



## Media Release

17 March 2022

### **Seventh Straight Canstar Win for NobleOak Direct Income Protection**

#### **NobleOak wins 7<sup>th</sup> Consecutive Canstar Award for Income Protection**

NobleOak Life Limited (NobleOak) continues its uninterrupted run receiving its seventh Canstar Outstanding Value Award for Direct Income Protection – a record that stands unchallenged by any other direct Life Insurance provider.

Anthony Brown, CEO of NobleOak said, "Winning this coveted award for the seventh year in a row is recognition of the exceptional quality of our product. It represents the most outstanding value for Income Protection available direct based on both features and price."

"Since first winning this award in 2016 we have remained committed to providing the best value product to our customers. What is equally pleasing is that we have been able to achieve this irrespective of the major changes to the income protection industry late last year."

NobleOak has now won this prestigious award seven years in a row - 2016, 2017, 2018, 2019, 2020, 2021 and 2022 – an unequalled achievement in the life insurance market in Australia.

This unprecedented win follows closely similar awards received by NobleOak including Canstar Outstanding Value Award for Premium Life Direct cover from 2016 to 2021, Feefo Platinum Trusted Service Award (2020, 2021 and 2022) and the Plan for Life Direct Life Insurance Overall Excellence Award (2018, 2019, 2020 and 2021).

Canstar, an expert financial services product rating agency, used its proprietary methodology to compare NobleOak's product price and features against 80 different profiles of which NobleOak achieved a 5-Star Rating in each. This year 10 products from 10 providers were evaluated under the methodology.

Canstar's General Manager, Research and Insights, Mitch Watson said, "NobleOak winning for the seventh straight year consolidates their position as one of the top direct life insurance companies in Australia and validates their adherence to consistently delivering superior products and value for money."

Being awarded a seventh Canstar award for Income Protection ensures customers can be confident that they have cover that offers genuine value.

**END**



## About NobleOak Life Limited

NobleOak Life Limited (NobleOak), is one of Australia's most established life insurers, and has a history of 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 93.9% (2021 client survey) and is the winner of the 2016, 2017, 2018, 2019, 2020 and 2021 Canstar Outstanding Value Award for Premium Life Direct Life Insurance cover and the 2016, 2017, 2018, 2019, 2020, 2021 and 2022 Canstar Outstanding Value Award for Direct Income Protection cover.

In addition, NobleOak received the Plan for Life Overall Direct Life Insurance Excellence Award in 2018, 2019, 2020 and 2021 and the Platinum Trusted Service Award from Feefo in 2020, 2021 and 2022.



## Media Enquiries

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

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