



ASX/Media Release

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Australian Securities Exchange
20 Bridge Street
Sydney NSW 2000

BUSINESS UPDATE

Freedom Insurance (ASX: FIG) is pleased to provide an update on business volumes and new product launches, and confirms its expectation that FY17 sales and earnings will be at the upper end of its previously announced guidance ranges.

Direct Market Share

Australia's leading supplier of Australian life insurance market share information, Strategic Insight, Actuaries & Researchers (formerly known as 'Plan For Life') has released its annual Direct Life Insurance Report, confirming the expansion of Freedom Insurance's market share of both direct sales and In-force premiums during the year ending 31 December 2016.

Freedom's expanded share of the direct life insurance market is consistent with expectations based on reported sales and premiums, as follows:

Freedom's direct¹:		CY15	CY16
Sales²	- Amount	\$22.8m	\$47.0m
	- Market share	5.1%	10.7%
	- Market ranking	#8	#3
In-force premium³	- Amount	\$33.0m	\$65.1m
	- Market share	2.4%	4.3%
	- Market ranking	#12	#8

¹ Sources: Amounts – Freedom Insurance;

Market Share and Rank- Strategic Insight – Direct Life Insurance Report – May 2017

² Direct New Business Annual Premium during the twelve month period

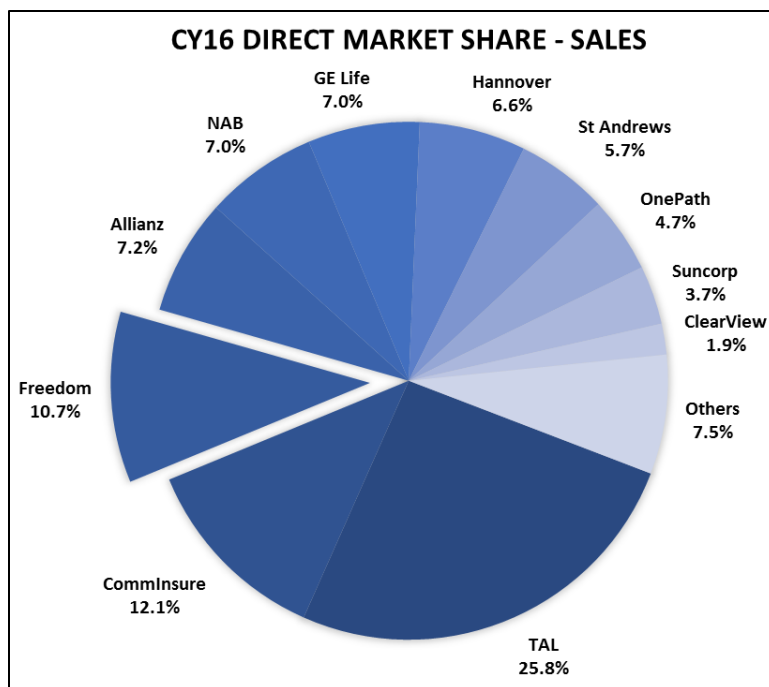
³ Direct In force Annual Premium Income at end of the period



Freedom has a medium term goal of becoming the second largest participant in the direct life insurance market for sales, while at all times remaining focussed on generating positive shareholder returns.

Freedom's Managing Director, Keith Cohen said he was pleased with the progress to date and attributed the strong growth to successful execution of the company's strategy of delivering compelling product offerings to the market supported by outstanding customer service from Freedom's dedicated staff and management team.

The market share breakdown for direct life insurance sales by company is set out below:



- The total direct sales for the year were \$441 million.
- These sales were in line with the previous year – impacted by a general decline in direct new sales volumes for the bank owned life insurers and a 10% increase for other participants.
- Freedom's sales in CY16 were 106% up on CY15.

Source: Strategic Insight – Direct Life Insurance Report – May 2017

New product launches

As previously foreshadowed, last week the company launched its 'Freedom Loan Protection' product. This new product provides cover exclusively for mortgage and other loan customers. The company intends to offer this product on a pilot basis for the remainder of FY17 and then look to expand sales volumes in FY18.

In June 2017, the company expects to launch a new simple direct life product.

Mr Cohen said, "These product launches represent an important step in Freedom's ongoing expansion of its product offering, providing significant scope for growth in sales and shareholder value into the future."



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Outlook

Following a review of Freedom's management accounts for the period to 30 April 2017 and expectations for the remainder of the financial year, Freedom confirms it expects its total sales (new business premium) and Pro-forma EBITDA⁴ for FY17 will be at the upper end of the previously announced guidance ranges of \$59 million to \$64 million, and \$18 million to \$21 million, respectively.

This positive anticipated result reflects increasing revenue from the strong sales result and growing in force premium combined with improved operating efficiencies.

Freedom looks forward to discussing the company's progress further on release of the full year FY17 results.

For more information, please contact:

Keith Cohen
CEO and Managing Director
Freedom Insurance Group Limited
Ph +61 (0) 418 962 619

Jenny Andrews
Chief Financial Officer
Freedom Insurance Group Limited
Ph +61 (0) 416 058 717

About Freedom Insurance

The Freedom Insurance Group is an Australian based insurance business established in 2009 that specialises in the development, distribution and administration of risk life insurance products. Freedom focuses on straightforward life insurance products that are simple to understand and convenient for customers.

With the exception of risk underwriting, Freedom is involved in all aspects of the life insurance value chain: product design & manufacture; marketing & lead generation; distribution; and policy administration. Freedom Insurance Group listed on the ASX in December 2016 with the code FIG.

Notes:

⁴ Pro-forma EBITDA excludes certain December 2016 IPO costs and other 1H16 adjustments