



Founder Shield Rebrands as The Baldwin Group

October 13, 2026 at 10:00 AM EDT

Founder Shield Unifies with Parent Firm's Brand and Becomes its Innovation Practice

NEW YORK--(BUSINESS WIRE)--Oct. 13, 2026-- Founder Shield, a risk management partner for rapidly evolving, high-growth companies, announced today that it will complete its rebrand to The Baldwin Group and become the firm's Innovation Practice.

"Founder Shield brings capabilities and talent that make The Baldwin Group a stronger, more integrated firm," said Michael Robinson, President, Innovation Practice at The Baldwin Group. "As our Innovation Practice, we are adding momentum to a firm built for what's ahead, and we couldn't be more excited to finalize the brand transition."

Founder Shield will continue to deliver cutting-edge solutions, specialized expertise, and exceptional service to clients reimagining business models across industry sectors. It's insights, resources, and client portals will be available through foundersshield.com and baldwin.com.

Kyle Jeziorski, Managing Director, Innovation Practice at The Baldwin Group added, "The Founder Shield name may be changing, but its commitment to clients remains as strong as ever. This transition opens the door to broader capabilities, greater collaboration, and a forward-thinking approach to risk and insurance that helps protect the possible for clients."

For well over a decade, Founder Shield has built a digital insurance platform featuring a broad range of competitive and specialized insurance products designed to meet the unique risk management and client experience needs of emerging companies in sectors including Life Sciences, Tech and Media, Financial, and Small Business. To date, it has served more than 20,000 clients. Since Founder Shield joined the firm in 2021, The Baldwin Group has expanded its capabilities exponentially, offering rapidly growing businesses more solutions at every stage of their growth journey, as they vault from concept to funding to scaling rapidly and into maturity.

About Founder Shield

Founder Shield is a risk management partner for rapidly evolving, high-growth companies with a mission to create the most seamless, intuitive, and responsive experience for purchasing and administering insurance for your company. For more information on how Founder Shield engineers risk management, please visit www.foundersshield.com.

About The Baldwin Group

The Baldwin Group, the brand name for The Baldwin Insurance Group, Inc. (NASDAQ: BWIN) ("Baldwin") and its affiliates, is an independent insurance distribution firm providing indispensable expertise and insights that strive to give our clients the confidence to pursue their purpose, passion, and dreams. As a team of dedicated entrepreneurs and insurance professionals, we have come together to help protect the possible for our clients. We do this by delivering bespoke client solutions, services, and innovation through our comprehensive and tailored approach to risk management, insurance, and employee benefits. We support our clients, colleagues, insurance company partners, and communities through the deployment of vanguard resources and capital to drive our organic and inorganic growth. The Baldwin Group proudly represents more than three million clients across the United States and internationally. For more information, please visit baldwin.com.

Cautionary Statement Regarding Forward-Looking Statements

This press release may contain various "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, which represent Baldwin's expectations or beliefs concerning future events. Forward-looking statements are statements other than historical facts and may include statements that address Baldwin's future operating, financial or business performance or Baldwin's strategies or expectations. In some cases, you can identify these statements by forward-looking words such as "may," "might," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "projects," "potential," "outlook" or "continue," or the negative of these terms or other comparable terminology. Forward-looking statements are based on management's current expectations and beliefs and involve significant risks and uncertainties that could cause actual results, developments and business decisions to differ materially from those contemplated by these statements.

Factors that could cause actual results or performance to differ from the expectations expressed or implied in such forward-looking statements include, but are not limited to, those described under the caption "Risk Factors" in Baldwin's Annual Report on Form 10-K for the year ended December 31, 2025 and in Baldwin's other filings with the U.S. Securities and Exchange Commission (the "SEC"), which are available free of charge on the SEC's website at: www.sec.gov, including those risks and other factors relevant to Baldwin's business, financial condition and results of operations. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated. All forward-looking statements and all subsequent written and oral forward-looking statements attributable to Baldwin or to persons acting on Baldwin's behalf are expressly qualified in their entirety by reference to these risks and uncertainties. You should not place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and Baldwin does not undertake any obligation to update them in light of new information, future developments or otherwise, except as may be

required under applicable law.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20261013376948/en/>

Media Contacts:

Anna Rozenich, Senior Director, Enterprise Communications, The Baldwin Group
630.561.5907 | anna.rozenich@baldwin.com

Allyson Marcus, Director, Communications, The Baldwin Group
267.994.9052 | allyson.marcus@cacgroup.com

Source: The Baldwin Group