



AmTrust Wins Celent Model Insurer Award for Digital Customer Experience

Recognized for Quick and Easy AI-Powered Quoting Platform

NEW YORK, June 18, 2025 – AmTrust Financial Services, Inc. (“AmTrust” or the “Company”) has been recognized by Celent as a winner of a Model Insurer award for Digital Customer Experience. Celent is a global research and advisory firm for the financial services industry.

The Company won the award for its groundbreaking platform: AmTrust Genius, an AI-powered quoting solution that's redefining how brokers and agents generate insurance quotes. Built into the AmTrust Online broker portal, AmTrust Genius uses Large Language Model (LLM) technology to instantly extract key risk details from different data sources including quotes, proposals, or existing policies. What once required tedious manual keying is now automated – saving time, reducing errors and accelerating deal flow. The platform also suggests cross-selling opportunities tailored to small business' needs. Each quote is benchmarked and enhanced with GenAI-driven, recommendations – giving brokers a clear, personalized rationale for every coverage and limit.

“AmTrust’s initiative is a prime example of transformative efficiency in the insurance sector, said Nathan Golia, Senior Analyst at Celent. “Considering the time savings plus the potential business value of getting these competitive quotes done more quickly and easily, it’s nothing short of a slam-dunk to leverage this technology for such a drastic quality-of-life improvement.”

“We sincerely appreciate this award from Celent which recognizes our differentiated approach to providing competitive quotes,” said Ariel Gorelik, AmTrust’s Global Chief Operating Officer. “We lead with a spirit of continuous innovation and are always working on new technologies to improve the user experience. With AmTrust Genius, we are providing our agents and brokers a quick and easy-to-use submission system for Workers’ Compensation, Businessowners, and Cyber insurance policies.”

Celent’s annual Model Insurer Awards recognize the best practices of technology usage in different areas critical to success in insurance. Nominations are submitted by insurance carriers and undergo a rigorous evaluation process by Celent analysts.

Celent judges submissions on three core criteria: demonstrable business benefits of live initiatives; the degree of innovation relative to the industry; and the technology or implementation excellence. Celent’s annual award program

recognizes insurance carriers as 'model insurers' for their outstanding technology initiatives. In order to win, the initiatives must demonstrate clear business benefits, innovation, and technology or implementation excellence.

About AmTrust Financial Services, Inc.

AmTrust Financial Services, Inc., a multinational insurance holding company headquartered in New York, offers specialty property and casualty insurance products, including workers' compensation, business owner's policy (BOP), general liability and extended service and warranty coverage. For more information about AmTrust, visit www.amtrustfinancial.com

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