

Press Release December 2015

## AIG joins UnderwriteMe

AIG Life have confirmed that they will be joining the UnderwriteMe comparison service in 2016.

The UnderwriteMe comparison service allows intermediaries to compare “buy now” and estimated prices and complete applications using one easy process, without ever leaving the UnderwriteMe site – seeing the impact of underwriting from all partner insurers on premiums, on one simple comparison screen in real time.

Commenting on the partnership **Phil Jeynes**, Head of Sales & Marketing for UnderwriteMe, said:

*“AIG Life is a genuine market leader in Protection, as demonstrated by their recent Critical Illness enhancements. Having yet another trusted, forward thinking brand partnering with our comparison service represents another huge step forward for UnderwriteMe and towards a simpler, fairer buying process for the Protection industry. We’re thrilled to be working with AIG Life and look forward to growing the Protection market together.”*

**Peter Thomas**, Operations Director at AIG Life, commented:

*“At AIG Life we pride ourselves on being in tune with what intermediaries need and expect from a provider. We recognise that UnderwriteMe represents a new way of working, which many intermediaries are keen to embrace and we’re excited to be working with them.*

*I believe this is the beginning of a long and exciting partnership with UnderwriteMe and I’m sure that, together, we can improve the selling and buying experience and thereby grow the market.”*

The comparison service pilot started in August with the UK’s largest Protection advice firm, LifeSearch, and independent mortgage brokers, London and Country Mortgages, confirmed last year that they would be using UnderwriteMe in Q1. Cavendish Online will launch the first direct to consumer site powered by UnderwriteMe technology early in 2016.

The comparison service is due to be on general release to directly authorised intermediaries in Q1 of 2016, with AIG Life scheduled to be included in Q2.

AIG Life join LV=, Royal London, Old Mutual Wealth, Partnership, The Exeter, Scottish Friendly and Canada Life in partnering with UnderwriteMe’s comparison service to date.

-Ends-

## Notes

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### **About UnderwriteMe**

UnderwriteMe is a protection technology business with a vision to make buying and selling protection easy, fast, fair and more profitable.

We have developed genuinely market changing underwriting technology to enable advisers and customers to engage with insurers using a single, consistent process. Insurers retain their own underwriting capability and intellectual property, whilst advisers and customers gain a simple way to buy protection.

This transforms quick quote comparisons into fully underwritten comparisons and click & buy.

The end result is a clear user journey which maximises conversion by offering the end customers a truly transparent process, letting intermediaries show they are meeting their regulatory expectations.

### **About AIG**

American International Group, Inc. (AIG) is a leading global insurance organization serving customers in more than 100 countries and jurisdictions. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. In addition, AIG companies are leading providers of life insurance and retirement services in the United States. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

Additional information about AIG can be found at [www.aig.com](http://www.aig.com) | YouTube: [www.youtube.com/aig](http://www.youtube.com/aig) | Twitter: @AIGinsurance, Twitter: @AIGemea | LinkedIn: <http://www.linkedin.com/company/aig> |

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