



Shaking hands. Creating bonds. Ensuring trust.

Howdie.

Now you might think that is a strange way to open a letter, however read on and you will see why.

The business world has changed and so has Insurance Zone. The way business is done has also changed, but the way we do business has not - our values and ethics remain unchanged.

It is with great excitement that we introduce you to **Howdie Insurance Administrators**. The rebrand has been on the cards for a few years now, but we have finally decided the time is right to go ahead with the name change from Insurance Zone Administration services to Howdie Insurance Administrators.

So why the change you may ask?

Insurance Zone Administration Services was part of a larger group, which at a stage had corporate shareholding. To eliminate any perceived conflict of interest, the current shareholders bought back the shareholding from the corporate partner and with that came a change in management structure. We have been very fortunate to have had incredible support from our current brokers, but we now feel it is time that the Administration company creates its own identity and hence the changes we are making.

What to expect with the change

On 1 August we will be rolling out our new brand to our current clients and brokers, but we would like to assure you that there will be no changes of any kind to your current policy or the way we do business. The legal entity and all the players behind the scenes will still be involved, this is simply a rebrand. The next step in our evolution will be that we look at ways of improving efficiencies and service to our brokers, which in turn will mean that the benefit will be passed on to you. These new benefits will take place once the new brand has been successfully rolled out.

So, to confirm, besides now seeing the Howdie Brand on some of your documentation, all covers and processes will remain unchanged. There is also NO action that is needed on your part to effect these changes. It is the same legal entity and people behind the operation, so for now sit back, relax and enjoy being part of the journey that will hopefully continue with us for many years to come.

If you have any questions or concerns, please contact your broker who will facilitate a meeting or response from one of the Howdie Team.

Stay safe and thank you once again for your loyal support.

Regards

The Howdie team

