

Howden Ireland strengthens its position in North County Dublin with the acquisition of Alliance Insurance Brokers, Skerries

Dublin, 14 February 2025

Howden Ireland announced today that it has agreed to acquire Sterner Holdings Limited trading as Alliance Insurance Brokers, Skerries, Co. Dublin. This transaction is subject to regulatory approval.

Alliance Insurance Brokers was founded in 1997 and is a highly regarded insurance broker based in North County Dublin providing general insurance and life and pensions services to clients. It is owned by Brendan Pluck, Sean Dooley, and Valerie Deasy, Managing Director.



Pictured left to right: Robert Kennedy, CEO, Howden Ireland and Valerie Deasy, Managing Director, Sean Dooley and Brendan Pluck, Alliance Insurance Brokers.

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Valerie and the team in Skerries have strong long-standing relationships with their clients and insurers alike. They are highly regarded in the industry. For us, this acquisition anchors our foothold not only in North County Dublin but also in the North-East of the country,

positioning us as a key broker of choice in the region. Alliance operates with a high retention of very loyal clients, and they have continued to grow successfully over the years. We look forward to welcoming and working with Val and the Skerries team to extend our Insurance, Advisory, and Mortgage services to all clients in the area”.

Robert Kennedy
CEO of Howden Ireland

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The move to join Howden is big for us but it is right for our business, our people, and most importantly, our clients. Being part of a bigger business like Howden brings more opportunity but allows us to remain in our local office in Skerries. As part of Howden

we can offer more to our clients, we have access to additional expertise, systems, an extensive range of products, and access to markets outside of Ireland. Our dedication to our clients will remain unchanged and can only get better. We are excited to be part of Howden, and its plans for Ireland”.

Valerie Deasy
Managing Director of Alliance

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Directors: Robert Kennedy, Mark Nolan, Andrew Galbraith, Caitriona Somers, Coleman Hudson, Seamus Fox.
Howden Insurance (Ireland) Limited trading as Howden, Build-Zone, CRS Yachts, Haven Knox-Johnston, Lark Music, Performance Film and Media Insurance, Principal Insurance, Protean Risk, RL Underwriting, Robertson Low, Sanctum Health, Sanctum Superyacht Insurance, Self-Build Zone, and Wright Insurance Brokers is regulated by the Central Bank of Ireland. Howden Insurance (Ireland) Limited is authorised and regulated by the Financial Conduct Authority, No. 973308. Registered in Ireland under company registration number 338916. Registered Office: 10 The Courtyard, Kilcarbery Park, Nangor Road, Dublin 22, Ireland. Calls may be monitored and recorded for quality assurance purposes.



Notes to editors

About Howden

Howden is a leading global insurance intermediary group with employee ownership at its heart. Founded in 1994, it operates in 55 countries across Europe, Africa, Asia, the Middle East, Latin America, the USA, Australia, and New Zealand, employing 20,000 people and handling \$38bn of premium on behalf of clients.

For more information, please visit www.howdenbroking.com and www.howdengroupholdings.com.

About Howden Ireland

Howden Ireland is part of Howden, the global insurance intermediary group, and has over 500 employees across 29 local offices advising clients on their commercial insurance, personal insurance, health insurance, life and pensions and mortgage requirements.

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