



NFU Mutual

Tiddington Road
Stratford-upon-Avon
CV37 7BJ

Press release

July 10 2008

Help for flood victims wins insurer top awards

Rural insurer NFU Mutual has won two top prizes in this year's insurance industry awards.

NFU Mutual took the title of General Insurer of the Year and also the Customer Care prize at the British Insurance Awards, announced last night at London's Royal Albert Hall.

"We're absolutely delighted – it's a terrific achievement to win these awards against competition from the whole of the insurance industry," said Ian Geden Chief Executive.

"It's a tremendous accolade to the professionalism, hard work and dedication of our staff and agents throughout the UK.

"Our latest success clearly demonstrates that we really do deliver our vision: to be recognised by our stakeholders as setting the market standards in terms of all round value, service and trust.

He explained that NFU Mutual had responded to last summer's devastating floods in the Midlands by bringing in extra staff from unaffected regions to help provide immediate aid to customers; making immediate payments to people whose homes were damaged, and setting up mobile offices in badly-affected towns. At Christmas, NFU Mutual also offered a special payment to people who were still living in caravans while their homes were still being repaired to help them celebrate the festive season.

The July floods alone led to over 3,000 claims from NFU Mutual policyholders costing over £57m.



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The audience of over 1,500 representatives of UK insurance companies heard the judges praise NFU Mutual for not only its financial strength but also the way it delivers customer satisfaction.

“Because we are a mutual we can focus all our efforts into looking after customers,” Ian explained.

Founded by a group of Warwickshire farmers in 1910, NFU Mutual has grown into one of the UK’s 10 largest general insurers but still adheres to its founders’ belief in mutuality as the best way to serve customers’ interests over the long term.

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Notes to editors:

1. With over 300 offices located in rural towns and villages throughout the UK, NFU Mutual has become part of the fabric of rural life and remains committed to serving the needs of people who visit, live or work in the countryside.
2. Recognised as a UK leading rural insurer, NFU Mutual offers a wide range of products, including general insurance, life, pensions, investments, and risk management services. These products and services are delivered through the agency network, as well as through a direct sales and service centre.