



news release

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AXA makes insurance more accessible to more Australians

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AXA has announced a range of underwriting changes in its insurance offer as the financial protection business continues to grow.

AXA's Head of Individual Life Insurance Stephen Rosengren said AXA's financial protection business continued its positive momentum by recording its strongest March on record.

"The number of insurance applications processed in March 2009 is up 25% on last year," Mr Rosengren said.

"Since launching our strategy for the Financial Protection business last year, we have been consistently improving our processes and products to enable us to make insurance more accessible to more Australians," he said.

Mr Rosengren said the latest initiative involves updating the mandatory medical underwriting requirements for life, income protection and total and permanent disability (TPD) plans by raising the level of cover for which blood screens and other medical exams are required.

"If you are 45 years or below, you can now get life and TPD cover for up to \$2.5 million without a blood test or an examination from a General Practitioner.

"One of our main objectives is to make insurance more accessible and competitive this year which is aligned with our strategy of regaining our leading position in financial protection.

"Fewer delays for healthy clients will also help ensure quicker processing and improving turn around times.

"Last year, we launched a comprehensive strategy aimed at regaining a leading position in the financial protection market. Today's initiatives incorporate feedback from advisers which makes our proposition even more attractive," he said.

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