

MEDIA RELEASE

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ASTERON WINS RISK INSURANCE INNOVATION AWARD AT AFA and PLAN FOR LIFE'S 2010 LIFE COMPANY OF THE YEAR AWARDS

Asteron has recently won a Risk Insurance Innovation Award at the Association of Financial Advisers (AFA) and Plan for Life's 2010 Life Company of the Year Awards.

The awards recognise life insurers' excellence in the provision of products and services to independent financial advisers (IFAs) and their clients, and were reviewed by actuaries and researchers Plan for Life.

Asteron's award recognised the company as an innovator in life insurance for its 'Healthy Plus Option' (HPO) product enhancement, which rewards Asteron Lifeguard® Life Cover policyholders with discounts of up to 20 per cent on their standard insurance premium.

The 'Healthy Plus Option' builds on Asteron's innovative approach to life insurance, which focuses on preventative health and moving the adviser conversation with clients from 'cost to care'.

Asteron is changing the face of life insurance through existing innovations such as the Asteron *Life!* health and wellbeing program, which incentivises customers to maintain a healthy lifestyle through tools and resources that give them tailored nutrition and exercise plans for optimum health.

Asteron's Executive General Manager, Jordan Hawke said: "Through Asteron *Life!* and our Healthy Plus Option, we enable customers to seize life's possibilities by combining improved health outcomes with the opportunity for reduced insurance cost. Ultimately, this is helping advisers to differentiate the advice and service they give to their clients."

"This award recognises Asteron's ongoing commitment to playing a larger role in the lives of our customers by going *beyond* the premium - providing extra benefits to help them get healthy and maintain good health."

"In 2011 Asteron will continue to focus on ensuring that we have a unique offer for our customers, and that we're the manufacturer of choice aligned to IFAs and AFSLs."

AFA Chief Executive Richard Klipin said: "The AFA/Plan for Life Award recognises life insurers for their advances taking place beyond product alone to important buying factors, such as improvements to benefit the consumer."

"The AFA congratulates Asteron for having an exceptional offer that is innovative within the Australian marketplace in assisting both clients and advisers."

Specifically, Asteron was reviewed against the following criteria:

- New concepts
- Improved and varied applications to existing products, and
- Product innovation



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Asteron was also a finalist in the award category of Trauma Insurance Product of the Year for 2010.

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For further information, or to interview Jordan Hawke from Asteron, please contact Helen Han, Suncorp Life Corporate Affairs on: 0457 535 639.

About Asteron

Asteron, a division of Suncorp Life, is a specialist provider of life insurance to financial advisers in Australia and New Zealand and is a part of the Suncorp Group. Asteron's broad range of life insurance products has been designed to protect customers, their families and businesses against the financial impacts of death, sickness or injury. For further information, visit: www.asteron.com.au

About the Asteron *Life!* Program:

Asteron policy holders have 24/7 access to Asteron *Life!*, an online health and wellbeing program with tools and resources that provide members with tailored nutrition, exercise and lifestyle plans for optimum health (for more information on the Asteron Life program, visit:

<http://www.asteron.com.au/asteron-life>).