

— OUR MANIFESTO —

GIVE IT TO ME STRAIGHT.

We're on a mission to **cut through the clutter** and **take on jibber jabber** at every turn.

WE'RE STRIVING FOR **CLARITY**

TO MAKE SURE CUSTOMERS
KNOW WHAT WE OFFER AND
WHAT WE STAND FOR.

**WE
WILL**

1. Speak clearly.
2. Avoid jargon.
3. Tell the truth.

And it isn't just about what we say.

**IT'S ABOUT DOING WHAT'S
RIGHT BY OUR CUSTOMERS.**

It's about cutting through the jibber jabber
so the value of insurance

SHINES THROUGH.



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