

Media Release

PFL Excellence Awards 2022 – Longevity Cover - Winners Announced

27 October 2022

Challenger wins Longevity Cover Overall Excellence Award 2022

Challenger is the winner of the [Overall Longevity Cover Excellence Award for 2022](#), announced by Plan For Life, Actuaries & Researchers on Thursday, 27 October 2022.

The 4th 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), a product which provides a combination of flexibility, access to capital and guaranteed income.

The [Longevity Product \(Deferred Lifetime Guaranteed Income\)](#) Award went to **AIA** (Lifestream: Lifetime Income Deferred Annuity), 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 **AMP** (MyNorth Lifetime: Life Super, Lifetime Income and Deferred Income Product).

The [Innovation Tools & Calculators](#) Award went to **AIA** for the Deferred Annuity Retirement Planning and Projection Calculator.

The [Client & Adviser Technical Support](#) Award went to **Challenger** for its in-depth, ongoing support for advisers, evidenced by its series of highly informative, technical information material, known as Challenger Tech.

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

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PFL Excellence Awards 2022 - Longevity Cover - Winners and Finalists

Award	Company	Product
Overall Longevity Provider of the Year		
Winner	Challenger	
Finalist	AIA	
Finalist	AMP	
Finalist	Generation Life	
Longevity Product - Lifetime Guaranteed Income		
Winner	Challenger	Liquid Lifetime Annuity - Immediate Payments
Finalist	AIA	Lifestream: Lifetime Income Immediate Annuity
Longevity Product - Deferred Lifetime Guaranteed Income		
Winner	AIA	Lifestream: Lifetime Income Deferred Annuity
Finalist	Challenger	Liquid Lifetime Annuity - Deferred Payments
Longevity Product - Lifetime Investment Linked		
Winner	Generation Life	LifeIncome
Finalist	Challenger	Liquid Lifetime Annuity - Market Linked Payments
Finalist	AMP	MyNorth Lifetime Income
Longevity Product - Deferred Lifetime Investment Linked		
Winner	AMP	MyNorth Lifetime Deferred Income
Innovation - Product		
Winner	AMP	MyNorth Lifetime: Life Super, Lifetime Income and Deferred Income Product
Finalist	Generation Life	LifeIncome
Innovation Tools & Calculators		
Winner	AIA	Deferred Annuity Retirement Planning and Projection Calculator
Client & Adviser Technical Support		
Winner	Challenger	
Finalist	AIA	
Finalist	AMP	
Finalist	Generation Life	

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About the Media Release

This report is provided by Plan For Life, Actuaries and Researchers. Plan For Life is an ISS Market Intelligence brand (ISS MI), part of Institutional Shareholder Services (ISS). [Read more about ISS.](#)

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