

PARTNERS LIFE FACT SHEET

- Partners Life is an innovative New Zealand owned and operated life insurance company offering a fresh approach to New Zealand families and businesses. Their products include life insurance, income protection, medical insurance, disability insurance, trauma cover and business risk protection.
- Partners Life was established in August 2010 by three industry heavyweights; Naomi Ballantyne, Chris Coon and Richard Coon. Exponential growth over the last 18 months has seen the organisation grow to 75 employees.
- Growth has also seen the company exceed original expectations, reaching an estimated new business market share of 13% and the number two spot for new business written since opening for business in April 2011.
- Partners Life employs a unique 'if it's grey we will pay' philosophy to claims. In circumstances where it is not clear from the available evidence whether a claim is genuine or not, Partners Life will support the client and pay the claim. This is based on the conviction that this is the fairest approach even though it is not necessarily common industry practice.
- Partners Life is founded on the belief that the best way of working with customers and financial advisers is one in which a true partnership is developed, value is shared and loyalty is rewarded.
- The Partners Life business model is unique in its approach, focusing on rewarding adviser expertise as well as customer loyalty. Essentially advisers are rewarded for identifying when Partners Life products deliver the best solution for their clients and customers are rewarded for their loyalty through increasing premium discounts over time.
- The Partners Life approach to providing best-in-class life and risk coverage for New Zealanders at competitive prices is underpinned by their commitment to regular, independent market research and to the process of inviting input from advisers on what they believe New Zealand families and businesses really need.
- Partners Life have made a commitment to their clients that they will always be fair and reasonable come claims time. To prove this is not just lip service they have written these philosophies into their policy contracts, binding themselves to their word for the life of those contracts.