

British Friendly Protect launches with Positive Solutions

British Friendly has launched its comprehensive new Income Protection plan with national intermediary Positive Solutions.

The product, which has been designed based upon intermediary feedback, offers “own occupation” cover throughout the life of the policy; even for riskier occupations. Quotes are also now available through The Exchange quote portal.

As well as providing long term cover to a retirement age of 70, short term “budget” cover will also be available. In addition to the traditional one and two year options five year cover will be an option, which is rare in this market

Steve Wanstall, Head of Sales for British Friendly, said: “We’re delighted to continue our phased distribution roll-out with the launch of this new partnership. The product is already available to over 1,200 advisers at Positive Solutions and we have received a number of new applications.

We have over 100 years experience of protecting our members and supporting them to return to work and BFS Protect is available only through IFAs. All applications will be underwritten by tele-interview and intermediaries will be able to track the progress of their pipeline business online in real time.”

-ENDS-

Media enquiries

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Notes to editors

Key product features

- 96% of claims paid in 2010
- No premium loadings for occupation, gender or smoking
- Maximum cover up to 70% of gross annual income and available to age 70
- Day one cover and short deferred periods available from 1 week up to 52 weeks
- Short term cover is available for 1, 2 or 5 years
- Benefit payments and commission paid weekly
- Guaranteed insurability and career break options
- No standard exclusions, no initial waiting period and no policy fees

- Rehabilitation and proportionate benefits offered together with support during the claims period through our health counselling and advisory service
- Premium rates are age related which means premiums can be lower and more affordable at younger ages

About Positive Solutions

Positive Solutions is a leading national IFA with over 1,200 registered individuals. It is owned by AEGON UK. In the UK AEGON offers pensions, life insurance, asset management and financial advice to around two million customers. AEGON UK has assets under administration of £57.7 billion and employs approximately 4,000 staff.

About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers and their families, British Friendly have over a century of experience of “being there when our members need us most”. Based in Bedford, British Friendly is one of the larger UK Friendly Societies with nearly £100m in assets. As a mutual we exist solely for the benefit of more than 14,000 members and have no shareholders to whom we need to pay dividends. Since 2002 we have also managed the British Airways Benefit Fund. Mark Myers was appointed as Chief Executive in July 2010 to implement the strategic change programme agreed by the Committee of Management. Mark has 27 years of financial services experience including 22 years with Lloyds TSB in Sales and Marketing roles, latterly as Retail Sales Director. He then joined LV= in 2005 as Distribution Director and also Chief Executive of LV=s in house IFA. He has also had attachments to the DTI and the FSA Financial Capability programme.

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