



Media Release

26 October 2016

NobleOak Life Wins the Strategic Insight 2016 Direct Life Insurance Excellence Award

NobleOak Life Limited (NobleOak) was announced as the winner of the 2016 Direct Life Insurance Overall Excellence Award by Strategic Insight yesterday. NobleOak was awarded this highly valued industry award from a panel of over 10 other direct Life insurers.

The award came after NobleOak won the Award for best TPD Rider and best Trauma Rider and was finalist in the Term Life, Trauma Stand-alone, Income Protection, Customer Service and Innovation categories.

The annual Strategic Insights Awards recognise Life Insurance Company excellence in the provision of direct Life insurance products and services. NobleOak's strong showing in the product categories, customer service and innovation recognises the market leading products and services that they offer.

NobleOak is an Australian Life insurance company which has been protecting Australians since 1877. They have a genuine desire to provide their clients with truly valuable products to better protect them and their families.

NobleOak's CEO, Anthony R Brown said:

"We are honoured to be acknowledged by the industry and our peers. I would like to thank our entire team for working continually to deliver the best customer service, and best value Life insurance products."

Strategic Insight's Business Development Manager, Stephen Ryan-Gledhill said:

"Strategic Insight analyses the information and data provided by the insurance companies against 5 major criteria to objectively determine the insurer who demonstrates excellence in each award category. Strategic Insight is proud to acknowledge NobleOak as worthy winners of this year's Overall Excellence Award."

About NobleOak

Insurance covers provided by NobleOak include comprehensive Life cover, TPD, Trauma (with Life cover or standalone), Income Protection and Business Expenses insurance. They keep their costs low by avoiding expensive mass marketing and large upfront commission payments to third parties. They are able to pass these savings back to their customers and clients through reduced premiums, supported by outstanding personal service.

NobleOak has a client satisfaction rating of 98.5% (April 2016 client survey by Pure Profile) and 95% of their clients would recommend NobleOak to friends and colleagues.

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