

AON

Risk-In ~ Intellectual Property Insurance in an Intangible World

Aon's IP Solutions

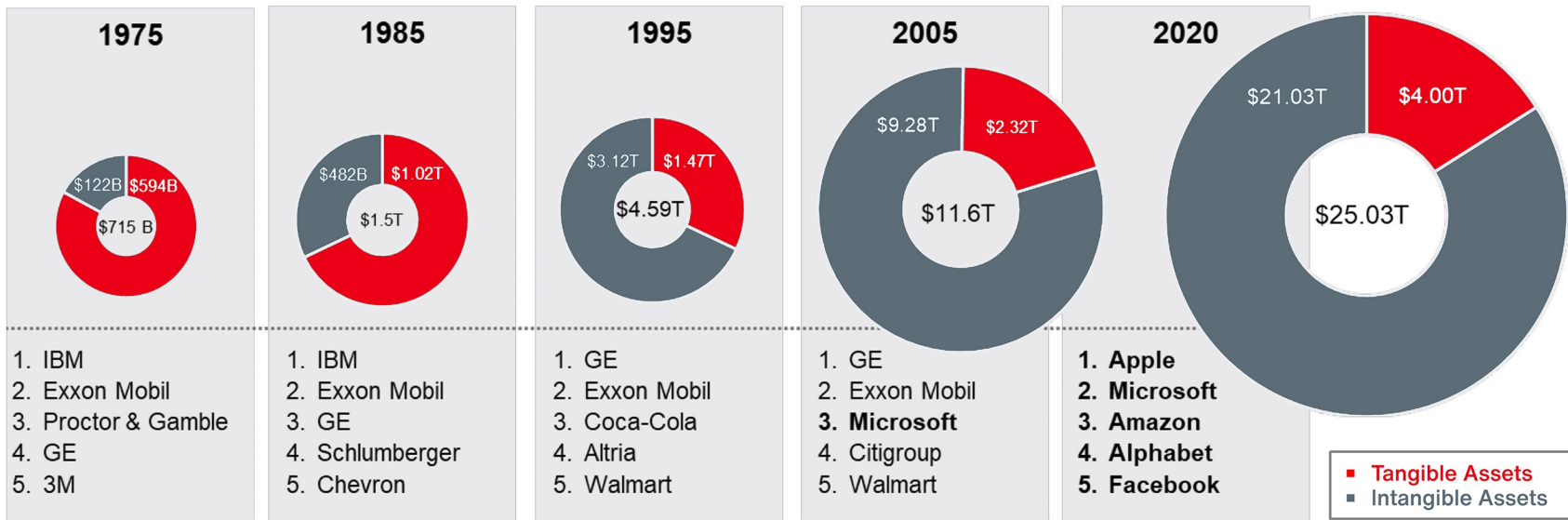
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Why is Intellectual Property important?

Corporate asset mix has shifted from physical assets to intangible assets

- Over the past 40 years, global corporations have seen a dramatic shift in value from tangible to intangible assets
- Intangible assets now comprise 85% of the value of the S&P 500, up from 17% in 1975



Source: Ocean Tomo

< 5 Largest Companies by Market Cap in S&P 500 >

About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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