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Media Release

Macquarie Life Ranks Number One with Advisers



6 August 2009 –Macquarie Life today released the findings of its second annual adviser satisfaction survey, ranking number one among its peers as the best insurer in the market.

The research*, which collated responses from 282 advisers and support staff who had registered to use Macquarie Life products, was completed in June through independent research management consultancy Information Research Management (IRM).

The research also revealed high levels of satisfaction with underwriting support, claims experience, telephone support and the application process provided by Macquarie Life's FutureWise online insurance platform.

Justin Delaney, Head of Macquarie Life, said the high satisfaction levels were a great reflection on Macquarie Life's team and its commitment to client focus and service.

"To have achieved such great feedback and high ranking from advisers, during such a rapid period of growth for our business, is fantastic.

"Our support team rated particularly highly for their responsiveness, clarity around decision making and their ability to make things as simple as possible and easy to understand for advisers' clients, all of which is testament to our focus on understanding and addressing the needs and challenges of both our advisers and their clients."

Drilling further into the claims experience, clarity of requirements and fairness in claims assessment were rated particularly highly, scoring nine or 10 out of 10 by well over 50 per cent of advisers.

Product satisfaction also leapt considerably during the past 12 months, with particular highlights being the comprehensive range and its innovative nature, each rating nine or 10 out of 10 by over a third of advisers.

Commenting on the product suite, Mr. Delaney said; “The survey shows that advisers view the Macquarie Life product suite as offering a value mix for clients, with premiums aligned to features and benefits. Ultimately, advisers feel that we offer great value for money.

“Compared to last year, we also experienced an increase in the number of advisers who ranked Macquarie Life in their top three insurance choices, up from 61 per cent to almost 70 per cent.

Our approach is about looking for gaps in the market, rather than focusing on rolling out ‘me too’ products, and the survey shows that advisers really see the value in this and look to us for the latest innovations, such as with Macquarie Sumo which was a market first product, offering increased levels of life cover for high net worth individuals.”

Launched in March 2007, FutureWise was the first online insurance platform in Australia with an intuitive application form, complete with online underwriting.

The FutureWise online platform enables advisers to complete an application, receive an immediate underwriting assessment and submit the application to Macquarie over the internet, all in as little as 15 minutes. The product suite also offers a feature called “Immediate Cover”, which allows the adviser to have their clients’ cover issued immediately before they send the signed application to Macquarie.

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* This research was conducted in June 2009, among a sample of 282 advisers and support staff who had registered to use Macquarie Life products. The survey was developed by Macquarie Adviser Services and distributed by independent research management consultancy Information Research Management (IRM). Respondents completed the survey online.

FutureWise is offered by Macquarie Life Limited ABN 56 003 963 773 AFSL 237 497 (MLL).

In deciding whether to acquire or continue to hold FutureWise, you should consider the Product Disclosure Statement dated 15 May 2009 ("PDS") which is available from us. This information has been prepared by MLL and does not take into account your objectives, financial situation or needs. Before acting on this information you should consider whether it is appropriate to your situation. We recommend you obtain financial, legal and taxation advice before making any financial investment decision.

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