

Press Release
13th March 2015

VITALITYLIFE ANNOUNCES SENIOR PROMOTIONS

- **Deepak Jobanputra, formerly Product and Actuarial Director, appointed Deputy CEO**
- **Justin Taurog, formerly Distribution and Marketing Director, appointed Managing Director Sales and Distribution**

VitalityLife, the business formerly known as PruProtect, has made two senior promotions as it positions itself for growth in the UK protection market. These promotions come as the business announces record results for Q4 2014.

Deepak Jobanputra, formerly Product and Actuarial Director is now Deputy CEO, whilst Justin Taurog, previously Distribution and Marketing Director is now Managing Director Sales and Distribution.

Commenting on his appointment, Deepak Jobanputra, said: "We are very pleased with the Vitality journey over the last seven years and we are very excited about extending our Vitality proposition to more and more people in the UK. This brings with it a means to make people healthier and support intermediaries with new and exciting approach to reach customers positively. This in effect delivers a shared value approach where there are gains for everyone to create a stronger society."

VitalityLife experienced its best ever three month period in Q4 2014, reporting £15m of new business which surpasses the previous high in Q4 2012 immediately prior to the introduction of the gender neutral legislation. This success was supported in part by the launch of new products such as LifestyleCare Cover, alongside 44% of VitalityLife's new business now being written with Vitality Optimiser. Launched in 2013, the success of Vitality Optimiser demonstrates the real appeal of offering rewards and incentives to help make people healthier.

Justin Taurog, Managing Director Sales and Distribution, commented: "VitalityLife has focussed on solutions that meet customer's needs and can grow the protection market – the Vitality chassis is unique in helping people improve their day to day wellness and get something tangible back without having to claim. VitalityLife has built up a sales team of over 200 people supporting IFAs in the UK grow their business and protect their client's futures. This has resulted in us growing to be the third largest insurer in the UK IFA market and our best ever quarter with over £15m new business for the three months to December 2014."

Commenting on both appointments, Herschel Mayers, CEO of VitalityLife, said: "The scale of our ambition in the UK protection market is clear, and our recent results show that we are on the path to growth in 2015 and beyond. To achieve the level of success we want, we need to have the right team on board. Deepak and Justin have been instrumental in our story to date and their promotions are recognition of the important roles they still have to play in the future of our business."

For more information, please visit vitalitylife.co.uk

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Notes to editors

The information contained in this press release is intended solely for journalists and should not be used by consumers to make financial decisions.

Vitality – changing health and life insurance for good

Vitality is the new name for PruHealth and PruProtect, the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality has partnered with a number of Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson, role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price www.vitalitylife.co.uk