



# media release

## Vero makes Affinity made easy

**Sydney, 13 November 2006:** Vero Insurance Limited (Vero) is well on the way to delivering a differentiated offering for affinity market segments through its newest business unit, Vero Affinity.

Vero Affinity was established earlier this year to combine the best of Vero's products into single propositions for affinity market segments. To date, the team has sourced the best wordings and policy coverage to match the needs of its brokers and clients.

The Vero Affinity team has already won two key customer accounts and requests have come through to refine Affinity solutions for several others.

Mr Tremayne West, General Manager Vero Affinity, said that the focus on unique insurance solutions for clients with similar requirements has seen brokers and clients approaching Vero to provide an Affinity product.

"Establishing the new Affinity team has been well received by the market. Not only are we focused on tailoring insurance solutions for the members of associations, but we also concentrate underwriting and process expertise to develop simplified solutions for both the broker and the association," he said.

Vero Affinity is busy with a strategic market analysis and developing propositions in target segments that have not been adequately serviced as affinity markets in the past.

Mr West said, "This means we can bring business to our broker partners in the future"



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"Our Affinity team adds value to the affinity proposition for both the association and broker by including valuable services such as marketing assistance, training and detailed reporting of portfolio performance."

Vero Affinity can also bring in specialist services from across the Vero business, such as risk management advice, Vero Platinum, or new products from Vero's New Product Development Team.

Vero Affinity is another example of how Vero is supporting its brokers. This proposition adds significant value to brokers through Vero's expert underwriting capability and product range.

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## **Editor's note**

Vero Insurance Limited ("Vero") is a subsidiary of the Promina Group Limited, which is one of the top 50 companies listed on the Australian Stock Exchange. Vero, formerly Royal & Sun Alliance Insurance Australia Limited, has for many years been offering highly specialised solutions to its large range of customers.

Vero is one of Australia's largest intermediated general insurance companies and has 19 branches across Australia, providing a suite of quality specialised risk management products and services through brokers, corporate partners and risk managers.

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