

Hi there,

We are excited to share an important update about a strategic development at Simply. As part of our ongoing efforts to enhance our product offerings and strengthen our partnerships, we have made the decision to transition our underwriting from OMART to Hollard Life.

The rationale

This move is significant for a few key reasons:

- Hollard made a strategic investment in Simply last year; we believe that this partnership will add value from both an economic and strategic perspective.
- With Hollard's underwriting structure, Simply will be able to offer a broader range of benefits, potentially including short-term insurance ones.
- We will benefit from Hollard Life's extensive assets, such as collection capabilities and existing intermediary agreements, further streamlining processes for you.

Key timelines

From the **4th of November 2024**, all new business will be written on the Hollard Life license. It is important that we have your intermediary agreement with Hollard Life in place by then.

The existing business will remain with OMART for servicing, and over the next 9-12 months, it will be transferred to the Hollard Life license via a Section 50 transfer process.

Let's klap it

We believe the move will unlock significant value for both Simply and our intermediaries, by enabling us to offer a wider range of solutions that better serve our joint customers. Your broker consultant will be in touch to answer any questions you may have and to ensure you're ready for new business on the 4th of November 2024.

We look forward to continuing our partnership as we embark on this exciting new chapter.

Warm regards,



Anthony Miller
Chief Executive Officer

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