



Media Release

18 May 2017

Pinnacle Life and TrustUs announce partnership

Pinnacle Life, New Zealand's original online life insurance company, and TrustUs are partnering to provide more digital solutions to help New Zealanders protect their family's futures.

Chief Executive Michelle van Gaalen says "Pinnacle Life understands that people can be time-poor and don't have time to sort out their personal affairs by visiting someone's office and filling out paper forms. We've been enabling kiwis to sort out their life insurance online since 2007, and partnering with TrustUs and Perpetual Guardian for online family trusts and e-wills is a natural extension for our customers".

Founder & COO of TrustUs, Corey Marsland agrees "there is so much to think about when trying to ensure that your family is protected if you're not around. TrustUs saw a need to make this easier for kiwis, so we developed an online family trust service you can find at www.trustus.co.nz. Which enables people to protect their assets over their lifetime, and beyond. Partnering with a life insurance company like Pinnacle Life makes complete sense, ensuring that there is money for the family's future, and to pay the bills, being one of those important things you need to have sorted."

Both companies use unique technology solutions to making the customer experience as seamless as possible. As NZ owned and operated companies, they are both attuned to the needs of this market, and well aware of the legal and regulatory requirements of New Zealand.

van Gaalen says "one of the most common questions we get from customers is how their life insurance proceeds are distributed, and how this relates to their will, so we saw this as an opportunity to help them fulfill this need as well. We saw TrustUs and their partnership with Perpetual Guardian as obvious value-add partners, as they share our passion for outstanding digital customer experiences, delivered easily and cost effectively. Now, when a customer has finished getting their life insurance cover, we offer the option to set up their will or family trust at the same time. We believe that part of our role is helping people understand what else they need to think about, and then help them with getting it sorted.

These new services at www.pinnaclelife.co.nz build on the new tools and services delivered to customers in late 2016, and more innovations will be coming.

END