CLAIMS

The Sound Approach to Recovery

Confident reliability when it matters most

When a cyber incident disrupts a business, Cowbell provides the clear, hands-on support that brokers - and their clients - can rely on.

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Clear. Focused. Confident.

We protect more than just systems; we protect reputations, operations, and peace of mind.

Being the victim of a cyber incident is stressful and full of unknowns. That is, unless you are a Cowbell policyholder.

Our mission is to make digital risks manageable, helping businesses recover with confidence. We handle claims as a hands-on partnership, working closely with brokers and policyholders from first notification through recovery.

The Cowbell Standard:

- **Dedicated Experts:** Our in-house claims team and curated panel of best-in-class vendors provide immediate, 24/7 coordinated support to minimise impact.
- **Active Response:** From triage to recovery, we move quickly and decisively so businesses can focus on recovery, actively managing the claims response and supporting recovery at every stage.
- **Clear Communication:** We cut through complexity with clear language and transparent processes, so brokers and policyholders are never left guessing.

Experiencing a cyber incident?

Call **+61 1 800 844 989*** or email our claims team at **claims@cowbell.au**.

**Telephone calls may be monitored and recorded to help improve our service.*

The Cost of a Cyberattack

Cost drivers for a business experiencing a cyber incident can include, but are not limited to, the following:

Risk	Cost Without Cowbell	With Cowbell
A Detected Cyber Breach	The time and resources needed to identify a specialist following an attack, including notification/monitor services and crisis management.	
Access to Data	Costs incurred to replace, restore, recreate, or recover compromised data.	
Extortion	The unexpected expense of investigating the cause of an extortion threat and the payment amounts, including the actual payment itself.	Fully covered with **Prime One**
Reputational Damage	The loss of net profit sustained specifically arising from an actual or alleged cyber event.	
Losses incurred due to Business Interruption	Any income lost due to the voluntary shutting down of computer systems.	
Cyber Crime Loss	Covering the amount lost due to fraudulent invoices being paid via an email scam.	
Liability Costs	Legal fees, damages, etc. paid relating to a cyberattack.	

The Claims Journey

A Clear, Efficient Path to Recovery.

With You Every Step of The Way

Our in-house claims team serves as the central point of contact throughout the incident and recovery process, staying hands-on from first notification through resolution. We actively manage the claim, coordinate specialist support, and work closely with brokers and policyholders to address financial, operational, and reputational impacts.

- **Who to Contact:**
  - **Hotline: +61 1 800 844 989***
  - **Email: claims@cowbell.au**
- **What We Need:** Provide basic details. Reporting early will not prejudice coverage; it allows us to deploy resources immediately.
- **When to Report:** Notify us immediately of any actual or suspected incident. Early reporting allows our team to answer questions and provide guidance before issues escalate.

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Timelines and Process

1. **Triage:** A claim is made via our hotline (or email), resulting in the immediate intake by our in-house experts who assess what's needed.
2. **Containment:** The Incident Response Panel is deployed to intercept and isolate the attack.
3. **Coverage Confirmation:** A rapid review is conducted to provide financial peace-of-mind and certainty.
4. **Recovery:** Systems are restored and data is recovered.
5. **Resolution:** Precise financial impact is calculated and settlement is paid.

