



NobleOak Life Limited: Media Release
Friday, 10 June 2016



**NobleOak WINS CANSTAR's Outstanding Value Direct Life Insurance Award 2016.
NobleOak receives the highest 'Five-Star' rating for Premium Life Direct – Life Insurance.**

NobleOak Life Limited's (NobleOak) *Premium Life Direct – Life Insurance* product has been awarded five out of five stars in the *CANSTAR Outstanding Value Direct Life Insurance Awards 2016*.

NobleOak's *Premium Life Direct – Life Insurance* product achieved a "5-Star Outstanding Value" rating across all 20 customer profiles analysed by CANSTAR. This shows that NobleOak's *Premium Life Direct – Life Insurance* product represents outstanding value across the full range of ages and cover levels analysed by CANSTAR.

NobleOak's *Premium Life Direct – Income Protection* product earned *CANSTAR's Outstanding Value for Direct Income Protection Insurance Award* in March 2016. NobleOak is the only insurer to have received Five-Star ratings from CANSTAR in both the Direct Life Insurance and Direct Income Protection categories.

NobleOak's CEO, Anthony R Brown said:

"This is another wonderful acknowledgment of the work our team has put in to offering our clients the best value Life insurance product with the best service. We are very proud to be positioned so well and acknowledged by CANSTAR. I would like to thank all NobleOak teams for continually delivering on our promises to our clients, especially when they need it most."

CANSTAR is an independent research company that aims to help customers make better decisions when purchasing financial services products. To determine the best value direct Life insurance products CANSTAR analysed the results of 17,000 quotes across 20 different customer profiles, from 32 Life insurance products offered by 28 different Life insurers.

The *CANSTAR Direct Life Insurance Star Ratings* adopts a unique ratings methodology that compares cost of cover, level of coverage, exclusions, sums insured, service provided, ease of application and other criteria across the eligible direct Life insurance products. This transparent analysis then awards these products according to the *CANSTAR Star Rating* scale from one to five stars. Five-star rated products have been assessed as offering outstanding value to clients.

CANSTAR rates only direct Life insurance and direct Income Protection insurance (not Trauma or TPD insurance), so for NobleOak to receive Five Stars in both products is an outstanding achievement.

About NobleOak Life Limited

NobleOak has been protecting Australians since 1877. We are a public unlisted Australian Life insurer, regulated by APRA and our products are backed by a top 3 global reinsurer for extra security.

NobleOak has a genuine desire to provide our clients with truly valuable products to better protect them and their families.

Covers provided by NobleOak include great value, comprehensive Life, TPD, Trauma, Income Protection and Business Expenses insurance. We keep our costs low by avoiding expensive mass advertising and large upfront commission payments to third parties. We are able to pass these savings back to our clients through reduced premiums, supported by outstanding personal service.

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

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