

NobleOak Life HY25 results

In-force premium up 20% as NobleOak continues to gain market share and generate capital

NobleOak Life Limited (ASX: NOL) (**NobleOak** or **the Company**), Australia's fastest growing direct life insurer, today announces its half year results for the six months ended 31 December 2024 (HY25).

HY25 highlights¹:

- **Strong in-force premium growth and continued market share gains**
- **Margin stability through sound pricing, robust underwriting and financial discipline**
- **Investments to enhance the customer experience and underwriting performance**
- **Reinvesting organically generated capital to accelerate growth**
- **FiftyUp Club acquisition provides long-term revenue stream and additional profit**
- **Launch of refreshed 'NobleMan' brand campaign to drive brand recognition and sales**

NobleOak Chief Executive Officer, Anthony Brown, said: "We're very pleased with our 20% in-force premium growth, which materially outpaced the industry² as we continue to grow our market share profitably.

"Our robust insurance margins continue to benefit from our disciplined underwriting, conservative risk retention strategy and portfolio mix.

"NobleOak remains Australia's most awarded direct life insurer, securing the Canstar Outstanding Value Award for Income Protection for an unprecedented tenth year running.

"This year, we launched a refreshed 'NobleMan' brand campaign, which we expect will drive increased brand recognition and direct sales.

"The acquisition of RevTech trailing commissions and the FiftyUp Club is projected to add over \$1.5 million annual profits in the coming years and provide access to 480,000 members.

"With the business now generating capital, we have the flexibility to invest to accelerate organic growth, pursue inorganic growth and consider future dividends."

Group performance ³	HY25	HY24	Var
In-force premiums (ex-Genus) at period end (\$m)	422.9	351.4	+20%
New business sales (\$m)	30.4	26.5	+15%
Lapse rate	11.6%	9.2%	(2.4 pts)
Net insurance premium (\$m)	58.2	48.7	+19%
Underlying gross insurance margin (%)	11.6%	12.2%	(0.6 pts)
Underlying administration expense ratio (%)	7.3%	7.5%	+0.2 pts
Investment return (as % of insurance premium)	1.5%	1.5%	+0.0 pts
Underlying NPAT (\$m)	8.7	7.8	+11%

¹ All comparisons relate to the prior corresponding period (pcp) unless otherwise stated.

² APRA life insurance performance statistics, June 2024. Data is available six months in arrears. Note that due to anomalies in APRA market data as at 30 June 2024, Plan for Life data has also been used for this period.

³ Key metrics are based on management analysis of business performance. See the Statutory to Management Results Reconciliation Section in the half year financial report for more information.

In-force premium grew by 20% on the pcp, or by 9% since the end of FY24, to \$422.9 million at 31 December 2024. NobleOak's market share of in-force premium grew to 3.7%⁴.

Disciplined underwriting and expense management delivered 11% growth in underlying net profit after tax (NPAT) to \$8.7 million. Statutory reported NPAT was up 184% from HY24 to \$8.3 million.

The Company reported a sound regulatory capital adequacy multiple of 194% (Dec-24: 193%) and \$9.8 million surplus capital above target at 31 December 2024.

FY25 outlook

In an industry where sales volumes are improving, NobleOak expects to continue to outperform and achieve above-market in-force premium growth, driven by a high share of new business sales and better than market lapse rates.

Higher interest rates remain a tailwind, benefiting investment returns, with inflation-linked premiums helping to mitigate inflationary pressures on costs and protect profit margins.

The Company remains focused on executing its diversified growth strategy and is committed to maximising the efficient use of its capital, maintaining strong financial disciplines while investing in innovation to drive growth.

In the second half, NobleOak plans to enhance brand recognition through an above-the-line marketing campaign, targeting key customer segments and high-visibility channels.

NobleOak is on track to meet its guidance of approximately 15% annual in-force premium growth for the full year to 30 June 2025, in a market that is expected to grow by around 5%.

The Company's regulatory capital position has continued to strengthen as it generates capital organically. This represents a significant milestone in NobleOak's growth journey and opens strategic options, including accelerating organic growth, pursuing inorganic growth and evaluating potential future dividends.

