



LifeSearch announces strong business results at its annual awards

LifeSearch Limited announces its financial results for the year ending August 2014:

- 9% increase in turnover to £19,791,980
- 12% increase in gross profit to £5,025,814
- 36% increase in pre-tax profit to £1,019,952
- 36% increase in EBITDA* to £1,295,293

Speaking at the LifeSearch Protection Awards, Tom Baigrie, founder and Chief Executive of LifeSearch commented: "LifeSearch exists to help families protect themselves from the financial effects of personal catastrophe. In 2014 we did that more than ever by advising on and arranging over £4.3 billion of financial protection. Our strong growth has been achieved by the quality of our advisers, the teams that support them, and the loyalty of our partners and customers. LifeSearch's commitment to further growth and innovation remains very strong, but is more than matched by our commitment to make sure the advice our 120 plus advisers provide is of the highest standard.

"In total, our 260 strong team represents a permanent investment in the quality we consider vital in the ICOBS space we operate in, where the outcomes of poor intermediary practice can be so awful for those making claims. The end result is that our customers are happy, with LifeSearch achieving extremely high average customer satisfaction rates of 96%. While it's still early days for 2015, we are confident that our strong growth in 2014 will continue."

The 12th LifeSearch Protection Awards celebrate the achievements of the protection industry as voted for primarily by LifeSearch advisers. Ranging from best overall protection provider to best protection story in the media, the 15 awards were presented at Haberdashers Hall in London.

Commenting on the awards, LifeSearch Life Office Relationship Director, Emma

Thomson said: "The LifeSearch awards are a true reflection of how protection providers interact with advisers and their clients. As they are voted for by LifeSearch staff, based on their daily experiences of working with insurers, the award winners can feel extremely proud

to have come out top. We congratulate all the winners and challenge everyone to continue to improve our industry wherever we can.”

LifeSearch Protection Awards 2015 – The winners

- **Best Service for New Customers**
Winner: LV=
- **Best Provider for Existing Customers**
Winner: Ageas Protect
- **Best Critical Illness Provider**
Winner: Friends Life
- **Best Income Protection Provider**
Winner: LV=
- **Most Improved Provider**
Winner: Friends Life
- **Best E-Commerce**
Winner: Ageas Protect
- **Best New Initiative**
Winner: LV= (for Personal Sick Pay)
- **Best Sales Material**
Winner: Exeter Family Friendly
- **Best Underwriting Team**
Winner: LV=
- **Best Individual Impact**
Joint winners: Jonathan Watts (Friends Life), Natalie Summerson (Aviva)
- **Nick Crossman Award for Best PR & Marketing:**
Winner: Vitality Life
- **Best Protection Story in the Media:**
Winner: Jeff Prestridge, Mail on Sunday
- **Best Protection Leader**
Winner: Jeremy Moll, Beagle Street
- **Best Overall Provider**
Winner: LV=
- **Outstanding Achievement Award**
Winner: Seven Families

-Ends-

Notes to editors

* EBITDA - earnings before interest, taxes, depreciation, and amortisation

For further information please contact:

Kevin Carr, Carr Consulting and Communications
kevin@carrcandc.co.uk 07887 838811

Matt Morris, Carr Consulting & Communications
matthew@carrcandc.co.uk 07717 420693

About LifeSearch

LifeSearch is the UK's largest independent life insurance and protection specialist, offering advice to consumers on life insurance, critical illness cover, income protection, family income benefit, serious illness cover and unemployment cover. Established in 1997 by Tom Baigrie and Arthur Davies of London based Independent Financial Adviser Baigrie Davies, LifeSearch has offices in London, Milton Keynes and Leeds. LifeSearch Limited is an Appointed Representative of Baigrie Davies and Company Limited, who are authorised and regulated by the Financial Conduct Authority. www.LifeSearch.co.uk