



Howden Denmark: Our Value Proposition

Lars Gundorph

Group CEO, Howden Denmark

HOWDEN

Howden Denmark

Founded

2021

Employees

370

Locations

8

Revenue

€70m

EBITDA 2025

€21.5m

3

Global Provider – local presence

Leading independent advisors within insurance, employee benefits, financial advisory, mortgages, wealth and health & safety in Denmark

A Danish Champion

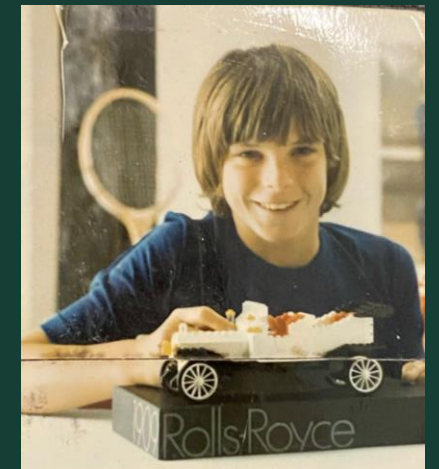
Lyngby, Odense, Sunds, Aalborg, Esbjerg, Aarhus, Faroe Islands and Greenland

Financial advisory in Norway & Sweden



A Unique Value Proposition

- Specialist knowledge in insurance, employee benefits, financial advisory, mortgages, wealth and health & safety
- **12k+ B2B clients** across Denmark, Faroe Islands and Greenland
- **Cross selling of €3m in 2025** despite only 500 clients with more than 1 business area
- **17% Organic Growth** annually with financial advisory and employee benefits as fastest growing
- **8 acquisitions**

