



Release Date: 21 January 2010

Life Insurance Risk Market Inflows up 15.1% over the year from \$7.0bn to \$8.0bn.

1. Overview of Life Insurance Risk Market Inflows & Sales: 12 months to September 2009

Premium Inflows increased by 15.1% year on year. AIA Australia (84.2%), BT / Westpac (21.7%), Aviva (18.8%), ING Australia (13.6%), AMP (13.5%), Commlnsure (12.9%) and National Australia / MLC (12.8%) all recorded double digit percentage growth.

Overall sales in the Risk market jumped 21.2% with AIA (270.4%), BT / Westpac (40.9%), National Australia / MLC (30.9%) and TOWER (14.1%) achieving the best results.

The Life Insurance Risk Market is comprised of both Individual Lump Sum & Individual Income Insurances plus Group Risk Insurance.

2. Individual Risk Lump Sum Market - Term Life, Total & Permanent Disablement and Trauma Insurance

Inflows into this sub-market were up 14.2%. All companies reported significant Inflow growth with the highest annual percentage increases achieved by BT / Westpac (19.0%), AMP (17.8%), Aviva (16.5%), TOWER (16.2%), Commlnsure (15.6%) and ING (14.6%).

Sales of Individual Risk Lump Sum increased by 16.9%. BT / Westpac (38.0%), National Australia / MLC (25.3%), AMP (22.6%), Commlnsure (20.4%), TOWER (19.5%), ING (18.0%) and AXA (14.8%) experienced the highest rates of sales growth.

It is worth noting that the Individual Insurance Lump Sum market has over recent years been significantly impacted by the Housing market which while now off its peak nevertheless is still a significant factor in the source of new insurance.

3. Individual Risk Income Market – Income Protection or Sickness & Accident and Business Expenses Insurance

Risk Income Inflows grew by 12.1% with BT / Westpac (37.5%), Aviva (21.5%), ING (16.3%), Commlnsure (13.5%), TOWER (13.4%) and AIA (13.0%) all reporting above average increases in their business.

Sales in this market grew strongly, up by 19.3%. BT / Westpac (54.0%), TOWER (41.0%), ING (39.2%), Commlnsure (18.7%), AXA (17.8%) and Aviva (15.8%) reported the highest growth.

The Individual Insurance Income market is affected by both price and the profitability of the small business sector. This market supports small businesses and professionals by providing income replacement insurance in the event of Sickness or Accident.

4. Group Risk Market – Insurance component of Super Funds, Master Funds, Wrap Accounts also Credit Risk Insurance

Group Risk Premium Inflows jumped by 18.4% with the largest percentage increases reported by AIA (130.6%), Aviva (29.7%) and National Australia / MLC (24.5%).

Likewise Group Risk Sales were also up, increasing even more sharply by 28.6%. However it should be noted that most of this was due to the reported sales results of two companies, AIA (835.2%) and National Australia / MLC (71.0%), rather than being reflective of an overall market trend.

This market is affected by trends in the stand-alone Corporate Superannuation market as well as Master Funds and Other Investment Platforms extending their services by providing risk insurance services.



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TABLES SECTION

1.1 Total Inflows By Risk Market

\$millions	Year Ended Sep-09	Annual Growth	Year Ended Sep-08	Annual Growth	Year Ended Sep-07
Individual Risk Lump Sum	4,034.4	14.2%	3,532.1	11.9%	3,157.6
Individual Risk Income	1,487.9	12.1%	1,327.1	9.2%	1,214.9
Group Risk	2,523.3	18.4%	2,131.1	16.0%	1,836.8
Total	8,045.6	15.1%	6,990.3	12.6%	6,209.3

1.2 Total Sales By Risk Market

\$millions	Year Ended Sep-09	Annual Growth	Year Ended Sep-08	Annual Growth	Year Ended Sep-07
Individual Risk Lump Sum	1,085.4	16.9%	928.6	15.5%	804.3
Individual Risk Income	347.2	19.3%	291.1	15.4%	252.2
Group Risk	787.4	28.6%	612.4	-5.0%	644.3
Total	2,219.9	21.2%	1,832.1	7.7%	1,700.9

