Client Promise defines the way we work together, what you can expect from us, and the value we will deliver.

The Aon Client Promise is not just words. Behind the five promises is a simple but powerful process that tracks our progress and keeps our teams connected to ensure we deliver on your needs and to your expectations.

We promise to be your best partners, offer expertise, design innovative solutions, deliver with excellence, and produce results. And you can hold us to that.

Best,
Greg Case



Our promises to you



Aon Client Promise®

Promise | Methodology | Academy

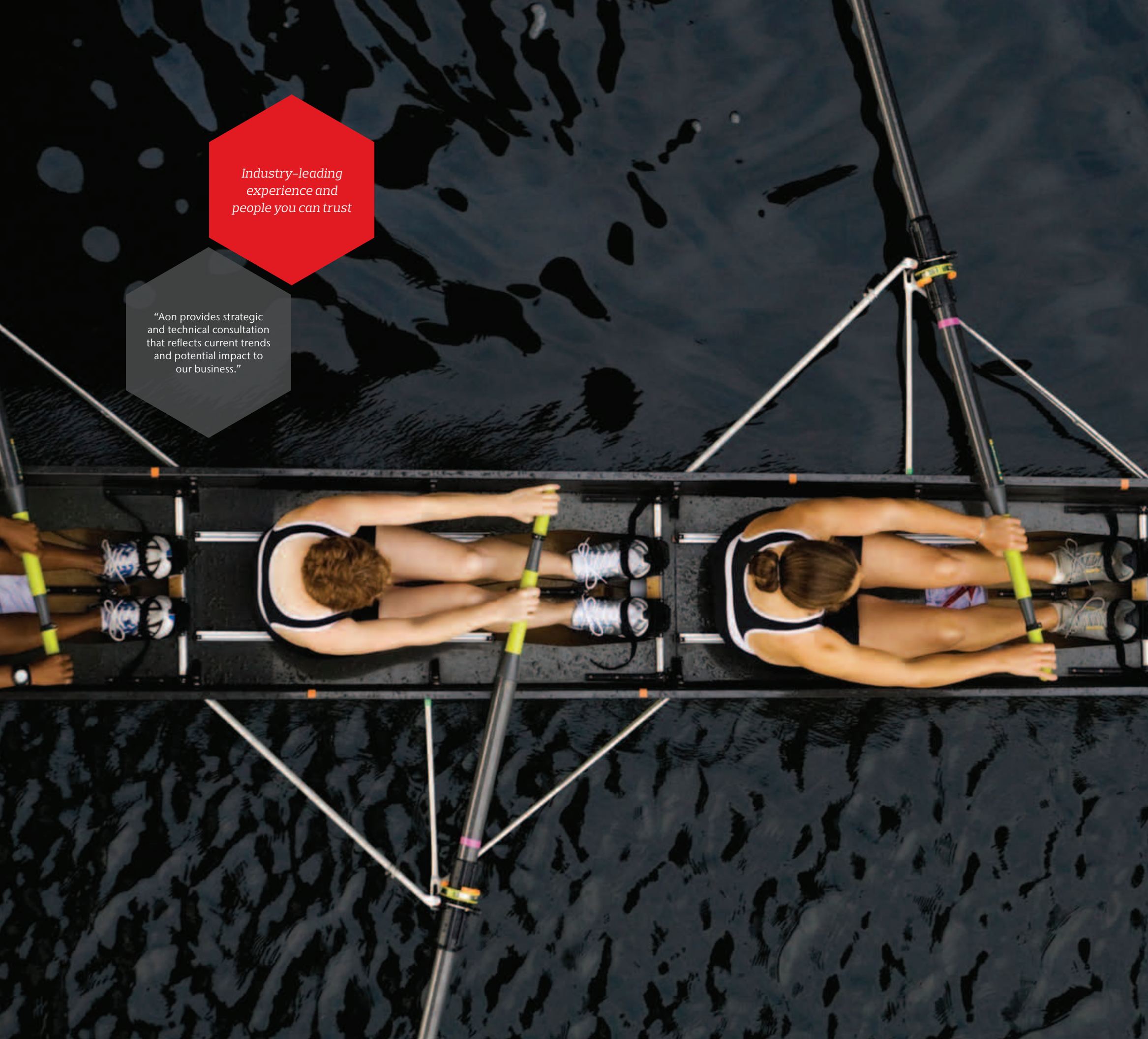


Partnership

Our priority is to understand what value means to you. Our job is to know you, your business, and your people to anticipate your needs. Together, we will develop and execute on shared objectives to achieve your desired outcomes. Backed by the full power of Aon, we will serve as your advocate and engage in open, two-way dialogue founded on feedback and trust.

