

**Media Release**  
**October 2024**



## **Pinnacle Life Introduces Flagship Life Insurance Product with Enhanced Benefits for New Zealanders**

New Zealand life insurer Pinnacle Life is excited to announce the launch of its new flagship life insurance product, designed to offer increased benefits while maintaining the company's commitment to value and affordability.

This enhanced product offers additional benefits, including counselling and financial planning support at claim time, early payment for the life insured's funeral and their children's funeral, and increases to the special events. These benefits offer greater support and flexibility for their customers at claim time.

Pinnacle Life has also made significant updates to its optional Trauma Cover - Critical Conditions Cover:

- **Updated definitions** for cancer, heart attack, stroke, and bypass surgery, incorporating the latest technological advances and broader protection for customers.
- **16 additional covered conditions** that respond directly to customer feedback, offering broader protection. These include Cardiac Arrest, Major Head Trauma, Meningitis / Meningococcal Disease, Rheumatoid Arthritis and more.

These updates reflect Pinnacle Life's ongoing commitment to providing comprehensive coverage that meets the evolving needs of New Zealanders.

"We're excited to offer a product that provides comprehensive protection for our customers and their families," said Dave Riches, GM of Operations and Technology "The upgrades reflect our commitment to evolving with the needs of New Zealanders and ensuring our policies offer value, flexibility, and peace of mind for Kiwi's when they need it most."

The new life insurance product will be available to new customers starting 7 October 2024, and existing customers are encouraged to contact Pinnacle Life to explore how these changes might benefit them.

For more information, contact:

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### **ABOUT PINNACLE**

In 1998, getting life insurance was a hassle – brokers, personal questions, and heaps of paperwork just to get a quote. Pinnacle Life wanted every Kiwi and their loved ones to have access to life insurance, so they found a better way to do business. Pinnacle has won international awards for design and innovation around the way they do business with their customers, as they continue to make getting life cover even easier and more affordable for customers. To learn more about how they make getting life cover and income protection easy, visit [www.pinnaclelife.co.nz](http://www.pinnaclelife.co.nz).