

Why choose Acenda?



over 900k
customers covered
by Acenda



Top 25%
for product score
and price*



Part of the global
**Nippon
Life Group**
which has \$741 billion
assets and 14 million
customers globally



\$802 million
in retail claims
paid to more than 4,850
customers in 2024*

Quality products that deliver value for money

Lump Sum Cover

- Life Cover
- Total and Permanent Disability
- Critical Illness Cover
- Child Critical Illness
- Occupationally Acquired HIV, Hepatitis B or C Infection

Income Protection Cover

- *Income Assure and Income Assure+*
- Business Expenses

Flexibility to structure cover and make it more affordable

7.5%

Vivo Incentive

A 7.5% discount on insurance premiums for clients within certain BMI range.

10%

Multi-cover discount

A 10% discount on eligible lump sum covers for clients who bundle with Income Protection.

Experienced underwriters are there for advisers and clients

- Industry-leading in-house acceptance limits.
- Competitive mandatory medical and financial limits mean faster decisions and a better experience for advisers and your clients.
- We phone advisers to explain why there is a decline, exclusion or loading.
- We have strong relationships with global, long-standing reinsurers.

Doing business with us is easy

- The Adviser Portal helps you avoid delays in your advice process.
- Complete quotes and applications online and view clients' policies.
- Complete decrease alterations online.
- The Customer Portal lets your clients complete their own simple administrative tasks.



Vivo for health, wellbeing, and recovery

Vivo health, wellbeing and recovery services are available to all your clients with an Acenda policy, with some services also available for their immediate family members. You and your staff can also access selected Vivo services. For more information scan the QR code below.



Digital underwriting tools save time

Digital pre-assessment tool

5 minutes to complete pre-assessment.

Underwriting rules engine

17 minutes to complete an average life cover only application. 24 minutes to complete an average full cover application.

Online application process

Can be completed with the client, by the adviser, via our tele-underwriting service, or the client can complete online.

Our customer-first approach

- End-to-end support for clients on claim with a:
 - dedicated claims consultant
 - specialist support for mental health and long-term income protection claims.



acenda.com.au/about-us/our-awards

Our Acenda team is here to help

Your Distribution team and our Acenda subject-matter experts are here to help you grow your business and navigate regulatory change.

* Adviser comparison software June 2025
* Taken from our 2024 claims snapshot flyer

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