*Trusted advisors
focused on your
needs and priorities*

*"Aon is an extremely
responsive team that takes
a proactive approach in
partnership with us."*



Industry-leading
experience and
people you can trust

“Aon provides strategic
and technical consultation
that reflects current trends
and potential impact to
our business.”



Expertise

In every situation, we bring you the best of Aon and promise to augment your teams with smart, talented professionals you can trust to act with integrity. We offer deep subject matter expertise—both locally and globally—through broad access to an expansive network of resources, markets, underwriting capital, and capability in the risk and people industries. We are committed to attracting, retaining, engaging, and developing our talent to bring you unique insights, backed by powerful data and analytics.



Comprehensive and tailored solutions that anticipate your needs

"Aon brings unbelievable scale, unbelievable technology, right to your pocket, accessible 24/7, in a way that we just can't replicate on our own."



Innovation

We are committed to continuous investment in creative ideas, fact-based solutions, and pragmatic research that anticipates your needs and solves your current and future business challenges. We will help you translate macroeconomic risk and people trends, our own market-leading research and analytics, into actionable insights and comprehensive risk and people solutions that help you achieve real results. Working together, we will cultivate and execute on the ideas that will shape the risk and people industries.



Excellence

You can trust us to deliver accurate, secure, and reliable analysis, solutions, and service. Backed by solution-oriented benchmarking and relevant analytics, we offer insightful, useful advice you can trust. We promise a consistent, engaging experience for you and your people as we instill in our own colleagues a professional standard of excellence and a commitment to distinctive client service and value. Above all, we execute with excellence.



Distinctive service every day

"Aon excels in customer service, is goal-oriented, and strives for excellence."



Results

We promise measurable results on the risk and people outcomes that matter to you. Through a comprehensive understanding of the total cost of your risk, we are committed to help you produce stronger returns on your risk and people investments. You can count on us to add distinctive, long-term value through the work we do.

