



BUPA INDIVIDUAL PROTECTION ENHANCES ONLINE SERVICES FOR INTERMEDIARIES

Today, Bupa is launching an enhanced online trading system for intermediaries who sell its award-winning individual protection products.

The new system will help make transactions even smoother allowing intermediaries to tailor Bupa's products to suit their clients' needs, and upload multiple product applications in one single action. Intermediaries will now be able to make policy alterations until a policy is placed on risk, arrange single or multiple start dates and direct debits for clients.

Steve Payne, director of Bupa Health Assurance said: "Our aim has always been to make our products as accessible and effective as possible for both intermediaries and their clients. Intermediary feedback has helped us to design a system which enables them to access our products in a menu-style format making administration simpler, quicker, flexible and more convenient."

Bupa's range of critical illness and income protection products have achieved five star ratings from Defaqto, a leading independent research company which rates products across the whole market.

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Notes to Editors:

Bupa Individual Protection is provided by Bupa Health Assurance Limited. A private company limited by shares and established in the United Kingdom. Its head office is at The Core, 40 St Thomas Street, Bristol BS1 6JX. Registered in England and Wales No 2774803*

*Authorised and regulated by the Financial Services Authority. Registered office: Bupa House, 15-19 Bloomsbury Way, London WC1A 2BA.

About Bupa:

Bupa is a leading international healthcare company. Established in 1947, it has over ten million customers in more than 190 countries and employs over 52,000 people around the world.

Its main interests are health insurance, care homes for young disabled and older people, workplace health services, health assessments and chronic disease management services, including health coaching and healthcare services in the home.

While Bupa's largest and original business is in the UK, it has significant operations around the world including Sanitas in Spain, MBF, HBA, Mutual Community in Australia, IHI in Denmark and Health Dialog in the US. Bupa also has businesses in Hong Kong, Thailand, Saudi Arabia, India, China and Latin America. In addition, Bupa Care Services owns care homes in Spain, Australia and New Zealand.

Bupa has no shareholders. We reinvest our money to provide better healthcare for our customers, helping them to live longer, happier, healthier lives.