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## **Tower is Trade Me's new insurance partner**

Tower and Trade Me today announced that they have signed an agreement which will see Tower become Trade Me's insurance partner next year.

Tower CEO David Hancock said the new partnership with New Zealand's leading online marketplace and classifieds business was in line with Tower's strategy to expand its alliance portfolio and to drive policy growth through digital platforms. "We're very pleased to announce this new partnership. It brings together Tower's customer service focus and insurance expertise with the strength of Trade Me's audience."

Trade Me CEO Jon Macdonald said he and his team was looking forward to working with an iconic Kiwi brand. "David and the TOWER team have been great to deal with and we're looking forward to getting things up and running next year."

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### **Contacts:**

*Media:* [mediaenquiries@trademe.co.nz](mailto:mediaenquiries@trademe.co.nz)

*Investors:* [investors@trademe.co.nz](mailto:investors@trademe.co.nz)