

18 May 2017

Compare The Market goes live with Ensurance platform

Highlights:

- **Compare The Market, one of Australia's leading insurance comparison websites with over 500,000 unique users a month now offers Ensurance products on their site**
- **First sales now completed for Ensurance's home and contents products on Compare The Market website.**
- **Ensurance expects the leading insurance comparison website to be a significant distribution partner going forward.**

Ensurance Ltd (ASX: ENA, "Ensurance" or the "Company") is pleased to announce the launch and completion of first sales of its insurance policies through Compare The Market (CTM), one of Australia's largest retail insurance comparison websites.

CTM has a solid reputation in assisting consumers purchase general insurance, with the website assisting an estimated half-a-million Australian users per month.

ENA considers CTM as a tier-one partner, or an organisation capable of delivering in excess of 2,000 Ensurance policies per annum.

The launch of Ensurance products on CTM represents the culmination of an agreement first reached with the high-profile comparison website midway through 2016 (see ASX announcement: 18/07/2016) and is expected to provide a major boost to the Company's signed home and contents policies and therefore revenue.

"This is a major milestone for Ensurance," Managing Director, Stefan Hicks said.

"The commercialisation of the CTM offering combined with the increase in our white label partners is seeing the momentum build in our sales for this product. The company has now completed its product suite for the home and contents product offering, with the third insurer joining the platform in January 2017."

The company has an initial target of selling 50,000 home and contents policies via its scalable proprietary IT platform.

"CTM is an important partner in assisting it reach this milestone," Mr Hicks added.

"Now the company has demonstrated the benefits of its offering, we are seeing a rapid increase in our ability to attract good quality business partners who wish to sell insurance products to their client base using our platform," he concluded.

– Ends –

For further information, please contact:

Adam Davey
Chairman
Ensurance Ltd
T: 08 9225 2811

Brett Graves
Executive Director
Ensurance Ltd
T: 02 9806 2000

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 globally successful, group of insurance industry companies operating a revolutionary online digital distribution channel which provides automated insurance policies for general insurance with multiple insurers.

Ensurance and its wholly owned subsidiaries ("Ensurance Group") provide a range of complementary insurance services and is continuing to expand its offering to new industries and markets. 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;
- Ensurance UK Ltd ("Ensurance UK"): Underwriting services to the UK and EU markets; and
- Ensurance IT Pty Ltd ("Ensurance IT"): providing online capability for the Ensurance Group to deliver insurance brokerage and underwriting services.