

Macquarie Banking and Financial Services Group
A division of Macquarie Bank Limited ABN 46 008 583 542

Level 1
1 Shelley Street
Sydney NSW 2000
PO Box 4294
New South Wales 1164

Telephone (61 2) 8232 3333
Facsimile (61 2) 8232 9999
Client Service (61 2) 8232 3737
Toll Free 1800 808 001
Internet <http://www.macquarie.com.au>

Offices throughout Australia and New Zealand

Media Release

Macquarie Life launches world first 'Body' toolkit



9 March 2011 – Macquarie Life has followed the launch of the revolutionary Macquarie Life Active product with a world first online toolkit 'Macquarie Life Active Body', aimed at demystifying the medical elements of life insurance and providing transparency on severity based claims.

Macquarie Life Active Body's key feature is a Health Events human anatomy and pathology visual, covering a variety of body systems including major organs of the male and female body. It enables advisers to focus on specific medical conditions with their clients, using simple, common-sense language and images, and outlining the amount of cover applicable for each health event.

Dr Sally Phillips, Macquarie Life's Head of Underwriting and Claims, said the idea for the Body toolkit grew directly out of adviser feedback and demand; "Macquarie Life Active brought a new category of life insurance cover to the market, and as expected that also brought a greater demand for education; help for advisers to understand the product and be able to communicate its benefits clearly to their clients.

"We listened to advisers when they told us of the challenges they face in explaining life insurance to their clients, and out of this we recognised an overwhelming demand for simplicity, particularly in terms of explaining medical conditions. They asked for something that was user-friendly, would cut through medical terminology and most of all would appeal to their clients. We responded with Macquarie Life Active Body."

Alongside the Health Events human anatomy and pathology visual, Macquarie Life Active Body also features interactive claims case studies explaining the severity-based claims process in a transparent and open manner. A resources section of the toolkit also includes all the information a client needs to make an informed decision when selecting the appropriate insurance, including the PDS, brochures and reference documents that help explain how the benefits of Macquarie Life Active can apply to their unique situation.

Dr Phillips added: "We developed Macquarie Life Active Body with the end client in mind. It visualises how Macquarie Life Active works and is a simple online tool that we hope advisers will use to engage with their clients. Ultimately we hope this goes some way to addressing the ongoing issue of under-insurance, giving advisers the confidence to discuss life insurance clearly and simply with their clients."

Since launching in June last year, more than 1,500 clients now have Macquarie Life Active policies, representing annual in-force premium of more than \$3m. These clients are represented by more than 300 different advisers who have embraced the Macquarie Life Active proposition.

To find out more about Macquarie Life Active and Macquarie Life Active Body, visit macquarie.com.au/activebody.

ENDS

For further information, please contact:

Kristen Costandi	02 8232 6134
Public Relations	0417 266 169

Jessica Richards	02 8237 4513
Public Relations	0414 985 237

Notes

Macquarie Life Active, launched in May 2010, brought a new category of life insurance cover to Australia, allowing the client to make multiple claims under the same policy and offering the flexibility to make a claim as and when circumstances require throughout their lifetime.

Macquarie Life Active turns traditional life insurance on its head, by providing benefits to the client while they are still living, encapsulating and expanding on life, trauma and total permanent disability (TPD) cover, within just one policy.

Macquarie Life Active is unlike traditional trauma policies, which take an “all or nothing” claims approach, meaning the client may receive a significant payout on their policy for a relatively minor medical requirement, or alternatively not receive anything at all to offset financial expenses.

The PDS is dated 11 June 2010 and will be issued by and available from Macquarie Life Limited (Macquarie Life) ABN 56 003 963 773 AFSL 237 497 and Macquarie Investment Management Limited (MIML) ABN 66 002 867 003 AFSL 237 492 (“we”, “us”, “our” or “Macquarie” as the context requires). Macquarie Life and MIML are not authorised deposit-taking institutions for the purposes of the Banking Act (Cth) 1959, and Macquarie Life’s and MIML’s obligations do not represent deposits or other liabilities of Macquarie Bank Limited ABN 46 008 583 542. Macquarie Bank Limited does not guarantee or otherwise provide assurance in respect of the obligations of Macquarie Life and MIML. In deciding whether to acquire or continue to hold insurance, investors should consider the Product Disclosure Statement (PDS) available from us. This information is provided for the use of licensed financial advisers only. In no circumstances is it to be used by a person for the purposes of making a decision about a financial product or class of financial products.