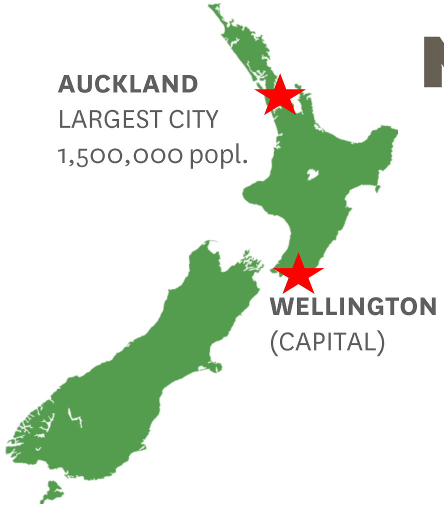
FMG

(FARMERS MUTUTAL GROUP)

NEW ZELAND

FMG Advice & Insurance let nothing stop you



NEW ZEALAND

1,600KMIN LENGTH

268,838 SQ KM

THE MAORI WORD FOR NZ IS AOTEAROA WHICH MEANS 'LAND OF THE LONG WHITE CLOUD'

IN 1893NEW ZEALAND BECAME THE FIRST COUNTRY IN THE WORLD TO GIVE WOMEN THE VOTE

NZ WAS ONE OF THE LAST COUNTRIES TO BE FOUND & SETTLED

75% OF THE POPULATION ARE EUROPEAN, 15% MAORI, 10% ASIAN, 5% PACIFIC & OTHER)

MAORI ARE THE INDIGNENOUS PEOPLE OF NZ

THE ECONOMY

$240bn GDP

$2.5m PEOPLE

5% UNEMPLOYMENT

$50,000 MEDIAN INCOME

AGRICULTURE & TORUISM ARE THE LAREST SECTORS OF THE NEW ZEALAND ECONOMY

FMG Advice & Insurance let nothing stop you

NZ INSURANCE MARKET

GENERAL INSURANCE
$5.2bn GWP

30%

9%

29%

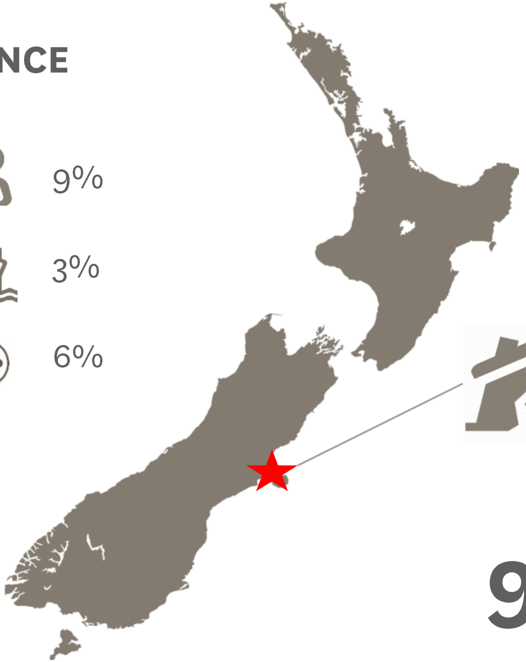
3%

13%

6%

11%

LIFE INSURANCE
$2bn GWP



PREVENTION. CARE. RECOVERY.

THE GOVERNMENT IS A KEY PLAYER IN THE PROVISION OF NON-LIFE INSURANCE. PERSONAL INJURY IS COMPENSATED BY THE ACCIDENT COMPENSATION COMMISSION (ACC)

