APEX

INSURANCE

Brokers for the Brave.

You are What Makes us Great

APEX
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Brokers for the Brave.

Apex.
A new kind of insurance for a new breed of kiwis.

There's not a lot that holds kiwis back.

We jump off bridges attached to rubber bands, we tie jets to our backs, we invent cars that drive on water, make movies in make believe lands, we free dive to deepest depths and stick flags on the top of the world.

And just when you thought we'd done it all – we're launching rockets into space.

Yep, we're a wild bunch alright.

Inventive, curious, never say never – let's "have a crack" sorts.

And for most insurance companies – that would be a nightmare.

But luckily we're not like most insurance companies.

First, we're kiwis and kiwi owned – so we get it. We don't run away from risk, we embrace it, with a firm handshake.

It's all about understanding. Not running for the hills.

So whatever you want to do, whatever business you want to build or protect, talk to us.

APEX

INSURANCE

Brokers for the Brave.

Protecting our biggest asset – our planet.
We were the first brokers in the world to achieve CarboNZero certification.

What's our story?

Like many success stories, ours started with an idea. How could we protect kiwi businesses if we didn't truly understand them? If we didn't get out from our corporate ivory tower and actually walk in their shoes for a day? So that's exactly what we did 25 years ago. We got out and started our own independent insurance broking company – Apex Insurance.

Today Apex is one of the leading insurance brokers in the country. We've purchased brokerages and expanded our businesses to extend our range of services and client base. We may be based in Auckland, but our entrepreneurial spirit stretches nationwide and beyond.

A new breed.

Like you, we've grown up in a new world. Where a smart kiwi "can do" attitude works. Where bureaucracy and siloes don't. We love technology and embrace all that it offers.

The digital world helps us process things faster and develop creative insurance solutions quicker. We also hire a new breed of talent. Young kiwis with inquisitive minds and a passion for service excellence. They're our future and they carry our flag.

Paying it forward.

We're serious about protecting futures and we're serious about protecting our planet.

We act ethically, responsibly and sustainably to create a profitable business that is respected by our peers and partners. Whilst our carbon footprint compared to the global insurance giants is tiny, we still wanted it to be zero and we have successfully been CarboNZero certified for over 6 years.

Our Services.

We offer a full suite of services for insurance broking, risk management, risk transfer advice and premium funding.

Some of our specialist areas include:

- Property
- Casualty
- Technology
- Professional Risks
- Film, advertising, television
- Marine
- Education
- Body Corporates
- Sports, entertainment, leisure
- Construction
- Franchise Operators
- Trade Credit

Apex Insurance operates alongside Apex Advice, further expanding our product offering and ability to provide personal risk management. This includes life, investment and mortgage advice.

APEX

APEX INSURANCE

APEX FUNDING LIMITED

APEX ADVICE

What makes Apex, the tops?

Unlike many of the big conservative insurance companies, we're not restricted by old traditions or archaic systems thought up in London. We cut through the red tape, we don't hide behind jargon, and we back our clients 100%. Call it a kiwi sense of fair play. When something's not right, we're on your side.

Quality where it counts.

- All our brokers have either achieved the QPIB (Qualified Practicing Insurance Broker) status - which is presented by IBANZ (Insurance Brokers Association of New Zealand) - or are working towards this essential qualification.
- We continually work to increase the expertise available to our clients and provide significant support to the training of insurance brokers, including the development of an IBANZ approved training programme.
- Most of our senior people are fully qualified with the Australian and New Zealand Institute of Insurance and Finance, and our more junior staff are actively progressing towards these qualifications.
- Our accumulated insurance experience is well above the average for the industry sector.

Professional Indemnity Insurance.

- We carry Professional Indemnity Insurance to protect our clients in the rare event of an error or omission by Apex Insurance. This cover substantially exceeds the minimum requirements as laid down by the Insurance Brokers Association of New Zealand (IBANZ).

We back ourselves and stand behind the advice and service we provide. So much so, we do not have any limitations of liability under our terms of business.

Board of Directors:
Andrew Hay, Jill McMillan, James McGhie

Operational Management:
James McGhie — Managing Director
Jill McMillan — Director

Bankers:
ANZ Bank Limited

Lawyers:
McVeagh Fleming

Auditors:
MGI Limited

Professional Memberships:
IBANZ (Insurance Brokers Association of NZ)
NZbrokers Group

Entec provides specialist products and services to New Zealand's heavy industry, with a particular focus on hazardous area sites in the oil & gas, petrochemical, power generation and timber processing sectors. Entec has grown organically and by acquisition so that it now offers a diverse range of skills in mechanical, instrumentation and electrical disciplines.

