

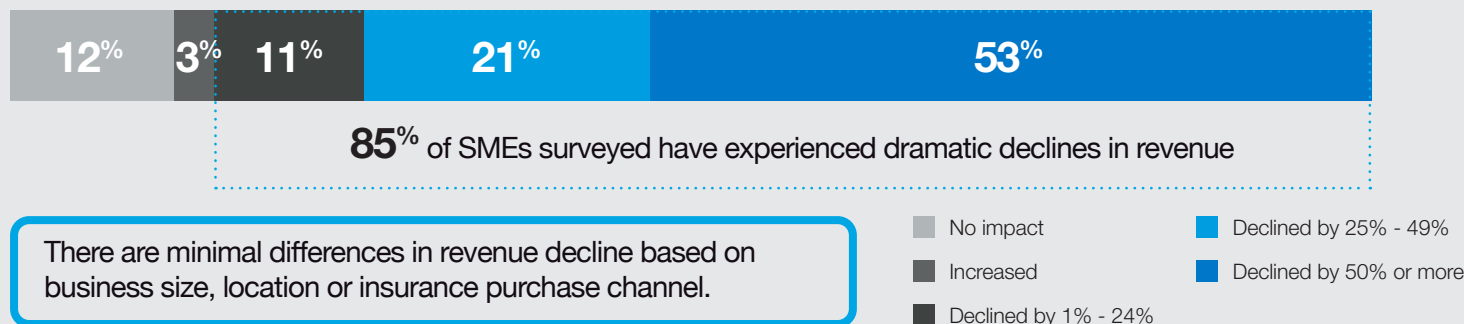
Asteron Life SME Covid-19 Key Insights



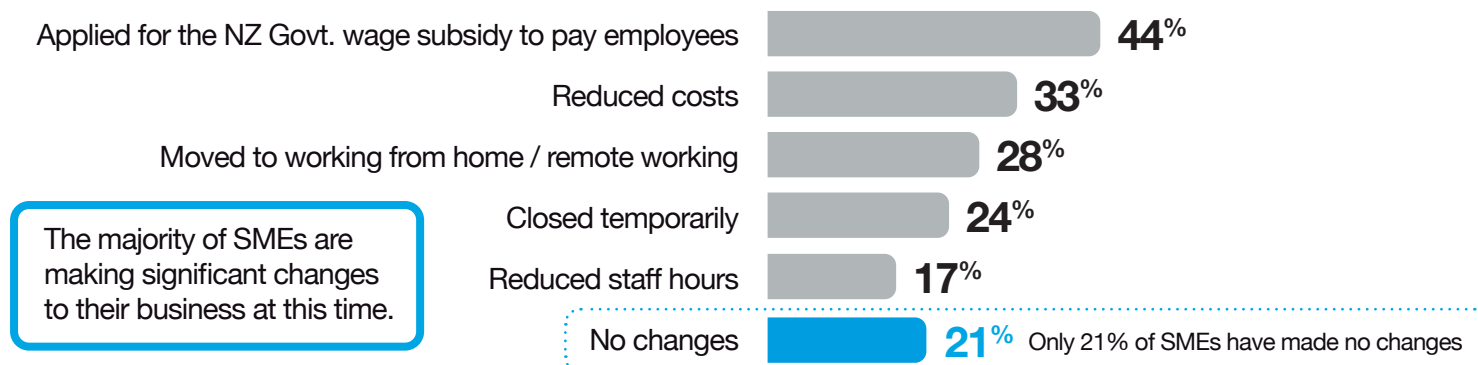
In this special edition of Asteron Life's SME Index, we look at how the Covid-19 pandemic has affected New Zealand SMEs, what assistance they require at this time, and where you can offer your expertise.

Many SMEs business revenue and operations have been significantly impacted

Impact of Covid-19 on SME revenues



Business actions taken in response to the pandemic



One in four SMEs are considering making changes to their life insurance in the future

With all of the changes SMEs are having to make to their businesses, it's interesting to see what they're doing with their life insurance.

The four major life insurance changes being considered:

1. Reducing amount of cover
2. Pushing back for a better deal
3. Going without life insurance
4. Reducing number of things covered

Taking into consideration the major changes SMEs have experienced to date, it's more important than ever for advisers to stay in touch with their clients and understand how their businesses will change in the long term, as well as how these changes might impact their insurance needs.

We're here to support SMEs

Here at Asteron Life we know that some SMEs may be experiencing financial hardship due to Covid-19. We've introduced a range of financial support options to support your SME clients during these uncertain times.

Please visit our website for more information asteronlife.co.nz/coronavirus



Disclaimer: The information displayed is based on commissioned research involving 300 business owners and decision makers from around New Zealand. The research was conducted during May 2020. Asteron Life Limited (Asteron Life) has prepared this material for general information purposes only and it should not be used as the basis for decisions in relation to the acquisition or disposal of insurance products. Asteron Life and its related companies do not assume or accept any liability whatsoever arising out of or relating to the information.