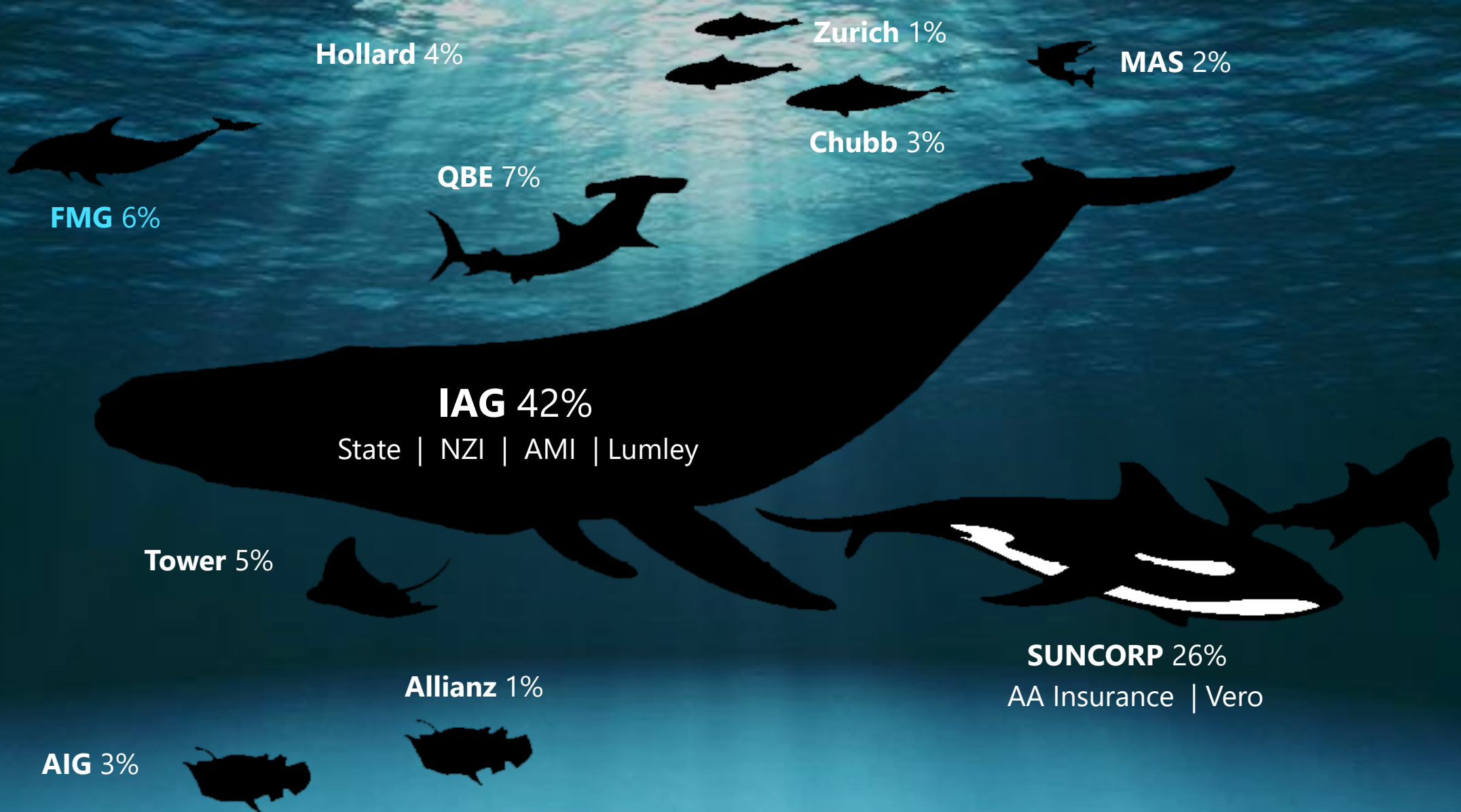




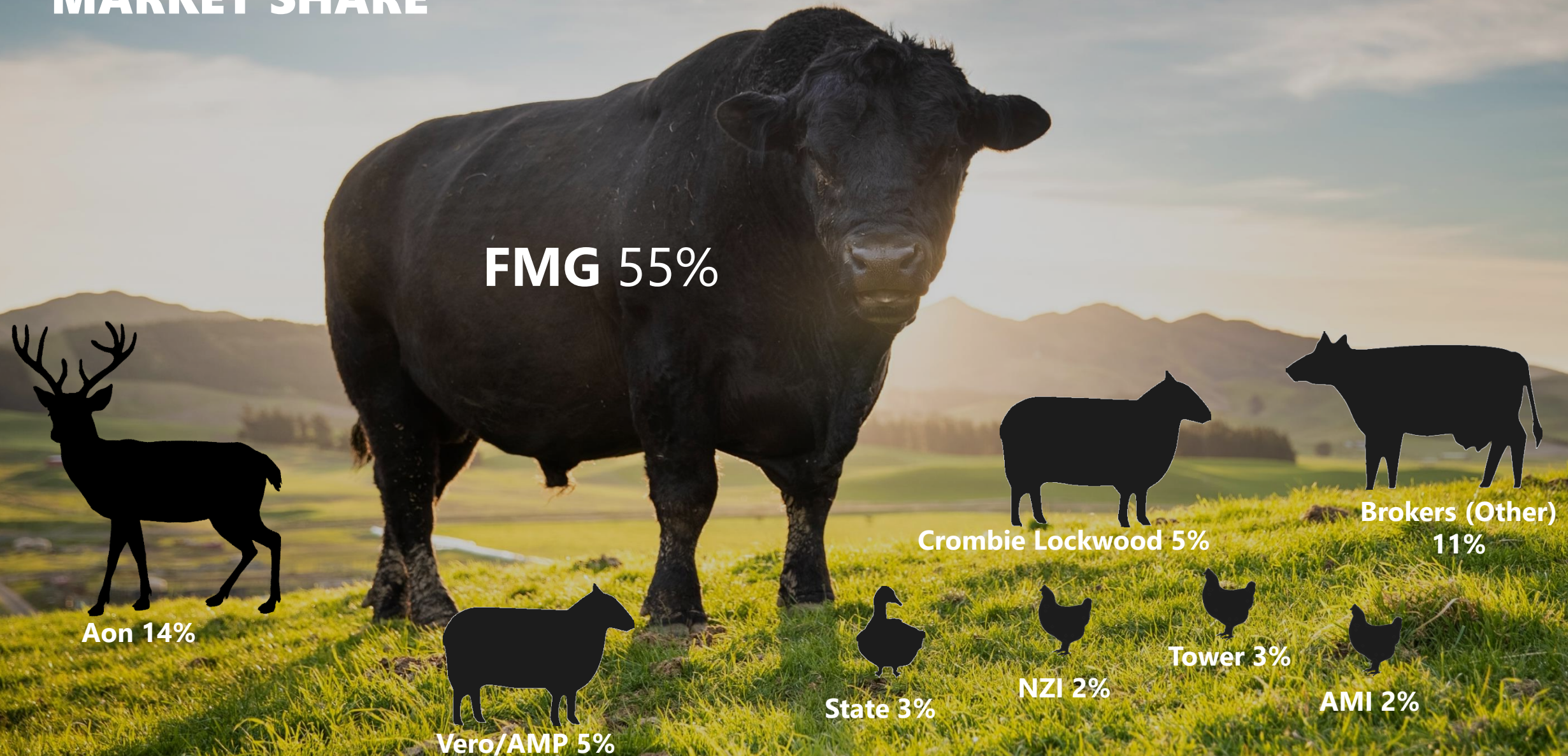
# THE FEELING'S MUTUAL

A PURPOSE-LED FOCUS ON PREVENTION

# NZ GENERAL INSURANCE MARKET



# FARMERS & GROWERS' PRIMARY MARKET SHARE



**STRATEGY** POSITIONED  
AROUND 'WINNING ON  
RELATIONSHIPS' AND  
PUTTING 'CLIENTS' AND  
COMMUNITY AT THE CENTRE  
OF WHAT WE DO

