



NobleOak Life Limited
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NobleOak makes it back-to-back Canstar wins

NobleOak Life Limited (NobleOak) has won the prestigious Canstar Outstanding Value Award for its Premium Life Direct Life cover for the second year in a row.

NobleOak CEO Anthony Brown said winning back-to-back coveted Canstar awards is recognition of the outstanding value NobleOak's Direct Life insurance cover offers.

"NobleOak has been built on a genuine desire to protect our clients and customers in the best way possible, so the team is very proud to be acknowledged for this," Mr Brown said.

"It's testimony to the NobleOak philosophy of providing Australians with more affordable and accessible Life insurance without any compromise on the quality of their cover."

Canstar is an expert independent financial services product rating agency. Canstar General Manager, Wealth Josh Callaghan said they used proprietary methodology to compare NobleOak's price and features against 31 policies from 30 insurers.

"NobleOak, with its Premium Life Direct product, is the only direct life insurance provider to have achieved a Canstar Award for Outstanding Value in both 2016 and 2017," Mr Callaghan said.

"With new entrants and a number of product changes in the industry, it's quite the achievement for NobleOak to have once again secured the Outstanding Value Award for Direct Life Insurance.

"NobleOak also won the Canstar Outstanding Value Award for their Direct Income Protection cover in 2016 and 2017.

"Congratulations to the NobleOak team on this outstanding achievement."

NobleOak is the only life insurer to achieve the maximum 5-Star Rating for its Premium Life Direct Life cover in all 20 consumer profiles in consecutive years based on age group, gender and smoking status.

The 5-Star Rating is a combination of best in class pricing together with top tier feature scores covering policy terms, application and claims process, and policy benefits and options.

Canstar identified a number of standout policy features exclusive to NobleOak including non-automatic exclusion of pre-existing conditions, suicide exclusion only in the first 13 months of the policy, and non-exclusion of typical general exclusions, including working at heights or underground, participating in dangerous pursuits, including motorsport, mountaineering or hang-gliding, and death as a result of being under the influence of alcohol.

Mr Brown said NobleOak specialises in providing Life and Income Protection insurance to self-directed people who don't feel the need for financial advice.

"We offer the best of both worlds," Mr Brown said.



“Our award-winning cover means people can buy with confidence without the need for financial advice. Because we do a full assessment at the time of application, premiums are tailored to suit people’s individual circumstances without the need for them to compromise on what they are covered for. This is one of the major differences between us and other direct insurers.”

Unlike many 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 041 494.

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