



## **Blue Zebra launches, announces game-changing partnership with Zurich.**

Insurtech underwriting agency start-up, Blue Zebra, today announced its first strategic partnership in the Australian insurance market. In a move set to redefine the way insurance is delivered to Australians, Blue Zebra will offer personal lines insurance to brokers, supporting the advice-led broker market with its purpose-built digital platform.

“The insurance industry has been talking about change for years. Blue Zebra is actually delivering this through an innovative new model that’s supplying insurtech through brokers” said Blue Zebra CEO Blair Nicholls, formerly of Berkshire Hathaway. “Australian consumers need good advice and efficient brokers so they can buy the right insurance and not feel let down by their insurance company. Our broker-only platform will help them do this, with a broad range of personal lines backed by Zurich.”

“Zurich is all about offering insurance through expert brokers,” Nicholls added. “They’re the perfect insurance partner to help us give Australians a great insurance experience.”

Raj Nanra, CEO, General Insurance, Zurich Australia & New Zealand, said: “A significant proportion of Australian consumers need advice on their personal insurance needs, but to date choice and competition has been limited. Through our financial strength and exclusive focus on intermediaries and advice-led insurance, Zurich is ideally placed to support the broker personal lines insurance market.”

“For Zurich, it’s aligned to our ambition to grow our footprint in a way that complements the strong trading relationship we have with our broker partners,” Nanra added. “We’re delighted about our partnership with Blue Zebra and excited for what this means for our key broker partners.”

According to Blue Zebra Managing Director and former CEO of QBE Australia and NZ Operations, Colin Fagen, intermediary channels in Australia have significant potential for growth as more and more consumers rediscover the value of personal advice and service versus commoditised insurance products. He points to the major channel growth seen in key overseas markets, explaining it signifies a major opportunity – and need – for similar change in Australia.

“Most insurers in Australia have legacy product-based models and systems that have serious limitations when it comes to service,” said Fagen. “Blue Zebra

addresses this gap with a flexible model that's configured specifically to service the changing needs of brokers and their customers, today and tomorrow. This includes a digitally-enabled claims experience that will ensure claims are paid quickly through great technology."

Blue Zebra's product bundling and extensive use of big data will facilitate brokers to continue to focus on superior advice and service in general insurance. The team at Blue Zebra are excited to bring this new breed to insurance. We are looking forward to piloting this with a range of brokers.

Final launch is subject to regulatory and licensing approval.

For further information contact:

Colin Fagen – Managing Director  
Blair Nicholls – Chief Executive Officer  
Phone: 0452 139 700  
Email: [info@bzinsurance.com.au](mailto:info@bzinsurance.com.au)