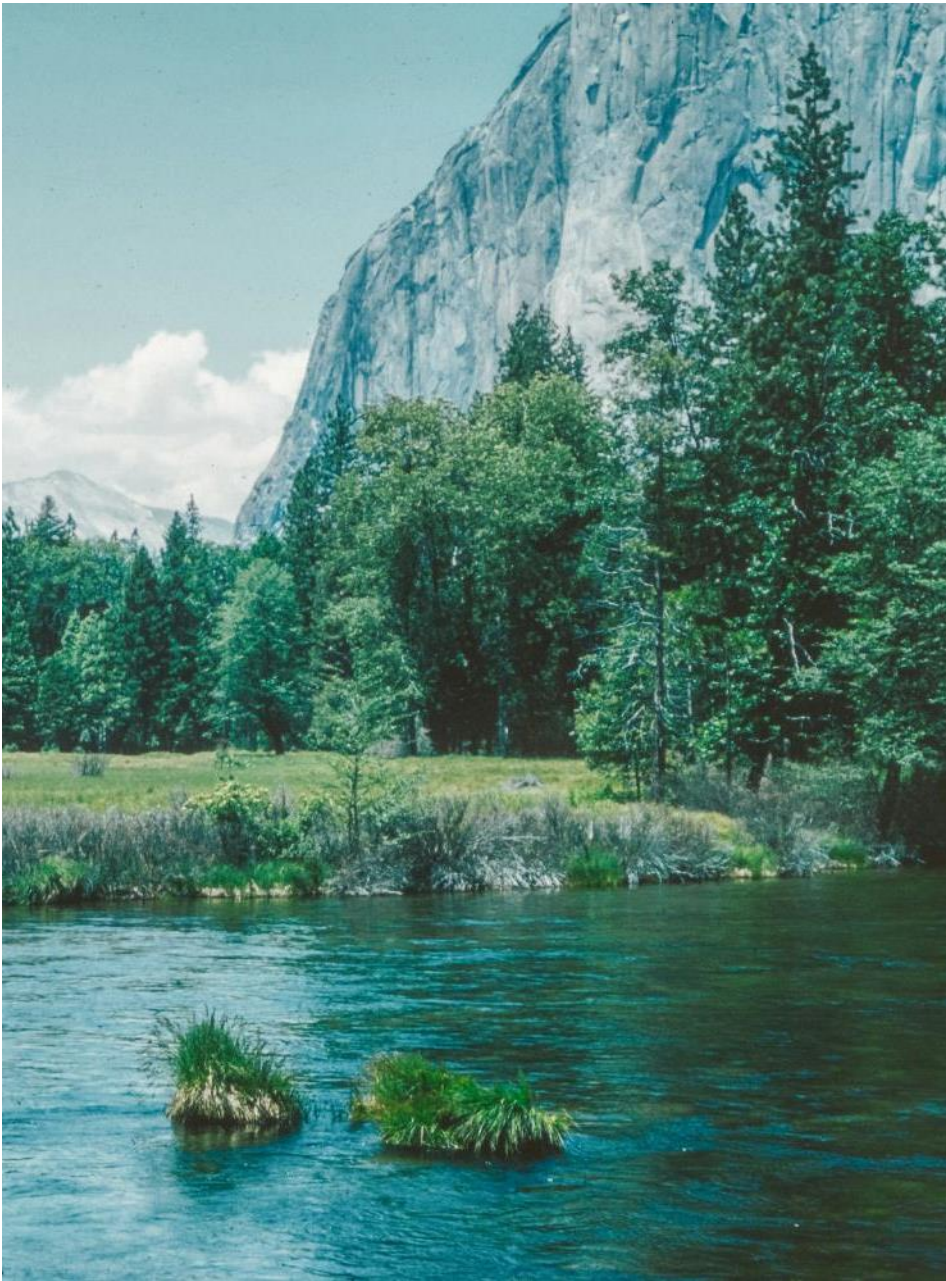