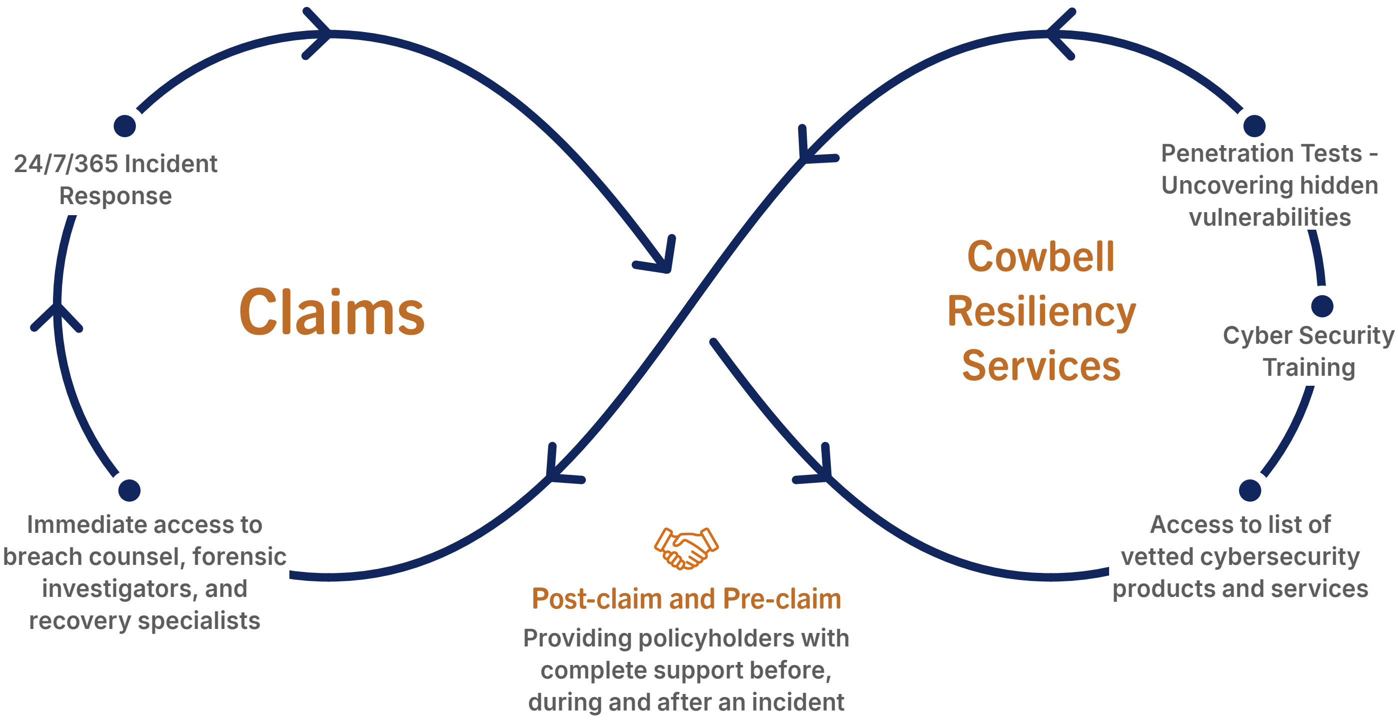
Timelines can vary by incident complexity.

Beyond the Claim: Building Resilience

Cowbell Resiliency Services (CRS) strengthens businesses before, during, and after an incident. Built into every policy, CRS provides practical tools, expert support, and ongoing risk guidance to help policyholders improve their cyber posture and prepare for effective recovery.

When an incident occurs, our in-house claims team and specialist response partners move quickly to contain the threat and actively manage the response. Outside of active incidents, CRS provides practical consultation on risk controls, vendor oversight, and internal response planning.

Whether it's having immediate access to our cyber incident hotline, triage team, and vetted panel of legal, forensic, and PR experts; or being able to have direct consultation regarding IT controls, vendor risk, employee training, and internal response planning - we are there for policyholders before, during and after a policy is triggered.



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Our Claims Capabilities in Action

From chaos, to control.

Scenario 1: Manufacturing (Ransomware)

- **Trigger:** A phishing email led to a ransomware infection that encrypted critical design files and halted the production line, with internal IT teams struggling to restore corrupt backups.
- **Response:** Cowbell immediately engaged NSB Cyber who contained the spread and facilitated the safe recovery of data. Simultaneously, Atmos was appointed to advise on the legality of potential payments and regulatory notifications.
- **Outcome:** Production was back online within 72 hours. Cowbell covered the forensic costs, legal fees, and the Business Interruption (BI) loss.

Scenario 2: Professional Services (Data Loss)

- **Trigger:** A credential harvesting attack allowed hackers to access sensitive client tax records from an accountancy firm.
- **Response:** With concerns over GDPR violations recognised, Cowbell appointed Wotton Kearney to manage the complex regulatory landscape and issue the necessary notifications to the Information Commissioner's Office (ICO) and affected clients. Porter Novelli was brought in to manage the firm's reputation, ensuring client trust was maintained through clear communication.
- **Outcome:** Regulatory fines were avoided due to prompt action. Cowbell covered legal defence, notification costs, and crisis communications.

Scenario 3: Travel (System Outage)

- **Trigger:** A targeted attack took down a travel agency's booking system during peak season, causing severe operational paralysis.
- **Response:** Cowbell deployed McGrathNicol to perform advanced threat hunting and system restoration; expelling the intruder and hardening the network against re-entry. Meanwhile, Cowbell's claims team worked with forensic accountants to track the Business Interruption loss in real-time.
- **Outcome:** Systems were restored within 48 hours. Cowbell compensated the travel agency for the net profit lost during the downtime.

Scenario 4: Retail (POS Compromise)

- **Trigger:** Malware was injected into a retailer's Point of Sale (POS) system, skimming credit card data for two weeks.
- **Response:** Alerts from the retailers merchant bank triggered an immediate investigation. Cowbell deployed McGrathNicol to conduct the forensic investigation, who identified and closed the vulnerability. Atmos provided specialist legal advice on notification obligations and Experian was retained to provide credit monitoring for affected customers.
- **Outcome:** The breach was contained quickly. Cowbell covered the forensic investigation, legal defence, and regulatory assessments.