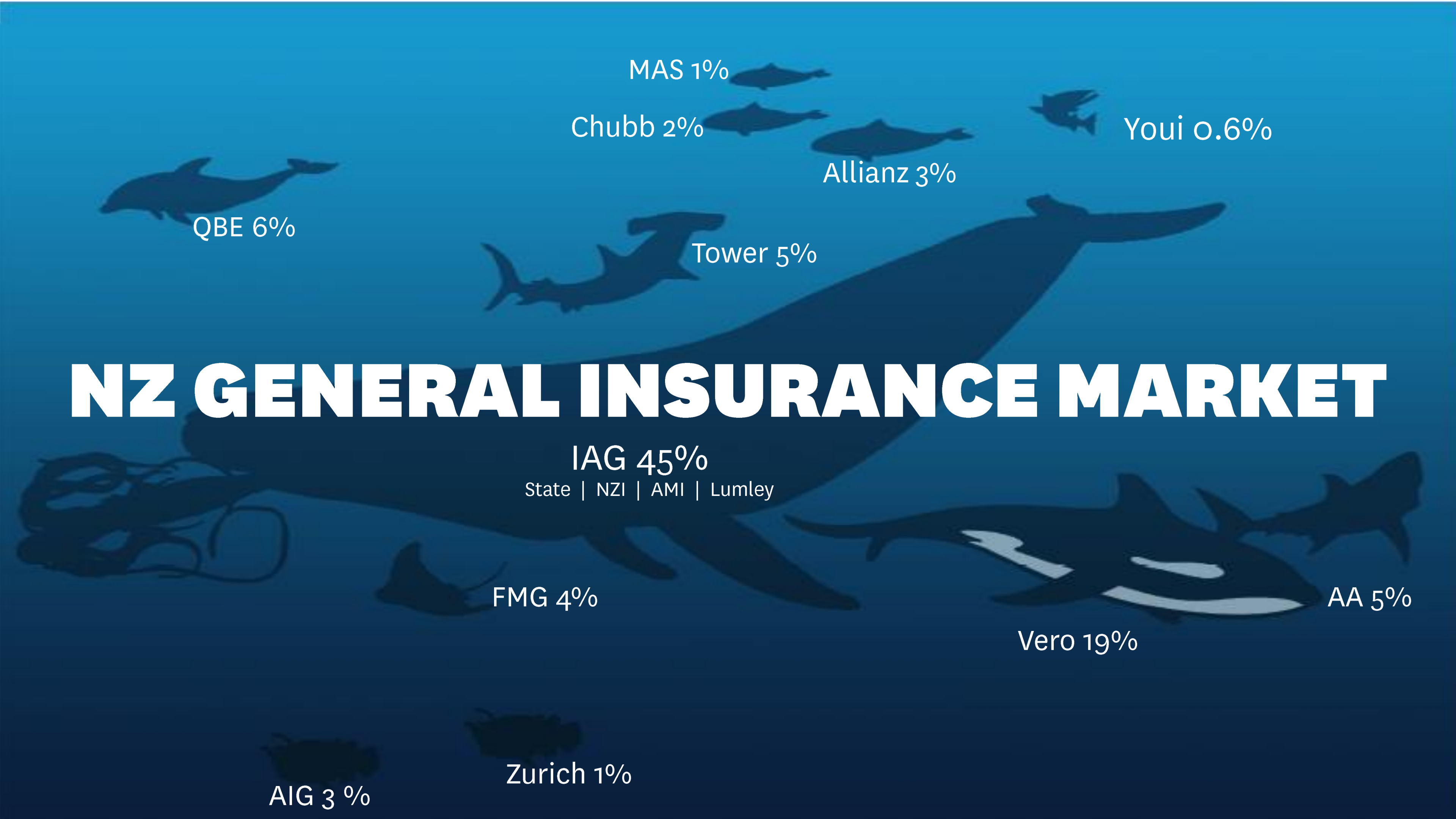
CHRISTCHURCH EARTHQUAKES <$30bn.

89% RESIDENTIAL CLAIMS SETTLED

93% OF CLAIMS BY VALUE SETTLED

98 LICENSED INSURERS COMPRISE

26 LIFE INSURERS AND 72 NON-LIFE INSURERS, THE LATTER INCLUDING HEALTH AND GENERAL INSURERS, AND REINSURERS


MAS 1%
Chubb 2%
Youi 0.6%
Allianz 3%
QBE 6%
Tower 5%
NZ GENERAL INSURANCE MARKET
IAG 45%
State | NZI | AMI | Lumley
FMG 4%
AA 5%
Vero 19%
Zurich 1%
AIG 3 %

FMG DOMNINATE THE RURAL MARKET

FARMERS & GROWERS MARKET SHARE

FMG Advice & Insurance let nothing stop you

NEW ZEALAND'S
LEADING RURAL INSURER

IN IT FOR THE LONG HAUL

ESTABLISHED 111 YEARS AGO
BY FARMERS FOR FARMERS

A HIGHLY REGULATED INDUSTRY

GOVT (FMG ACT 2007)
RBNZ / IPSA 2010
FMA / FAA

A NATIONAL FOOTPRINT

500+ EMPLOYEES
130 MOBILE ROLES
OWN ASSESSORS & CLAIMS TEAMS
31 OFFICE LOCATIONS
RATED NZ'S BEST WORKPLACE

MEMBERSHIP

INSURE A RURAL ITEM OR A RURAL ADDRESS
49,000 MEMBERS
(67% OF POLICYHOLDERS)

