

PRESS RELEASE

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**AEGON SCOTTISH EQUITABLE INTRODUCES TELE-INTERVIEWING
WITH MORGANASH**

- Contract signed with MorganAsh
- Improved service for IFAs
- Reduction in Non-disclosure

AEGON Scottish Equitable has enhanced its individual protection service by introducing MorganAsh Tele-Interviewing. The addition of the Tele-Interviewing service at point of application is for all AEGON Scottish Equitable individual protection products including Critical Illness, Income Protection, Business Protection and Life cover.

Following completion of a successful pilot with MorganAsh in September 2007, AEGON has now decided to roll the Tele-Interviewing service out across its entire range of individual protection products. For this phase of the Tele-Interviewing service – known as “little t” - applicants will only be interviewed if a disclosure is captured at the application stage.

The pilot demonstrated that MorganAsh Tele-Interviewing significantly speeds up the underwriting process and saves costs on medical evidence.

Previously AEGON had to wait a considerable period for medical information to be returned following information disclosed on the application form. At times, this caused significant delays in getting people on-risk quickly. Now, where clients are Tele-Interviewed, 70% can be underwritten immediately without the need for further medical information and with a turn round time in the region of 6 days.

Matt Rann, Head of Underwriting and Claims at AEGON Scottish Equitable said: “We undertook a Tele-Interview pilot last year with Morgan Ash. The results were so compelling that we decided to implement this for all our individual protection products.

“We are committed to continuously improving the service we provide to our distributors. MorganAsh Tele-Interviewing will significantly enhance our proposition and replace the need for further medical evidence in a large proportion of cases.”

Andrew Gething, Managing Director for MorganAsh commented; “We are collecting better information than GPR’s, as well as slashing the turn round times, so removing the barriers to selling protection while reducing non-disclosure. With the present mortgage slow down, this double whammy is just in time and there is a window of opportunity to increase the sales of protection.”

END

Notes to Editors:

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MorganAsh: having pioneered the introduction of Tele-interviewing in the UK, Ireland and Germany, and with over 24 Life insurance customers, MorganAsh is the leading Tele-interviewing provider in Europe.

MorganAsh forms outsourcing partnerships with brokers, life and health insurance companies to improve their new business acquisition process, reduce costs, increase revenues, and improve customer satisfaction by undertakes Tele-interviewing, Tele-underwriting and Tele-Data Capture services.

MorganAsh employees over 100 nurse Tele-interviewers via a virtual contact centre in the North of England and Cologne in Germany. MorganAsh have a close relationship with RGA Technology partners and use their AURA underwriting engine.

MorganAsh prides itself on the quality of customer service and the information obtained from the interviews. The MorganAsh complaint rate is less than 1/1000 interviews, and typically MorganAsh collect 70% more information than traditional paper application form methods. To-date MorganAsh has completed over 40,000 interviews and has zero contested claims.

MorganAsh launched a Tele-Claims service in conjunction with SCOR Global Life (UK) in late 2007.

MorganAsh is authorised and regulated by the UK Financial Services Authority.

Tele-interviewing is the process of using a telephone interview as a means of collecting information from applicants, for protection insurance, regarding their occupation, medical history, pastimes and potentially hazardous pursuits.