

# [HBX Group Announces Partnership with Leading Digital Insurance Broker Superscript](#)

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LONDON, 26<sup>th</sup> of August, 2025- [HBXGroup](#) (HBX.SM), a leading independent B2B travel technology marketplace, has today announced a new partnership with [Superscript](#), one of the UK's leading digital insurance brokers. This partnership will simplify the complexities of insurance regardless of risk, geography or industry for HBX Group's travel industry partners, starting with a first-phase launch focusing on the UK and Europe.

"Our partnership with Superscript will help our travel industry partners to find innovative and competitively priced insurance solutions for a wide range of business risks" said **Daniel Nordholm, Chief Product, & New Business Officer at HBX Group**. "With the company's expertise and HBX Group's industry knowledge, data and insights, we see this partnership as key for the development of our Insurtech initiatives."

Superscript is built for any type of business at every stage of growth - from micro to multinational. By taking a modern approach, and powered by cutting-edge technology, Superscript has next-level expertise in emerging risks and partnerships with some of the world's leading underwriters.

The digital insurance broker was one of the first UK-based Insurtechs to become a Lloyd's of London broker and is dual-regulated across Europe. Additionally, Superscript was recently named 'Commercial Lines Broker of the Year - SME/Mid-Market at the highly contested British Insurance Awards 2025. It is also proud to be a Certified B Corp, constantly working towards building a better world benefiting people, communities, and the planet.

"We are delighted to be partnering with HBX Group to meet the needs of its partners with our award-winning digital broking" said **Christopher Barclay, Chief Executive Officer at Superscript**. "We look forward to offering a range of competitive corporate commercial insurances for hotels and retail travel agencies in the coming months."

Superscript is the latest company that HBX Group has partnered with to offer insurance solutions to its clients and suppliers, complementing its existing partnerships with battleface, Wallbid, and Intermundial.

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## About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, Roiback and The Luxurist. We offer a network of interconnected travel technology products and services to partners including online marketplaces, tour operators, travel advisors, airlines,

loyalty programmes, destinations, and travel suppliers.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and a broad portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3,500 people worldwide. We are committed to making travel a force for good, creating a positive social and environmental impact.

HBX Group International PLC (HBX.SM) is listed on the Spanish Stock Exchange, ISIN:GB00BNXJB679.

### **More information:**

[www.hbxgroup.com](http://www.hbxgroup.com)

### **HBX Group Media Contact**

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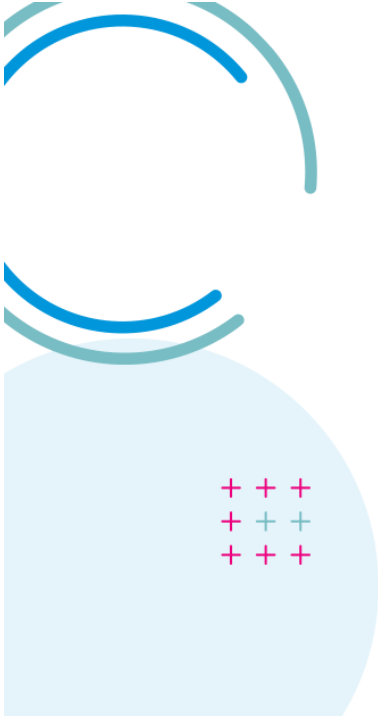
### **About Superscript**

[Superscript](#) is an award-winning digital insurance broker built for any type of business, with a journey to match. Superscript offers advisory and broking services alongside a fully self-serve online platform where customers can buy and manage their insurance in a matter of minutes. Powered by our technology. Made possible by our people.

It is the first UK based insurtech to become a Lloyd's of London broker and is dual-regulated across Europe with a growing global footprint. Proprietary machine-learning technology and a unique multi-carrier model streamlines service and delivery, regardless of risk complexity, geography or industry.

A proud [Certified B Corp™](#), Superscript is working towards building a better world benefitting people, communities and the planet. In 2024 Superscript was named [Schemes Broker of the Year at The Insurance Times Awards](#) and in 2025 awarded [Growth Company of the Year at the National Insurance Awards](#) and [Commercial Lines Broker of the Year \(SME/Mid Market\) at the British Insurance Awards](#).

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