1.3 Total Risk Premium Inflows

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
Commlnsure Group	1,231.0	12.9%	15.3%	1,090.7	15.6%	934.3	15.0%
ING Australia Group	1,010.2	13.6%	12.6%	889.3	12.7%	772.1	12.4%
National Australia / MLC Group	968.9	12.8%	12.0%	859.3	12.3%	795.5	12.8%
TOWER Group	783.8	4.9%	9.7%	747.4	10.7%	664.4	10.7%
AMP Group	738.2	13.5%	9.2%	650.4	9.3%	600.2	9.7%
AIA Australia	682.5	84.2%	8.5%	370.5	5.3%	298.5	4.8%
AXA Australia Group	663.1	5.5%	8.2%	628.8	9.0%	592.9	9.5%
Suncorp Group	642.8	6.4%	8.0%	604.3	8.6%	553.2	8.9%
BT / Westpac Group	408.2	21.7%	5.1%	335.5	4.8%	315.8	5.1%
Aviva	294.0	18.8%	3.7%	247.4	3.5%	208.6	3.4%
Others	623.0	9.9%	7.7%	566.6	8.1%	473.7	7.6%
Total	8,045.6	15.1%	100.0%	6,990.3	100.0%	6,209.3	100.0%

1.4 Total Risk Premium Sales

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
AIA Australia	333.6	270.4%	15.0%	90.1	4.9%	78.9	4.6%
Commlnsure Group	327.5	3.2%	14.8%	317.3	17.3%	277.0	16.3%
ING Australia Group	268.4	8.8%	12.1%	246.6	13.5%	221.2	13.0%
National Australia / MLC Group	264.4	30.9%	11.9%	202.0	11.0%	201.3	11.8%
AMP Group	259.6	9.9%	11.7%	236.1	12.9%	219.7	12.9%
TOWER Group	212.1	14.1%	9.6%	185.9	10.1%	173.6	10.2%
AXA Australia Group	139.7	7.4%	6.3%	130.1	7.1%	119.9	7.1%
BT / Westpac Group	116.9	40.9%	5.3%	83.0	4.5%	85.6	5.0%
Aviva	88.5	5.6%	4.0%	83.8	4.6%	75.7	4.5%
Suncorp Group	67.7	-22.4%	3.0%	87.2	4.8%	96.4	5.7%
Others	141.5	-16.7%	6.4%	169.9	9.3%	151.6	8.9%
Total	2,219.9	21.2%	100.0%	1,832.1	100.0%	1,700.9	100.0%



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2.1 Individual Risk Lump Sum Inflows

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
Commlnsure Group	619.2	15.6%	15.3%	535.7	15.2%	474.5	15.0%
ING Australia Group	503.0	14.6%	12.5%	439.0	12.4%	382.3	12.1%
National Australia / MLC Group	495.9	9.5%	12.3%	452.7	12.8%	423.1	13.4%
AMP Group	478.3	17.8%	11.9%	406.2	11.5%	365.1	11.6%
TOWER Group	403.2	16.2%	10.0%	347.1	9.8%	304.2	9.6%
BT / Westpac Group	336.4	19.0%	8.3%	282.7	8.0%	263.2	8.3%
Suncorp Group	317.5	9.9%	7.9%	289.0	8.2%	261.5	8.3%
AXA Australia Group	296.8	9.7%	7.4%	270.7	7.7%	247.2	7.8%
Aviva	184.6	16.5%	4.6%	158.5	4.5%	135.3	4.3%
Zurich Group	136.2	8.6%	3.4%	125.4	3.6%	113.1	3.6%
Others	263.3	16.9%	6.5%	225.2	6.4%	188.1	6.0%
Total	4,034.4	14.2%	100.0%	3,532.1	100.0%	3,157.6	100.0%

