

PruProtect Press Release October 2013

PruProtect 2012 Claims Statistics

Since coming to the UK market in 2007, we are extremely proud to have changed the Protection market; introducing severity based Serious Illness Cover, giving incentives and rewards for healthy living through our Vitality health and wellness programme and revitalising the near forgotten Whole of Life sector to name just a few highlights.

It is with continuing pride that we are now able to share our first set of paid claims statistics. Relating to 2012, the paid percentages are as follows:

- Life Cover – 97.4% paid
- Serious Illness Cover – 92.9% paid
- Income Protection – 94.1% paid

Commenting on the figures **Deepak Jobanputra**, Actuarial and Product Director for PruProtect, said:

“We feel it is important that insurers share this type of information with the public, to build confidence in our products and to enhance the stature of the Protection market as a whole. The protection industry makes a very positive contribution to people’s lives at a time when they’ll need it most.”

The publishing of our claims data comes hot off the heels of yet another high profile PruProtect product launch in which we told the industry about our new Vitality Optimiser product, as well as further ground-breaking enhancements to our Serious Illness Cover, which now covers all heart attacks and all strokes on both our Primary and our Comprehensive Serious Illness Cover. Our Comprehensive Serious Illness Cover also covers more cancers than any other insurer in the UK*.

It also follows the announcement today that Openwork has added PruProtect to their Protection panel, following a successful tender process. On the new partnership **Andy Philo**, National Accounts Director, said:

“I am incredibly pleased that Openwork has made our products available to their network members, having fought off strong competition from the other insurers who tendered. We look forward to supporting Openwork in what I am confident will be a long and mutually successful relationship.”

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Notes to Editors

*PruProtect research 2013

The information contained in PruProtect's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at pruprotect.co.uk/adviser.

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About PruProtect

PruProtect is a partnership between Discovery, a South African insurer with a reputation for fresh thinking and Prudential, one of the most familiar and trusted financial providers in the UK. So, while our plans are groundbreaking and designed for the way people live their lives today, they still come with the stability and financial security of a company that's been successful for more than 150 years.

We offer a full menu of personal and business protection products from which customers can choose when building their protection plan. Whether customers are moving into their first home, starting a family, building a business or thinking about the inheritance they'll leave their loved ones, our range is designed to give them the cover they need.

At PruProtect we also believe that encouraging our members to lead a healthier lifestyle is just as important as looking after them when they are ill. So in addition to offering comprehensive cover, our plans come with Vitality - a healthy living programme. Vitality helps members get healthier and saves them money at the same time. The healthier members get, the more they get back from Vitality, including the opportunity to reduce their premiums. We are the only protection insurer to offer anything like it.

For more information visit pruprotect.co.uk/adviser