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ENSURANCE FURTHER EXPANDS MARKET REACH THROUGH AGREEMENT WITH SECOND LARGEST INSURANCE WEBSITE COMPARE THE MARKET

- **Ensurance signs agreement with high-profile insurance website Compare The Market (CTM).**
- **Agreement is to offer Ensurance's own branded Home and Contents insurance product through CTM's high traffic website.**
- **The partnership will expand Ensurance's reach into Australian households as CTM is one of Australia's largest insurance comparison websites, assisting approximately 400,000 people every month.**
- **CTM is a specialised consumer comparison website that simplifies the process of purchasing a range of products including Home and Contents insurance.**
- **Ensurance is expecting to continue to add more partners in the near term.**

Ensurance Ltd (ASX: ENA, the 'Company') is pleased to announce that it has entered into an agreement with Compare The Market (CTM) that will enable the insurance comparison website to feature and sell Ensurance branded Home and Contents policies.

The agreement will significantly extend the market reach of Ensurance as CTM is one of Australia's largest insurance comparison websites, assisting approximately 400,000 users a month. This further demonstrates that Ensurance's market offering of unique insurance products is just as important as the medium of distribution.

Ensurance has a partnership with several insurers and has developed an innovative and scalable IT platform that automates time consuming compliance processes for insurance brokers. The platform also enables Ensurance to create its own branded insurance products that is backed by the world's leading insurers.

Compare The Market is a comparison website of financial services and products that has proven to be very popular with consumers locally and internationally. Launched in Australia in 2012, it is a website that allows the customer to search for certain products and/or services according to their individual needs, and have a range of quotes displayed in one place.

"This is an exciting opportunity for us to partner with a likeminded digital associate that is disrupting the insurance industry. The synergies this agreement creates for both companies are significant given Ensurance's ability to create unique and highly-rated insurance products and CTM's market leading distribution channel," said Stefan Hicks, Managing Director of Ensurance.

"The value proposition of the Ensurance platform is starting to gain recognition among the leaders in the insurance industry and we are close to adding more distribution partners to our network. The next few months will be a particularly exciting period of growth for our Company."

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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