



## **Asteron wins prestigious Trauma product of the Year award\***



**Asteron has been named joint winner of the 'Trauma Product of the Year' in the *Personal Investor Magazine Awards for Excellence in Financial Services 2005*.**

The *Personal Investor* awards are recognised as the premier awards for retail financial services in Australia. The awards, now in their 17<sup>th</sup> year, are the most comprehensive, independent evaluation of investment, insurance and banking products in Australia. Products in the risk insurance category, in which Asteron was a winner, were evaluated by independent actuaries - Rice Walker.

In the very competitive Trauma product category it was Asteron's long-standing practice of focusing on quality benefits and features that had it stand out, amongst some very strong competition.

Along with quality Trauma definitions, no doubt the decision was also influenced by the default inclusion of 'own' occupation TPD across numerous occupations categories, as well as having distinguishing features such as Asteron's Double Recovery and Child Recovery. The product also allows one the option to convert the policy to a term contract at expiry, which enables older members to maintain cover later in life. Ultimately it was the combination of all the judging criteria – including product features, definitions, underwriting, ease of access and premium pricing that had Asteron come up trumps.

This prestigious award is tangible recognition that our strategy to produce products of the highest quality, continues to deliver for Asteron, with this objective panel of actuaries recognising our product as a leader in the industry.

Details of all award winners are in the September edition of *Personal Investor* magazine.

\* *Joint winner in this category*

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