



Media Release

Wednesday 14 March 2018

NobleOak Wins Third Canstar Direct Income Protection Award

Unprecedented Achievement

For the third year running, NobleOak Life Limited (NobleOak) has won Canstar's prestigious annual Direct Income Protection Award for Outstanding Value for its Premium Life Direct Income Protection product.

Anthony Brown, CEO of NobleOak commented, "We are thrilled to have won this prestigious award for the third time - including, in 2016, 2017 and now 2018. To continue to receive such recognition validates our focus on always putting our customers first. This sets us apart from other insurers."

Canstar, an expert financial services product rating agency, used their proprietary methodology to compare NobleOak's product price and features with 16 products from 14 direct insurers.

Mr Josh Callaghan, General Manager, Wealth Canstar, said, "NobleOak is the only insurer to have received an Outstanding Value Award for Direct Income Protection for three consecutive years. This shows the consistency and dedication of the NobleOak team to continually provide outstanding value to customers."

NobleOak scored the highest 5 Star Rating for its Premium Life Direct Income Protection cover in all 80 consumer profiles rated by Canstar, which spans various age groups, occupations and lifestyle habits for both males and females. This is the second year where only NobleOak has achieved this distinction in all profile categories.

NobleOak specialises in providing comprehensive, fully underwritten and tailored 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.

NobleOak Income Protection has been assessed by Canstar to be one of the market leaders for both price and features to deliver outstanding value to customers.

Mr Brown continued, "We fully underwrite at the time of application by asking all the health and lifestyle questions we need to so we can tailor the cover to individual customers. In addition, we don't pay adviser fees, so we pass any savings back to



our customers. This, together with fully underwriting the cover, means customers will save on average 20% on their premiums compared to other direct insurers.”

NobleOak is the only insurer that offers fully underwritten, high quality, comprehensive, guaranteed renewable and competitively priced cover direct to customers.

Mr Brown concluded, “We see ourselves as a disruptor in the Life Insurance industry. It is this unique combination of fully underwritten, competitively priced and quality featured cover that has been recognised again with this unrivalled third award.”

NobleOak is the only insurer to have received an Outstanding Value Award for Direct Income Protection for three consecutive years having received this distinction in 2016, 2017 and now 2018. In 2016 and 2017, NobleOak was also the only company to have won Canstar’s Outstanding Value Award for both Direct Income Protection and Direct Life insurance.

Click [here](#) for more details on the Canstar Award Methodology .

APPENDICES

About NobleOak Life Limited

NobleOak Life Limited (NobleOak), is one of Australia’s most established life insurers, and has been in the Australian market for over 140 years. NobleOak is an independent insurer providing Life, TPD, Trauma, Income Protection and Business Expenses insurance.

NobleOak keeps costs low by avoiding major mass marketing and large upfront commission payments to third parties. They are able to pass savings back to their customers and clients through reduced premiums, supported by outstanding personal service.

NobleOak has a client satisfaction rating of 95.5% (2017 client survey) and is the winner of the 2018, 2017 and 2016 Canstar Outstanding Value Award for Direct Income Protection and the 2017 and 2016 Canstar Outstanding Value Award for Direct Life Insurance plus NobleOak was also awarded the Gold Trusted Service Award from Feefo in 2017 and ‘2016 Direct Life Insurance Overall Excellence Award’ issued by Strategic Insight.





NobleOak is an Australian public unlisted company regulated by APRA, with products backed by a leading global reinsurer, Hannover Life Re. For more information visit www.nobleoak.com.au

#NobleOakLife #CanstarIP2018 #IncomeProtection

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