

FACT SHEET

TOWER AUSTRALIA AT A GLANCE OCTOBER 2009

TOWER AUSTRALIA IS THE ONLY SPECIALIST LIFE INSURER LISTED ON ASX

PRINCIPAL ACTIVITIES:

- Life insurance for individuals and groups
- Superannuation based investment

SUCCESSFUL AND SUSTAINABLE BUSINESS MODEL:

- Specialist life insurance company with leading competitive propositions in each of its core markets
- Broad distribution footprint through Advice, Workplace/Group and Direct to customer channels
- Capable and motivated people
- Strategy to achieve market leadership with the interests of customers and partners at the forefront
 - delivering valued products and services
 - strong business partnering and innovative technology
 - ensuring people can easily obtain life insurance cover that best suits their needs

DIVERSIFIED PRODUCT AND CHANNEL MIX 31 MARCH 2009

INFORCE PREMIUM BY PRODUCT



- INDIVIDUAL LUMP SUM 52%
- INDIVIDUAL INCOME PROTECTION 17%
- GROUP 31%

NEW BUSINESS BY CHANNEL



- ALLIANCES 35%
- GROUP 18%
- INDEPENDENT FINANCIAL ADVISERS 47%

KEY FACTS

Managing Director **Jim Minto**

Shareholders **39,000**

Stock Exchange Listing **ASX**

ASX Code **TAL**

Shares on issue **361 million**

Employees **1,000**

Standard & Poor's Insurer Financial Strength Rating **A, stable outlook**

Website **www.toweraustralia.com.au**

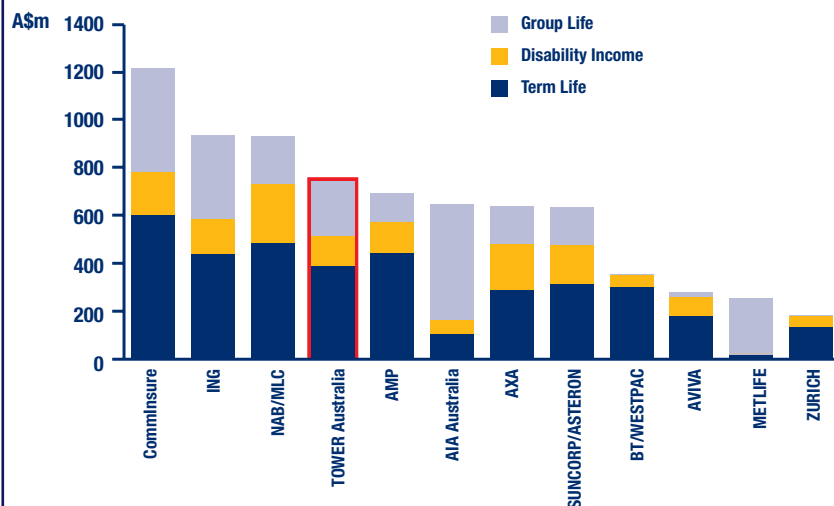
TOWER Australia Investor Information

Enquiries regarding TOWER Australia's operating and financial performance:
Email: investor.relations@toweraustralia.com.au

Share Registry enquiries:
Email: Web.queries@computershare.com.au
www.toweraustralia.com.au

COMPETITIVE POSITION 10% MARKET SHARE

TOTAL INFORCE PREMIUM JUNE 2009



Source: Plan for Life

TOWER AUSTRALIA COMPETITIVE STRATEGY

TOWER AUSTRALIA STRATEGY

RETAIL PRODUCTS VIA FULL ADVICE DEALERS ADVISERS	GROUP AND WORKPLACE INDUSTRY FUNDS COMPANIES SUPERANNUATION SCHEMES MASTER TRUSTS	DIRECT TO CONSUMER INSURANCE LINE ALLIANCES
<ul style="list-style-type: none"> • Service • Partnerships • Technology • Product design • Innovative processes 	<ul style="list-style-type: none"> • Partnerships • Business-to-Business technology • Solutions design 	<ul style="list-style-type: none"> • Simple “no advice” products • Strong direct skills and capability • Marketing and sales