**CLIENT INTIMACY**  
(Relationship Management)



**EFFICIENCY**  
(Scale & Price)

**INNOVATION**  
(Products & Services)

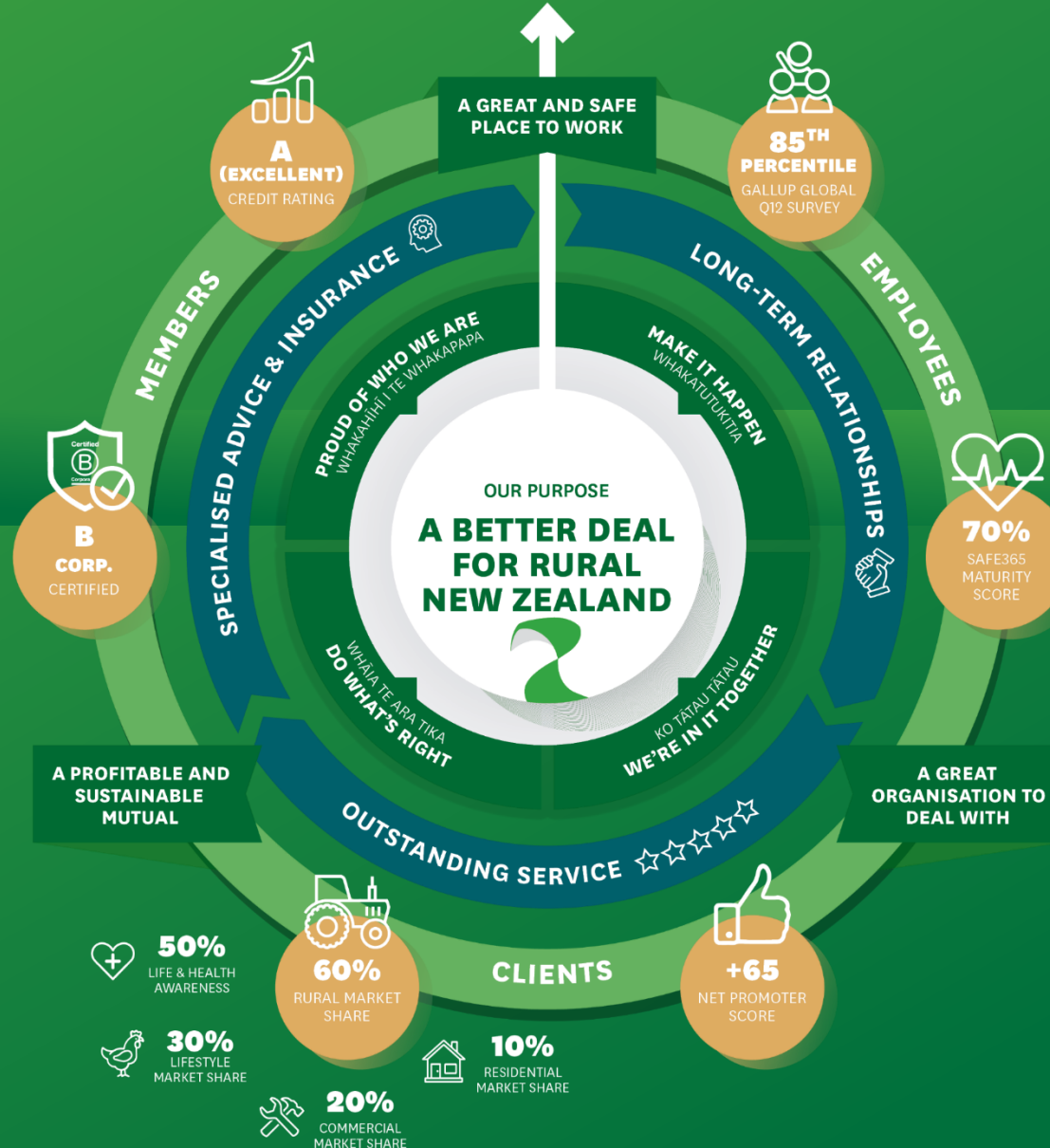
# OUR VISION

HELPING TO BUILD STRONG & PROSPEROUS COMMUNITIES



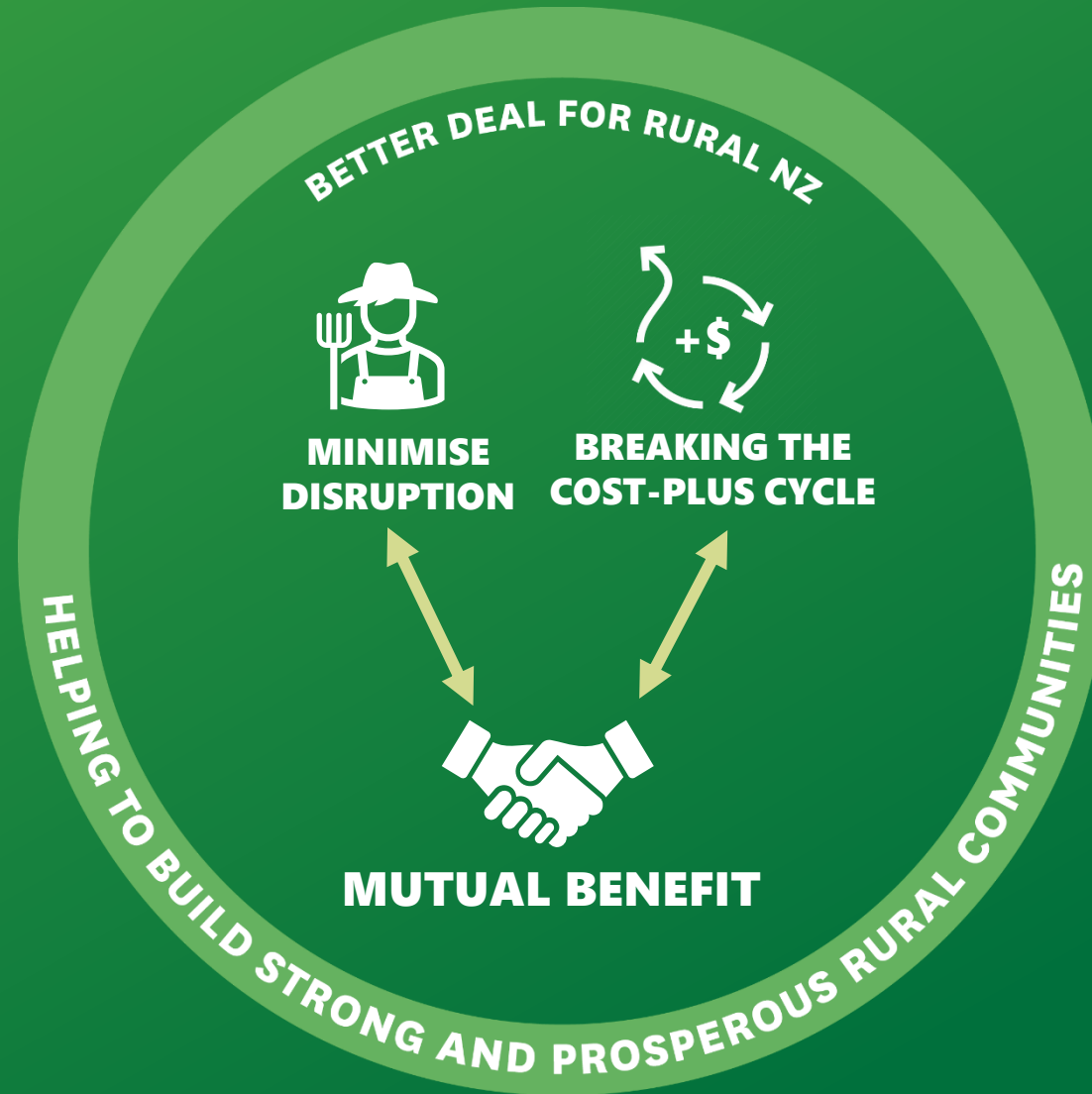
## TE ARA TIKA

## THE WAY FORWARD

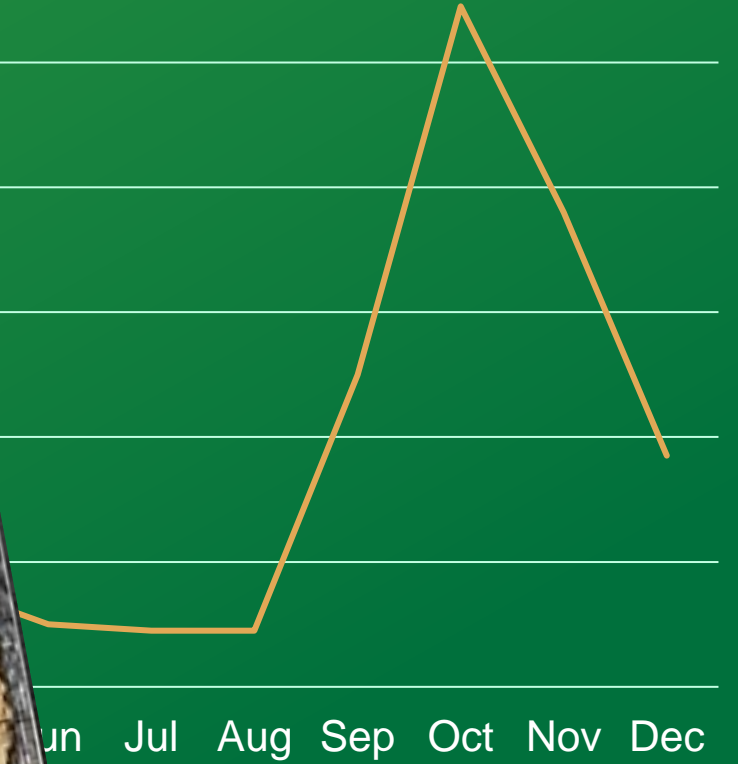