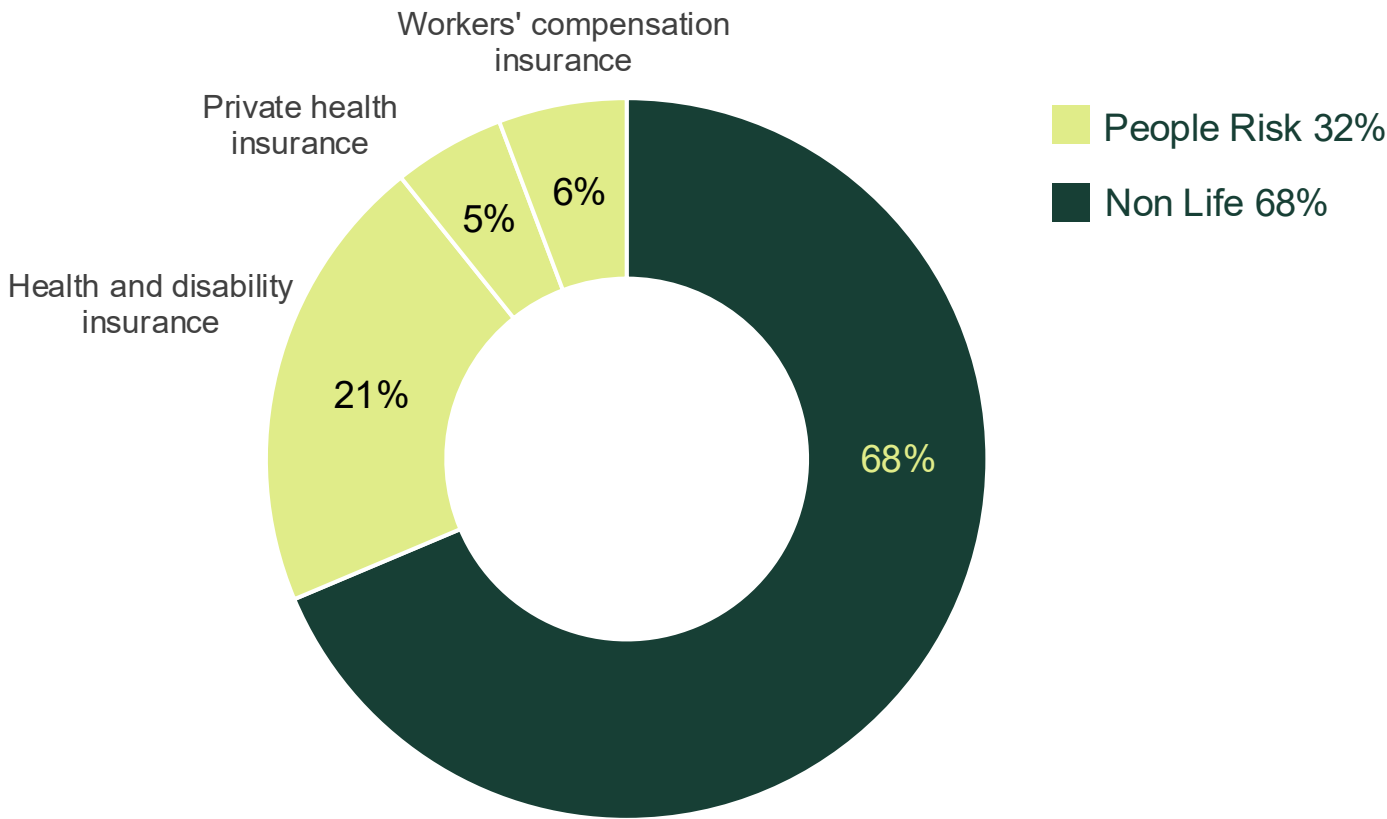


