



Media Release
6 April 2016

NEW – Online Life Insurance Calculator

Just Launched.

NobleOak Life Limited (NobleOak) is proud to launch a new comprehensive tool developed to help you understand what type and level of life insurance cover is suitable to you. It is simply called the NobleOak [Life Insurance Calculator](#).

“We believe this is the most comprehensive Life Insurance tool available directly to the public. It covers Life, TPD, Trauma and Income Protection in one simple to use calculator. By answering questions that are relevant to you and the important priorities in your life, it guides you through a process to develop your own personalised Life insurance plan.”

Anthony R Brown, NobleOak CEO.

Simple and Comprehensive

It only takes about 10 minutes to complete and is free to use. Based on your input, it presents a range of insurance options for you to consider, which can be sent to you as a comprehensive personalised report.

“The ten or so minutes it takes to complete the tool could change your life.”

Anthony R Brown, NobleOak CEO.

Stamp of approval

The tool has been independently verified by Rice Warner Actuaries, a leading independent provider of research and actuarial advice to the Australian Financial Services Industry. It has also been reviewed by The Australian Superannuation & Investment Commission (ASIC), Australia’s corporate, markets and financial services regulator.

“This tool has been independently verified to provide users with confidence that the outcomes are suitable. We have reviewed many calculators and tools globally, and believe this is the most thorough

option for those who want to understand all of their Life insurance needs.”

Anthony R Brown, NobleOak CEO.

NobleOak Life Insurance Calculator

The NobleOak Life Insurance Calculator can be found on the NobleOak website at:

<http://www.nobleoak.com.au/life-insurance/life-insurance-calculator>

We hope you find this tool valuable, and it helps you better understand the type and amount of cover you need to protect yourself and your dependents.

Responding to Demand

This calculator was developed by NobleOak after a large number of requests from clients asking “what type of cover should I have and how much do I need?”

It is clear from client feedback and recent research studies, that Australians are using the Internet far more to research their financial services needs and require quality content and tools they can rely on.

A recent in-depth Telstra research report titled “The Digital Investor”⁽ⁱ⁾ concluded that the Internet is the media by far the most used for selecting finance and investment products. Other media includes newspapers, magazines, radio and television. Not surprisingly Gen X (35 to 50 year olds) and Gen Y (15 to 35 year olds) rely on the Internet to a much greater degree than older generations. 68% and 73% of these segments find the internet the most useful media.

Consistently, a recent PureProfile survey⁽ⁱⁱ⁾ concluded that with the right resources, 68% of respondents would be confident in purchasing Life and Income Protection online without an Adviser. With actual behaviour not yet reflecting this strong intention, better tools and information need to be provided by Life insurers to make online purchases easier in future.

“The NobleOak team are strong supporters of quality financial advice. However we also recognise there is strong demand to empower self-directed people to make more informed decisions with respect to their Life insurance. We believe this new tool will help many Australians understand the cover they need.”

Anthony R Brown, CEO NobleOak.

Footnotes

- i) *The Digital Investor – Telstra – 2013.*
<https://www.telstra.com.au/content/dam/tcom/business-enterprise/industries/pdf/business-enterprise-whitepaper-digital-investor.pdf>
- ii) *Research conducted by PureProfile in March 2016. 1,111 Australian resident respondents.*

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Who Is NobleOak?

NobleOak is an award winning APRA regulated Australian life insurer and public unlisted company that has been protecting Australians for nearly 140 years. Our vision is to better protect Australians and their families, by providing more affordable and accessible Life insurance. We keep our costs low by avoiding expensive mass advertising and large upfront commission payments to third parties, and pass savings back to our clients through reduced premiums.

NobleOak was established in 1877 and our products are backed by a top three global reinsurer for extra security. We provide Life, TPD, Trauma, Income Protection and Business Expenses insurance.

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