

26 April 2017

## **Underwriting Agency achieves exponential growth from Ensurance Platform**

### **Highlights:**

- **Ensurance Underwriting Australia (EU) achieves quarter on quarter growth in quotes and bound policies using proprietary platform,**
- **From 1/4/2014 to 31/3/2017) platform has achieved significant cumulative growth in System Quotations and Policies Bound (Activity measure):**
  - **Quotes (cumulative): 220 - 21,766**
  - **Policies Bound (cumulative): 66 – 6,206**
- **The increase in sales combined with the dramatic increase in white label clients joining the retail platform puts the company in a strong position to see a significant increase in revenue going forward (see ASX announcement on 6/4/17)**
- **Platform will continue to see significant revenue growth with only minor corresponding increases in expenses due to efficiency of the delivery platform,**

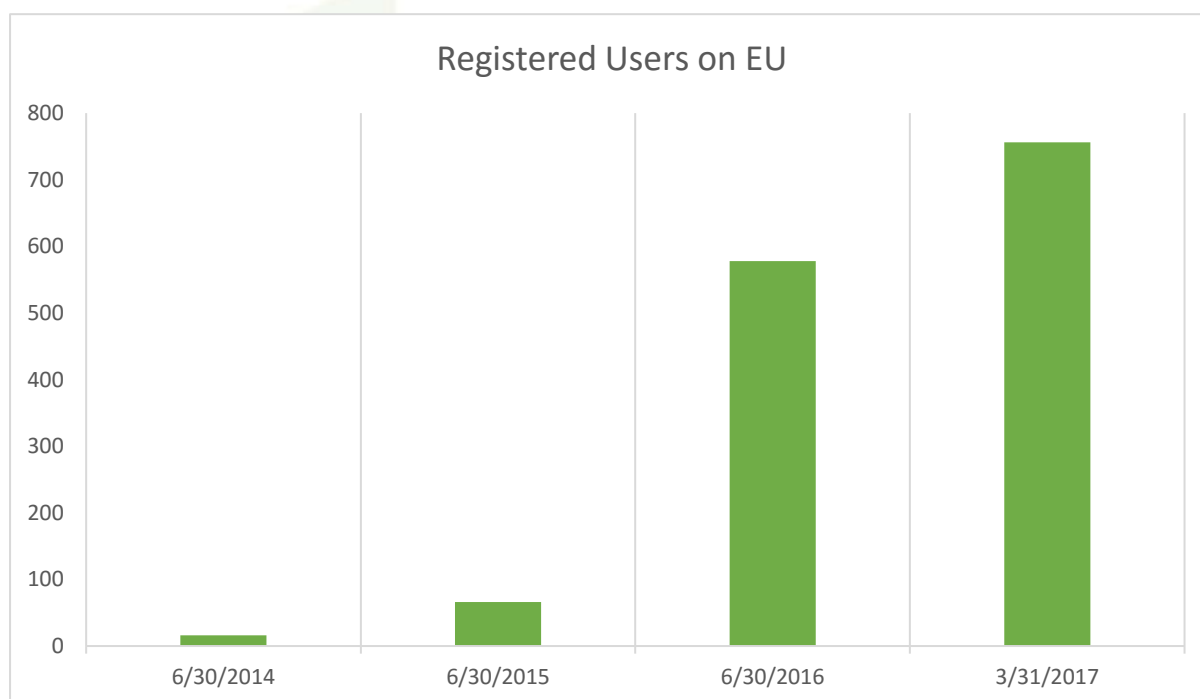
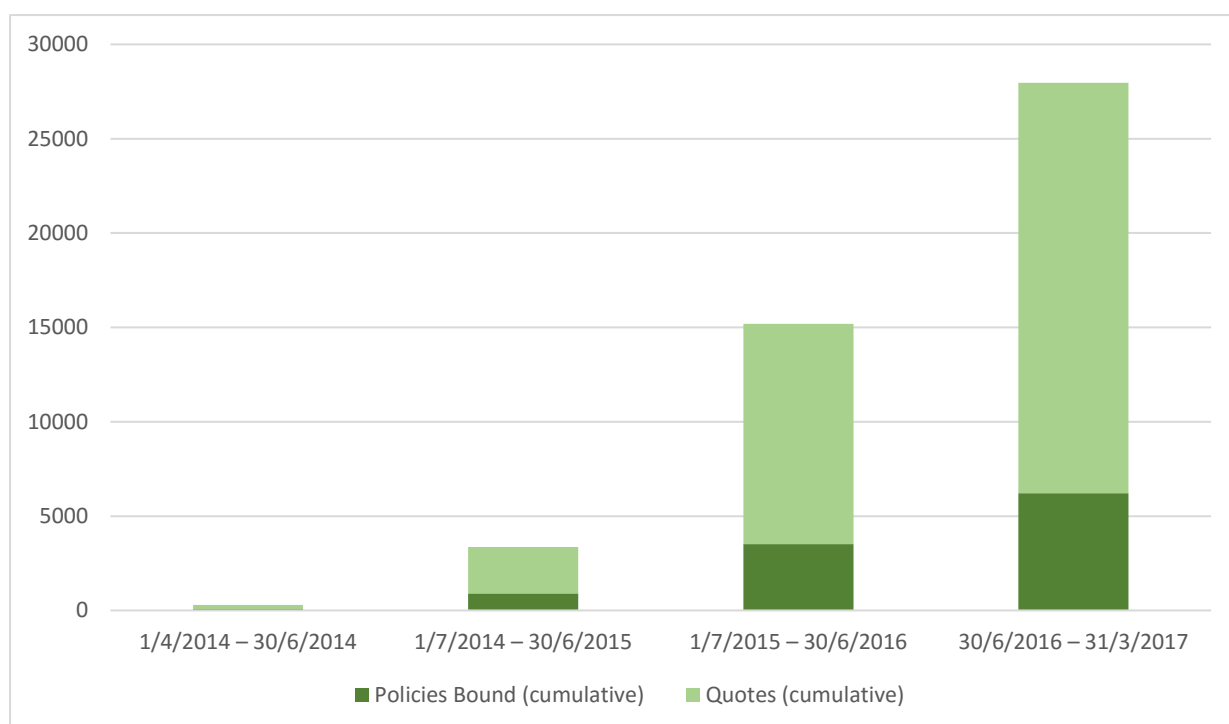
Insurance industry disruptor Ensurance Ltd (ASX: ENA, or the “Company”) is pleased to announce continued exponential growth in its underwriting services platform, with the Company experiencing strong demand in its customer base, transacted insurer premiums and revenue figures.

