



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.

We may have already communicated this face to face with some of our brokers, but for those that we haven't yet spoken to, please read on.

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?

We have been very fortunate in that over the past 17 years the Administration business has managed to grow and evolve into what it is today. However, we feel the time is right to make the necessary changes to let each business unit focus on their respective target markets. Not only is Insurance Zone a brand that is close to our heart, but it has also been met with great success. It was this emotional attachment that caused the delays in us changing the name. However, with the changes that have happened within the shareholding of our business over the past year, coupled with the need to structure the business according to its core functions, we have decided to take this massive step and rebrand the business. Insurance Zone will still exist, however that will now fall under our Life and Investment arm whereby the focus there will be providing short term solutions to our employee benefit business.

All the staff that you dealt with at Insurance Zone Administration Services will still be there under Howdie Insurance Administrators, however our hope is that the new brand will create new energy, and the amazing service you have received in the past will only get better. 2023 will also see Howdie bringing you new products, product enhancements, compliance and broking support solutions and an enhanced level of interaction and expertise which will gear your business for sustainable growth now and into the future.

Whilst the initial implementation will be 1 August 2022, the total migration across to the new brand may only be completed by early 2023 when Howdie Staff relocate to different premises.

The Howdie management will be contacting all of our brokers, whereby we will come and address any concerns you may have, as well as to drop off the necessary marketing material you will need in order to sell our products. A simple addendum will be done to amend your existing broker agreement to include that of Howdie. It is important to note that besides the name change, there will be NO other changes made that will require additional input from our brokers. It is still the same trading company, just a different name with a more focused team dedicated to working with our brokers.

We would like to take this opportunity to thank you for your ongoing support over the years and look forward to engaging with you with the aim of taking our mutual businesses to a new level.

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

Regards

The Howdie team

