

About Apia

Launched in 1986, Apia is a leading insurance and financial services company specifically for people over 50.

Providing peace of mind to over 700,000 policy holders, Apia provides assurance to Australians to protect the assets they have built up over a lifetime including:

- home and contents
- cars
- caravans
- motorhomes
- landlord
- boat
- travel
- funeral insurance

Apia Fast facts and figures:

Number of customers: More than 700,000 policy holders

Claims: Apia handled more than 38,580 claims in 2010

Established: 1986, which means Apia celebrated its 25th anniversary in 2011

At Apia, we realise that the more you live life, the better you get at it. So, it's only fair that the experience you've gained should count for something. That's why we reward people over 50 for their experience, with better insurance products and the service they deserve.

Apia is committed to customer service and has been recognised as the Most Recommended General Insurance Company in Australia for 2009, 2010 and 2011 according to Engaged Marketing's '2010 Customer Recommendation and Loyalty Study' for Property and Motor Insurance.

Apia is part of the Suncorp Group, a top 25 ASX listed company. The Suncorp Group is one of Australia and New Zealand's largest diversified financial services providers, supplying banking, insurance and wealth management products to around 9 million customers.

The Apia Customer Charter

After listening to our customers, Apia has developed a Customer Charter, which places them at the heart of everything we do. It outlines a number of service based promises that encompass our commitment to always provide our customers with the highest standard of customer service. If Apia does not meet any of these promises, we will pay our customers a penalty fee. The Apia Customer Charter can be found online at <http://www.apia.com.au>

Topics and stories that Apia can comment on in the media

Because we have a 25 year history speaking to and protecting the assets of Australians aged over 50, we have a good understanding of the issues affecting them.

We have a wide range of figures and statistics available in our databanks on topics ranging from claims through to the travel preferences of the grey nomads. Please contact the Apia Corporate Affairs team for further information.

Additionally, the below list, which is not exhaustive, is a set of topics that Apia spokespeople are available to comment on:

- Insurance premiums
- House safety
- Car and driving safety
- Preparing for retirement
- Change in lifestyle in retirement
- Fire preparedness and safety
- Flood preparedness and safety
- Protecting residential investment properties

Seasonal stories, relevant each year which Apia can comment on, include:

- Bush fire preparedness
- Storm/flood preparedness
- Fire safety in winter
- Home security

For further information or to contact the Apia Corporate Affairs team:

<http://www.apia.com.au>

Email: Media@apia.com.au

Phone: 02 8121 1404; 0467 801 922

Rewarding experience

