



Media Release

6 June 2019

NobleOak Wins Fourth Consecutive Canstar Life Insurance Award

NobleOak Life Limited (NobleOak) announced today it has won a prestigious Canstar Outstanding Value Award for its Premium Life Direct Life Insurance cover for the fourth consecutive year.

NobleOak CEO Anthony Brown said, "NobleOak is the only life insurer to win a Canstar award for outstanding value four years in a row for Direct Life Insurance - 2016, 2017, 2018 and again in 2019.

"To be recognised this way by winning this award for the fourth consecutive year is a momentous day for the team at NobleOak, who are so passionate about delivering the protection to Australians that they deserve."

NobleOak is also the only company to win Canstar awards for Direct Income Protection Insurance in the same four consecutive years.

Canstar's Group Manager, Research and Ratings, Mitch Watson said, "NobleOak has broken all the records by winning the Canstar Outstanding Value Award for Direct Life Insurance four years running. Its Premium Life Direct cover is now Canstar's most awarded Direct Life Insurance due to consistently strong performance, low premiums and range of features to deliver outstanding value to clients."

Canstar is an expert financial services product rating agency. Based on Canstar's methodology, awarded products have been assessed as offering "Outstanding Value" to consumers.

Competing against 25 Life Insurance products, NobleOak achieved a 5-Star Rating across all 20 profiles analysed by Canstar, 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 award-winning cover means people can buy with confidence. Because we do a full health assessment at the time of application, premiums are tailored to suit people's individual circumstances without the need for them to compromise on what they are covered for. This is one of the major differences between us and other direct insurers."



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.

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.

They keep costs low by providing fully underwritten cover, passing any savings back to 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

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

They won the Life Insurance Company of the Year award 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 2017, 2018 and 2019, NobleOak was also awarded the Feefo Trusted Service Award by achieving the high standard required for Gold Trusted Service, based on genuine ratings from NobleOak’s verified customers.





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 349 635

E: timb@nobleoak.com.au

Margaret Rochford

Marketing Manager

NobleOak Life Limited

M: 0414 012 250

E: margaretr@nobleoak.com