



Certify → Insure

**Adopt CyberCert. Reduce ambiguity.
Improve underwriting precision.**

Across every market, SMBs are the most at risk and least prepared making insurance increasingly necessary. Yet the industry has lacked a fit-for-purpose, certifiable, non-subjective way to measure SMB cyber readiness... until now.

CyberCert provides internationally aligned, independently assured certification for SMBs, mapped to the SMB1001 Cybersecurity Standard — a standard designed specifically for organizations under 1-500 seats.

Insurers across the world are now integrating CyberCert as a trusted risk signal for underwriting, pricing, coverage confidence, and claims defensibility.

Why Insurers Are Adopting CyberCert?

1. Removes Subjectivity.

CyberCert turns vague cyber declarations into provable, certifiable controls. Every level includes artefacts, evidence, and (at higher tiers) independent verification. CyberCert turns vague cyber declarations into provable, certifiable controls. Importantly all certifications are company director (or equivalent) attestations. The legal instrument you can rely on.

3. Mapped to Insurance Requirements.

The Silver (Tier 2) level aligns to the most common underwriting criteria used globally. This helps insurers:

- Reduce proposal form ambiguity
- Discourage over-declaration
- Validate control presence
- Offer differentiated coverage and pricing
- Reduce claims friction



Your organization is invited to join them.
cybercert.ai/insure-form

2. Built for SMB Risk.

SMB1001 focuses on the controls that directly correlate with real-world claims:

- Credential compromise
- Business email compromise
- Ransomware
- Data breaches
- Remote access exploitation
- Phishing-driven intrusions

No bloat. No enterprise-heavy overhead.
Just the controls that matter.

4. Independent, Impartial, Audited.

CyberCert is the certification body, not the implementer. MSPs guide SMBs. CyberCert manages the attestations at all levels. Platinum (Tier 4) and Diamond (Tier 5) require independent audits. This structure maintains impartiality and trustworthiness.

Insurance Partners Gain.

- > Lower Application Friction
- > Director / Owner Attestation
- > Consistent Worldwide Standard
- > Certified SMBs can demonstrate control maturity.
- > Improved Underwriting Confidence
- > A standardized, evidence-based attestation reduces ambiguity.
- > Customer Stickiness
- > SMBs that certify annually develop stronger governance and loyalty.
- > Certification abbreviates proposal questions and reduces back-and-forth.
- > One standard. Five levels. Recognized across supply chains, industries, and regulators.

Better Data. Better Pricing. Better Outcomes.

How Adoption Works.

Adoption is simple, non-binding, and high-impact:

1. Acknowledge CyberCert as a valid, fit-for-purpose cyber assurance credential for SMBs.
2. Allow CyberCert-certified SMBs to:
 - Streamline underwriting
 - Access improved coverage options
 - Demonstrate reasonable steps for compliance
 - Reduce claims uncertainty

No exclusive commercial obligations.
No integration necessary.
API integration coming in 2026.
A trusted signal you can use immediately.

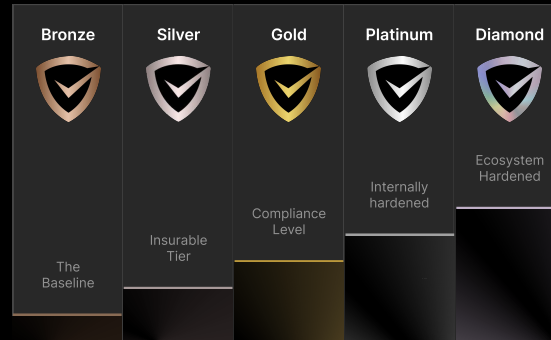
Your Invitation.

Join the movement securing the economic backbone — small and midsize businesses — through objective, certifiable, insurer-aligned cybersecurity uplift.

- Recognize CyberCert.
- Reduce losses.
- Empower brokers.
- Protect more businesses.
- Strengthen the market.

5 Certification Tiers.

All levels are Company Director-Attested, with Platinum and Diamond independently audited.



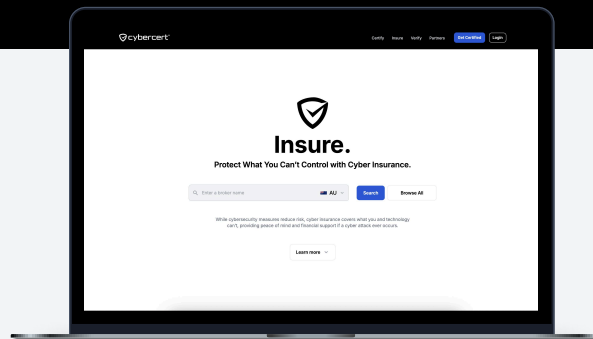
The essential controls; shuts the front door to the most common attacks.

Insurance-ready; maps directly to key underwriting criteria.

Compliance-aligned (Privacy, Supply Chain, Legislations)

Hardened; independently verified.

Full ecosystem assurance; supply-chain-ready, independently verified.



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Supporting Your Brokers and Clients.

As a recognized insurance partner, you receive:

- > Opportunity to sponsor CyberCert credits and get featured.
- > Co-branded material for brokers and clients.
- > Joint events + education for SMB uplift.
- > Claims-support alignment (verifiable artefacts).
- > Priority notifications on regulatory updates.

CyberCert already works with partners including:



and many more!