Scenario 5: Construction (Invoice Fraud)

- **Trigger:** A finance employee transferred $35,000 to a fraudulent account after receiving a spoofed invoice via email from a "supplier."
- **Response:** The fraud was discovered days later. Cowbell's claims team engaged Triskelelabs to attempt funds tracing and provide a root cause analysis of the email compromise. Even though the funds had moved offshore, the forensic report confirmed the security gap. Cowbell verified the crime coverage and indemnified the direct financial loss.
- **Outcome:** The firm's cash flow was protected, allowing them to purchase materials for a critical project deadline.

Scenario 6: Education (Ransomware & Minors)

- **Trigger:** A private school suffered a ransomware attack, locking access to student records and financial data.
- **Response:** With sensitive data involving minors at risk, Cowbell engaged McGrathNicol for immediate post-breach recovery. Atmos advised on the sensitive data protection obligations, while Porter Novelli drafted reassuring communications for concerned parents.
- **Outcome:** Data was restored without paying a ransom. Cowbell covered the investigation, legal advice, and the full cost of the crisis management team.

Specialist Expertise. Led by Cowbell.

Curated partners to provide quiet confidence.

Our in-house claims team leads the response from first notification through resolution – appointing appropriate specialists, directing the workstreams, and ensuring every step remains aligned with policy coverage.

Forensic Investigators:

Triskele Labs offers premier, round-the-clock digital forensics and incident response services tailored to the Australian market. They combine deep technical analysis with rapid remediation strategies to quickly stabilise compromised environments and minimise operational downtime.

As one of Australia's leading advisory firms, **McGrathNicol** brings extensive investigative expertise to cyber incident response. They seamlessly blend digital forensics with deep financial and operational acumen, making them uniquely equipped to handle complex data breaches, regulatory scrutiny, and ransomware negotiations.

Breach Counsel (Legal):

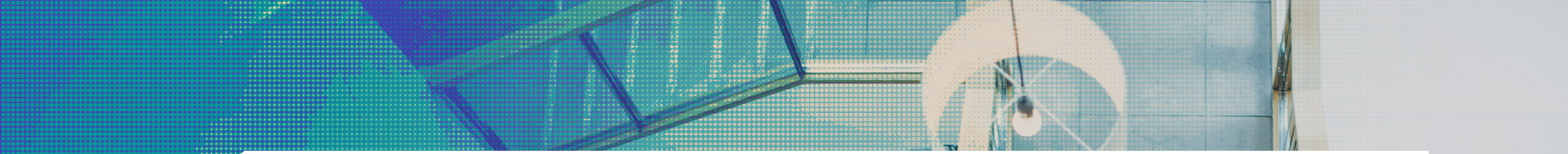
Atmos is a specialist Australian legal and advisory firm entirely dedicated to cyber, privacy, and digital risk. Their team acts as expert breach counsel, providing an integrated approach to coordinate complex data breaches, navigate local regulatory landscapes, and manage global notification obligations.

Wotton Kearney is a premier insurance law firm in the Asia-Pacific region with a highly specialised cyber risk practice. Their dedicated breach response team provides critical legal triage, managing complex regulatory notifications and mitigating third-party liabilities with a deep understanding of the local insurance landscape.

Public Relations & Crisis Comms:

PORTER NOVELLI

Porter Novelli is a global communications leader with a strong Australian practice specialising in high-stakes crisis management. They help organisations navigate the intense public scrutiny of a cyber breach, crafting clear, strategic messaging that protects brand reputation and maintains stakeholder trust.



Frequently Asked Questions

When you need an answer.

Here are some of the most frequently asked questions. Should you require additional assistance, feel free to get in touch directly with a member of our team.

Q: Who pays the vendors?
A: We have negotiated preferred rates. Once the deductible is satisfied, we typically pay panel vendors directly to ease the burden on the policyholder. Nothing is hidden - no costs are incurred without the insured's knowledge.

Q: Do brokers stay involved?
A: Absolutely. We believe in "trusted partnerships" where you remain a key part of the communication loop.

Q: When should we report an incident/claim?
A: As soon as you feel there may be something wrong. We do not charge policyholders for speaking with us, and it will not affect their premium. Early detection is critical to tackling the risk.

Q: What if an incident turns out not to be covered?
A: Report it anyway. We can often provide initial guidance to help mitigate the risk.

Q: How quickly does Cowbell respond to a claim?
A: Our in-house claims team begins triage immediately upon notification and deploys the appropriate response resources.

Q: How are incident response costs handled?
A: Once coverage is confirmed and applicable deductibles are met, we pay approved panel firms directly, reducing administrative burden on the policyholder.

Cowbell: The Sound Approach to Risk

Cowbell delivers insurance that cuts through complexity and adapts as risks evolve. With streamlined quoting, expert guidance, and protection designed for the realities of today's threats, we make coverage easier to understand and more reliable when it matters most. Behind it all is the Hum—our constant, quiet vigilance—building stronger businesses, trusted partnerships, and the quiet confidence to keep moving forward.

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