

**NEWS RELEASE**

23<sup>rd</sup>, January 2012

**Uinsure appoints AXA to B&C panel**

Uinsure, the general insurance provider, has today appointed AXA Personal Lines to its Buildings and Contents panel. This appointment by Uinsure will ensure that our panel of insurers will offer a significant competitive choice for IFAs, mortgage advisers, and customers.

Uinsure has a competitive panel of leading general insurance providers which provides great choice, great products and a quick and simple documentation process. Uinsure offers the unique combination of: a common policy wording for Building & Contents insurance, a simple and easy to use system, the most comprehensive compliance trail and a wide range of insurance partners.

Steve Hardy, CEO, AXA Personal Lines, says, "We are of course delighted to join Uinsure's panel and look forward to working with them as they continue to grow."

Simon Taylor, Chief Executive of Uinsure, says, "The appointment of AXA Personal Lines, one of the country's most prestigious insurers, will enable advisers to offer their clients access to one of the world's most well respected insurance brands while it will also significantly enhance the Uinsure proposition."

"Uinsure was created in response to adviser demand and we continue to listen to feedback and improve our proposition in order to provide the easiest to use system and the most competitive insurance in the UK. This is yet another improvement to further enhance the Uinsure proposition as it continues to strive to become the market leader in the General Insurance market."

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***For further information please contact:***

*Kenny Muir, Head Of Operations, Uinsure on: 07507881842 or at: [Kenny.muir@uinsure.co.uk](mailto:Kenny.muir@uinsure.co.uk)*

## **NOTES FOR EDITORS**

### About Uinsure

Uinsure was created in 2007 by Simon Taylor formerly joint CEO of Bankhall.

Uinsure provides mortgage advisers and IFAs with a system that is simple and easy to use. It has been developed directly in response to demand from advisers and continues to evolve in line with their feedback; its aim is to offer a general insurance platform with everything an adviser needs to help their clients and whilst also providing them with a valuable source of recurring income.

Uinsure has a competitive panel of leading general insurance providers which provide great choice, great products and a quick and simple documentation process.

Uinsure offers market leading commissions payable for the life of the policy so will continue to pay renewals every year the policy renews even if an adviser has retired or left the industry. It also ensures excellent evidence of research and a compliance audit trail to enable advisers to comply with all FSA demands.

### About AXA Personal Lines

AXA Personal Lines is a part of the AXA Group. AXA Group is a worldwide leader in insurance and asset management, with 216,000 employees serving 93 million clients. In 2010, IFRS revenues amounted to Euro 91 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,104 billion in assets under management as of December 31, 2010.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISNFR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Shares are also quoted on the OTC QX platform under the ticker symbol AXAHY.

The Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD.