



PEIA FULL MEMBERSHIP

This membership is for:
Insurers, MGAs, and brokers underwriting, distributing,
or managing pet and equine insurance products.

Building a Strong, Sustainable Future for Pet & Equine Insurance

Pet and equine insurance is changing fast. Costs are rising, regulatory focus is intensifying, and customer expectations are shifting. The market needs collaboration, shared insight and a united voice to secure long-term sustainability.

The Pet & Equine Insurance Association (PEIA) was formed in January 2025 as the only **dedicated** trade body for the pet and equine insurance sector, created to bring the ecosystem together.

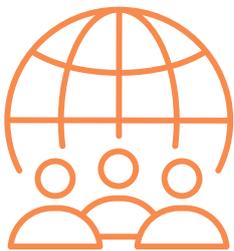
We are still in our early stages, and that's a strength. Full Members have a unique opportunity to shape the foundations, steer priorities and influence a growing, powerful industry movement.

Our membership is increasing every month. PEIA is building momentum, capability and collective voice.

WHY JOIN?

Community & Collaboration

Bringing the Right People Together



PEIA is building a unique, connected ecosystem where insurance providers, vets, suppliers, claims specialists and regulators interact meaningfully.

As a Full Member, you become part of a dynamic community of sector leaders who share insight, strengthen relationships and work together on shared challenges. This cross-industry network enables open dialogue, practical collaboration and a collective commitment to improving the pet and equine insurance market.

Influence Policy & Regulation

Giving the Sector a Bigger Voice



Where change is needed, PEIA enables the industry to shape it.

Full Members have every opportunity to influence the issues we address and the messages we articulate on behalf of the sector. We will:

- Host structured debates to capture member feedback
- Submit coordinated consultation responses representing our community
- Engage regularly with regulators, politicians, policymakers and subject-matter experts

This gives members real influence and early access to insight, networks and decision-making that will shape the future of the market.



Our Mission

To act as a collective voice for the pet and equine insurance sector, bringing insurers, MGAs, brokers, and service providers together to build a fair, transparent, and sustainable market. PEIA promotes responsible collaboration, advocates for affordability and ethical practices, and works to strengthen consumer trust and animal welfare through proactive, industry-led leadership

Uniting the most influential voices in pet and equine insurance to drive a shared agenda for change.

Insight Into Emerging Issues

Keeping Members Ahead of the Curve



Industry-Leading Events

Meaningful Conversations That Drive Change



PEIA surfaces sector developments early to help members anticipate new opportunities and challenges.

We identify innovative and emerging issues that may not yet be widely visible, ensuring that members stay informed and ahead of the curve.

Through shared insight, we help drive collective progress on transparency, sustainability and innovation for the benefit of consumers, animals and the market.

Our events programme is designed to bring value, intelligence and collaboration to the sector, including:

- Member Forums with leading speakers and high-impact discussion
- Strategy sessions on market developments
- CPD-eligible events
- Regular roundtables bringing Full Members and Associate Members together

These events will grow and evolve as the association expands.

*Together, Driving Insight,
Transparency and
Change.*



Our Vision

A trusted pet and equine insurance market where transparency, innovation, and shared accountability support long-term sustainability, with the industry taking the lead as a credible and responsible voice for positive change.

*One voice. Shared purpose.
A stronger future for pet and
equine insurance.*

MEMBERSHIP BENEFITS

Access & Resources

- Members-only website
- Research hub
- Networking tools

Insight

- Monthly update newsletter
- Webinars, podcasts, reports
- State of the Industry Report
- Trend & data analysis

Collaboration

- Working groups
- Roundtables
- Open forums

Representation

- Engagement with regulators & associations
- Consultation responses
- Early policy insight

Events

- Leadership Member Forums
- CPD opportunities
- Strategy sessions

Visibility

- Member Directory listing
- PEIA logo use
- Speaking & thought leadership opportunities
- Event sponsorship



**Pet & Equine
Insurance
Association**

JOIN US

Fees and Renewal

Membership Fee: £3,000 per year

All memberships renew on 1 May
(Pro-rata for new members.)

All of our members are obligated to sign and align with the
PEIA Membership Charter as part of joining the Association.

Please see www.peia.co.uk/policies-and-principles

Full Membership gives your organisation the opportunity to:

- Influence the future
- Access sector intelligence
- Build meaningful partnerships
- Support long-term sustainability

Apply today: www.peia.co.uk/membership

Speak with us: sharon.brown@peia.co.uk

Be Part of Something Transformative

www.peia.co.uk