As Entec has grown and diversified, so has its requirements for insurance. Entec's relationship with Apex is around 25 years old, and consequently Apex has built up a deep understanding of the nature of our business. The package of insurance policies we have in place is designed to manage all of the insurable risks that we face in our business, and because of the personal service and detailed service we get from Apex, I'm confident that we are as well-insured as we practically can be.

Bob Weston –

Managing Director, Entec Services Limited

Vend is a cloud-based retail software platform that has more than 15,000 active users in over 100 countries.

"We moved our insurance across to Apex after being continuously disappointed with other traditional brokers that were not used to dealing with a company growing as quickly as Vend. After an initial scoping discussion, Apex visited Vend and spent time to understand our business, culture, people and the specific needs we have. The approach and products Apex has provided are well thought out and their flexibility and responsiveness are the best I have seen. Put simply these guys rock"

Vaughan Rowsell –
Vend Founder

The legal stuff: Statement of Services.

Our 'Statement of Services' outlines our services and our legal obligations to you. It's a bit of a read, and if you have any questions, we're more than happy to answer them.

Our Role.

- As your insurance broker/adviser, we will usually source and recommend products from a number of insurers. However, sometimes we may recommend a product or provider with whom we have negotiated exclusive rates. We will always disclose this to you. Nothing to hide here, as our objective is make sure you get the best recommendation possible.

Our Obligations to You.

- All our financial advisors, including insurance brokers, must be registered, must provide you with a disclosure statement and must belong to an external disputes resolution service.
- We have a statutory duty to act with care, diligence and skill and not to mislead our clients.
- Insurance can be a complicated process if you are not used to it. We will provide advice, support and guidance to make things as smooth and straightforward as possible.

Pre-Placement Consultation Services.

Before you place insurance, we will help you with the following:

- Assist with preparing documents to submit to potential insurers, such as:
  — assessment of risks,
  — assessment of insurance requirements,
  — developing specifications and gathering underwriting information.
- Advise and recommend potential insurance provider(s).
- Negotiate rates and obtain terms from potential insurance provider(s).
- Confirm cover and terms on your behalf.
- Advice on premium funding options or other products as necessary.

Post-Placement Services.

Once you have chosen the coverage you require; you can expect us to:

- Send your confirmation of coverage via post or email.
- Obtain policies and endorsements from the chosen insurance provider.
- Ensure the policy is consistent with the agreed terms and provide you with coverage summaries.
- Arrange confirmation of insurance on request.

On-Going Services.

During the life of your insurance policy, you can expect us to support you by:

- Providing you with invoices for premiums (inclusive of our charges and any applicable taxes or levies).
- Forwarding premiums you have paid to insurers as required.
- Forwarding taxes and levies you have paid to the appropriate parties as required.
- Reviewing premium adjustments and prepare these if necessary.
- Monitoring published performance of your policy provider (Insurer) to ensure it meets Reserve Bank minimum financial guidelines. If your provider falls below minimum guidelines we will alert you in order for you to make a decision on the future of your policy.
- Helping you lodge claims and being your advocate with the relevant insurance providers and any loss adjusters involved.

Statement of Services.

Additional Services.

We offer some additional services you may find useful:

- Premium funding options for your insurance policies.
- Advice on indemnity and insurance provisions in your commercial contracts.
- Arranging an independent review of your Business Interruption sums insured and Indemnity Period from an external expert.
- Assistance with a bespoke Business Continuity Plan for your business.
- A number of these services fall outside of our core services and may be subject to the agreement of additional remuneration between us or with the relevant outside service provider.

Privacy and Confidentiality.

All business and personal information will be kept confidential except:

- When used as part of our service offering.
- Where we are required to disclose information by law or by a regulator.
- If the information is already public knowledge.
- No information will be disclosed outside of this arrangement without your consent.

Conflicts of Interest.

- We have procedures in place to identify and respond to conflicts of interest. If a potential conflict is identified, we will contact you and work together to find a suitable solution.

Your Payment Obligations.

- We expect prompt payment of premiums and any applicable taxes and levies on receipt of our invoices, unless we have arranged otherwise.
- You must also indemnify us against any liability we may incur regarding New Zealand Fire Service levies payable when New Zealand risks are placed with overseas insurers.

Information.

