

Loxa Closes £2.7 Million Seed Round to Scale Product Protection Across European Retail

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Backed by angels and strategic investors, with over 45 live retail partners and EU expansion on the horizon, Loxa is building the embedded insurance infrastructure for retail across Europe

LONDON — Loxa, the insurtech enabling retailers to offer seamless product protection at the point of sale, today announced the successful close of its £2.7 million Seed round, completed across three tranches. The round was backed primarily by angels and family offices, including the Lazaroo-Hood Group, with introductions facilitated by Angel Investment Network, FundMyPitch, and the Entrepreneur's Collective. Capital will be deployed to drive EU expansion, scale Loxa's retail network to 150+ live partners, and broaden the platform to support every insurable product category.

"We started Loxa because we believed embedded product protection should be as universal as the checkout itself, available to every retailer, for every customer, everywhere. We made a deliberate choice to build this round with angels and operators who shared our mission and backed our vision from the start, and that alignment builds better businesses. Closing this round means we can now deliver on that promise at scale, with the right people and resources to execute successfully."

Jamie Hamer, Co-Founder & CEO, Loxa

Since launching in 2023, Loxa has grown to more than 45 live retail partners across furniture, eyewear, power tools, electronics, catering appliances and other categories, embedding with retailers like eCatering, Toolden, Hyundai Tools, Rowen Homes, Maker & Son, and JCB Pro Tools. Hundreds of further retailer conversations are ongoing with merchants who recognise the value of offering their customers comprehensive product protection at the point of purchase.

The fundraising also marks a step-change in what Loxa can offer retailers. As a full-stack MGA, Loxa can now build and launch insurance schemes tailored specifically to the needs of its retail partners and their products, rather than only suggesting off-the-shelf solutions. Loxa's technology connects natively to over 70% of UK ecommerce infrastructure via apps for Shopify, Magento, WooCommerce, PrestaShop, and BigCommerce, as well as direct API integrations. Loxa enables retailers to go live in as little as 48 hours, meaning the barrier to offering product protection has never been lower.

With the Seed round now closed, Loxa enters its next phase with both the capital and the leadership to execute at pace. Erjon Skora joined the business last year at a pivotal point as Co-Founder and Managing Director, bringing over 16 years of experience across MGAs, insurers, financial institutions, and online marketplaces, most recently as MD and Head of Insurance & Product, EMEA at Cover Genius. His appointment reflects the ambition behind this raise: to build the defining embedded insurance platform for retailers across Europe.

"Closing the Seed is the starting gun, not the finish line. We're heading into a Series A with traction, a clear European roadmap, and a system that onboards retailers in under 48 hours, integrates seamlessly, handles policy volumes at scale, and delivers an excellent claims experience. The next 18 months will define Loxa's position in this market, and we intend to own it."

Erjon Skora, Co-Founder & Managing Director, Loxa

Loxa is advised by board advisors Robin Leigh, Richard Smith, Kayar Raghavan, and Ross Lazaroo-Hood. The company extends its sincere thanks to all investors, advisors, partners and supporters who have backed its vision.

About Loxa

Loxa is a full-stack MGA ("Managing General Agent") designing, underwriting, and operating comprehensive embedded product protection programmes for retail, directly authorised by the FCA. Founded in 2023, Loxa enables merchants of any size to offer seamless, fair insurance to their customers at the point of sale, handling everything from setup to claims, so retailers can drive conversion, unlock a new revenue stream, and build lasting customer trust through protection that actually works. Loxa serves categories across furniture, bikes, eyewear, power tools, electronics, home appliances, jewellery, watches, and more. On a mission to protect every retail customer, everywhere.

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