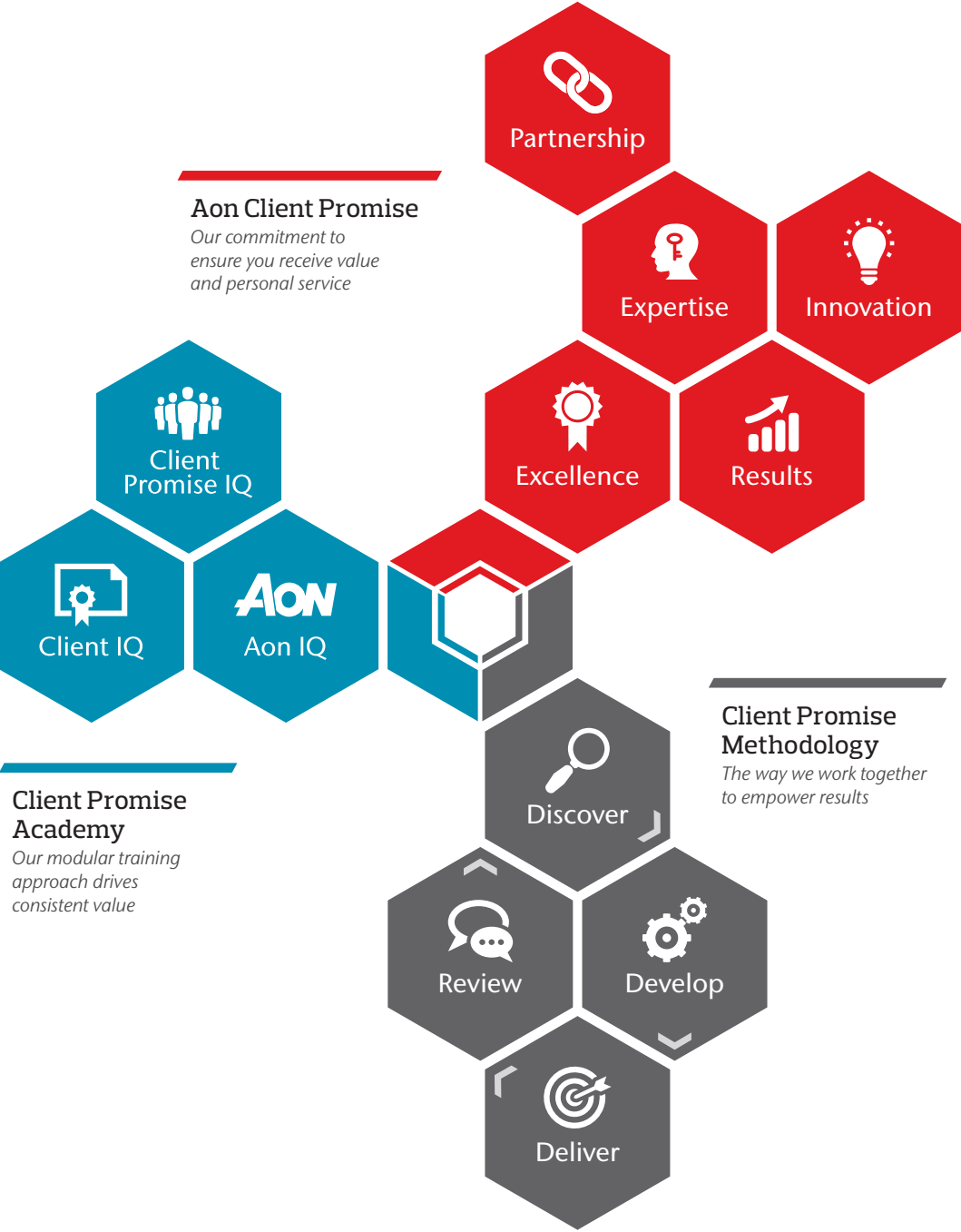


*Superior client
value delivered*

*"Aon works well as a strategic
partner and is constantly
striving to improve and
deliver on results."*

Aon Client Promise Framework

Our Commitment to You



Aon Client Promise

Our commitment to ensure you receive value and personal service

Client Promise IQ

Client IQ

Aon IQ

Client Promise Academy

Our modular training approach drives consistent value

Partnership

Expertise

Innovation

Excellence

Results

Client Promise Methodology

The way we work together to empower results

Discover

Review

Develop

Deliver

The Aon Client Promise framework includes the five pillars of our promise, a comprehensive training curriculum, and a robust methodology for ensuring a consistent client experience.

Aon Client Promise

Comprised of five pillars—partnership, expertise, innovation, excellence, and results—the Aon Client Promise articulates the commitment we make to our clients.

Aon Client Promise Academy

The Academy offers unique learning experiences focused on listening for and responding to client needs, building knowledge of the full breadth of Aon capabilities, and understanding the pillars of the Aon Client Promise.

Aon Client Promise Methodology

Discover
We will collaborate to understand both your near- and long-term business priorities, how we can add value to your organization, and help you respond to changing market dynamics.

Develop
We will jointly author a plan to define how we will work together during the year, outline our commitments to you, and define how we will measure our success.

Deliver
We will follow through on our plan, executing with excellence and tracking outcomes.

Review
We will seek your input on how we are doing both through informal feedback sessions and annual surveys.

About Aon

Aon plc (NYSE:AON) is the leading global provider of risk management, insurance and reinsurance brokerage, and human resources solutions and outsourcing services. Through its more than 66,000 colleagues worldwide, Aon unites to empower results for clients in over 120 countries via innovative and effective risk and people solutions and through industry-leading global resources and technical expertise. Aon has been named repeatedly as the world's best broker, best insurance intermediary, best reinsurance intermediary, best captives manager, and best employee benefits consulting firm by multiple industry sources. Visit aon.com for more information on Aon and aon.com/manchesterunited to learn about Aon's global partnership with Manchester United.

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