



Media Release

Friday 24 August 2018

NobleOak and the Druids: the Legacy Lives on

The Financial Services industry in Australia is currently in the middle of one of the largest shake-ups in its history with evidence of poor work practices, a lack of focus on the customer and significant integrity issues being revealed.

NobleOak has a proud 140-year history in Australia with links dating back to an ancient Druid past and a time when the nobility of the Oak tree was truly revered.

Integrity has always been central to NobleOak's guiding principles along with '*doing the right thing by one another*'.

These principles have been deeply embedded in the spirit of the ancient Druids dating back to 1,000 BC in Europe. In reference to this ancient Druid past, the United Ancient Order of Druids (UAOD) Friendly Society of NSW was established as a mutual society in 1877, and abided by the motto 'United to Assist.' It was demutualised in 2011 and became NobleOak Life Limited (NobleOak).

As a long-time member, Morvyth Goldstein, at 98 years of age, still remembers this well. "'United to Assist' was their motto and they certainly did in every way," says Morvyth, who has been a UAOD member for most of her life. According to Morvyth, "that's the best you can do, you know, is to let someone else see the benefit of getting a little bit of help when times are tough."

At a time when there was limited social welfare or insurance of any kind in Australia or around the world, Friendly Societies were formed for mutual benefit purposes. They were developed to provide help to members where it was most needed, including sick pay, funeral benefits, and supply of medical attention and medicines.

According to Ron Lynn, another member of the UAOD Friendly Society of NSW, "the concept of the Druids was to do things to help its members as a community, to band together and to give support to all of its members." Not only was Ron Lynn a Past Grand President in 1994-96 and again in 2006-08, both his father and mother were also Grand Presidents before him.

As members of the UAOD Friendly Society of NSW, Morvyth Goldstein and her husband Ross, enjoy sharing their Druid stories. They have a majestic Oak tree in their garden that grew from an acorn given to Morvyth by Ross's father. Ross was



also a UAOD Past Grand President in 1965-66. As in ancient and then modern-day Druid times, the Oak represents strength, longevity and wisdom, a powerful symbol that carries through to the present-day within NobleOak.

“The majestic Oak was a symbol of strength and longevity for the Druids. With Life Insurance there is nothing more important than strength and longevity and the philosophy of the Druids still resonates at NobleOak today,” says Anthony Brown, CEO of NobleOak Life Limited.

Anthony also says; “the history of NobleOak is crucial to how we operate as a business today. The original Druids, the Ancient Order of Druids and NobleOak today share the same principles of integrity and looking after each other. These values are really what the Druids were about and they connect really well with me personally and with the whole team within NobleOak.”

To find out more:

View the NobleOak Druids video here: www.nobleoak.com.au/our-values/

Please note: you can click on the ‘Fullscreen’ icon on the bottom right corner of the video screen to enlarge the viewing size.

APPENDIX

About NobleOak Life Limited

NobleOak Life Limited (NobleOak) is one of Australia's oldest and established life insurers. We are an independent Life insurer who provides Life, TPD, Trauma, Income Protection and Business Expenses insurance directly to the customer.

NobleOak keeps its costs low by minimising expensive mass marketing campaigns and do not pay large upfront commission payments to third parties. They are able to pass these savings back to their customers and clients via very competitive premiums and supported by outstanding personal service.

We proudly achieved a client satisfaction rating of 95.8% (2018 client survey) and were the winners of the '2016 Direct Life Insurance Overall Excellence Award' issued by Strategic Insights. We also received 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 and 2018.



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

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