



MoZo Experts Choice Awards
Life Insurance 2024

Methodology Report
March 2024



Mozo Experts Choice Awards Life Insurance 2024

Every day, Mozo keeps track of thousands of products in banking and insurance.

We use our knowledge and experience to identify those products that offer great value or market-leading features, and we recognise them with the Mozo Experts Choice Awards.

- For product providers, a Mozo Experts Choice Award is a third-party endorsement of their product.
- For consumers, it's a sign that a product is among the leaders and is worthy of consideration.

Our approach to insurance awards is to seek out and reward:

Exceptional Value

Insurance that's among the best-priced for the main features it offers, based on a comparison of prices for selected customer scenarios.

Exceptional Quality

Insurance cover that leads the market in the generosity of additional benefits and flexibility of options - irrespective of price.

Not all customers are looking for the same thing, and different products have different strengths. We think it's important to show why a product has been awarded.

In 2024, Mozo assessed **direct** life insurance products - i.e. those that can be purchased online directly from the insurance companies, and not products that are only available via financial planners or other intermediaries. To be eligible for an award, quotes *must be available online or submitted manually*.

The assessment covers insurance for death, total & permanent disability, trauma and income protection.

Life Insurance - 2024 Winners

Life Insurance Company Of The Year



For the sixth year in a row, NobleOak is our Life Insurance Company of the Year. While another brand matched NobleOak's wins in every awards category, that insurance is underwritten by NobleOak, and NobleOak offers additional Income Protection options, confirming its position as the leading Life Insurance company.

Exceptional Value Life Insurance

This category assessed direct life insurance policies eligible for new customers up to the age of 55. The winners offer the most competitively priced plans across the broadest range of customers.

Budget Direct

Premium Life Direct

NobleOak

Premium Life Direct

Exceptional Value Life & TPD Insurance

For this category the judges assessed the combined Life and Total & Permanent Disability (TPD) options on offer, to find those with the most competitive prices for the broadest range of customers.

Budget Direct

Premium Life Direct

NobleOak

Premium Life Direct

TAL

Accelerated Protection

Exceptional Value Life & Trauma Insurance

For people looking to combine their Life policy with Trauma Insurance, the judges ran a range of scenarios and compared the prices quoted to identify the insurance companies that are most competitive for a wide range of people.

Budget Direct

Premium Life Direct

NobleOak

Premium Life Direct

TAL

Accelerated Protection

Exceptional Value Income Protection

To assess Income Protection Insurance, the judges considered the cost of plans with both 1 and 3 month waiting periods, and one and two year benefit periods, for a variety of professions.

Budget Direct

Income Protection Cover

HCF

Income Protect Insurance

NobleOak

Income Protection Cover

Exceptional Quality Life Insurance

This category assessed direct Life Insurance policies based on the quality of their cover irrespective of price. The winners of this category offered the most generous combination of cover across the features assessed.

Budget Direct

Premium Life Direct

NobleOak

Premium Life Direct

RAC

My Protection Plan

Exceptional Quality Income Protection

For this category, judges assessed the quality of direct Income Protection insurance policies. Policies that did not offer partial disability cover or excluded mental health conditions were disqualified. The winner offered the best combination of cover across the features assessed.

TAL

Accelerated Protection



How do we judge the winners?

Exceptional Value

Our assessment of Value is based on finding the most affordable policies for a given level of cover.

To compare pricing we gathered a range of quotes covering males and females, a range of ages, a range of professions with varying risk levels, and allowing for non-smokers and smokers.

Quotes must be available online. Prices were gathered assuming no adverse answers to any health questions.

For each insurance company, we determined the proportion of quotes for which they were among the cheapest few. Points were awarded based on their ranking in each quote scenario. This methodology rewards the insurance companies who are most likely to be in the shortlist for the most people.

To be eligible, insurance companies must offer policies to new customers at least to age 55.

Life insurance

Quotes were obtained for a \$400,000 life insurance policy.

Total & Permanent Disability

Quotes were obtained for \$400,000 TPD policies.

TPD policies were assessed when bundled with life insurance, i.e. the total cost of the death cover and TPD cover.

There are two types of TPD policies: *any* occupation and *own* occupation. 'Own' policies pay the benefit amount when the insured person is unable to work in their own occupation. Alternatively, 'any' policies payout when the insured person is unable to work in any occupation. We assessed both.