FMG Advice & Insurance let nothing stop you

NEW ZEALAND'S
LEADING RURAL INSURER

LINES OF INSURANCE

GENERAL INSURANCE

($224m ACP)

(UNDERWRITTEN BY FMG)

PERSONAL INSURANCE

($11m API)

(UNDERWRITTEN BY FIDELITY, AMP AND SOVEREIGN. HEALTH PRODUCTS UNDERWRITTEN BY SOUTHERN CROSS)

RURAL FOCUS

CLIENTS / ACP
24,000 / $130m
13,000/$39m
8,000/$25m
28,000/$30m
73,000 $224m

FASTEST GROWING INSURER

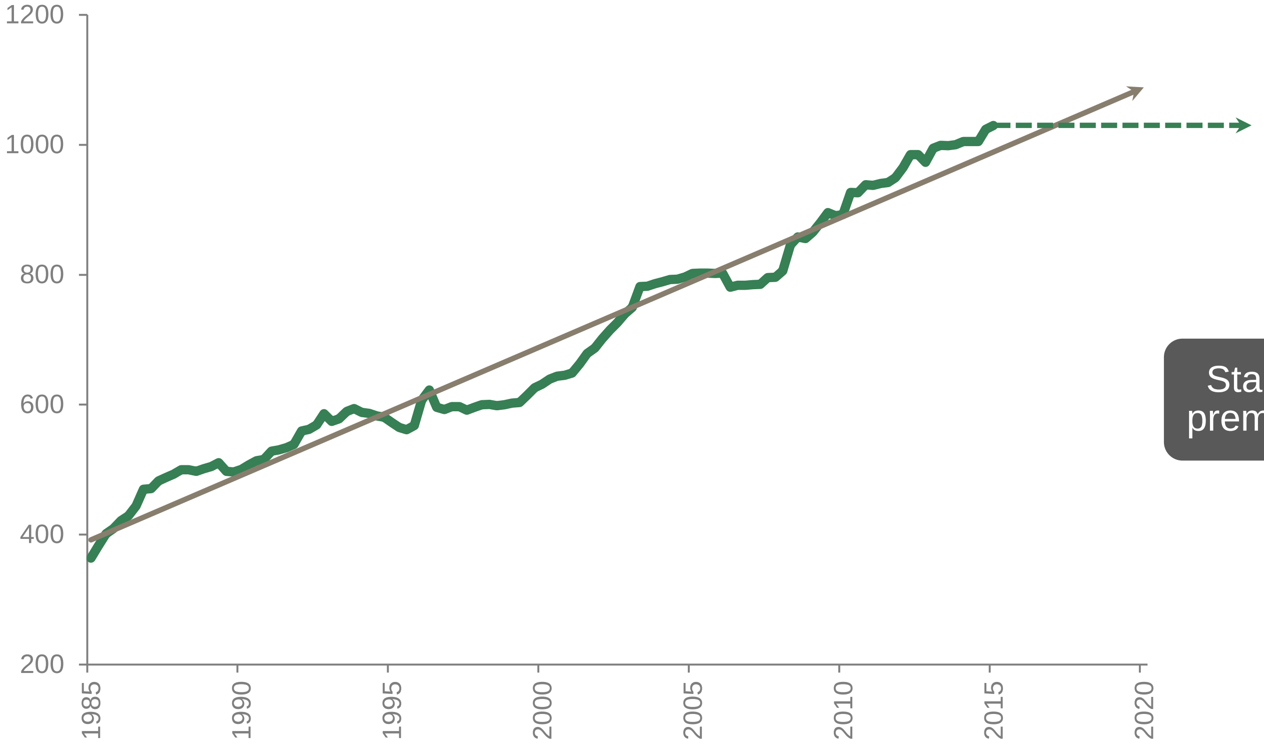
7% P.A vs. 0% FOR INDUSTRY

RISK ADVICE

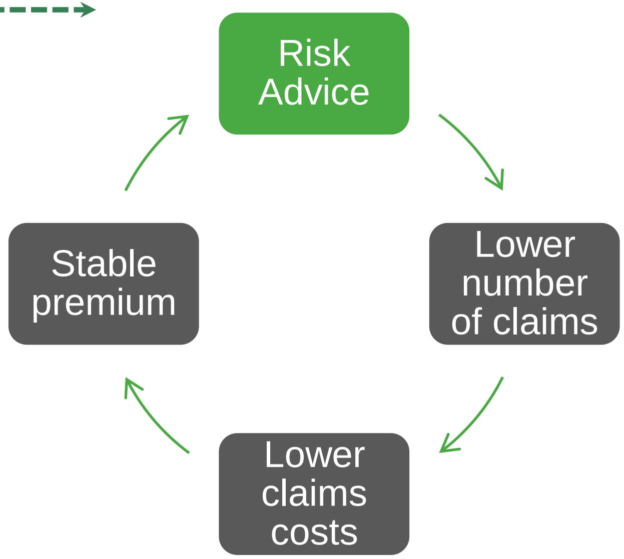
TO REDUCE LOSSES AND ADD VALUE TO MEMBERS BY REDUCING CLAIMS COSTS TO KEEP PREMIUMS AS LOW AS PRACTICABLE

FMG Advice & Insurance let nothing stop you

OUR RISK ADVICE STRATEGY IS TO BREAK THE 'COST-PLUS' INSURANCE CYCLE



Farm Insurance Premiums Index



FMG Advice & Insurance let nothing stop you

CHARACTERISTICS OF OUR CLIENTS

of Farmers & Growers:

