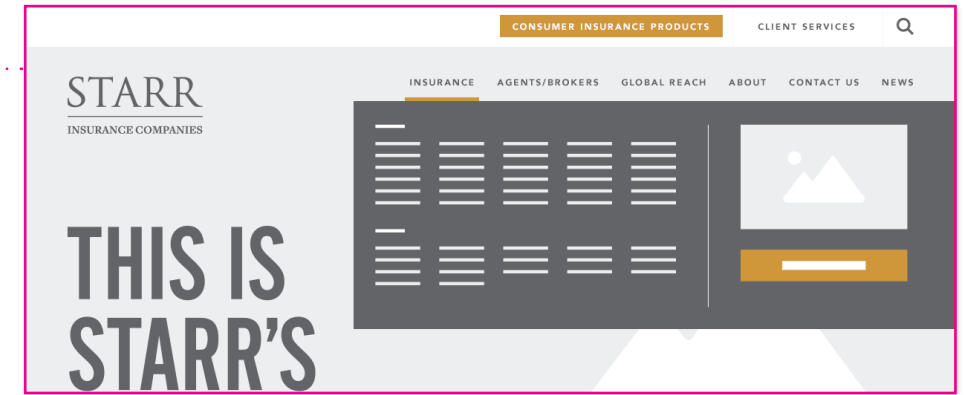


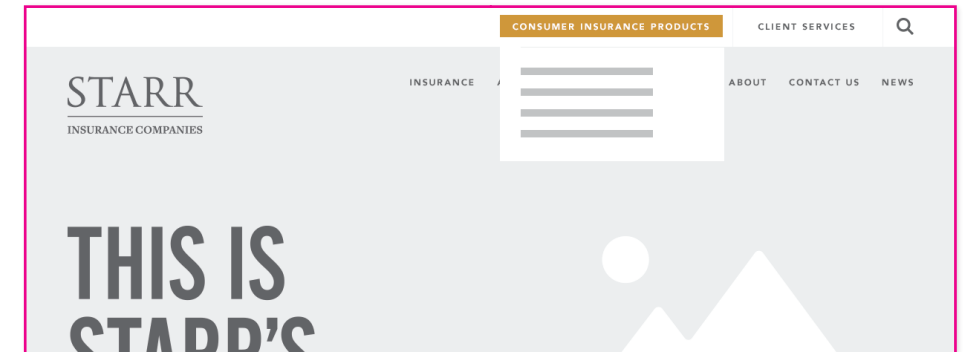
1 FIXED HEADER NAVIGATION

Main navigation containing links to all main pages with dropdown functionality on Insurance & About. Insurance dropdown contains breadth of offerings categorized by type and by industry with proposed callout for travel insurance. Secondary navigation located above containing button that opens up dropdown for Consumer Insurance Products, another button leading to Client Services page, and search functionality.



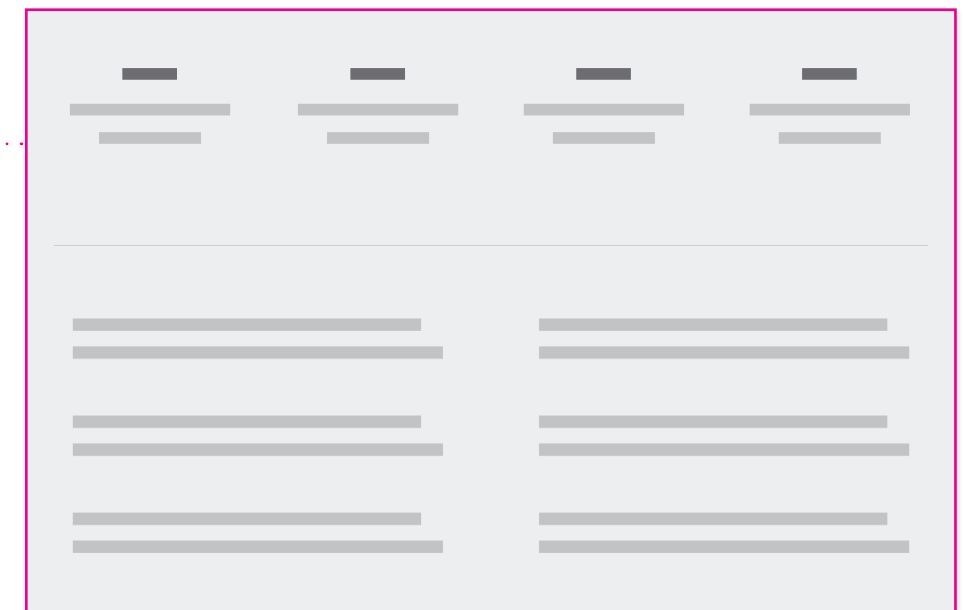
2 HERO CONTENT / MARKETING OPPORTUNITIES

User's introduction to new brand messaging, "This is Starr's Territory," or relevant product/marketing opportunities, backed by video clip displaying Starr's hand in various industries/lines of businesses.



3 ABOUT STARR

Carries the tone from hero content above, further establishing Starr's identity as a world leader in insurance solutions and global presence. Opportunity here to further use of strong imagery alongside commanding messaging.



