

Press Release
12 August 2015

VITALITYLIFE BUSINESS PROTECTION SALES UP 26%

VitalityLife has announced a Business Protection sales increase of 26% in the year to June 2015, representing a £4.9m increase in new annual premiums, up from £3.86m. Additionally, sales of Relevant Life Policy (RLP) - a cost-effective alternative or 'top-up' to group death in service benefit – has also increased by 91% since Vitality health and rewards benefits were added to RLPs at the end of last year. It is the eighth consecutive quarter Vitality has grown Business Protection sales and the inclusion of the health and rewards benefits to RLPs means that employees as well as individual policyholders can now benefit from the healthy living ethos promoted by Vitality.

Justin Taurog, Managing Director of Sales and Distribution for VitalityLife said: “We are working hard with advisers across the industry to help grow the protection market and we have now continued to grow our business protection sales for an 8th consecutive quarter.

“In addition, 2 out of every 3 business owners are choosing to include our Vitality health and rewards benefits on their RLP cover as an employee benefits package.”

Roy McLoughlin, Partner at MasterAdviser, said: “Business Protection is a growing area of the market and it’s good to have Vitality as part of that sector. It’s an offering that allows employees to benefit from healthy living and the rewards keep them appreciative of the cover they have in place. It’s welcome news for the adviser when clients are using their benefits regularly.”

For more information, please visit vitalitylife.co.uk

-Ends-

For more information, please contact:

Kelly Thomas

Kelly.thomas@vitality.co.uk

07803 625 034

The information contained in this press release is intended solely for journalists and should not be used by consumers to make financial decisions.

Vitality – changing health and life insurance for good

Vitality, the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality has partnered with a number of Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson, role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price vitalitylife.co.uk