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## **ENSURANCE ENTERS AGREEMENT WITH LEADING MORTGAGE BROKER – FIRSTPOINT**

- **Ensurance enters an agreement with leading South Sydney independent Mortgage Broker, FirstPoint.**
- **Agreement is to Whitelabel Ensurances' online general insurance platform to provide Domestic insurance.**
- **Further discussions underway for additional partnerships with leading companies both in Australia and overseas.**

Ensurance Ltd (ASX:ENA) is pleased to announce today that it has entered into an agreement with FirstPoint to adopt its whitelabelled IT online general insurance platform. The commercialisation of Ensurances' platform into beta testing phase ensures the company is on track to rollout its IT capabilities to automate insurance broking online for its whitelabelled clients and the general public.

Based in Sydney's South, FirstPoint is a leading provider of residential and commercial mortgages. Founded in 2007, the well experienced Group has a long established book of clients that are well managed by the groups high touch B to C proposition.

Troy Phillips, Founder of FirstPoint said, "We traditionally haven't sold any general insurance in the past due to our clunky referral process. However with a platform such as Ensurance's, it makes the entire transaction extremely easy and fast. We are now able to easily offer general insurance products to our clients at point of sale, further increasing our margins and earnings. If our customers are getting a good deal with a simple process it just makes sense to us."

"Couple the dynamic platform with the full broking advice customer service centre that Ensurance provides, gives us the added security that we require to surround our clients."

Ensurance is now focused on extending its digital disrupting capabilities throughout the financial service industries and other ecommerce groups. It continues to gain momentum and is pleased that whitelabelled clients are now being referred to Ensurance.

Managing Director of Ensurance, Stefan Hicks said of the agreement:

"We welcome FirstPoint to the Whitelabel team at Ensurance. This clearly illustrates that the company is now focused more on sales than development as each new partner is added. Our rollout is now in its early stages and we are expecting more partners and announcements in the near future. Again we believe that the adoption of our innovated insurance platforms will be well taken up by many different Groups that wish to take up cross selling general insurance products or enhance their current capabilities."

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## 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.

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