4 KEY FIGURES / STARR HIGHLIGHTS

Here users can get a quick glimpse at a few figures/recognitions that further support Starr's authority in the industry (i.e. presence in 123 countries, A (Excellent) A.M. rating, \$4.1B gross written premium, \$19.6B in assets). As user clicks one of the four stats, container will dropdown for a further explanation/summary of respective highlight.

5 SERVICES FILTERED CAROUSEL

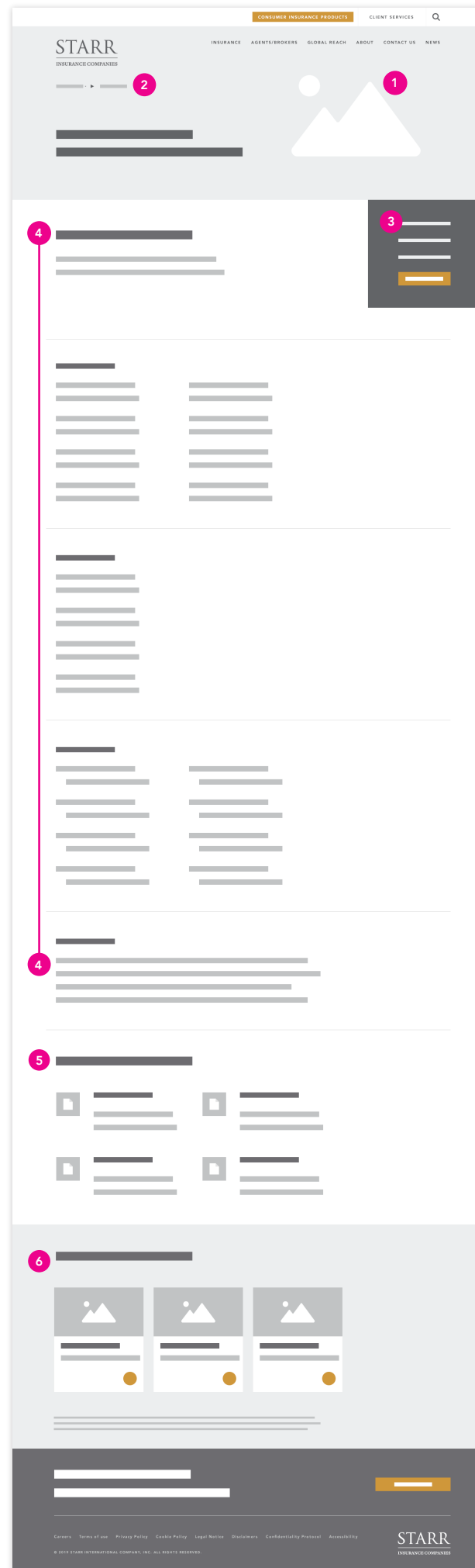
The filtered carousel will dynamically display insurance products from the category chosen (featured) or can pull randomly upon user refresh, showcasing different products each time they visit. This area will also provide a link for "all products," leading users to a full landing page of services. Slider functionality allows for users to immediately view major lines, with hover effect providing a brief summary of the active tab.

6 NEWS / SOCIAL FEED

Fresh and relevant content for users visiting site. Left panel operates as a featured story, while the right side is dynamic side, integrating with social media and the news section to feature the latest content.

7 CONTACT CTA / FOOTER

Featured in the footer and displayed on every page, users are encouraged to get in touch with Starr. Careers, legal notices, disclaimers, and other tertiary links can be found here in footer. Current site has links to dedicated country pages for Starr (Singapore, Asia, Argentina, etc.). This content will now live on respective pages within Global Reach pages.



1 HERO CONTENT

The hero scene includes a headline message to introduce the service line. Content in the background should be flexible, with the functionality to support a video (b-roll), a static image, or a slide show.

2 BREADCRUMBS

Trail starts with either by category type (i.e. accident, property, casualty, etc.) or by "Industry" with dropdown menu functionality to quick view other lines within category, followed by current selected page.

3 STICKY SIDE NAVIGATION

Contains sticky navigation to Product Highlights/Features, Related Assets, Related Coverages, and a dynamic Contact button for users to automatically jump to an anchor point of respective sections within page. This provides an alternative to just scrolling up/down page, allowing users to quickly navigate specific areas of page. On click of contact button, user will be taken to pre-filled form on the Contact page with respective send-to field already selected.

4 PRODUCT HIGHLIGHTS

Flexible content across Insurance pages. All pages will include a brief summary speaking to overview of respective product. Rest of content is relative to specific product line, with the most common breakdowns being Target Risks, Products & Coverages Available, Additional Coverages Available, Limits, Deductibles, Highlights, Loss Control, Risk Management Services, Claims, and Claims Services. Content within each Product Highlight contains multilevel lists. These lists will either be single-column or two-column depending on amount of items listed underneath each Product Highlight.

5 RELATED ASSETS

This section contains downloadable material relative to the product line. The accompanying icon will identify the type of file available for download.

6 RELATED COVERAGES

This section highlights related coverages/products to promote navigation to additional offerings. A legal disclaimer will be featured below this section on every insurance page, as requested by legal counsel.

