

18 October 2016

ENSURANCE ACHIEVES OVER 150% GROWTH IN WHITE LABEL PARTNERS WITHIN 3 ½ MONTHS OF FY17 AFTER UNITING TWO GLOBAL INSURERS ONTO THE PLATFORM FOR HOUSEHOLD AND CONTENTS INSURANCE.

- Ensurance unites two global insurance providers onto the online platform.
- Ensurance now has agreements with 33 distinct White Label Partners with 20 joining the platform since 1st July 2016.
- Established strong sales pipeline going forward due to successful marketing campaign.

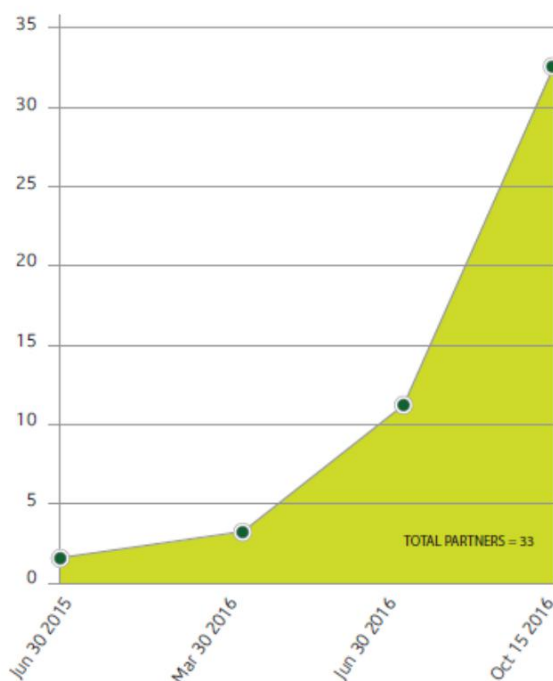
Ensurance Ltd (ASX: ENA, the 'Company') is pleased to announce that following agreements with two global insurers, one based out of Australia and the other based out of the United Kingdom, the company has seen a significant increase in the number of White Label Partners signing up to the online platform.

Ensurance currently has 33 White Label Partners using the online platform following 150% growth achieved in 3 ½ months when compared to the 13 White Label Partners using the platform as at 30th June 2016, with a majority joining the platform in the second half of the 2016 financial year. Ensurance's 20 recently signed White Label Partners is a clear indication of the success the company has experienced from their recent marketing campaign.

In addition the company has seen an increase in enquiries from potential customers looking to join the online platform with qualified leads increasing to over 70 in the past three months.

Ensurance has experienced a clear growth relationship between their signed global insurance partners, insurance products being offered and the signing up of new White Label Partners leading to an increase in sales revenue. Due to the growth experienced in newly signed White Label Partners the company is now seeing exponential growth in the online platforms reach capabilities.

White Label Momentum



White Label Partner Total Growth YEAR TO DATE (Mid October)

White Labelling is the term used, when a third party uses our products on the digital platform and rebrands it to make it appear as if it is their offering. White label clients are a key metric for the company as this allows us to reach a wide range of clients without the significant spend on direct to consumer marketing. By partnering, this leverages the trusted relationship that the white label client has with their clients.

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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