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ENSURANCE ENTERS AGREEMENT WITH AUSTRALIA'S LEADING COUPON COMPANY – SHOP A DOCKET

- **Ensurance enters an agreement with Australia's leading coupon company – Shop A Docket**
- **Agreement is a Joint Venture with Ensurances to provide online general insurance through the company's membership.**
- **Shop A Docket has: 93% reach into Australian Household Shoppers; 450,000 Members; Produce 157m docket every week; 175,000 online visitors every month.**

Ensurance Ltd (ASX:ENA) is pleased to announce today that it has entered into an agreement with Shop A Docket to sell its whitelabelled IT online general insurance platform. The company is gaining momentum in signing whitelabelled partners for the roll out of its innovated retail and wholesale digital insurance offerings. This partnership expands Ensurance's retail reach into most of Australia's households.

Shop A Docket is Australia's largest coupon based advertiser and leader of linking Australian businesses with additional customers. It has a reach into 93% of Australian household shoppers and has over 450,000 database members. It prints a staggering 157m docket every week through its website and Australia's largest retailers. In addition their website and mobile platforms receives over 175,000 visits every month.

Stefan Hicks, Ensurance Group Managing Director, said; "We are delighted to partner with Shop A Docket. The partnership allows Ensurance to extend its reach into distribution channels not currently serviced by any insurance provider. Furthermore, it is the perfect medium for an online digital insurance offering targeting Australian households. The demographic and age of Shop A Docket members suggests it is the same target audience that purchase insurance products."

"Ensurance continues to seek, identify and close opportunities that expands its reach in offering easy and competitive customer facing online insurance solutions. The company strongly believes that consumers continue to demand multiple online insurance solutions and Ensurance remains at the forefront in the provision of these services", Stefan Hicks further adds.

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About Ensurance: Ensurance is in a unique global position with its extensive experience in insurance markets, coupled with their bespoke and innovated online IT platforms, allowing it to automate online insurance broking services and products. An industry first, Ensurance's IT capabilities now enable their Whitelabel partners to efficiently and profitably cross sell insurance products to their members and client base online without additional third party referral. Essentially providing the total infrastructure required to sell multiple insurers for multiple products across all industries.

Ensurance is ideally placed to capitalise on digital disruption within the financial service industries both locally and on a global scale. Ensurance's headquarters are in Sydney, with an additional office domiciled in Melbourne, Australia.

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