

07 August 2012

British Friendly added to Sesame approved protection providers

Income protection provider British Friendly, who launched its first intermediary product last year, is pleased to confirm it has been added to Sesame's approved list of protection providers.

Since launching BFS Protect in March 2011, the company has received more than 3,350 applications from intermediaries whilst maintaining the firm's paid claims ratio of 98% across all IP products.

The link with the Sesame group means the award winning product will now be available to a much wider number of advisers.

Mark Myers, CEO for British Friendly, said: "We are very pleased to be added to Sesame's list of approved protection providers and to know that our products will be available to a wider range of advisers as a result. The relationship with Sesame represents an exciting opportunity for British Friendly because it is more important than ever that advisers are able to recommend own occupation cover for their clients as much as possible, which is sometimes only available through IFAs who recommend friendly societies."

Sesame Bankhall Group provides services and support through its three market leading brands - Sesame, Bankhall and PMS - to over 12,000 Independent Financial Advisers (IFAs) and mortgage intermediaries across the UK.

Sesame Bankhall Group Senior Research Manager Rory Gravatt, says: "Sesame Bankhall Group remains committed to promoting professional financial advice and offering choice for advisers and their clients. As such, we welcome the addition of British Friendly Society to our approved list of protection providers to ensure advisers have access to the most appropriate types of cover for all situations."

-ENDS-

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Notes to editors

Key product features

- 98% of claims paid in 2011
- 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
- LifeSearch Best Income Protection Provider 2012 (voted by advisers)
- Highly commended in the Moneyfacts Investment Life & Pensions 2011 Innovation Award
- Defaqto 5 star ratings for 2011 and 2012

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.

www.britishfriendly.com

About Sesame Bankhall Group

Sesame Bankhall Group operates three distinct distribution brands.

- Sesame is the UK's largest appointed representative (AR) network with 1,300 member firms.
- Bankhall is the market-leading support services business for 1,500 directly regulated IFAs.
- PMS operates the largest mortgage club for directly regulated mortgage brokers in the UK.

Services provided include compliance and regulatory support, access to one of the UK's most comprehensive training and development programmes, in-depth product research, preferential PI terms and access to the latest technology to enable advisers to write business more efficiently.