



## Media Release

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### NobleOak Makes History with Third Consecutive Direct Life Insurance Canstar Award

NobleOak Life Limited (NobleOak) has won a prestigious Canstar Outstanding Value Award for its Premium Life Direct Life insurance cover for the third consecutive year.

NobleOak CEO Anthony Brown said, "NobleOak is the only life insurer to win three awards for outstanding value three years in a row for Direct Life Insurance - 2016, 2017 and now 2018. This is a proud moment for us as it reaffirms we are delivering what clients want.

We are also the only company to win Canstar awards for Direct Income Protection Insurance in the same three consecutive years."

This sixth award secures NobleOak's position as the pre-eminent direct insurer in providing outstanding value to clients.

Canstar General Manager, Wealth, Josh Callaghan said, "NobleOak is the only direct life insurer to win three consecutive outstanding value awards for its Premium Life Direct product. The primary driver of the consistently strong performance was low premiums and a range of features including a guaranteed future insurability, so a person can increase the sum insured when their circumstances change."

Canstar is an expert financial services product rating agency. Based on Canstar's methodology, products issued with a 5-Star Rating have been assessed as offering "Outstanding Value" to consumers. Competing against 27 Life Insurance products, NobleOak achieved the 5-Star Rating across all 20 profiles analysed, the most of any insurer this year.

The 5-Star Rating is a combination of best in class pricing together with top tier feature scores covering policy terms, application and claims process, and policy benefits and options.

Mr Brown continued, "Our philosophy of providing quality comprehensive cover together with affordable pricing is the reason we continue to win the prestigious Canstar Award. When you come directly to NobleOak, you don't pay middle men fees, so we can pass savings back to clients. This, together with fully underwriting the cover, means our clients can save an average of 20% on premiums compared to other Direct Life Insurance companies."



Canstar identified a number of standout policy features for NobleOak including the non-automatic exclusion of typical pre-existing conditions. Unlike many other direct insurers, NobleOak conducts a full health assessment at the time of application and pays all costs for any medicals and tests if they are required. The benefit is no surprises at claim time, when emotional stress is often very high.

Further information including the Premium Life Direct PDS is available at <https://www.nobleoak.com.au/life-insurance/premium-life-direct> or by calling NobleOak on 1300 041 494.

### 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 large upfront commission payments to third parties and expensive overheads. 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 by Pureprofile) and is the winner of the ‘2016 Direct Life Insurance Overall Excellence Award’ issued by Strategic Insight and the 2018, 2017 and 2016 Canstar 5 Star Awards for ‘Life’ and ‘Income Protection’ cover. NobleOak was also awarded the Gold Trusted Service Award from Feefo in 2017.



NobleOak is an Australian public unlisted company regulated by ASIC and APRA, with products backed by a leading global reinsurer, Hannover Life Re. For more information visit [www.nobleoak.com.au](http://www.nobleoak.com.au).

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