



For immediate release

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NobleOak products awarded 'AAA' and 'AA' Direct Life Benchmark Insurance Grades by Plan For Life

NobleOak's Income Protection products received three out of only six 'AAA' awards presented

Sydney, Australia – NobleOak Life Limited (NobleOak), an independent Australian owned and operated specialist life insurer, recently received 'AAA' and 'AA' Benchmark Insurance Grades after Plan For Life's rigorous evaluation of Direct Life Insurance Products in the Australian market.

NobleOak was awarded the esteemed 'AAA' grading for three of its Income Protection products (Premium Life Direct, My Protection Plan and Fifty Plus Insurance), and an 'AA' grading for its Term Life products (Premium Life Direct, My Protection Plan and Fifty Plus Insurance). In 2015, only six 'AAA' awards were bestowed by Plan For Life, from more than 20 products assessed.

Direct Life Insurance Benchmark Grading is a new initiative by Plan For Life (PFL) to issue an independent Benchmark Grade for Direct Life Insurance Products based on an in-depth actuarial and holistic benchmarking approach.

"We are very pleased to be recognised by Plan For Life – a truly independent and leading supplier of Australian life insurance market analysis. This accomplishment acknowledges NobleOak's vision to better protect Australians and their families, by providing more affordable and accessible Life insurance. We pride ourselves on offering quality life insurance products with lower premiums and higher features, so the NobleOak team is grateful of the acknowledgement by Plan For Life," stated Anthony R Brown, NobleOak Chief Executive.

With a deep history of providing help to where it was most needed, NobleOak has been protecting Australians since 1877. It is a public unlisted Australian life insurer, regulated by APRA. NobleOak provides high quality life insurance cover without large upfront commission payments to third parties, thereby keeping costs low and passing savings directly back to clients.

In 2015, the Direct Life Insurance Benchmark Grades are determined by Plan For Life using their objective and detailed analysis of each product's attributes (or characteristics). These are scored by comparing each attribute across the product range. Each product's attribute scores are then added together, to give a total attribute score for that product. Other factors used to determine scoring include: financial strength, marketing, engagement, transparency, website and advertising.

Open to any participating direct Australian life insurer, the Plan For Life Benchmark Grades evaluate products including: Life Insurance, TPD, Trauma, Income Protection, Accidental Death, Accidental Injury and Funeral Benefits.

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About NobleOak Life Limited

NobleOak is an Australian Life Insurer that provides comprehensive life insurance and other covers with award-winning personal service. It keeps costs low by avoiding expensive mass advertising and large upfront commission payments to third parties, and passes 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 direct applications can be made over the phone or online at www.nobleoak.com.au.

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