2.2 Individual Risk Lump Sum Sales

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
Commlnsure Group	204.8	20.4%	18.9%	170.1	18.3%	137.2	17.1%
ING Australia Group	165.9	18.0%	15.3%	140.6	15.1%	134.8	16.8%
National Australia / MLC Group	128.4	25.3%	11.8%	102.5	11.0%	93.4	11.6%
TOWER Group	122.5	19.5%	11.3%	102.5	11.0%	90.5	11.3%
AMP Group	98.5	22.6%	9.1%	80.3	8.7%	64.4	8.0%
BT / Westpac Group	89.8	38.0%	8.3%	65.1	7.0%	65.6	8.2%
AXA Australia Group	67.2	14.8%	6.2%	58.6	6.3%	48.3	6.0%
Aviva	51.8	-0.2%	4.8%	51.9	5.6%	38.9	4.8%
Suncorp Group	37.9	2.8%	3.5%	36.8	4.0%	31.4	3.9%
Hallmark Group	31.6	13.1%	2.9%	28.0	3.0%	29.3	3.6%
Others	86.9	-5.8%	8.0%	92.2	9.9%	70.3	8.7%
Total	1,085.4	16.9%	100.0%	928.6	100.0%	804.3	100.0%



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3.1 Individual Risk Income Inflows

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
National Australia / MLC Group	252.3	10.0%	17.0%	229.4	17.3%	210.3	17.3%
AXA Australia Group	193.8	3.2%	13.0%	187.8	14.2%	184.4	15.2%
Commlnsure Group	188.4	13.5%	12.7%	166.0	12.5%	145.9	12.0%
Suncorp Group	164.3	3.7%	11.0%	158.4	11.9%	154.4	12.7%
ING Australia Group	152.4	16.3%	10.2%	131.1	9.9%	117.1	9.6%
AMP Group	131.4	11.4%	8.8%	118.0	8.9%	103.5	8.5%
TOWER Group	128.3	13.4%	8.6%	113.1	8.5%	108.3	8.9%
Aviva	86.7	21.5%	5.8%	71.4	5.4%	57.8	4.8%
BT / Westpac Group	68.9	37.5%	4.6%	50.1	3.8%	50.4	4.1%
AIA Australia	63.9	13.0%	4.3%	56.5	4.3%	44.1	3.6%
Others	57.6	27.1%	3.9%	45.3	3.4%	38.7	3.2%
Total	1,487.9	12.1%	100.0%	1,327.1	100.0%	1,214.9	100.0%

3.2 Individual Risk Income Sales

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
National Australia / MLC Group	62.8	10.6%	18.1%	56.7	19.5%	49.7	19.7%
Commlnsure Group	45.9	18.7%	13.2%	38.7	13.3%	30.0	11.9%
ING Australia Group	45.0	39.2%	13.0%	32.4	11.1%	31.5	12.5%
AMP Group	32.7	10.8%	9.4%	29.5	10.1%	23.7	9.4%
TOWER Group	30.5	41.0%	8.8%	21.6	7.4%	21.1	8.4%
AXA Australia Group	30.2	17.8%	8.7%	25.7	8.8%	23.9	9.5%
BT / Westpac Group	27.1	54.0%	7.8%	17.6	6.1%	19.6	7.8%
Aviva	25.5	15.8%	7.3%	22.0	7.6%	16.9	6.7%
Suncorp Group	17.3	11.3%	5.0%	15.6	5.3%	16.5	6.6%
AIA Australia	14.1	-32.1%	4.1%	20.8	7.1%	11.4	4.5%
Others	16.0	51.5%	4.6%	10.6	3.6%	7.9	3.1%
Total	347.2	19.3%	100.0%	291.1	100.0%	252.2	100.0%



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4.1 Group Risk Inflows

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
AIA Australia	510.9	130.6%	20.2%	221.6	10.4%	188.4	10.3%
CommInsure Group	423.4	8.8%	16.8%	389.1	18.3%	313.9	17.1%
ING Australia Group	354.8	11.1%	14.1%	319.2	15.0%	272.8	14.8%
TOWER Group	252.3	-12.1%	10.0%	287.2	13.5%	251.9	13.7%
MetLife Insurance	241.2	1.4%	9.6%	237.8	11.2%	180.9	9.8%
National Australia / MLC Group	220.7	24.5%	8.7%	177.3	8.3%	162.2	8.8%
AXA Australia Group	172.5	1.3%	6.8%	170.3	8.0%	161.3	8.8%
Suncorp Group	161.0	2.7%	6.4%	156.8	7.4%	137.3	7.5%
AMP Group	128.4	1.7%	5.1%	126.3	5.9%	131.6	7.2%
Aviva	22.7	29.7%	0.9%	17.5	0.8%	15.5	0.8%
Others	35.3	25.9%	1.4%	28.0	1.3%	21.2	1.2%
Total	2,523.3	18.4%	100.0%	2,131.1	100.0%	1,836.8	100.0%

