

# PRESS RELEASE

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## Portals continue to thrive

A recent report from AT8 shows that the Life and Pensions' Portal providers are continuing to grow their transaction volumes. The Exchange, Assureweb, Weblines, Direct Life and True Potential are all growing their transaction volumes at the current time despite the difficult market conditions.

The Exchange is maintaining their market leadership and is responsible for 60% of all quotation transactions (65% if just the B2B market transactions are compared) from these portals. The Exchange also continues to provide the broadest range of services across the widest range of Product Providers.

Assureweb, Weblines and Direct Life are also thriving with impressive growth figures. Assureweb showed an admirable growth at 29% and boast an impressive customer line up; including Barclays, Home of Choice, Sesame, Bankhall and Personal Touch. Weblines also showed solid growth of 16% but it is their B2C growth that stands out. Weblines now claim to support 2,000 IFA websites by integrating Weblines' quotation platform into their websites. Meanwhile Direct Life now provides 590,000 quotes a month (a growth of 18%) from their niche of targeting protection business.

True Potential has also entered the market this year and although only operating for 8 months so far, are already making an impact by providing 200,000 quotes per month and growing.

The growth in the portal market is even more noticeable when looking at the volume of new business transactions. Weblines, for example, has shown a massive increase of 177% in their transaction volumes. However, while growth is high, the actual transaction levels themselves are still relatively low. Our survey suggests a poor conversion rate for the ratio of electronic quotations to electronic applications (an industry average for portals of 0.35%). The conversion rates appear to be better where the whole business model and process is electronic - as with True Potential - who have a conversion rate of 2.5%.

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## About AT8

- AT8 is a specialist consultancy and business development company principally aimed at the Financial services and related IT markets
- The Directors have a proven track record of developing and helping large Corporate organisations as well as small or start-up businesses
- Our domain knowledge and expertise combined with the development of relevant products and services create compelling propositions for our customers that achieve positive results quickly
- Our Consultancy services are built around propositions that address specific problems or opportunities in our core and related markets. This requires an in-depth knowledge of the market dynamics and the application of thought leadership.
- Our Knowledge Skill & Experience includes:
  - Financial Services – delivering effective e-enablement
    - Point of Sale
    - Back Office & CRM
    - Wrap
    - Worksite Marketing
  - Business process review and re-engineering
  - Sales & Marketing – business development
  - Regulation and best business practice
  - HR & Change management
  - New business initiatives and company start-ups
  - Strategic Review and direction
  - Board Governance
  - Intellectual Property exploitation and protection