

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 Recognised as the Strongest and Most Consistent Performer in the Industry by Beaton Research**



**16 December 2010** –Macquarie Life has become the only life insurer to have been awarded Five Star status for each of the past three years in the Beaton Benchmarks 2010 - Life Insurance Intermediaries Study (formerly WA Taylor).

The study, which incorporates feedback from more than 840 advisers, provided Macquarie Life with an overall satisfaction score of 82.5 per cent, the highest score awarded in this category in 2010.

Macquarie Life ranked first and significantly outperformed other insurance providers in the following individual quality performance categories: easy to do business with; e-application client suitability; and application tracking.

Macquarie Life also ranked first for product innovation, product design and product range, demonstrating how its suite of insurance solutions, which includes FutureWise, SuperProtector, Life Active and Sumo, is being recognised by advisers as the most comprehensive offering in the market.

In addition to product excellence, Macquarie Life achieved satisfaction scores that were among the highest in the industry in the underwriting, call centres/general administration services and Business Development Manager support categories, which were deemed by advisers as being the three most important drivers of satisfaction.

Head of Macquarie Life, Justin Delaney, said Macquarie Life has always been focused on delivering products that meet a broad range of client and adviser needs and this is a goal that the business will continue to focus on during the year ahead.

“2010 has been a busy time for Macquarie Life and during the past year we have spent a lot of time investing in new solutions, such as Macquarie Life Active, to challenge the status quo and deliver a new category of life insurance cover, which meets the evolving insurance needs of a broad range of Australians,” Mr Delaney said.

“While innovation is an area that we have dedicated time and resources to during the past year, we have also worked hard to ensure this is not at the expense of delivering the ongoing support and service that advisers need.

“We are delighted to have been recognised by the adviser community for our consistency of service as we have grown our business. In the past few years Macquarie Life has grown from a small start up to completing close to \$40 million in new business this year. This is a great achievement and as we head into 2011, we will continue our commitment to innovation and service, and focus on those opportunities to expand on the support and service we offer our clients.”

Commenting on the results, Dr Rebecca Sheils, Head of Research at Beaton, said:

“Macquarie Life is the strongest, most consistent performer across the industry in 2010.”

**For further information, please contact:**

Jessica Richards 02 8237 4513

Public Relations 0414 985 237

Laura Bramwell 02 8232 3835

Public Relations 0417 266 546

*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.*