








29 February 2016

Growth momentum in Ensurance's 1H16 results puts the Company in a strong position to outperform for the full year

Highlights:

-  Ensurance is winning market share as all key matrix of its business recorded growth in the first half
-  Interim revenue increased 8% to \$1.4M when industry revenue is flat for the period
-  Growth in the Ensurance Underwriting (EU) business is particularly pleasing with over 2,000 policies sold online compared with 340 in the prior year
-  Number of registered brokers for EU has nearly tripled to over 140
-  Ensurance's growth strategy is paying off with the Company's reach surging 18-fold to 480,000 clients over the past six months
-  Products available on the platform jumped to 21 from 14 and covers a wide range of insurance segments
-  Company enters second half with anticipated increase in sales due to the commercialisation of various products

Ensurance Ltd (ASX: ENA, "Ensurance" or "the Company") has recorded growth in all key aspects of its business for the six months to end 31 December 2015, which places the Company in a very strong position to deliver an increase in its full year results.

The Company continues to win market share as it capitalises on its first mover advantage with revenue increasing 8% to \$1.4M compared with flat industry growth in the first half of the 2016 financial year.

More significantly, the number of policies sold by Ensurance Underwriting (EU) has surged to more than 2,000 from 340 as the number of EU registered brokers jumped to over 140 from 50 in 1HFY16.

The Group sales will increase significantly in the current half year based on the historical trends of SHC showing 60% of sales are achieved in this period combined with the added momentum of EU and launch of the multi Insurer platform for SHC in Home and Contents. We anticipate that our share of the \$59B general Insurance market will gain traction in Y16/Y17 and beyond. We are also looking at expanding offshore with opportunities already being canvassed in the current period. These opportunities are focused on the already mature European market.



Further, the Company's reach from its white labelling business has surged in the first half to around 480,000 clients from 25,000 clients due to key partnership agreement with Australia's leading coupon company Shop A Docket, while the number of insurance products sold on its platform has increased to 21 from 14.

Ensurance products currently cover the Construction, Home and Contents, Home Warranty, Trade, Transit and Property Owners insurance segments.

Investor Enquiries:

Adam Davey

Ensurance Ltd's Chairman

E: adavey@ensurance.com.au

T: +61 411 592 666

Media Enquiries:

Melissa Mack

Media & Capital Partners

E: melissa.mack@mcpartners.com.au

T: +61 430 119 951

About Ensurance

Ensurance is a global insurance industry disruptor that is in a unique position to offer automated online insurance broking services and products. An industry first, Ensurance's technology platform provides the infrastructure to enable white-label partners to efficiently cross-sell insurance products online to their members and client base without third party referrals. The platform also enables brokers and consumers to obtain multiple quotes from several insurers and bind online for a wide range of products across all industries.