



Media Release

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NobleOak Wins Prestigious Awards at Two Life Insurance Industry Events

NobleOak Life Limited (NobleOak) has won two signature industry awards and four service, product and innovation awards at two Life Insurance awards events held last night.

Strategic Insights Awards – 2018

NobleOak was the winner of the **Strategic Insights - Overall Direct Life Insurance Excellence Award for 2018**.

They also won awards for the following categories:

- Customer Service
- Income Protection
- TPD

In addition, NobleOak was a finalist for Term Life, Trauma – Rider and Trauma.

AIA Awards – 2018

At the RFI Group Australian Insurance Awards 2018, NobleOak was the winner of the **Life Insurance Company of the Year**.

NobleOak also won the award for Life Insurance Product - Innovation of the Year for their online calculator.

Team effort

NobleOak CEO Anthony Brown said, "We are thrilled to have won these six prestigious awards. This is a proud moment for us to receive these awards from two independent industry recognised companies. It reaffirms that we are delivering on what our clients want. The NobleOak team is passionate about what we do and are honored to receive such recognition."

Australia's most awarded Direct Life Insurer for 2018

These six awards are on top of the two **Canstar Outstanding Value Awards** received earlier this year for our Premium Life Direct Life Insurance and Income Protection and the **2018 Feefo Gold Trusted Service Award**.



These nine awards won in 2018 secure NobleOak's position as the pre-eminent direct insurer in providing outstanding customer service and value to its clients. In fact, NobleOak is the most awarded direct Life Insurer of 2018.

Whilst the criteria for achieving these awards differs, the underlying premise is based on delivering excellence in customer service, best in class value and features, policy benefits and options.

Mr Brown continued, "These awards are a significant milestone for NobleOak. They are all the more pleasing as our clients scored us with a 95.8% satisfaction rating this year.

"Our philosophy of providing quality comprehensive cover, together with affordable pricing, is the reason we continue to win these prestigious awards."

When customers buy direct from NobleOak, there are no advice fees and the savings are passed back to clients. This, together with fully underwriting the cover, means our clients can save on average 20% on premiums compared to other Life Insurance companies.

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.

Awards Criteria

Strategic Insight (Actuaries and Researchers) is the leading independent supplier of Australian managed funds and Life insurance market information.

RFi Group Australian Insurance Awards are designed to recognise and celebrate the achievements within the Insurance industry.

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.

Feefo is a ratings, reviews, and customer feedback platform that provide the tools to collect genuine, purchase-verified reviews on behalf of over 4,000 businesses. Feefo ensures that all feedback is authentic, by matching it to a legitimate transaction. The **Feefo Gold Trusted Service Award** is based on attaining a consistently high service rating of at least 4.5 out of 5 from customers.

Customer Satisfaction research conducted in 2018 by Pureprofile.



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 provides Life, TPD, Trauma, Income Protection and Business Expenses insurance.

NobleOak keeps costs low by providing fully underwritten cover, passing any savings back to their clients through reduced premiums, supported by outstanding personal service.

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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