



MEDIA RELEASE

97% Client Satisfaction!

NobleOak's Latest Client Survey Results

28 April 2015

NobleOak Life Limited (NobleOak) just received the results from the independent annual survey of their clients. This survey was conducted by independent research company, Pureprofile, in April 2015.*

The results are very impressive, reinforcing the excellent client service and value for money NobleOak prides itself on.

Better service - 97% satisfaction

More than 97% of NobleOak clients rated the service received from NobleOak as 'good' or 'excellent'.

Overall how would you rate the service you have received from NobleOak so far?

Excellent	58.5%
Good	38.7%
Poor	2.8%
TOTAL	100.0%

Quality cover for less – 87% see the savings

A large majority of NobleOak's clients are aware of the savings they are receiving from NobleOak, with 87% agreeing that their premiums are less with NobleOak than they would be with other competitor policies (5% did not know).

* Pureprofile is an independent Australian research company that has been operating for over 10 years. 284 random responses were collated in April 2015.

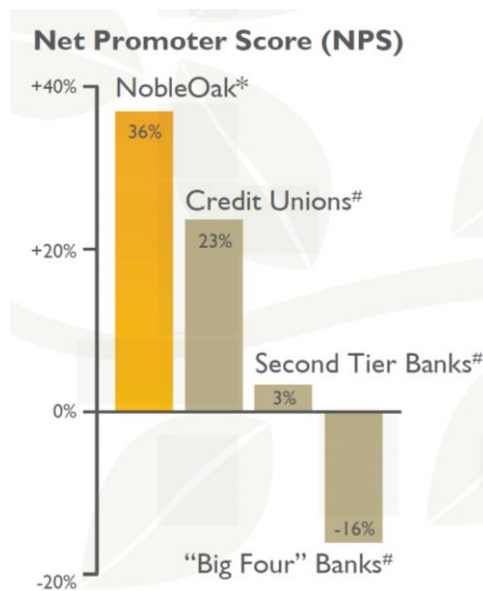
Overall, how competitive are the premiums you pay with NobleOak, compared with other policies?

NobleOak premiums are a lot less	31.7%
NobleOak premiums are less	56.0%
NobleOak premiums are about the same	6.0%
NobleOak premiums more expensive	1.4%
<u>I don't know</u>	4.9%
TOTAL	100%

Advocacy and loyalty - Market-leading Net Promoter Score (NPS)

NobleOak’s focus on comprehensive cover, personal service and low premiums is clearly attractive to their clients, with market leading advocacy scores. A large majority of their clients would recommend NobleOak to others.

Their market-leading **Net Promoter Score (NPS)** of **+ 36%** is significantly higher than credit unions (+ 23%)#, second tier banks (+ 3%)# and major banks (-16%)# and shows that a large number of their clients actively recommend them to others.



97% of clients scored NobleOak with 5 or more out of 10, when asked “How likely is it that you would recommend NobleOak to a friend or colleague”.

How likely is it that you would recommend NobleOak to a friend or colleague?
(0 is not likely at all, and 10 is extremely likely)

0	1.1%
1	0.4%
2	0.4%
3	0.4%
4	0.7%
5	7.4%
6	4.9%
7	11.2%
8	22.5%
9	15.1%
10	<u>35.9%</u>
TOTAL	100%

Results from the 2014/15 Financial Institutions Consumer Loyalty Recommendation Study – Engaged Marketing – November 2014.

Thank you - to our clients

“At NobleOak, we are very proud of the service and value we provide our clients. Our aim is to better protect Australians and their families. We do this by providing far more affordable and accessible high quality life insurance cover, supported by great personalised service. While these results reinforce that we are firmly on track, we won’t be satisfied ourselves until our satisfaction rating is 100%.

We received some productive suggestions from clients in this survey that we will continue to work on.

I would like to thank all of the clients that completed this survey.”

Anthony R Brown
Chief Executive Officer
NobleOak Life Ltd

Appendix I

Background

NobleOak is an Australian Life Insurer that provides comprehensive Life insurance and other covers with great personal service.

They keep costs low by avoiding expensive mass advertising and large upfront commission payments to third parties, and pass savings back to clients through reduced premiums.

NobleOak was established in 1877 and their products are backed by a top 3 global reinsurer for extra security.

Their insurance products are easily accessible through many advisers, associations and other business partners, or you can apply directly over the phone or online through www.nobleoak.com.au.

NobleOak's offer is simple:

“Secure cover, personal service, and low premiums.”

NobleOak's vision is to:

“Better protect Australians and their families, by providing more affordable and accessible life insurance.”

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