



# ASX ANNOUNCEMENT

FOR IMMEDIATE RELEASE

28 April 2015

## HBF joins iSelect health insurance panel

iSelect Limited (ASX:ISU) and HBF Health Limited today entered into a multi-year agreement for iSelect to compare and distribute HBF's health insurance product suite.

"We're thrilled to have signed today's agreement which will see HBF products become available to consumers outside of Western Australia for the first time," said iSelect CEO Alex Stevens.

"The signing of today's agreement with HBF will deliver Australian health insurance consumers with more product variety, flexibility and features than ever before."

"HBF's product suite is highly competitive and very well suited to iSelect's distribution model and typical customer profile. Together with our new partners at HBF we're greatly looking forward to delivering Australian private health insurance consumers with greater choice and value," said Mr Stevens.

Commenting on the agreement, HBF CEO Rob Bransby said, "Over the past 75 years we have grown in Western Australia to become to Australia's fifth largest private health insurer. We've achieved this through a consistent focus on innovation, flexible product design and best-in-class customer service."

"The partnership we're announcing today with iSelect is the next step in our growth journey and means consumers outside Western Australia now have access to an innovative product suite from a major not-for-profit health fund that has the scale to actively compete with the other large players," said Mr Bransby.

The agreement is effective from 18 May 2015 but is not expected to have a material impact on iSelect's FY15 earnings per share.

HBF will also market and distribute products to eastern state consumers directly via its own website.

**#ENDS#**

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**About iSelect**

iSelect is Australia's leading multi-channel comparison service, providing Australian consumers with trusted product comparison and advice on more than 12,500 insurance, energy, personal finance and broadband products from over 85 partner providers. With a household brand that attracts over 7 million unique visitors to its website every year, iSelect now distributes 1 in 5 of all private health insurance policies in Australia. Owing to its digitally enabled and customer-centric advice model, iSelect continues to grow its market-leading position in health insurance, energy, life insurance and personal finance comparison.

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