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Group CEO, Howden Denmark

The current landscape

Premium spent is steadily increasing

In 2024, total premium payments in Denmark amounted to DKK 190 billion (EUR 26 billion) – an increase of 7% compared to 2023

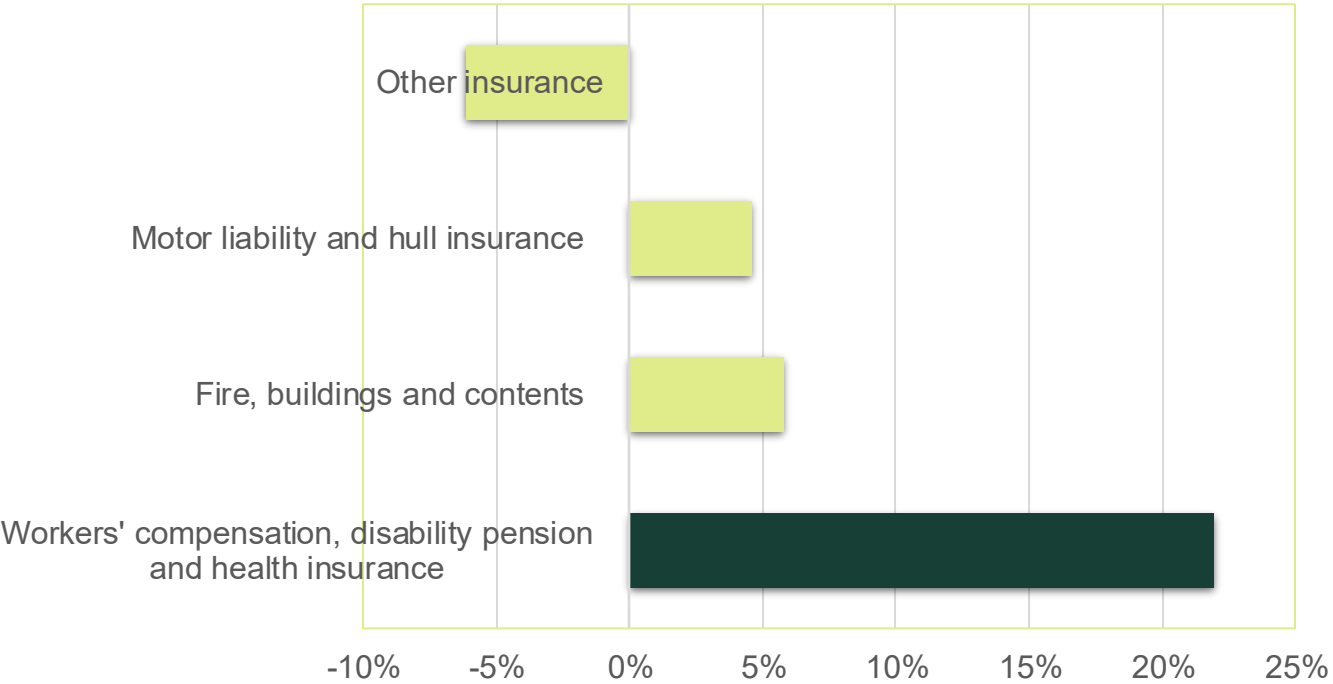


The current landscape

People Risk and Property together account for two-thirds of total premium payments, with increases of 22% and 6% respectively



Increase in premiums from 2023 to 2024



Source: Forsikring og Pension Statistik 2024

Howden Denmark business pillars

Health and Safety

**Specialists in
Working Environment**

Standology, Claims handling
(data)

7.6% of turnover

Employee Benefits

**Specialists in Mandatory
Pension Schemes**

Expertise in company pension,
health insurance, dental insurance

19.1% of turnover

Corporate Insurance

**Specialists in
Corporate Insurance**

Expertise in liability, property,
financial lines, cyber, and more

56.6% of turnover

Wealth Management

Specialist Advisory

Individual pension,
personal investment vehicle,
Holding Company and
Business Tax Scheme

0.4% of turnover

Risk Engineering

Specialists in Fire and Water

Focused on prevention, risk management,
and certified fire consultancy

2.3% of turnover

Mortgage Debt Management

Specialists in Mortgage Advisory

Monitoring and loan optimisation for both
private individuals and companies

2.4% of turnover

Financial Advisory

Specialists in Financial Solutions

Expertise in payment agreements, currency
exchange, leasing, working capital optimization

11.6% of turnover

Our core businesses

Broker

Employee Benefits

B2B
+25 FTE

Corporate Insurance

B2B
+50 FTE

Agency

Employee Benefits

B2B
Up to 25 FTE

Insurance MGA

B2B
Up to 50 FTE



Our neighbouring businesses



Mortgage Debt
Management

Individuals & companies

Financial
Advisory

Mid/large accounts

Wealth
Management

Individuals & private
owned companies

Health and
Safety Advisory

Risk Engineering,
Preventive care,
Standology and
Working
Environment

How to win more clients and become the dominant leaders in workers’ compensation

Case study: workers’ compensation premium and capacity management for mid-sized client with 1k FTEs

Without Preventative Care

Year	Total Cost of Risk
2018	5.777.200 kr.
2025	8.112.135 kr.
2028	9.318.502 kr.

With Preventative Care

Year	Total Cost of Risk
2018	6.577.000 kr.
2025	5.668.455 kr.
2028	6.496.621 kr



Case Study: Visma & Danske Bank

Financial Advisory

Specialists in Financial Solutions

Expertise in payment agreements, currency exchange, leasing, working capital optimization

Target: CFOs as a door opener for employee benefits and insurance and vice versa

€700m

Deposit and facilities

€430m

Yearly Electronic FX trading

€3.3m

Total savings for Visma

€2.6m

Howden Fee

Our neighbouring businesses



Wealth Management

Individuals & companies

Specialist advisors

Individual pension, personal investment vehicle, Holding Company and Business Tax Scheme

Target: Thousands of clients with privately owned companies and cashflow to invest

0.4% of turnover

Mortgage Debt Management

Individuals & companies

Specialists in Mortgage Advisory.

Monitoring and loan optimisation for both private individuals and companies

Target: 20.000 individuals in pension schemes for whom savings and mortgage represent a more holistic approach to their risk profile

2.4% of turnover

Through neighbouring business activities, we build a stronger and better-quality pipeline



Growth Strategy

New sales

Upselling on existing clients

Cross selling (e.g. FinAd to Employee Benefits)

Structure

One person responsible for cross selling

Hubspot as a CRM system

Outbound sales team of 5 people

HOWDEN