4.2 Group Risk Sales

\$millions	Year Ended Sep-09	Annual Growth	Market Share	Year Ended Sep-08	Market Share	Year Ended Sep-07	Market Share
AIA Australia	293.3	835.2%	37.2%	31.4	5.1%	45.0	7.0%
AMP Group	128.4	1.7%	16.3%	126.3	20.6%	131.6	20.4%
CommInsure Group	76.8	-29.3%	9.7%	108.5	17.7%	109.8	17.0%
National Australia / MLC Group	73.2	71.0%	9.3%	42.8	7.0%	58.2	9.0%
TOWER Group	59.2	-4.3%	7.5%	61.9	10.1%	61.9	9.6%
ING Australia Group	57.5	-21.9%	7.3%	73.7	12.0%	54.9	8.5%
AXA Australia Group	42.2	-7.9%	5.4%	45.8	7.5%	47.7	7.4%
MetLife Insurance	24.9	-64.7%	3.2%	70.4	11.5%	57.7	9.0%
Suncorp Group	12.5	-64.1%	1.6%	34.8	5.7%	48.4	7.5%
Aviva	11.2	13.8%	1.4%	9.9	1.6%	20.0	3.1%
Others	8.2	17.0%	1.0%	7.0	1.1%	9.2	1.4%
Total	787.4	28.6%	100.0%	612.4	100.0%	644.3	100.0%



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About the Media Release

Plan for Life Pty Ltd, Actuaries and Researchers, are pleased to provide the Media Release on Life Insurance Risk Products Industry Results for the year to September 2009, based on data sourced from Life Insurance Companies.

The Life Insurance Industry is analysed using the statistic; Premium Inflow, which is defined as In Force Premium at the end of the reported period, plus Single Premiums during the reported period. This is very similar to the statistic "New Inflows", used in the Funds Management Industry, and means that Life Insurance Companies can be assessed in a similar fashion to other fund managers.

The Statistics provided in this Report represent funds that flow through Life Companies' Statutory Funds, and as such exclude funds that flow through Unit Trusts and Master Funds. Consequently this Report concentrates on the market shares held within the Life Industry Funds, and not the overall Retail Funds Industry.

For the balance of this report it is important not to read too much into some of the reductions in business as some companies may have a deliberate strategy of getting rid of unprofitable business and moving funds from Life Office products to Trust based products (ie non-life insurance based). We can provide more details, in specific cases, on request.

Data Collection and Estimation Techniques

This Report is based wherever possible on data collected directly from the various Life Companies; prior to 1998, a part of the data is based on that collected by the Insurance and Superannuation Commission (now APRA), to whom acknowledgment is given. The majority of Companies now provide data to Plan for Life at least 6 monthly, as well as 3 monthly in the case of the major Companies. Where Companies no longer maintain quarterly statistics, estimates based on previous trends have been used; these have no material affect on the overall quality of the data.

Disclaimer and Conditions of Use

Plan for Life Pty Ltd has taken all reasonable care to ensure that data contained in this Report is accurate, fair, reasonable and balanced; no responsibility is taken for the manner in which the statistics and analysis are subsequently used. This Report is provided as an information service to Companies and Advisers in the Financial Services industry and is not suitable to be acted upon as investment advice. It is advisable to obtain investment advice before making any investment decisions relying on the information provided. Reference to this Report may be made provided the source is clearly indicated as follows: "Media Release Life Insurance Risk Products Industry Results - September 2009, Plan For Life Pty Ltd".

Products and Services

Plan For Life provides a number of different data applications and analyses based on the quarterly data collection.

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|----------------------------------|---|
| 1) Retail Data | 5) Customer Segmentation Analysis |
| 2) Wholesale Data | 6) Forecasts & Projections |
| 3) Mezzanine Data | 7) Master Fund Product Databases and Comparator |
| 4) Distribution Channel Analyses | 8) Life Insurance Statistics |

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