

# July 2015: Welcome to the first Investor newsletter from Ensurance Ltd. We are delighted to have accomplished the merging of the Ensurance Group and Parker to create the now ASX listed Ensurance Ltd (ENA).

*As a shareholder in ENA you are receiving this newsletter as part of our commitment to communicate regularly the successes and milestones achieved by the business of which you are a part owner.*

## As a recall ENA owns the following companies;

**Savill Hicks Corp Pty Ltd (SHC)**

Insurance Brokers (retail division)

**Ensurance Underwriting Pty Ltd (EU)**

Underwriting Agents (wholesale division)

**Ensurance IT Pty Ltd**

IT development and maintenance



## Quarter Achievements

- ✓ Completed ASX merging and successfully raised \$2m from capital markets.
- ✓ Completed live and dynamic digital connection to a major Australian insurer, giving ENA access to a potential further 16 insurance products.
- ✓ SHC commenced Beta testing with a Whitelabelled client for our House and Contents products. This extends Ensurance's reach for this product by an additional 25,000
- ✓ Commenced connection to two other supporting insurers that will provide a further four (4) House and Contents products for our platform.
- ✓ Commenced the build of EU bespoke House and Contents product to provide the company's own branded product – underwritten through Lloyds of London. This product will be a first in Australia and is expected to launch last calendar quarter.
- ✓ Completed EU Trades (insurance for Tradespeople) product online and will launch to the broking fraternity after testing in July 2015.
- ✓ EU signing a further nine (9) contracts with insurance brokers to transact business on their IT portal for construction insurance products. In addition, these brokers also represent more than 200 Authorised Representatives in over 150 branch offices Australia wide.
- ✓ Set up of Ensurance's new office in Surrey Hills, Melbourne.
- ✓ Completed employment of our IT development team in Melbourne.

## Outlook

Ensurance is pleased to advise that the company is on track to achieve penetration into financial service markets using digital disruption channels. ENA expects the rollout of our digital platform and increase in product content in Ensurance Underwriting in FY16 to increase sales revenue.

In addition the new IT platforms, currently unmatched in the market, will greatly reduce the acquisition and maintenance cost of business. The company have commenced beta testing on the new platform, and once live the company will steadily increase its penetration into its Whitelabel clients throughout FY16. Going forward we are in discussions with additional insurers and a multitude of Whitelabel clients on rollout.

The developed bespoke platforms have been designed with the intention of being scaled up and exported globally. To that end, Ensurance has commenced early discussions with some potential international partners.

Ensurance is ideally placed to capitalise on digital disruption within the financial services industries both locally and on a global scale. The Board and its management team are constantly evaluating mounting opportunities that can add to long term value to ENA shareholders.

## Major New Appointments

**Peter Fielding:** IT Project Manager, Sydney.

Peter has extensive senior experience and is responsible for scoping and project managing the enterprise strength web-based applications for the Ensurance Group. Peter works with the technology team and key business stakeholders and has a proven track record of delivering large scale projects on-time and on budget.

**Chris Cormack:** Technical Director, Melbourne.

Chris is a Chartered IT Professional and is responsible for developing and leading the technology strategy, planning, implementation, deployment and operations in accordance with organisational policy as set by the directors of Ensurance and key stakeholders. His many years of experience in global organisations abroad has given him an impressive list of completed successful large scale IT projects.

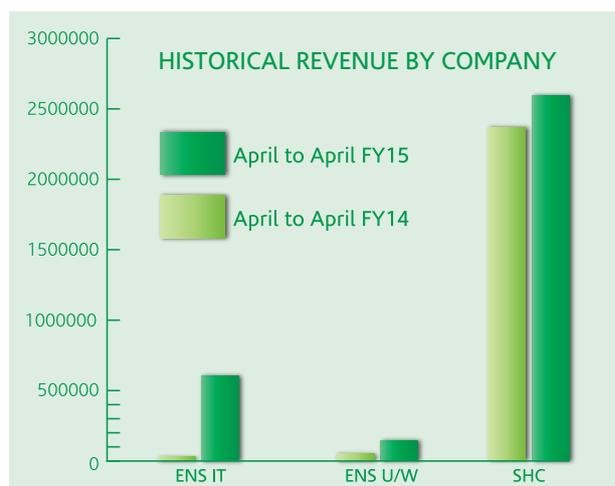
## Historic Revenue by Company

**Ensurance IT's** revenue grew by over \$500,000 due to the monies received by the Government Grant. The Government Grant finishes in November 2015, with the last payment made to Ensurance in January 2016. With the launching of the new IT platforms throughout FY16, should see underlining transactional revenue growth in this company.

**Ensurance Underwriting** grew by over 700% coming off a small base. This is due to the inception of the company and its operations. It is a pleasing increase. With more infrastructure and products added in FY16, should see the company grow well once again.

**SHC** grew organically by a pleasing 9.77% year on year. In a relatively flat market for the retail broking sector, this organic growth is a satisfactory result. With the advent of the launching of new products through online platforms with Whitelabelled clients, the company expects to see further growth that will outperform the industry averages.

Overall what is now **Ensurance Ltd**, year on year (April), the company's revenue grew by nearly 38%. If you exclude the Government Grant 'income', the company grew at a healthy 15% in this period. The growth illustrates a robust foundation in which to build upon, with Ensurance's disrupting online platforms becoming operational in FY16, making the company well placed to take advantage of the imminent major transformation in the distribution of Financial Services.



Note: April 2014 Audited | April 2015 Unaudited

## Ensurance Ltd

P.O Box 523 Milsons Point NSW 2061 Australia

T: 1300 79 40 79 | E: info@ensurance.com.au

www.ensurance.com.au

ABN: 80 148 142 634

ASX CODE: ENA