



FREEDOM
INSURANCE
GROUP

ASX/Media Release

12 September 2017

Australian Securities Exchange
20 Bridge St,
Sydney NSW 2000

Sale of escrow shares

Freedom Insurance Group Limited (ASX: FIG) has been informed that certain escrowed shareholders have sold 14,000,000 shares through Bell Potter and Baillieu Holst at a price of \$0.71 to a range of institutional and sophisticated investors.

These shares were held by senior executives of the Company and until recently were subject to voluntary escrow.

The transaction included 9,000,000 shares sold by CEO and Managing Director, Keith Cohen and 3,500,000 shares sold by Head of Shared Services, Harvey Light. Mr Cohen retains 32,283,885 shares and has notified the Board that he will not sell any more of his shareholding in the Company for a period of at least 12 months (commencing from today). He has further indicated to the Board of his intention to remain a long term major shareholder of the Company.

As detailed in section 8.5 of the prospectus, the voluntary escrow period over 45,055,355 ordinary shares terminated on the released of the full year 2017 financial results on 23 August 2017.

Freedom Insurance Group Chairman, David Hancock, said he was encouraged by the strong level of institutional investor support for the Company's shares, which reflected recognition of the value of the Freedom Insurance business and the exciting growth opportunity in the Australian life insurance market.

For more information, please contact:

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About Freedom Insurance

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 developing and distributing 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.

www.freedominsurance.com.au

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