

Media Release

PFL Excellence Awards 2023 – Investment Bonds Winners Announced
12 December 2023

Challenger wins Overall Longevity Provider of the Year Award 2023

Challenger is the winner of the Overall Longevity Provider of the Year Award for 2023, announced by Plan For Life on Thursday, December 6, 2023.

The fifth Annual Longevity Cover Awards recognise Australian Life companies and fund managers who are designing products to assist retirees in meeting the challenges of longevity. Longevity in this context simply means 'life expectancy'. Products currently on offer to retirees, specifically designed to meet some part of longevity risk, can be defined as "Longevity Cover".

The Longevity Product (Lifetime Guaranteed Income) Award went to Challenger (Liquid Lifetime Annuity – Immediate Payments), a product which provides a combination of flexibility, access to capital and guaranteed income.

The Longevity Product (Deferred Lifetime Guaranteed Income) Award went to Challenger (Liquid Lifetime Annuity - Deferred Payments), which provides access to capital and deferred guaranteed income.

The Longevity Product (Lifetime Investment Linked) Award went to Generation Life (LifeIncome), which provides income that is linked to selected investment options and which continues for life.

The Longevity Product (Deferred Lifetime Investment Linked) Award went to AMP (MyNorth Lifetime Deferred Income) which provides deferred income that is linked to selected investment options and which continues for life.

The Innovation (Product) Award went to Allianz (AGILE).

The Innovation Tools & Calculators Award went to AMP for the MyNorth Retirement Modelling Tool.

The Client & Adviser Technical Support Award went to Generation Life for its in-depth, ongoing support for advisers.

About the Awards

The PFL Excellence Awards are based on an independent, objective and transparent research process using actuarial disciplines. They provide industry participants with a benchmark to compare performance and provide consumers with an insight into best practice. The process involves a data request and submission, followed by a review and analysis by Plan For Life.

<https://www.pflresearch.com/pfl-awards-overview>

For additional information please contact: support.australia@issmarketintelligence.com

The Plan For Life Excellence Award Winners in the Direct Life category are:

Award	Winner	Product
Overall Longevity Provider of the Year	Challenger	
Client & Adviser Technical Support	Generation Life	
Innovation - Product	Allianz	AGILE
Innovation Tools & Calculators	AMP	MyNorth Retirement Modelling Tool
Longevity Product - Deferred Lifetime Guaranteed Income	Challenger	Liquid Lifetime Annuity - Deferred Payments
Longevity Product - Deferred Lifetime Investment Linked	AMP	MyNorth Lifetime Deferred Income
Longevity Product - Lifetime Guaranteed Income	Challenger	Liquid Lifetime Annuity - Immediate Payments
Longevity Product - Lifetime Investment Linked	Generation Life	LifIncome
Wholesale Longevity Product	TAL	Retirement Income Solutions

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