Trauma

Quotes were obtained for \$100,000 Trauma policies. Trauma policies were assessed when bundled with life insurance.

Income Protection

Quotes were obtained for income protection policies with a monthly benefit amount of \$4,000. We collected quotes for income protection policies with 30 and 90 day waiting periods and 1 year and 2 year benefit periods. Insurance companies were then compared against those who offered the same waiting and benefit period. (Some policies offer slightly different waiting periods, e.g. 28 or 31 days, and we treated those as equivalent.)

Exceptional Quality

Our Quality awards are based on an assessment of the additional benefits, features and flexibility included with the insurance policy. They do not consider the price.

To determine which insurance companies offer the best features on their policy, we looked for the product with the best offering across a range of areas. The key factors that differentiate the best from the rest is as follows:

Life insurance

- Ability to pause cover.
- Option to increase cover, without medical, on future events such as marriage, new child, home purchase.
- Funeral advancement.
- Maximum sum insured.
- Payment frequency options.
- Maximum age of new policyholder.

Income Protection

Policies that did not offer partial disability cover and excluded mental health conditions were disqualified. The other key factors are:

- Ability to pause cover.
- Death benefit.
- Rehab expense cover.
- Temporarily Reduce Cover.
- Return to work benefit.
- Max % of income cover.
- Maximum \$ cover.
- Benefit period choices.
- Waiting period choices for making a claim.
- Cover for Superannuation.
- No waiting period for recurrent disability.

We relied on product information in each insurance company's Product Disclosure Statements, and on their websites, to assess cover and benefits.

Life Insurance Company of the Year

In addition to the winners in the individual plan categories, we chose one company as Life Insurance Company of the Year.

To decide this award we examined providers who achieved awards across multiple categories.

In 2024, two brands received an award in every category that we assessed, across both Value and Quality awards: Noble Oak, who have won this award for the previous 5 years, and Budget Direct life insurance products that are issued by Noble Oak.

While both brands are clearly a great option, we've decided to award the title to Noble Oak, on the basis that they are in fact the underwriter in both cases and their own version of Income Protection cover offers additional options.

What products do we consider?

We collected pricing & cover information from 15 different insurance companies. The list of providers is in Appendix.

The information collection was conducted in February 2024. To be considered for inclusion in these awards all information considered must be readily available on the insurance company's website and the policy available to the general public without being a previously established member or customer.

Products are considered and awards are made irrespective of a product provider's commercial relationship with Mozo. We aim to include most providers in the market in the Mozo Experts Choice Awards. However, not every product on the market will be included in our review.

How we manage conflicts of interest

Mozo Experts Choice Awards are awarded irrespective of a product provider's commercial relationship with Mozo.

The Awards are based on objective verifiable facts and analysis wherever possible, and any assumptions made are set out in this report. Mozo's research team analyses product data and determines the winners in each Mozo Experts Choice category without reference to Mozo's sales or commercial functions.

Companies do not pay to enter the Mozo Experts Choice Awards. Should a winning product or service wish to use the Mozo Experts Choice Awards badges in their own marketing activities, Mozo charges them a licence fee.



About Mozo

Mozo provides a comparison service with the goal of helping consumers to make their own financial decisions and save money. Mozo offers consumers a comprehensive product comparison service across the retail banking market, general insurance, life insurance, business banking, energy and more.

Hundreds of thousands of Australians a month use Mozo's comparison service. Mozo's comparison technology and expertise has been used by some of Australia's largest online publishers.

Mozo holds an Australian Financial Services Licence and an Australian Credit Licence. Mozo's management team have experience in consumer credit and financial services in a variety of roles from executive management, marketing, actuarial services and technology. Mozo's team are often called upon to provide expert media commentary in relation to the product areas they cover.

Our Mozo Experts Choice Awards analysis is overseen by AJ Duncanson, Mozo's Director of Data & Compliance, and Peter Marshall, our Financial Services Specialist. AJ is a data scientist and actuary and has worked in financial services and product comparison for over 31 years. Peter has worked for a wide range of Australian banks and product comparison for the past 37 years. Both AJ and Peter act as Responsible Manager on Mozo's Australian Financial Service Licence and Australian Credit Licence.

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Appendix

List of all providers considered in the awards.

AAMI

ahm

Allianz

ANZ

Budget Direct

Great Southern Bank

HCF

Insurance Line

MediBank

NobleOak

RAC

Suncorp

TAL

Teachers Mutual Bank

Zurich