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Foster Denovo launches general insurance proposition
– Synergies between insurance brokers and IFAs enable 'better business' –

Foster Denovo, www.fosterdenovo.com, the national IFA, has launched a new division, Foster Denovo General Insurance, in a move that will enable the company to provide business and personal insurance policies directly to new and existing clients.

Foster Denovo General Insurance is an extension of Foster Denovo's existing business, which offers financial advice to both corporate and private clients. The company sees a clear synergy between the provision of this and general insurance, believing that customers will benefit from receiving recommendations based on a thorough understanding of their individual circumstances.

The robust 'better business' model adopted by Foster Denovo General Insurance will benefit both the customer and the insurer. It focuses on investing the time to develop an in-depth understanding of each individual case, which ensures that the client pays the right price for the risk they require to be insured. By making the underwriting as accurate as possible, insurance companies can potentially reduce the chance of unexpected claims, and this drive for predictable business enables them to offer reasonable rates to customers.

To ensure that its new offering is competitive, Foster Denovo is working with Devizes Insurance Brokers Ltd. a specialist with over 30 years experience in the industry to offer the full spectrum of personal and business policies.

Commenting on the launch of Foster Denovo General Insurance, Kevin Kinder, head of the new division, said: "Like financial products, insurance is not a commodity and, more often than not, individuals find there is no substitute for taking advice that relates specifically to their personal circumstances. While price comparison websites have their place, their 'self-service' model requires clients to accurately assess and report their own needs, as well as base their final decision solely on cost. As a result insurers may not get a correct picture of what they are covering.

"In contrast, brokers can assist in pricing risk better because they have more information with which to work. Insurance companies therefore usually select to work with them because they trust them. And they are often able to give a better price to customers because they understand the issues better."

Roger Brosch, CEO of Foster Denovo, added: "Our 'one-size-does-not-fit-all' philosophy translates easily to the insurance industry, as a result of which the launch of Foster Denovo General Insurance was a natural progression of our customer-focused offerings.

“The close client relationships championed by the new venture will also provide the basis for accurate, risk-related, information. This improves the decision making process, so everyone benefits.”

Foster Denovo General Insurance's principle of 'better business' supports recommendations from a recent report from the Insurance Industry Working Group (IIWG)¹. Amongst other things this called for action from the insurance industry, government and the FSA 'to increase customer confidence and trust through improving financial education and considering further steps to improve transparency, simplicity and access for consumers'.

1. The IIWG was commissioned in October 2008 to look into the challenges and opportunities facing the UK's insurance industry. It is co-chaired by Chancellor of the Exchequer, Alistair Darling and Andrew Moss, group chief executive of Aviva, and includes leading figures from across the insurance industry.

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Notes to editors

About Foster Denovo General Insurance:

Foster Denovo is national IFA providing both corporate and private clients with advice on: wealth management, employee benefits, retirement solutions and private finance.

Authorised and regulated by the Financial Services Authority and established in 2005, Foster Denovo is owned, almost in its entirety, by its advisers and staff.

The board believes this creates a stakeholder culture, which forms the basis of the company's values.

Foster Denovo is dedicated to setting the standard for private client service in the general insurance industry, and to building client relationships that will last a lifetime.

Foster Denovo General Insurance is a trading name of Devizes Insurance Brokers Ltd, which is authorised and regulated by the FSA.

For further information, interviews and photography, please contact:

Katrina Suppiah/Kate Alexander, Publicité

Tel: + 44 (0)20 8543 6582/+44 (0)20 8543 8481

Email: k.suppiah@publicite.co.uk/k.alexander@publicite.co.uk

