



Media Release
29 January 2019

Greenstone Financial Services partners with Pinnacle Life to launch in New Zealand

Greenstone Financial Services has partnered with Pinnacle Life to launch its first direct insurance product under the New Zealand Seniors brand today.

Greenstone is a leading distributor of direct life insurance products in Australia through both its own proprietary and affinity brands and is now expanding into the New Zealand market – with local partner Pinnacle Life.

Seniors Funeral Insurance (launched today), insured by Pinnacle and distributed by Greenstone, offers several compelling product features for New Zealand policyholders eg premiums are guaranteed to never increase and will in fact reduce by 5% after every 5 years that the policy is in force.

“As a New Zealand owned and operated life insurance company we’re delighted to be working with a team that shares the same commitment to customer focus that Pinnacle Life prides itself on. This partnership aims to find new ways to meet the needs of New Zealander’s in the years, making sure every family’s future is protected”, says Pinnacle CEO Gillian Vaughan.

For more information please visit: www.nzseniors.co.nz

ABOUT PINNACLE

Pinnacle Life was founded in 1998 to provide New Zealanders with the option to buy life insurance directly from a life insurance company – a novel concept at that time. In 2007 it became the first life insurer in the world to offer online life insurance. Its world leading technology solutions enable most customers to get their policy online and be covered in less than 10 minutes. It has won international awards for design and innovation around the way it does business with its customers.

ABOUT GREENSTONE

Since its formation in in 2007, Greenstone has developed innovative, affordable and accessible direct insurance products for customers in Australia - and now in NZ through Greenstone Financial Services NZ Limited (which is a wholly owned subsidiary of the Greenstone group in Australia). In Australia Greenstone distributes life, funeral, income protection, pet, travel and general insurance products through Greenstone's proprietary (Real Insurance, Australian Seniors Insurance Agency, Guardian Insurance and Prime Pet Insurance) and affinity brands (Woolworths, RSPCA, ahm, Medibank, Kogan and Guide Dogs). In addition, Greenstone also distributes its proprietary, affinity and third party insurance products through its online comparison website Choosi.