



INVESTOR DAY BRAND UPDATE

Brent Smart
Chief Marketing Officer

Investor Day
11 April 2018

**Brand has never mattered
more in our category.**

BRAND IS MAIN DRIVER OF ADVOCACY

NRMA Insurance has market-leading NPS scores, with a **10-point gap** ahead of its competitors.

Main drivers of advocacy after a Home Insurance claim:

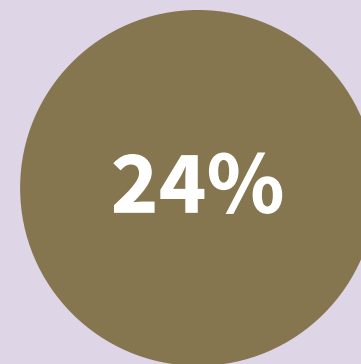
Brand Reputation



Claims Experience



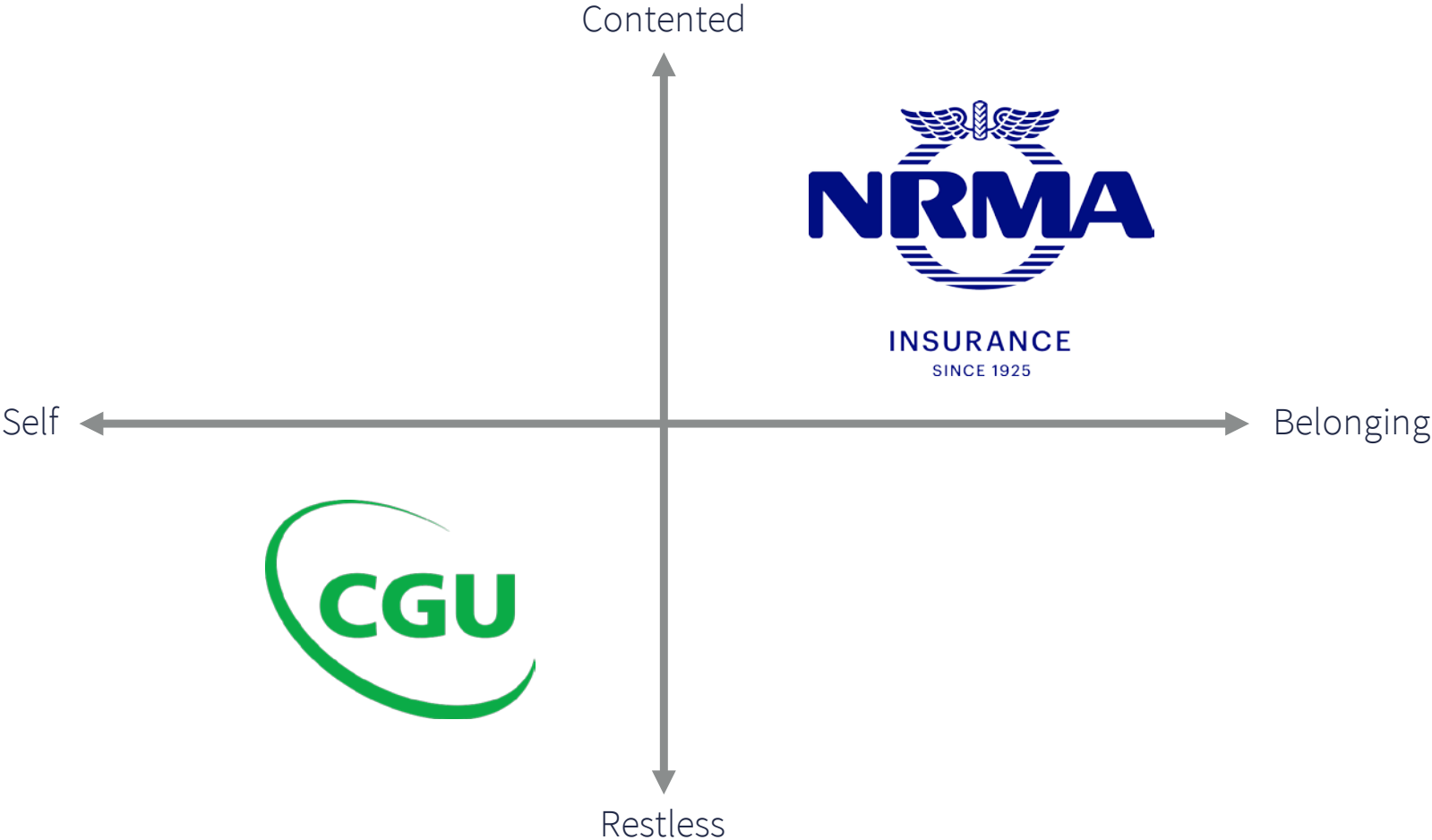
Price



Includes Outcome, Staff & Process

Source: NPS Driver Research, Jan 2018

POSITIONING OUR BRANDS



With NRMA, we are reclaiming our roots and owning the emotional high ground through HELP.

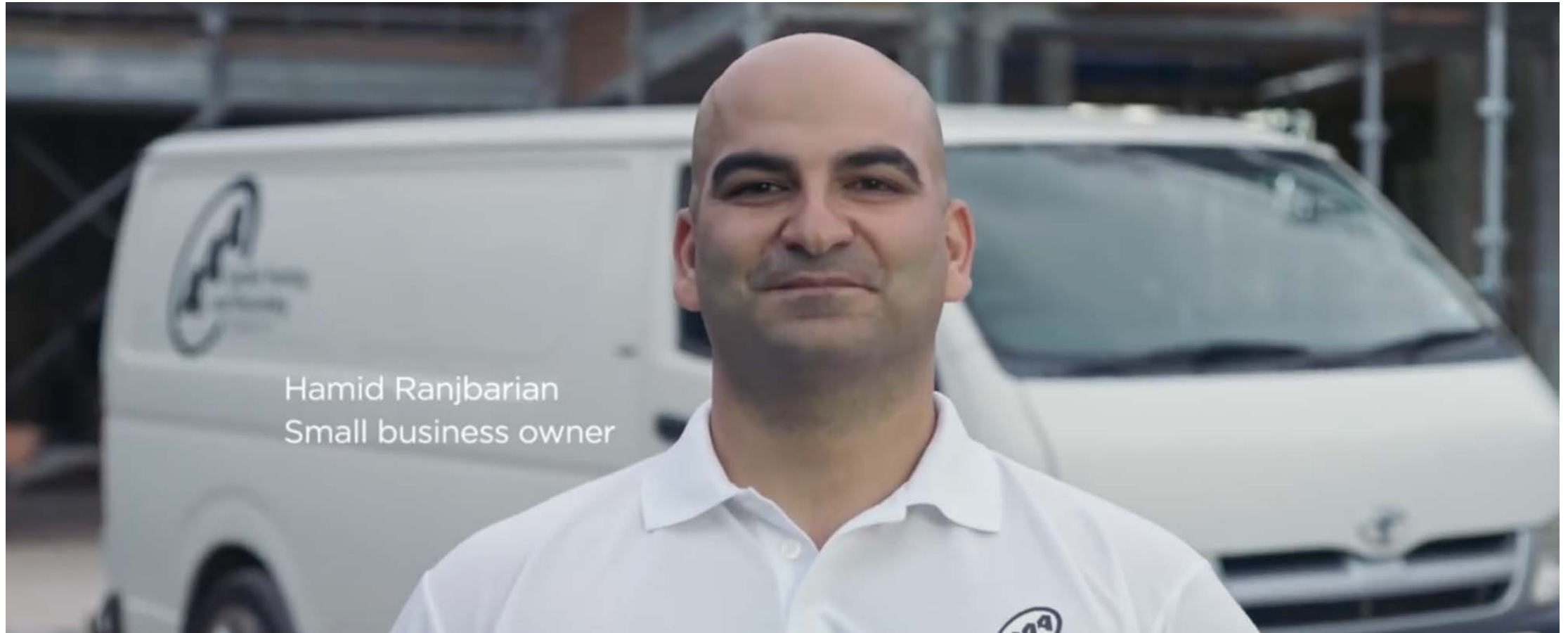
HELP IS WHO WE ARE





**With CGU, we are refreshing
the brand with a bigger focus
on growing direct business
and a more progressive voice.**

SMALL BUSINESS OWNER



Hamid Ranjbarian
Small business owner

