



Brand Restoration Monitor



SHARE PRICE TRIGGER 2009



COMMENT

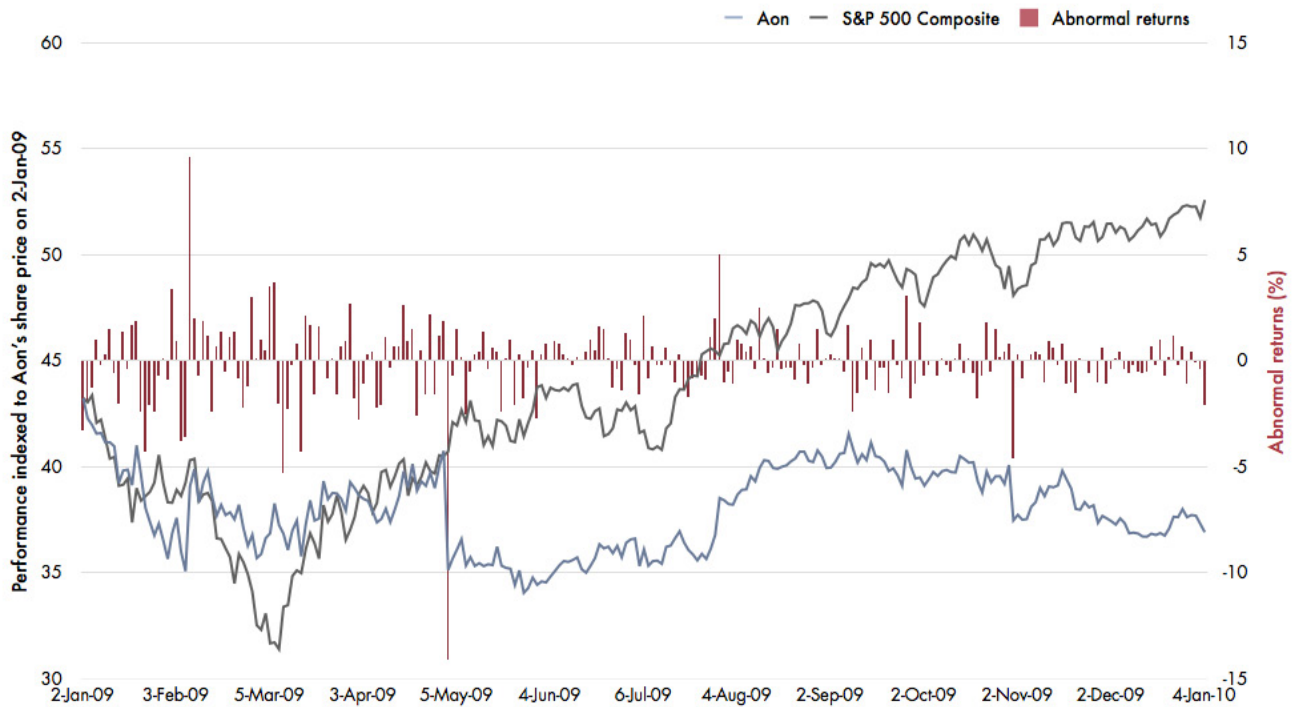
On 1 May 2009, Aon reported its first-quarter earnings which were significantly behind the consensus estimate. The announcement prompted the largest sudden drop in value experienced by Aon in the last five years. The fall in value was sufficient to breach the -20% brand impact threshold cited as a financial trigger in the Brand Restoration Policy.

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SHARE PRICE TRIGGER ANALYSIS



SUMMARY STATISTICS

2 January 2009 to 31 December 2009	Aon	S&P 500	Abnormal return
Beta	0.66	1	0
Variance in daily returns (%)	0.04	0.03	0.03
Average daily return (%)	-0.04	0.10	-0.11
Annualised average return (%)	-10.75	24.78	-27.20