



## Media Release

Tuesday 12 March 2019

### **NobleOak Wins Fourth Consecutive Canstar Direct Income Protection Award**

In an unprecedented win, NobleOak Life Limited (NobleOak) has been awarded Canstar's Direct Income Protection Award for Outstanding Value for its Premium Life Direct Income Protection cover for the fourth year in a row, a feat that has not been achieved by any other direct life insurance provider.

Anthony Brown, CEO of NobleOak said, "We are delighted to receive this fourth award from Canstar that recognises the superior value our Direct Income Protection cover provides to customers."

NobleOak has now won this prestigious award for four years in a row - 2016, 2017, 2018 and again in 2019.

This win follows closely the RFI Group Australian Insurance Awards Life Insurance Company of the Year Award received by NobleOak in 2018 and cements the insurer's position as one of the most awarded direct life insurance companies in Australia.

Canstar, an expert financial services product rating agency, used their proprietary methodology to compare NobleOak's product price and features with 16 products from 14 direct insurers.

Canstar's Group Manager, Research and Ratings, Mitch Watson said, "This is a well-deserved win for NobleOak and reflects the consistency and dedication of NobleOak in providing outstanding value to its customers."

"This occasion marks the first time that an income protection insurance provider has won our Outstanding Value award four consecutive years in a row."

NobleOak scored the highest 5-Star Rating for its Premium Life Direct Income Protection cover in all 80 consumer profiles rated by Canstar, which spans various age groups, occupations and lifestyle habits for both males and females. This is the second year where only NobleOak has achieved this distinction in all profile categories.

NobleOak specialises in providing comprehensive, fully underwritten and tailored Life and Income Protection Insurance to self-directed people who know what type and level of cover they need and therefore don't feel the need for financial advice.



NobleOak's Premium Life Direct Income Protection cover has been [assessed by Canstar](#) to be a market leader for both price and features, deemed to offer outstanding value to customers.

NobleOak is also the Award holder for Canstar's Direct Life Insurance Award for Outstanding Value for the last three consecutive years having received this distinction in 2016, 2017 and 2018.

Mr Brown concluded, "In light of the recent findings from the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry it's important that customers can trust their life insurer to look after their best interests. These Canstar awards are evidence that people can have confidence in the quality and value of NobleOak products due to the unique combination of fully underwritten, competitively priced and quality features."

END

## 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](http://www.nobleoak.com.au)

NobleOak has a client satisfaction rating of 95.8% (2018 client survey) and is the winner of the 2016, 2017 and 2018 Canstar Outstanding Value Award for Premium Life Direct cover and the 2016, 2017, 2018 and 2019 Canstar Outstanding Value Award for Direct Income Protection cover.

NobleOak was the winner of the Life Insurance Company of the Year from the RFI Group Australian Insurance Awards 2018 and received the award for Life Insurance Product - Innovation of the Year for its online calculator.

In addition, NobleOak received the Strategic Insights Overall Direct Life Insurance Excellence Award for 2018 and was a finalist for the Term Life, Trauma – Rider and Trauma award. In 2018 NobleOak received the Gold Trusted Service Award from Feefo in 2018.



## Media Enquiries

For further information or to arrange an interview with NobleOak CEO Anthony Brown please contact:

### Tim Boys

Chief Digital and Marketing Officer  
NobleOak Life Limited  
M: 0412 329 635  
E: [timb@nobleoak.com.au](mailto:timb@nobleoak.com.au)

### Margaret Rochford

Marketing Manager  
NobleOak Life Limited  
M: 0414 012 250  
E: [margaretr@nobleoak.com](mailto:margaretr@nobleoak.com)

NobleOak Life Limited  
ABN 85 087 648 708, AFS Licence AFSL 247302  
Level 7, 66 Clarence Street, Sydney, NSW, 2000