# LEADING WITH PREVENTION

GIVING OUR CLIENTS 'A BETTER DEAL' BY BEING AN ADVICE-LED INSURER



# CASE STUDY ONE



Jun Jul Aug Sep Oct Nov Dec

PER MONTH (3 YEARS)

# STOP & POP ADVICE EFFECTIVENESS



**\$2.64mil**

Difference in tractor fire claims cost across three years post 'Stop & Pop' advice





# CASE STUDY TWO: RURAL WELLBEING



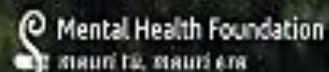
## Under the pump?

For tips and ideas,  
visit [farmstrong.co.nz](https://farmstrong.co.nz)



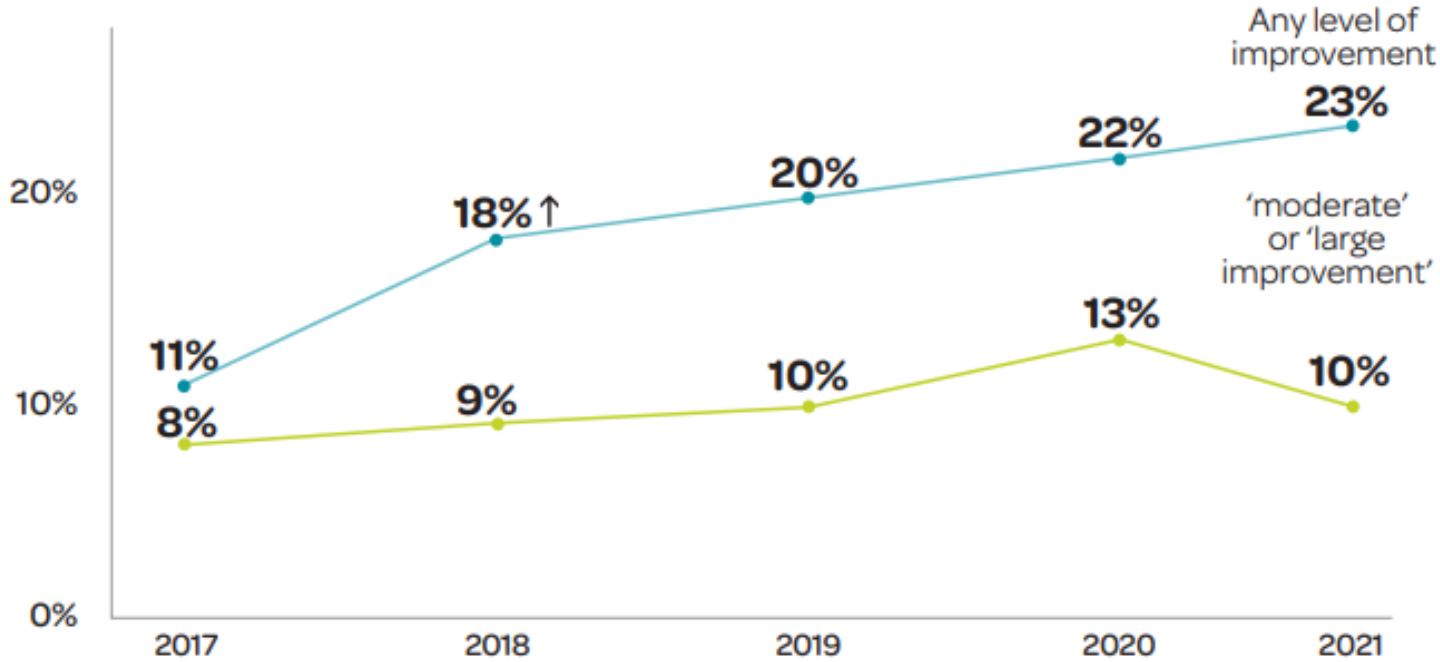
“When I’m really busy, I ask myself what are the top two tasks I need to work on today?”