Direct Channel

Direct Channel	HY25	HY24	Var
In-force premiums at period end (\$m)	96.2	85.9	+12%
New business sales (\$m)	4.8	5.0	(4%)
Lapse rate (%)	14.1%	11.3%	(2.8)ppts
Net insurance premium (\$m)	26.1	23.1	+13%
Underlying gross insurance margin (%)	27.8%	28.0%	(0.2)ppts
Underlying administration expense ratio (%)	20.4%	19.9%	(0.5)ppts
Investment return (as % of insurance premium)	2.3%	2.0%	+0.3ppts
Underlying NPAT (\$m)	3.2	3.0	+7%

In NobleOak's core Direct Channel, investment in digital marketing and alliance partnerships continues to drive market share gains, with in-force premiums growing by 12% to \$96.2 million.

⁴ As at 30 June 2024. Market share calculated using APRA's half-yearly life insurance performance statistics. Data is available six months in arrears. Note that due to anomalies in the APRA market data as at 30 June 2024, it has been supplemented by data published by Plan for Life.

The Company pulled back on acquisition costs in the Direct Channel during the period to conserve capital to support the acquisition of RevTech trailing commissions and the FiftyUp Club. This had an expected moderating effect on new business sales, which reduced by 4% on the pcpc.

A new brand campaign, 'The NobleMan', launched in during the period, and is expected to drive improved brand recognition and sales volumes in the Direct channel.

Lapse rates continue to trend towards industry levels as the portfolio ages but remain well below industry average. This is expected to continue over the medium-term.

The underlying insurance margin remained strong at 27.8%, with the net claims experience broadly in line with expectation [and no material net reserve movements].

The underlying administration expense ratio includes additional investment in technology and capability within the business to drive long-term growth and support emerging economies of scale. As a result, underlying NPAT grew by 7.0% to \$3.2 million.

Strategic Partner channel

Strategic Partner Channel	HY25	HY24	Var
In-force premiums at period end (\$m)	326.8	265.5	+23%
New business sales (\$m)	25.5	21.5	+19%
Lapse rate (%)	10.8%	8.4%	(2.4)ppts
Net insurance premium (\$m)	30.8	24.3	+27%
Underlying gross insurance margin (%)	5.5%	5.5%	(0.0)ppts
Underlying administration expense ratio (%)	2.4%	2.0%	(0.4)ppts
Investment return (as % of insurance premium)	1.3%	1.3%	0.0ppts
Underlying NPAT (\$m)	5.0	4.5	+11%

The Strategic Partner channel continues to deliver strong growth, with NobleOak's contemporary products, high-quality service and partnerships with Neos and PPS driving market share gains.

In-force premiums grew by 23% to \$326.8 million, with a 12.5% share of advised sales and lapse outperformance driving NobleOak's advised in-force market share up to 3.1%⁵.

The underwriting performance in the Strategic Partner Channel remains strong, with overall net premium and net claims in line with expectations. NobleOak's strategically conservative risk retention in advised business continues to provide margin stability.

The underlying administration expense ratio remains low at 2.4%. This delivered underlying NPAT growth of 11% to \$5.0 million.

Investor webcast

NobleOak CEO Anthony Brown and CFO Scott Pearson will host a webcast briefing for analysts and investors from **10.00am AEDT today (28 February 2025)**.

The webcast can be accessed at: <https://webcast.openbriefing.com/nol-hyr-2025/>

Ends

This announcement has been authorised by the Board of NobleOak Life Limited.

⁵ As at 30 June 2024 (December 2023: 2.5%).

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About NobleOak (ASX: NOL)

NobleOak is an independent, multi award-winning, APRA-regulated Australian life insurance provider which has a 147-year history, dating back to one of the first benevolent societies in Australia, the United Ancient Order of Druids Friendly Society of NSW. NobleOak's core values: Be Noble, Create Value, Adapt & Grow, Keep it Simple, and Deliver on promises, are embedded deeply in its culture. Following its demutualisation in 2011, NobleOak repositioned its business model, launching direct-to-consumer life insurance products through its modern and intuitive digital platform. Since then, NobleOak has diversified its business by manufacturing white-labelled tailored products for strategic partners which are mostly offered to customers through advisers. NobleOak's strategy is underpinned by a commitment to offer customers high value, easy to understand and competitive life risk insurance products. For more information, please visit: www.nobleoak.com.au