

You asked. We delivered.

Accelerated Protection | October 2010

TOWER Australia Limited ABN 70 050 109 450 AFSL 237 848

Accelerated Protection is a smarter life insurance solution to match the needs of all your clients. Supported by innovative technology and an enhanced sales and service delivery model, it is now faster for you to obtain cover for your clients and easier for you to do business with TOWER.

Experience the benefits of partnering with a professional and responsive life insurance specialist.

Investing in Life and Partnering with Financial Advisers

Now it's even easier to recommend Accelerated Protection to your clients...

Matching the needs of all your clients

Our commitment is to improve the value we deliver to advisers and customers. Over the past year, we have listened to your feedback and more importantly, we have acted on it. Our response is a range of enhancements to our highly rated product offering, Accelerated Protection.

Product feature enhancements

Building on strong foundations, these enhancements ensure Accelerated Protection remains highly rated and suitable for clients from all walks of life.

Product	Enhancements
Income Protection	4 enhancements including the removal of the 14 day Total Disability requirement for blue collar workers
Business Expense insurance	Business Loans and Mortgage Principal repayments have been added to the list of Eligible Business Expenses
Critical Illness insurance	10 enhancements including full cover for Severe (Type 2) Diabetes
Total Permanent Disability insurance	6 enhancements including an improved Own Occupation Definition
Life insurance	5 improvements including a new Repatriation Benefit

Competitive rates

Now Accelerated Protection is even easier to recommend to clients from all walks of life. We have sharpened our rates in the under 45 and blue collar client segments whilst continuing to deliver a highly competitive offer to your older clients.

Policy fees

Acting on your feedback we have made changes to the policy fee. We now only charge one policy fee per application, regardless of how many policies are attached.

Underwriting enhancements

To help you finalise business faster, we have updated our underwriting rules engine and improved our medical limits.

Accelerated Protection e-application

To deliver improved online decision rates, we have upgraded our e-application with a number of new underwriting rules.

Market leading medical limits

A PMAR is no longer automatically required for Term business up to \$5m, TPD up to \$3m and Income Protection business up to \$20k monthly benefit.

Proof of Income (POI) endorsement for Agreed Value Income Protection (Standard and Premier) contracts

Your client will no longer be required to submit financial evidence at time of a Total Disability claim if full financial evidence is provided at underwriting and deemed by the underwriter to support the stated income.

Paying over \$1 million in claims every day

It's at the time of a claim that your relationship with TOWER is put to the test. We recognise the great responsibility that you have entrusted us with, to look after your client and support them through the claims process, and we take this very seriously.

We believe in managing all claims fairly, professionally and in a timely manner. Making a claim during a time of ill health or bereavement can be stressful, so it's important to us that all cases are handled expertly, sensitively and as quickly as possible.

We provide:

- > prompt claim assessments
- > updates on important information throughout the process
- > dedicated case managers
- > empathetic and individualised service
- > a range of additional support services to assist clients in their efforts to return to wellness.

Our claims philosophy is simple; to ensure that your clients receive the best possible claims outcome from TOWER in the fastest possible time.

All the product feature enhancements will be passed back to existing Accelerated Protection policyholders at no extra cost.

...and even easier to do business with TOWER.

Breakthrough technologies

Our innovative, first-to-market technologies address your needs and enable you to transact business faster and with greater ease.

Accelerate Connect

Our straight-through link from the comparators to application with a single logon eliminates the need to logon twice and re-key data, making it faster and easier to write risk.

iQuote

Do business on the go with the convenience of generating quotes from your iPhone and saving these quotes to the TOWER Adviser Centre.

Technology advancements

We are committed to continually enhancing the solutions we offer you to ensure that they meet your ongoing needs. Acting on your feedback, we have built on the Accelerated Protection technology platform.

xQuote

Our desktop quote tool has been improved and now allows you to upload quotes directly to the TOWER Adviser Centre.

Accelerated Protection illustrations

We have completely redesigned our illustrations to offer you shorter and clearer reports and a faster report generation experience.

TOWER Adviser Centre

The TOWER Adviser Centre features a refreshed look and a new intuitive navigation menu so that you can access the information, tools and resources you want, faster.

