

Press release

24 April 2017

VITALITYLIFE ANNOUNCES PROTECTION CLAIMS STATISTICS FOR 2016

- **Over 93% of all claims paid**
- **More than £33m paid out**

VitalityLife today announced it paid a record amount in claims during 2016, with more than £33m paid in claims on its Life, Serious Illness and Income Protection products.

VitalityLife paid 99% of Life claims, 93% of Serious Illness claims and 94% of Income Protection claims in 2016. In total, 807 claims were paid across all products.

Deepak Jobanputra, Deputy CEO at VitalityLife, said: “Our aim is to give our members peace of mind about their financial future while helping them to lead healthier lives. These claims statistics demonstrate the real value protection products can provide and show that members and their families will be supported when they need it most.”

Other statistics from claims paid in 2016:

- Average age of claimants for 2016 were 42 years old for Serious Illness Cover, 45 years old for Income Protection, and 56 years old for Life Cover
- The most common reasons for claiming on IP in 2016 were mental illness at 26%, musculoskeletal at 22% and cancer at 10%
- The most common reason for claiming on SIC in 2016 was cancer at 59%, followed by other conditions such as heart attack and stroke
- The youngest person to receive a claim last year was aged just 2 years old, following Leukaemia on their SIC policy via our children’s cover
- The youngest adult claim last year was a tragically young 19 year old, where a death claim was paid due to Severe Traumatic Head injuries following a road traffic accident

Head of Customer Care at LifeSearch, Emma Thomson, said: “These are very positive claims results from VitalityLife. Protection policies provide much needed financial support to clients and their families when tragedy strikes, and these latest figures once again dispel the myth that these plans don’t pay out, because nearly all always do. They also show that young people as well as older consumers benefit from this valuable cover. Publishing data like this



helps to further increase consumer confidence and interest in Protection and is therefore very welcome.”

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Notes to editors

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 is 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 Ambassadors Jessica Ennis-Hill, Maro Itoje, Joe Root, Ellie Simmonds and Jonny Wilkinson are 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, Serious Illness Cover, Business Protection and other additional products. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional insurers at a very competitive price. For more information visit www.vitalitylife.co.uk