

PUKKA INSURE TO LAUNCH IN AUSTRALIA

Award winning European insurer to bring 'fair play' insurance to the Australian market

For immediate Distribution April 16th 2018: Less than two years since launching in the UK in 2016, Pukka Insure, an industry leading MGA, is set to take on the Australian automotive insurance market in Q3 2018 bringing an innovative and client-centric approach to Australian drivers.

Founder and Chief Executive Officer, Sam White, commented: "We've been exploring the Australian insurance automotive landscape for nearly two years now and everything we have learned so far has indicated that there is a gap in the market for an ethical, forward thinking MGA in Australia. We are looking at multiple lines of business at the moment starting with private car insurance. The concept of giving people second chances is relatively alien in the insurance world but it's one of Pukka Insure's specialities - we fundamentally believe that drivers deserve a second chance and our experience in the UK and further afield has proved us right."

The team at Pukka Insure in Australia will be drawing upon the experience of the UK business and will implement the same established claims cost control advantages to ensure premiums remain low for clients without compromising the quality of service provided. From a systems and processes perspective, Pukka Insure has invested heavily in the latest advancements in technology and seamlessly integrated them into the business adding further value to their clients and ensure the best possible offering.

Sam continued: "Our original vision when launching Pukka Insure was to create an innovative company built on the foundations of sound claims management, by controlling the severity of claims and implementing robust fraud detection methods. Not everyone agrees with this approach but in our experience in Australia, the community has an inherent sense of fair play. We're relatively small compared to some of the longer established major players, this allows us more flexibility to be dynamic and we adapt quickly to legislation changes - this is something that stands to help us enormously in the ever changing Australian insurance market. Thinking and acting differently is in our DNA - if there is a simpler, smarter and more efficient way of working we will find it and our clients in both hemispheres will reap the benefits."

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A part of the Freedom Services Group, Pukka Insure stands true to the original concept of insurance - safety in numbers, where by the community protects the individual this applies both internally and externally. Offering a diverse and meritocratic working environment and promoting an ethos of treating the team and clients fairly has allowed Pukka Insure to attract and retain a growing team of talented people with spirit, drive and imagination. Putting clients front and centre of the business and actually listening to them and the brokers who provide the cover allows Pukka Insure to provide an exceptional level of client services.

Pukka Insure in Australia will follow the lead of the European arm with philanthropy playing an important role within the business. With a mandate to provide meaningful support to those most in need and foster a legacy of connecting people and promoting social inclusion, Pukka Insure is currently exploring suitable grassroots causes across Australia to support.

A further formal announcement regarding Pukka Insure's partnership with a major Australian capacity provider will follow.

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Notes to Editors:

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Industry recognition:

Winner, Northern Power House Outstanding Entrepreneur 2018 (Sam White)

Shortlisted for The Insurance Start Up Award 2018, British Insurance Awards (Pukka Insure, final results in May 2018)

Business Insider's 42 under 42, 2016 (Sam White)

Shortlisted for Northern Power House Outstanding Entrepreneur 2017 (Sam White)

Shortlisted for Insurer of The Year, Modern Claims Awards 2017 (Pukka Insure)

Finalist Insurance Times Tech and Innovation Awards 2017 (Pukka Insure)

Freedom Services Group

The parent company of insurance claims services provider, Action365 and Managing General Agent, Pukka Insure and newly launched motor brokerage, Freedom Brokers.