New and improved service experience

We are implementing a new service delivery model designed to deliver you an unrivalled experience in dealing with TOWER.

The new model will support our service objectives, taking our service to higher levels and reducing service turnaround times in meeting your requests and fulfilling new business.

Our service improvement program addresses the most critical component of our service delivery, our people. We are developing a highly trained and accredited service team dedicated to exceeding your expectations.

A new leadership team has been established to drive the implementation of this model over the coming months, with a commitment to transforming your experience and providing:

- > faster turnaround times
- > comprehensive, proactive and fact-based communications
- > greater support for you and your business.

Exceeding \$1 billion in in-force premiums

In July 2010 we achieved \$1 billion in in-force premiums, providing protection for over two million Australian lives. TOWER is one of only four life companies in this industry to achieve this milestone and is the first and only specialist life insurance provider to have achieved this result.

Our sole focus and expertise is in delivering life insurance solutions to people from all walks of life. With 130 years of experience and proven financial performance underpinning our product and service promise, we are well placed to understand and respond to you and your clients' needs.

Better sales support experience

When you partner with TOWER, we work closely with you to assist and support you to deliver our life solutions to your clients and grow your business.

To ensure that you have a better sales support experience, we have deployed a new Risk Specialist team who have an intimate knowledge of the risk market. Our new team is focused on cultivating excellent working relationships with you and supporting you with market knowledge, sales tools, resources and assistance.

TOWER Executive Business Partnership Program

In recognition of your support and to ensure your ongoing success, we have developed the TOWER Executive Business Partnership Program. The Program delivers a new opportunity for you to grow your business in partnership with us. It offers a range of partner benefits in recognition of your mutual commitment to delivering TOWER life solutions. Talk to your dedicated local TOWER State Sales team to find out more about participating in our partnership program.

Don't just take our word for it.

Accelerated Protection is highly rated by independent researchers.



IQM + Risk Researcher Scores – Accelerated Protection

Product	Core Score	Supplementary Score	Quartile
Life Protection Insurance Plan	100	81	1
Life Protection and TPD Insurance Plan	97	85	1
Life Protection and Critical Illness Insurance Plan – Premier	96	96	1
Total and Permanent Disability - Stand Alone	100	100	1
Critical Illness Insurance Plan – Premier	97	99	1
Income Protection – Premier (White Collar)	100	79	1
Income Protection – Standard (White Collar)	96	65	1
Income Protection – Premier (Blue Collar)	98	79	1
Income Protection – Standard (Blue Collar)	93	65	1
Business Expense Insurance Plan (White collar)	94	94	1

Source: IRESS Risk Researcher – October 2010

Primary Benefits Score – Accelerated Protection October 2010

Product	Primary Benefits Score
Life	95
Life + Total Permanent Disability	93
Stand Alone Critical Illness Premier	97
Life + Critical Illness Premier	96
Income Protection Premier – Agreed Value	94
Business Expense	96

Scores as at 15 September 2010.

Data provided by Rice Warner Actuaries as used in the COIN Office Compare: Insurance module.

TOWER Australia Limited

PO Box 142, 80 Alfred Street
Milsons Point NSW 1565

Contact

Monday to Friday 8.00am – 7.00pm (AEST/AEDT)
Customer Service Centre **1300 209 088**
Adviser Service Centre **1300 286 937**
Fax **1300 351 133**
accelerateservice@toweraustralia.com.au
www.toweraustralia.com.au

New South Wales

Ground Floor, 80 Alfred Street
Milsons Point NSW 2061
Phone **02 9448 9000**
Fax **02 9964 9510**

Victoria/Tasmania

Level 2, 606 St Kilda Road
Melbourne VIC 3004
Phone **03 9823 2100**
Fax **03 9823 2101**

Queensland

Level 1, 30 Little Cribb Street
Milton QLD 4064
Phone **07 3243 1200**
Fax **07 3243 1201**

South Australia/Northern Territory

Level 2, 170 Greenhill Road
Parkside SA 5063
Phone **08 8113 8300**
Fax **08 8113 8315**

Western Australia

Level 1, Suite 8, 22 Railway Road
Subiaco WA 6008
Phone **08 6380 4400**
Fax **08 6380 4425**