Sam Whitelock  
**Farmstrong Ambassador**



**FMG**

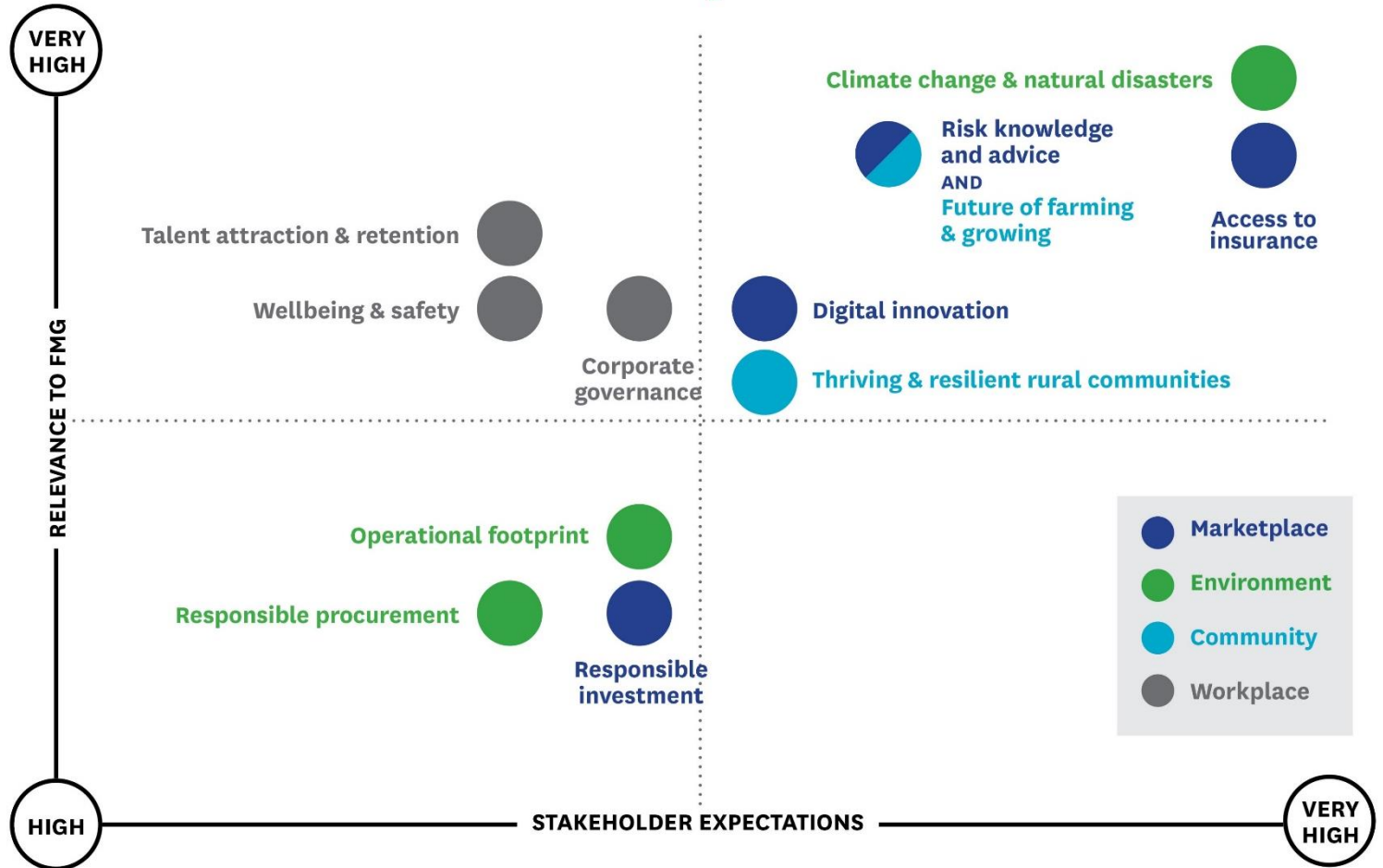
# IMPROVEMENT ATTRIBUTED TO FARMSTRONG



# SUSTAINABILITY IS AT THE CORE OF MUTUALITY



## FMG Materiality Assessment





**Kia Ora / Thank you**