

# Challenge 2009

## Underwriting Limited Offer



It's become tradition that during the Liberty Challenge we offer our clients, through the various underwriting concessions, the opportunity to update their risk portfolios by effecting our comprehensive range of risk products.

**You have requested an underwriting concession and we are proud to deliver!**

The Challenge underwriting limited offer will be opened to new business from **Monday, 9 November 2009** and will close to new business at **17h00 on Thursday, 31 December 2009**.

**All pipeline business** needs to be uploaded **by 17h00 on Thursday, 31 December 2009** to be accepted, as the facility for the limited offers will not be available thereafter.

The underwriting offer allows our **financial advisers an opportunity** to engage with current clients underwritten in the past 3 years at Liberty as well as ex-Liberty clients who have moved to competitors and were underwritten in the **past three years**; this creates **new business opportunities** for us, by using the expertise of our **trusted Liberty underwriting**.

Our **competitive life cover rates (discount on new business)** coupled with a **compelling ancillary benefit range**, including a **class-leading dread disease benefit** and an **industry-first temporary income and dread disease combination**, re-enforces a powerful reason for clients to reinvest with Liberty.

The underwriting offer also provides the added advantage of **business convenience** for both consumer and intermediary.

## Underwriting limited offer for Challenge 2009

### 1) Underwriting concession:

- maximum **R5 million** sum assured (all non-accelerated cover to be aggregated)
- **concurrent** total cover applied for must not exceed R5 million across all benefits
- **PLA/SLA** – only healthy lives
- on the qualifying contract, clients must have been **fully underwritten**, had a **negative HIV** result and been **accepted at ordinary rates** by **Liberty Life only** in the **last 3 years**
- **no standard medical requirements** will be called where the concession criteria is met
- **no special instructions** are required; you just need to upload the case as you would any other normal case – again we are building convenience for you the intermediary
- **fully completed** Lifestyle Protector Application Form
- **replacements:**
  - External: ALLOWED
  - Internal: NOT ALLOWED
- **clear LOA** record
- normal financial, occupational and vocational underwriting
- open to rating **category 1 and 2** lives only.



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## 2) Offer of Additional Cover (OAC)

We have extended this new benefit feature to clients to **increase** their cover where they have been fully underwritten by Liberty Life within the **last 3 years**. It is available to rating **category 1 and 2 clients only**, who have been accepted at ordinary rates and it allows them to take out additional cover of up to double their original cover, on a **like-for-like basis, up to a maximum of R5 million**.

This means that if you take out a policy with us with life cover of R1 million, you would be able to increase that sum assured by R2 million. Your total cover after exercising this option would then be R3 million.

### Additional notes

- Max Age entry 55 ANB (all packages).
- Clients whose applications that have been made NTU in the last 3 months from the date of the New upload – due to Outstanding Medical Requirements – will be excluded from the Package Limited Offers.
- Normal occupation, avocation and financial underwriting apply.
- Aggregation rules apply i.e. the formula will be sum of basic life cover + all non-accelerated benefits.

- Benefits excluded: EduCator, Temporary Income Disability, Income Disability, Overhead Expenses Benefit, Long Term Protector Plus, Hospitalisation Lifestyle Enhancer, Future Protector.

### The Limited Offer in action

Let's look at practical examples:

#### Example 1: Non-accelerated benefits

Mr Jones is a healthy rating category 1 client and takes out a Lifestyle Protector (Risk Cover) with Liberty Life. He qualifies for **R3 million life cover, R1 million Absolute Protector Plus and R1 million Living Lifestyle Plus (with Top-Up and Extended)**.

#### Example 2: Accelerated benefits

Mr Jones is a healthy rating category 1 client and takes out a Lifestyle Protector (Risk Cover) with Liberty Life. He qualifies for R5 million life cover, **R5 million accelerated Absolute Protector and R4 million accelerated Living Lifestyle (with Top-Up and Extended)**.

So what are you waiting for? Make that call to your busy clients now!

### Summary:

Challenge 2009 Underwriting Limited Offer	Rating Category 1	Rating Category 2
<b>Underwriting concession:</b>		
• Maximum sum assured	R5 million	R5 million
• PLA/SLA	Only healthy lives	Only healthy lives
• On the qualifying contract, clients must have been:	Fully underwritten, had a negative HIV result, and been accepted at standard rates by <b>Liberty Life</b> in the last 3 years	Fully underwritten, had a negative HIV result, and been accepted at standard rates by <b>Liberty life</b> in the last 3 years
• No standard medical requirements will be called where the concession criteria is met	Yes	Yes
• Fully completed Lifestyle Protector Application Form	Yes	Yes
<b>Replacements:</b>		
• External	Allowed	Allowed
• Internal	Not allowed	Not allowed

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