- You are solely responsible for the accuracy of any information provided by you to us, and to your insurance provider.
- Inadequate or incorrect information provided intentionally or in error could result in the impairment or voiding of your insurance cover.
- We take no liability for the accuracy or completeness of any information that you provide, including the placement or provision of insurance on your behalf based on incomplete or inaccurate information.
- Please let us know if you have any concerns regarding the information you are providing or the level of cover you are requesting.

You are required to:

- Fully disclose any material information to us and your insurance provider. Disclosure in this context includes every matter that you know of or could reasonably be expected to know of that is relevant to the insurer's decision to accept the risk and, if so, on what terms.
- Set adequate sums insured and liability limits for cover.
- Advise us if you have any questions or concerns regarding the information you are providing for insurance purposes.

The New Zealand Air Line Pilots' Association is an internationally affiliated professional association and trade union that represents 2050 New Zealand pilots and air traffic controllers.

"The New Zealand Air Line Pilots' Association (NZALPA) is pleased to have Apex Insurance on board to support our members with all their insurance needs. The company has been great to deal with!"

Captain Herwin Bongers –

Medical and Welfare Director

Plan B is NZs leading provider of ICT & Business Continuity solutions including managed cloud services, data backup & recovery, standby infrastructure & recovery testing.

Our relationship with Apex goes back more than 20 years, across multiple companies and investments. It's fair to say that whether it's a complex business with diverse risks like Plan B or simply a property, Apex's knowledge and understanding of the risks and the best insurance to cover those risks has been exceptional. I also like the fact that Apex won't try and over insure you and your business. They get to know your business, understand the risks and match the right insurance and cover to them.

Our relationship with Apex is about trust, value and expertise, not just price. As long as I am in business, Apex will have my business.

Ian Forrester –

Managing Director of Plan B

Statement of Services.

Remuneration.

There are several ways that we are remunerated for our services:

- Brokerage, which is generally a percentage of the premium paid by you and allowed to us by the Insurer. The rates of brokerage vary between Insurers and types of insurance policies.
- A fee payable by you covering the placement of a specific insurance policy or policies. This may be instead of, or in addition to, brokerage paid.
- An hourly rate for a claim or series of related claims (set in some cases for claims taking in excess of 5 hours to manage).
- An annual administration charge for policies and other documentation provided to you. We also charge a nominal administration fee for policy amendments made during the year.
- Commission and/or other payments from premium financers for insurance policies that are funded.

Please feel free to discuss any aspects of remuneration with us.

Term and Termination.

- Our services may be terminated by you or by us with one month's notice in writing to the other party.
- If you decide to terminate our services, we will be entitled to retain all brokerage and fees for any policies of insurance that we have arranged on your behalf. In the event that any insurance premiums are outstanding at the time of termination, you must pay us these amounts as part of the termination arrangements.
- We will provide all reasonable assistance and cooperation after such notice of termination. We may continue to answer queries and provide assistance after this period if requested by you, however we reserve the right to charge scale fees for the provision of such services.

Client Money.

- Apex operates a Trust Account for the collection of client premiums and the onwards payment of these premiums to Insurers. The Trust Account is audited at least annually by a qualified auditor unaffiliated with Apex.

Client Complaints.

- We maintain a procedure for handling complaints by clients designed to ensure that any complaint is dealt with promptly and fairly. If you have any complaints, please contact your adviser/broker in the first instance or go directly to our Managing Director, James McGhie whose contact details can be found on our website.

We are members of an external disputes resolution service as required under the Financial Service Providers (Registration and Disputes Resolution) Act 2008, details of which can be found on our Disclosure Statement and website.

Important Relationships.

We act with integrity and back this up with the following professional and industry memberships.

We believe in New Zealand's future and sustainability by supporting these community-based projects.

www.ibanz.co.nz

www.rotoroa.org.nz

www.nzbrokers.co.nz

www.hillaryoutdoors.co.nz

www.sustainable.org.nz

www.millionmetres.org.nz

www.carbonzero.co.nz

The Insurance Brokers Association of New Zealand Inc

We are a member of The Insurance Brokers Association of New Zealand Inc. (IBANZ), the professional body representing the interests of fire and general insurance brokers, risk managers and consumers in New Zealand.

We adhere to the IBANZ Code of Professional Conduct. Further information can be obtained at www.ibanz.co.nz

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Be Great With Us.

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www.apexinsurance.co.nz

Brokers and Advisors
Specialists in Risk Management

APEX INSURANCE IS THE TRADING NAME OF APEX GENERAL LIMITED, A REGISTERED FINANCIAL SERVICE PROVIDER.

carboNZero Cert TM
ISO 14064-1 • certified organisation