

NobleOak partners with RAC

NobleOak Life Limited (ASX:NOL) (**NobleOak**) an independent, award-winning specialist Australian life insurer, today announces a new partnership with The Royal Automobile Club of Western Australia (**RAC**). Under the agreement, NobleOak will provide new and existing RAC members with fully underwritten life insurance focused on providing value, service, and peace of mind.

NobleOak's Chief Executive, Anthony Brown, said the partnership marked an important strategic milestone for NobleOak, which recently listed on the ASX.

"Distribution agreements with Strategic Partners are a core element of our growth strategy, and we are delighted to align with a well-respected brand such as RAC, which has a similar values- and customer-centric approach and a long history and reputation for doing the right thing.", Mr Brown said.

RAC Insurance General Manager, Product and Sales, Damien Van Pelt said RAC was excited to partner with NobleOak.

"As a purpose-led organisation representing 1.2 million members, RAC strives to deliver great services and experiences, while inspiring positive community change that makes life better in WA. We're focused on providing quality insurance solutions to our members that provide great cover, great value and great service."

RAC members will have access to NobleOak's life insurance products from late in 2021.

This announcement has been authorised by the Board of NobleOak Life Limited.

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About NobleOak (ASX: NOL)

NobleOak is an independent, multi award-winning specialist Australian life insurer which has a 144-year history, dating back to one of the first benevolent societies in Australia, the United Ancient Order of Druids Friendly Society of NSW. NobleOak's core values: nobility, simplicity, adaptability and delivery, are grounded in the values of the Druids and are embedded deeply in its culture. Following its demutualisation in 2011, NobleOak repositioned its business model, launching direct-to-consumer life insurance products through its modern and intuitive digital platform. Since then, NobleOak has diversified its business by manufacturing white labelled tailored products for strategic partners which are mostly distributed to customers through advisers. NobleOak's strategy is underpinned by a commitment to offer customers high value, easy to understand and competitive life risk insurance products. NobleOak has achieved success by participating across the life insurance value chain, by manufacturing, underwriting and distributing its own life insurance products.