

PRESS RELEASE

Copenhagen 12 December 2007

BUPA International has won the 'Health Insurance Awards' for a record six times out of seven!

BUPA International – IHI's owner company – has won the award for "Best International PMI Provider" at the 2007 Health Insurance Awards!

This award demonstrates the company's commitment not only to its members, but also to continued innovation in an ever evolving and competitive sector. The award recognises the hard work and achievements over the last 12 months, following an incredible year in our history.

BUPA International's managing director Keith Biddlestome says: '2007 continues to be a year of success. We strengthened our 24-hour worldwide emergency medical centre, based in Copenhagen, with the appointment of three new doctors. The medical team ensures that immediate and correct treatment is always arranged for its individual and community-rated members whenever the need arises, with ISOS continuing to deliver their excellent service to their experience-rated clients. Big sales alongside improved retention rates are driving us to hit record levels growth in customer numbers across all our regions and channels'.

This award comes at a time when satisfaction among BUPA International customers has risen to an all-time high. The latest figures show that 85 percent of members rate our service as 'excellent' or 'very good' and the number of members scoring 'excellent' has risen by six percent since last year. It also showed the number of customers saying enquiries were dealt with and resolved in one contact increased by 22 percent and this is one of the main drivers of overall satisfaction.

The award for "Best International PMI Provider" at Health Insurance Awards is a second consecutive win for BUPA International. This is alongside a royal seal of approval, which the company received twice, having won a prestigious Queen's Award in 1999 for continuous achievement in international trade and again in 2005 for export.