CORE COMPETENCIES
UNDERWRITING, PRICING AND CLAIMS MANAGEMENT

ASPIRATIONAL/GOAL
“ONGOING LEADERSHIP IN ALL SEGMENTS WITH EXCELLENCE DELIVERED BY STRONG PEOPLE CAPABILITY”

AMBITION AND VALUES

TOWER Australia’s ambition is to make life solutions a well understood and valued part of peoples’ lives.

Five core values underpin TOWER Australia’s growth plans for the future:

COLLABORATION Working as a team internally and with the world around us

ACCOUNTABILITY Taking ownership for what we do and why we do it

INNOVATION Encouraging and rewarding new ideas and fresh ways of doing things

RESPECT Putting the needs of people first and sharing views openly and honestly

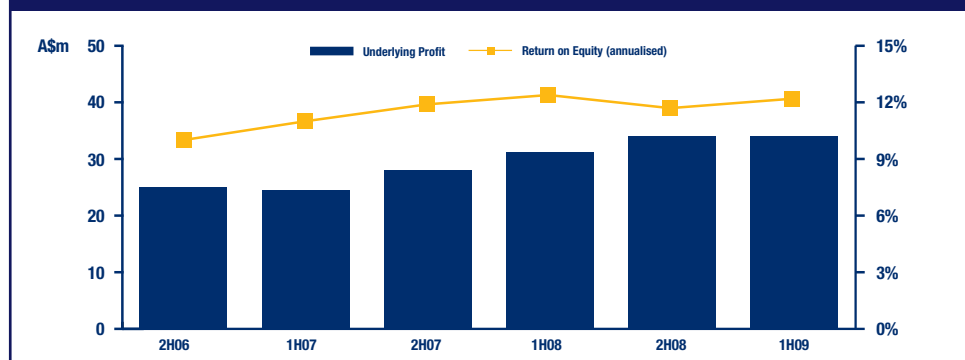
SIMPLICITY Making it simple and saying it how it is

SUMMARY FINANCIAL INFORMATION

	6 months ended 31 Mar 2008	6 months ended 30 Sep 2008	6 months ended 31 Mar 2009	% Change Mar 09 v Mar 08
In-force Premium	\$693.8m	\$749.1m	\$709.9m	+2%
Reported Net Profit after Tax	\$30.9m	\$37.8m	\$27.1m	-12%
Underlying Net Profit after Tax ⁽¹⁾	\$33.9m	\$34.0m	\$38.2m	+13%
Underlying Earnings per Share	10.1 cents	10.1 cents	10.9 cents	+8%
Underlying Return on Equity (annualised)	12.4%	11.7%	12.2%	-2%
Shareholder Equity	\$560.7m	\$599.5m	\$654.4m	+17%
Gearing (Debt/(Debt+Equity))	15.1%	14.3%	22.9%	+52%
Embedded Value (Life Company)	\$781.4m	\$812.5m	\$899.3m	+15%
Value of One Year’s New Business	\$47.8m	\$48.3m	\$63.0m	+32%

⁽¹⁾ Reported net profit after tax adjusted for non cash items and normalised investment income

FINANCIAL PERFORMANCE UNDERLYING PROFIT



LATEST AWARDS

2008 AUSTRALIAN BANKING AND FINANCE MAGAZINE AWARDS

Best life Insurance Product – Accelerate

Best technology innovation – Accelerate



2008 MONEY MANAGEMENT MAGAZINE ADVISER CHOICE RISK AWARDS

Silver, Risk Company of the year – TOWER Australia

Silver, Disability Product – Accelerate



2009 MONEY MAGAZINE AWARDS

Best Term Life and Total & Permanent Disability Product – TOWER Protection Policy

Best Income Protection (Best Featured) Product – Accelerate

