



MEDIA RELEASE - EMBARGOED - 00:01am 17 AUGUST 2016

A new PDS... easier for travellers, easier for agents



SureSave, a leading provider of travel insurance and emergency assistance within the agency channel, is pleased to introduce a new travel insurance product which is set to revolutionise the industry. Launching today, SureSave's newly transformed Product Disclosure Statement (PDS) offers a simpler, smarter way to explain what is covered in a policy, making it easier than ever for travellers to select an option that's right for them. With strong visuals throughout, this is the first PDS of its kind, describing policy cover in terms of 'events' that can happen to travellers before or during their trip.

Talbot Henry, National Sales Director, SureSave, said:

"We're not afraid to shake things up - we lead the market by giving customers what they want. The redesign of our PDS stems from our annual consumer research - the SureSave Travel Insurance Index - which we've been running since 2012. It gauges insights into the Australian public's opinions and behaviours regarding travel and insurance. Our most recent findings reveal, overwhelmingly, that a significant section of the population has only a 'general idea' about what their travel insurance covers them for. As a result, we are making our PDS clearer than ever before."

SureSave's 2016 Travel Insurance Index (including over 1,000 respondents) reveals that:

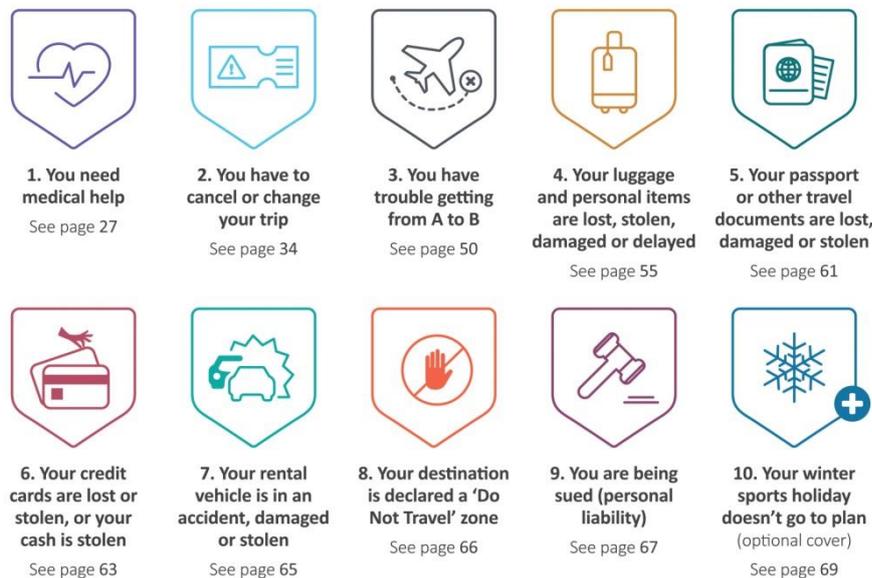
- Only 30% of people know exactly what they're covered for from their travel insurance policy;
- The majority of people (53%) admit that they only have a 'general idea' about what they are covered for by skim reading the policy;
- 8% are not sure what they're covered for at all; and
- 9% admit that they do not purchase travel insurance.



The research also reveals that only 40% of people carry a PDS brochure and Emergency Assistance Card with them when they travel, 11% now carry an electronic copy of the PDS on their mobile device, and a quarter of people don't carry anything at all.

“We embrace travellers’ changing behaviours. They like to pack light, so having their policy details with them at all times, via our travel safety app, is just another way we are providing help that’s designed for travellers. Additionally, we’ve introduced hyperlink navigation between related sections because more and more travellers are browsing the PDS on their mobile devices. It makes policies easier to understand, and to sell.”

“The new PDS breaks down otherwise complicated policies into a simple and easy guide to travel insurance, using clear visuals. We’ve used iconography and colour to explain coverage for each event. We’re passionate about being by the side of our travellers, to act fast and get them through their misadventure – be it small or not so small,” said Henry.



“For added convenience, SureSave’s PDS has more new features such as a redefined medical cover, where customers with existing medical conditions can apply and receive cover for specified medical conditions. It also provides greater flexibility by allowing customers to start with the essentials and add on optional cover required for extras.”

Comprehensive and Basic plans are available for international travellers, as well as plans catering to domestic and annual frequent travellers. Whether travellers need to cancel or rearrange their trip, require medical help on the trip, or have trouble getting from A to B, the new PDS provides more options to tailor the policy to a traveller’s individual needs.

“We invite all travel agents to engage with SureSave and the new product and ‘See for yourself’ how different it is. Our research shows that travellers trust the advice of agents more than ever before, so the role of the agent is crucial when selecting the right policy,” said Henry.

All SureSave policies provide travellers with a 24 hour Emergency Assistance service and a free travel safety app to support travellers when they need it the most. The insurance is now available to permanent residents, New Zealand passport holders and 457 visa holders. In



most cases, children can also be covered with no extra charge when travelling with the designated policy holder.

ENDS

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Notes to Editors:

SureSave is a leading travel insurance provider that offers 'help that's designed for travellers'. SureSave provides World Assistance through its agent support team, claims and in-house 24/7 Emergency Assistance operation, 'WE Assist'.

SureSave covers more than 300,000 travellers each year in Australia, is Australian owned and is a coverholder at Lloyd's.

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