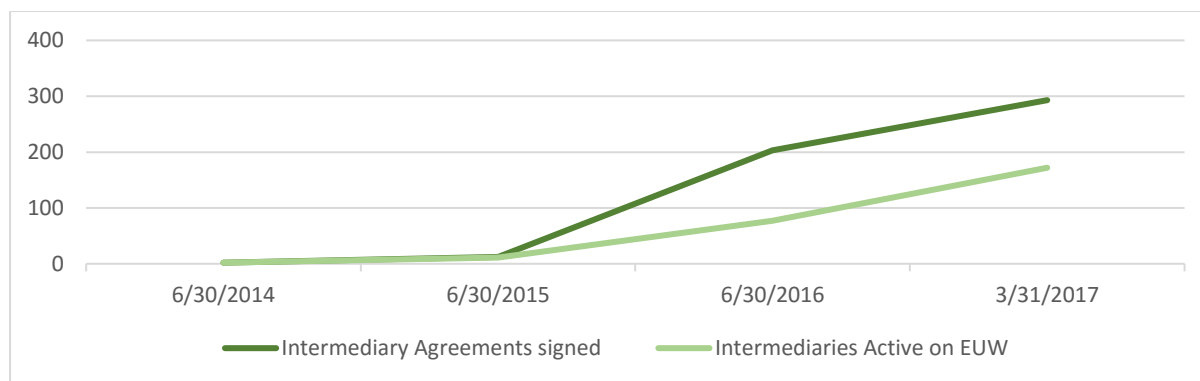
“Considerable effort has been placed on creating a technology which not only permits simple, efficient and secure financial transactions, but is also infinitely scalable. The Ensurance underwriting platform has proven its ability to attract insurers and clients. The platform now hosts five separate insurers, offering a combined total of 16 products,” Ensurance Underwriting Chief Executive Officer, Mr Michael Huntly said.

Ensurance’s underwriting platform, delivered through its wholly owned subsidiary Ensurance Underwriting Pty Ltd, permits partnered insurers to issue insurance products directly to the intermediated insurance market. The platform creates simpler online transactions for members of the insurance broking community by producing three insurer quotes instantaneously for each client request. The Company anticipates improving this service to four instantaneous quotes midway through 2017.

To date, the Company has seen strong growth in customer base and activity. It is also starting to benefit from a strong flow of renewal business, further enhancing revenue figures.

### Ensurance Underwriting – Customer Base:





### System Quotations and Policies Bound (Activity measure)

“The increase in quotes demonstrates our clients are actively using the system. We don’t expect to win every policy quoted, but the increase in quotes is leading to a greater number of sales,” Mr Huntly said.

“The policy renewal rate from existing clients is highly encouraging. It is important to understand that policy renewals are a major focus for business operations in the general insurance industry. This is why we look at cumulative quotes and policies written. Our objective is to build a large profitable reoccurring revenue stream and we are very pleased with the current results,” he said.

The EU platform is expected to see continued exponential growth, with a full product development schedule in place and further system enhancements introducing new efficiency gains for customers and the commercial agency ongoing in 2017.

EU is in discussions with a number of strategic partners, looking to better service clients via the EU platform. The Company will continue to update the market on the outcome of these discussions.

In addition to its Australian operations, EU is also anticipating positive returns from the establishment of its United Kingdom (UK) operations. EU’s activities within the UK market will create a significantly expanded underwriting capacity, which will benefit its Australian operations with a greater capacity to meet insurance needs.

– Ends –

### For further information, please contact:

<b>Adam Davey</b> Chairman Ensurance Ltd T: 08 9225 2811	<b>Michael Huntly</b> Chief Executive Officer Ensurance Underwriting Pty Ltd T: 1300 79 40 79
---	--

### For media enquiries, please contact:

David Tasker  
Professional Public Relations  
T: +61 8 9388 0944/ +61 433 112 936  
E: david.tasker@ppr.com.au

### About Ensurance

Ensurance is a successful, group of insurance industry companies that have developed real-time, online digital distribution channels for general insurance with multiple insurers.

Ensurance and its wholly owned subsidiaries ("**Ensurance Group**") provide complimentary services allowing the Ensurance Group to leverage its capabilities and increase market share within the insurance industry. The Ensurance Group includes:

- Savill Hicks Corp Pty Ltd ("**SHC**"): Insurance Brokerage with a 23-year track record;
- Ensurance Underwriting Pty Ltd ("**Ensurance Underwriting**"): Innovative underwriting products; and
- Ensurance IT Pty Ltd ("**Ensurance IT**"): providing online capability for the Ensurance Group to deliver insurance brokerage and underwriting services.

Ensurance has developed innovative solutions to provide general insurance products through digital media channels. Following national success, Ensurance is positioned to expand its significant IT capabilities by offering additional products to both local and international markets.

