

PRODUCT FOCUSED TEMPLATE

[CLIENT NAME]
[ADDRESS LINE 1]
[ADDRESS LINE 2]
[SUBURB]
[STATE] [POST CODE]

Dear [CLIENT NAME],

I am writing to update you on the premium adjustment to your [INCOME PROTECTION or/and CRISIS RECOVERY or/and TPD] benefit[s] through AIA Australia (AIA).

Before your policy anniversary you will receive a letter from the AIA team informing you of any adjusted premiums and I wanted to give you some added context about this update.

As you may be aware, the insurance industry has seen considerable increases of claims costs associated with illnesses such as breast cancer, mental health and musculoskeletal issues. This has unfortunately affected far more people than insurers had anticipated. As a result, insurers across the country have had no choice but to review their product prices and adjust their premiums on some benefits.

Looking specifically at your benefits:

[INCOME PROTECTION] Income protection is an important benefit as it protects your greatest asset – you. It covers you for physical and mental illness, and physical injury protecting you with a payment of 75% of your salary, if you are unable to work.

[CRISIS RECOVERY] If you fall critically ill, Crisis Recovery protects you with a lump sum payment. This cover protects you across a broad range of illnesses to give you peace of mind in case of severe events such as melanoma, prostate cancer, breast cancer, and heart attack.

[TPD] Total and permanent disablement can make sure your lifestyle is covered if an unpredictable event happens. By providing a lump sum benefit if you become totally and permanently or partially and permanently disabled and are unable to work or perform domestic duties or suffer total or partial disablement that prevents you from performing a number of every-day activities.

If you'd like us to assess your existing cover and check whether or not you need some adjustments, please contact us on [ADVISER PHONE NUMBER].

It's been a difficult year for most of our clients and this makes it even more important that you safeguard your long-term financial health. We're committed to making sure you have the best possible insurance, when you need it.

Sincerely,

[ADVISER SIGNATURE]

[ADVISER TITLE]