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Media Release

Macquarie Life scoops Five Star rating for the fourth year in a row



17 November 2011 – Macquarie Life has been awarded Five Star status in the Beaton Benchmarks 2011 – Life Insurance Intermediaries Study for the fourth consecutive year.

This achievement makes Macquarie Life the most consistent performer in the industry according to the study, being the only life insurer to have been awarded Five Star status for the past four years.

The study of more than 1,000 advisers gave Macquarie Life the highest overall satisfaction rating of 82.1 per cent, which was above the industry average of 78.5 per cent.

Macquarie Life ranked first in the call centre and administration and communications categories of the key performance measures, and was also rated highly in the products category.

Head of Macquarie Life, Justin Delaney, said being recognised for its strengths in these areas is testament to Macquarie Life's strong focus on support and service.

“From day one, delivering high quality support and service to our advisers has been a consistent priority for the Macquarie Life team, so it is fantastic for us to be recognised for meeting the needs of advisers in this area,” Mr Delaney said.

“Providing excellent call centre support and administration services are really important as ultimately they make it easy for advisers and their support staff to do business with us.

“These are areas that can be difficult to get right, so we are delighted that the positive feedback we are receiving from advisers suggests these are some of the most successful elements of our offering.”

Having launched Macquarie Life Active in 2010 and followed it up with a unique online toolkit in 2011, Macquarie Life Active Body, product innovation was another area where Macquarie Life outperformed the industry benchmark, scoring 86.3 per cent, compared to the average of 78.6 per cent.

“At Macquarie Life we have a culture that supports innovation and a desire to challenge the status quo. We continue to invest a lot of time and resources into product development with a strong focus on delivering great value to advisers and their clients,” Mr Delaney said.

“It is very rewarding to hear from advisers through studies such as this that we are delivering a product and service which is providing them with something different and which, most importantly, continues to meet the evolving needs of the industry.”

Commenting on the results, Dr Rebecca Sheils, Head of Research at Beaton, said: “Macquarie Life is significantly outperforming the industry average for overall satisfaction. Having achieved a Five Star rating for four years in succession, they continue to set the benchmark for adviser service and support.”

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