23,000

$130m ACP

Of Rural Businesses

8,000

$39m ACP

Of Residential consumers

28,000

$31m ACP

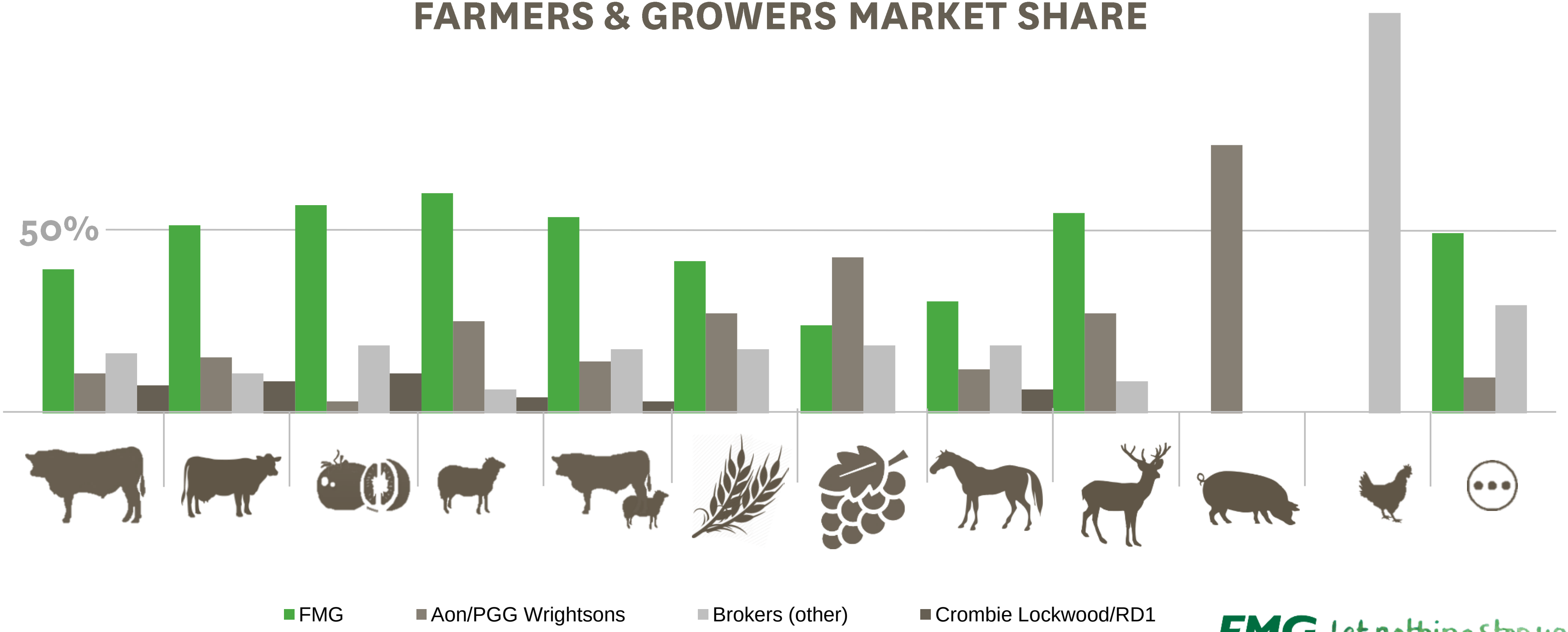
of Lifestyle: Block owners

13,000

$25m ACP

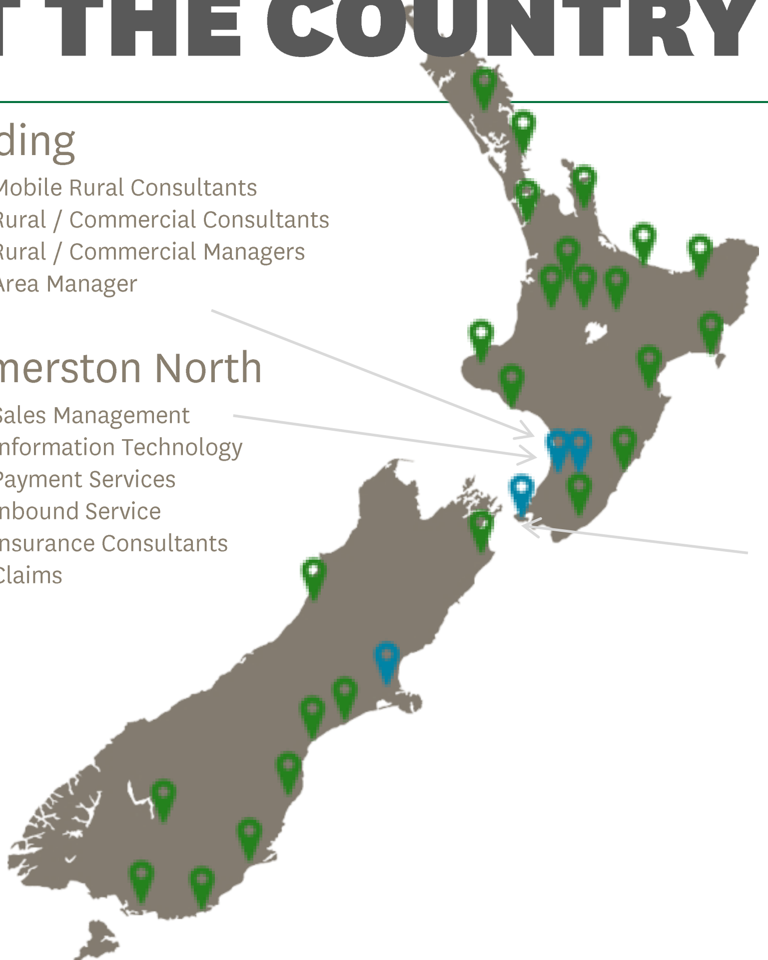
WE HAVE A LOT OF THE RURAL SECTOR COVERED

FARMERS & GROWERS MARKET SHARE



FMG Advice & Insurance let nothing stop you

WE'VE GOT THE COUNTRY COVERED



Feilding

- Mobile Rural Consultants
- Rural / Commercial Consultants
- Rural / Commercial Managers
- Area Manager

Palmerston North

- Sales Management
- Information Technology
- Payment Services
- Inbound Service
- Insurance Consultants
- Claims

Wellington

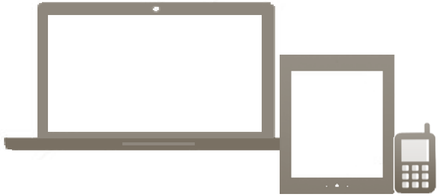
- Executive
- Corporate services

Centralised Offices

Regional Offices/Mobile roles

let nothing stop you

A DISTRIBUTION STRATEGY WITH MULTI-CHANNEL DELIVERY

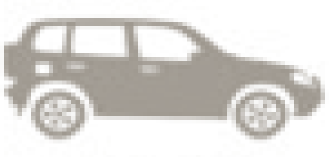


Online
(incl. Mobile)

Events
(Industry & trade)

Offices
(rural and provincial)

Phone/Video Calling
(National Service Centre)



Face-to-face
(on prospect/client site)