



Crawford & Company®
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FOR IMMEDIATE RELEASE

CRAWFORD & COMPANY® TRANSFORMS SUBSIDENCE CLAIMS WITH AI-POWERED SOLUTION AS UK HEATWAVE DRIVES SURGE IN CLAIMS

Subsidence claims assessed in as little as 15 minutes with SubSprint®

LONDON (3 AUGUST 2026) Crawford & Company® (NYSE: CRD-A and CRD-B) today announced the successful integration of SubSprint®, its AI-driven claims solution, which is helping transform the way subsidence claims are assessed and managed. The innovative technology is designed to evolve into a SaaS solution and is already delivering a much faster, more efficient claims process at a time when the UK is experiencing a sharp increase in subsidence cases as a result of the record-breaking heatwave.

By combining mobile technology, advanced data science and artificial intelligence, SubSprint® enables insurers and adjusters to make rapid, more informed decisions while improving the overall customer experience. Rather than waiting for an onsite inspection, homeowners submit information through an intuitive mobile application. The solution then streamlines damage assessments and optimizes claim routing, helping to significantly reducing claims resolution times.

The integration of SubSprint® comes at a critical time for the insurance industry. The UK is currently experiencing a prolonged period of hot and dry weather, conditions that are expected to drive a significant increase in subsidence-related claims. Crawford has already recorded an uplift in claims activity during July, with rising temperatures indicating that subsidence is likely to affect a wider geographic area if dry conditions persist.

The results delivered by SubSprint have been significant:

- The assessment process is up to 97% faster than traditional subsidence claims handling methods.
- Subsidence claims can be accurately assessed in as little as 15 minutes.
- 86% of claims assessed using SubSprint® have not required an onsite visit from a subsidence consultant.

- Technical experts can focus on the more complex cases where their expertise delivers the greatest value.
- The simple and intuitive user interface has helped reduce customer effort and has generated strong customer feedback.

While the AI engine autonomously generates recommendations and identifies opportunities for optimization, every recommendation is subject to review and validation by Crawford's technical subsidence experts. This helps ensure accuracy, consistency and continuous improvement as the platform learns from every claim.

Paul Lofkin, president, UK & Ireland, said: "The frequency and severity of prolonged hot, dry weather means the insurance industry is likely to see increasing volumes of subsidence claims in the years ahead. Insurers need claims solutions that can respond at scale and with accuracy. SubSprint® has demonstrated its ability to do exactly that. By seamlessly integrating with existing claims management systems and combining AI-capabilities with expert oversight, we're helping insurers assess claims more quickly, reduce unnecessary site visits and ultimately deliver faster, better outcomes for customers."

About Crawford®

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is a leading global provider of claims management and outsourcing solutions to insurance companies and self-insured entities with an expansive network serving clients in more than 70 countries. The Company's two classes of stock are substantially identical, except with respect to voting rights for the Class B Common Stock (CRD-B) and protections for the non-voting Class A Common Stock (CRD-A). More information is available at www.crawco.com.

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