

ASX/Media Release

13 September 2018

Australian Securities Exchange
20 Bridge St,
Sydney NSW 2000

CESSATION OF MARKETING OF CERTAIN INSURANCE PRODUCTS

Freedom Insurance Group Limited (ASX: FIG) ('Freedom') notes its appearance at a hearing of the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry, this week.

In his evidence, Freedom's Chief Operating Officer, Mr Craig Orton advised the Commission the company had ceased outbound sales of Accidental Death and Accidental Injury insurance from 6 August 2018, and will cease outbound sales of Term Life (death and terminal illness) and Trauma insurance, along with the previously announced suspension of marketing of Loan Protection Cover, later this month.

The Freedom board has endorsed implementation of these management decisions.

These products represented approximately 13% of Freedom's sales in FY18. The impact of these changes on sales and earnings in the current financial year is uncertain, given the likely significant changes to the company's operations, foreshadowed in its ASX announcement of 6 September 2018.

Freedom will also terminate its sales program with external call centre specialist Peakbound Holdings Pty Ltd, which has been undertaking sales of these products.

As previously announced, Freedom continues to review its sales practices and lead sources to ensure it meets the expectations of the regulator. In addition, the board is conducting a strategic review of the business' strategy, structure and operating model. The board confirms it has appointed Deloitte to assist with its review. Freedom will make further announcements regarding these matters when decisions are made by the board.

For more information, please contact:

investorrelations@freedominsurance.com.au

About Freedom Insurance

The Freedom Insurance Group is a 100% Australian owned 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.