



NobleOak Life Limited:
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NobleOak WINS 2017 CANSTAR Outstanding Value Direct Income Protection Award

For the second year in a row, NobleOak Life Limited (NobleOak) has won the prestigious CANSTAR Outstanding Value Award for its Premium Life Direct Income Protection product.

Anthony Brown, CEO of NobleOak commented, "Winning this coveted award for the second year in a row is recognition of the exceptional quality of our product. It represents the most outstanding value for Income Protection available direct considering both features and price."

CANSTAR, an expert independent financial services product rating agency, used their proprietary methodology to compare NobleOak's price and features with 15 products from 13 insurers.

Mr Josh Callaghan, General Manager, Wealth, from CANSTAR, said, "NobleOak were awarded a 5-star rating for their Premium Life Direct Income Protection policy in each of the 80 consumer profiles we rate, which spans various age groups, occupations and lifestyle habits for both males and females. This is the first time this has been achieved by any Direct Income Protection insurer and proves for the second consecutive year that NobleOak continues to provide outstanding value to consumers with competitive pricing and standout features."

NobleOak specialises in providing Life and Income protection insurance to self-directed people who know what type and level of cover they need and therefore don't feel the need for financial advice.

"We offer the best of both worlds," Mr Brown continued. "People can take out cover with us and be confident they are getting great value without compromising on the level of cover they receive. Our best-in-class pricing reflects the fact we don't spend a lot of money on expensive mass advertising campaigns so we pass these savings on to our customers."

Unlike other direct insurers, NobleOak conducts a full health assessment at the time of application and pays all costs for any medicals and tests if they are required. The benefit is no surprises at claim time, when emotional stress is often very high. Further information including our PDS is available at <https://www.nobleoak.com.au/life-insurance/premium-life-direct> or by calling NobleOak on 1300 298 112.

NobleOak is now the most awarded insurer for Income Protection having received this distinction in 2016 and now 2017. In 2016, they were also the only company to have won CANSTAR's Outstanding Value Award for both Direct Income Protection and Life insurance.

About NobleOak

NobleOak Life Limited has a deep history of protecting Australians since 1877. It is a public unlisted Australian Life Insurer, regulated by APRA. NobleOak provides great value, comprehensive Life and Income Protection, TPD, Trauma and Business Expenses insurance without large upfront commission payments to third parties, keeping costs low and passing savings directly back to clients, all of this is supported by great personal service. NobleOak products are backed by one of the world's largest reinsurers.

NobleOak's vision is to better protect Australians and their families, by providing more affordable and accessible Life insurance. NobleOak has a client satisfaction rating of 98% (April 2016) and 95% of our clients would recommend NobleOak to others.



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