iSelect.com.au

Australia's home of comparison

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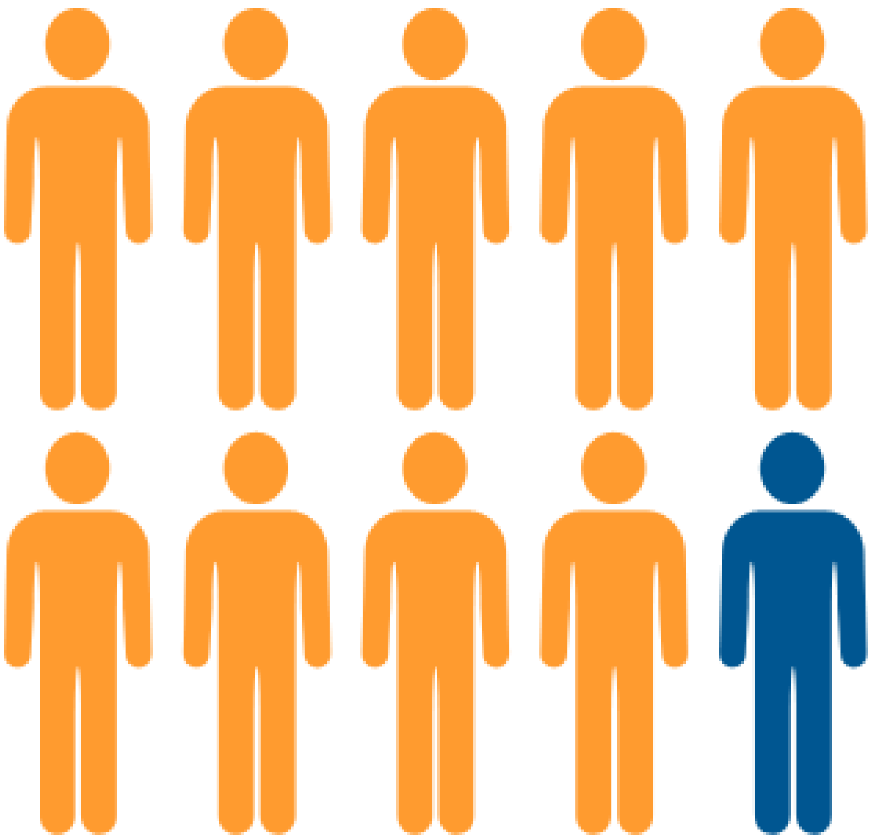
Differing approaches…

"Aggregators"	vs.	iSelect.com.au
Lead generation model		End-to-End ("E2E") completed sale
Fixed-fee		Success only; % of gross written premium
Price-only comparison		Robust needs analysis
Online only		Call-centre support

Misconceptions of intermediaries

1. DRIVE CHURN
2. DRIVE DOWN PREMIUMS
3. ADD COST TO THE INDUSTRY
4. BIASED ADVICE / RECOMMENDATIONS

Nine in ten online Australians 18+



…..are likely to use online comparison services for research/comparison during the next 12 months.

Nielsen March 2013

iSelect today

The home of comparison for Australian household expenditure

7 x businesses

Health | Car | Life | Broadband | Home Loans | Energy | InfoChoice.com.au

Cross-sell

- In FY11, **99%** of iSelect purchasers did not come back to buy within **1 year** (**0.84%**)
- Today, **5.4%** of purchasers come back and buy within **90 days** from another iSelect business

120+ partners

Why consumers come to us

IPSOS Health Care & Insurance Research Report (2013 syndicated survey)

- Over half (**57%**) of those likely to take out private health insurance in the next year declare a strong likelihood of using intermediaries

WHY?

- "*The more complex and confusing PHI is perceived to be, the more people will use comparators…indeed be driven to them*." - IPSOS
- **83%** those who use comparators for PHI are driven by convenience, ease, 'navigate through the complexity' and time-saving factors
- Only **16%** of those who use comparators for PHI are driven by a desire to get the best price/cheapest/best deal

We are growing the PHI market

IPSOS Health Care & Insurance Research Report (2013 syndicated survey)

- An estimated **40,000** new memberships (16% of all net membership growth) were generated in 2013 because the buyer was convinced to take out PHI by an intermediary, up from **27,000** in 2011

- **~50%** of consumers who compare PHI via iSelect and don’t purchase, go on to purchase directly from a fund