

# WELCOME TO PERFORMANCE

Insurance for game developers



# YOUR GAMES INSURANCE BROKER



Performance is part of Howden. Trusted by more than 200,000 clients across the UK and Ireland, our services are broad and always personal.

At Performance, we have been specialist insurance providers to the film, media and entertainment sector for over 25 years, providing expert insurance solutions tailored to the unique needs of the creative industries we protect. As part of Howden, which serves over 200,000 clients across the UK and Ireland, we combine deep industry knowledge with the strength of a global insurance broker. Whether you're an independent developer, a growing studio or an established gaming company, we understand the challenges you face from intellectual property risks to production delays and cyber threat.

So, whatever your role in gaming development, we're here to help you.

Proud member of  
**ukie**

# GAME DEVELOPERS INSURANCE

The development of games is an ever-growing sector within the UK, spurred on by great creative minds. With this development comes increasing risks that you need to consider in order to protect your Intellectual Property and manage consumer data safely.

We understand that no two game development companies are the same, which is why we will work with you to create a tailored insurance programme driven by ensuring your business is protected against the risks it may face. That's why we offer a range of different cover options that can be tailored to your needs, such as:

- Property (Owned Technical Equipment, Hired in Equipment, Contents, Buildings or Tenants Improvements)
- Business Interruption
- Employers Liability
- Public and Products Liability
- Professional Indemnity
- Management Liability Insurance
- Business Travel & Group Personal Accident
- Cyber Liability and Cyber Crime
- Terrorism



# PROUD UKIE MEMBERS

As proud members of UKIE, we're committed to supporting the vibrant, innovative community of game developers across the UK. To show our support and help you protect your creations, we're offering all UKIE members an exclusive 5% discount on our insurance services, up to a maximum of £250. Simply state that you are UKIE members when you get in touch, and we'll do the rest.

Proud member of  
**ukie**

# POWER UP YOUR WORKFORCE WITH HOWDEN EMPLOYEE BENEFITS

In the world of gaming, having the right tools and strategy is essential for success. The same holds true for your employee benefits. Offering the right package can give your business the edge it needs to attract and retain top talent and create a happier, healthier, and more productive team.

At Howden Employee Benefits, we understand that every business is unique, with distinct needs and evolving expectations. That's why our dedicated benefits consultants work closely with you to create a benefits programme that sets your business apart from the competition



Whether you're looking to enhance your current benefits or introduce new solutions, your dedicated consultant will work closely with you to build a benefits programme that aligns with your goals, supports your people, and fits within your budget.

We can help you with:

- Healthcare benefits: Private medical insurance, dental insurance, and optical.
- Protection benefits: Life Assurance (also known as death in service), Income protection and critical illness cover.
- Physical, mental, and financial wellbeing: Supporting your employees in every aspect of their lives.
- Workplace pensions: Equipping your team with the knowledge they need for a secure future.
- Flexible benefits and benefits Technology: Offering customisable solutions that cater to diverse needs.



For more information, please contact us on **0345 646 2373** or email **[employeebenefits@howdengroup.com](mailto:employeebenefits@howdengroup.com)** and quote **game developers**.

# MEET THE PERFORMANCE INSURANCE TEAM

Call us today on **020 8256 4949** or email  
**[enquiries@performance-insurance.tv](mailto:enquiries@performance-insurance.tv)**  
to find out more.



## MICHAEL WOOD

DIVISIONAL DIRECTOR

020 8256 4931

07990 563791

[michael.wood@performance-insurance.tv](mailto:michael.wood@performance-insurance.tv)

Michael heads up Performance, a dynamic brand spanning film, media, gaming and Esports. With a deep passion for the creative industries, Michael is dedicated to fostering innovation, nurturing client relationships and driving the division to new heights. Known for his strategic vision and commitment to growth, he continually expands the brands' reach, ensuring it thrives in the fast-evolving entertainment landscape.



## GUS SMITH

ACCOUNT EXECUTIVE

020 8256 4930

07849 646142

[gustaf.smith@performance-insurance.tv](mailto:gustaf.smith@performance-insurance.tv)

Gus is another recent addition to the Performance team, joining us from another department within Howden. With a strong passion for learning and client service, known for his curiosity and commitment, Gus thrives on understanding the unique qualities that make each and every business stand out. Gus enjoys connecting with people and believes that great service starts with great conversations. While insurance admittedly may not be as thrilling as games creation, Gus is on a mission to make insurance as engaging and personable as possible.



## COLIN POWELL

BUSINESS DEVELOPMENT MANAGER

020 8256 4949

07860 594892

[colin.powell@performance-insurance.tv](mailto:colin.powell@performance-insurance.tv)

With approaching 20 years of experience in insurance, Colin Powell is the newest member of the team but is no stranger to navigating complex industries. Colin has a proven track record of identifying growth opportunities, fostering strategic partnerships, and driving innovation. Now bringing his expertise to the gaming world, Colin is passionate about levelling up businesses, building strong relationships and creating new opportunities in this dynamic and ever-evolving space.



## CODY PATCHWELL

TEAM MASCOT

With a passion for all things gaming, Cody lives at the crossroads of creativity and coverage. Whether you're developing your first indie hit or managing a full-scale studio, Cody's here to help you level up your protection. Spawned in a server room and raised on retro consoles, Cody knows how fast the gaming world moves and how unpredictable it can be. From intellectual property quests to the boss battle that is cyber liability, he's seen it all and has the knowledge to help you stay safe.

When he's not explaining the ins and outs of insurance protection, you'll find Cody exploring new releases, testing game engines and championing indie devs at expos!





Performance is a trading name of Howden UK Brokers Limited, which is authorised and regulated by the Financial Conduct Authority No. 307663. Registered in England and Wales under company registration number 02831010. Registered Office: One Creechchurch Place, London, EC3A 5AF. Calls may be monitored and recorded for quality assurance purposes.

[performance-insurance.com](https://performance-insurance.com)

HUBL-CS-PFM-039-1123