

FMG Brand vs Cyclone Gabrielle

Pete Frizzell (CMO) and Richard Aitken (Head of Marketing)

18 September 2025



About FMG

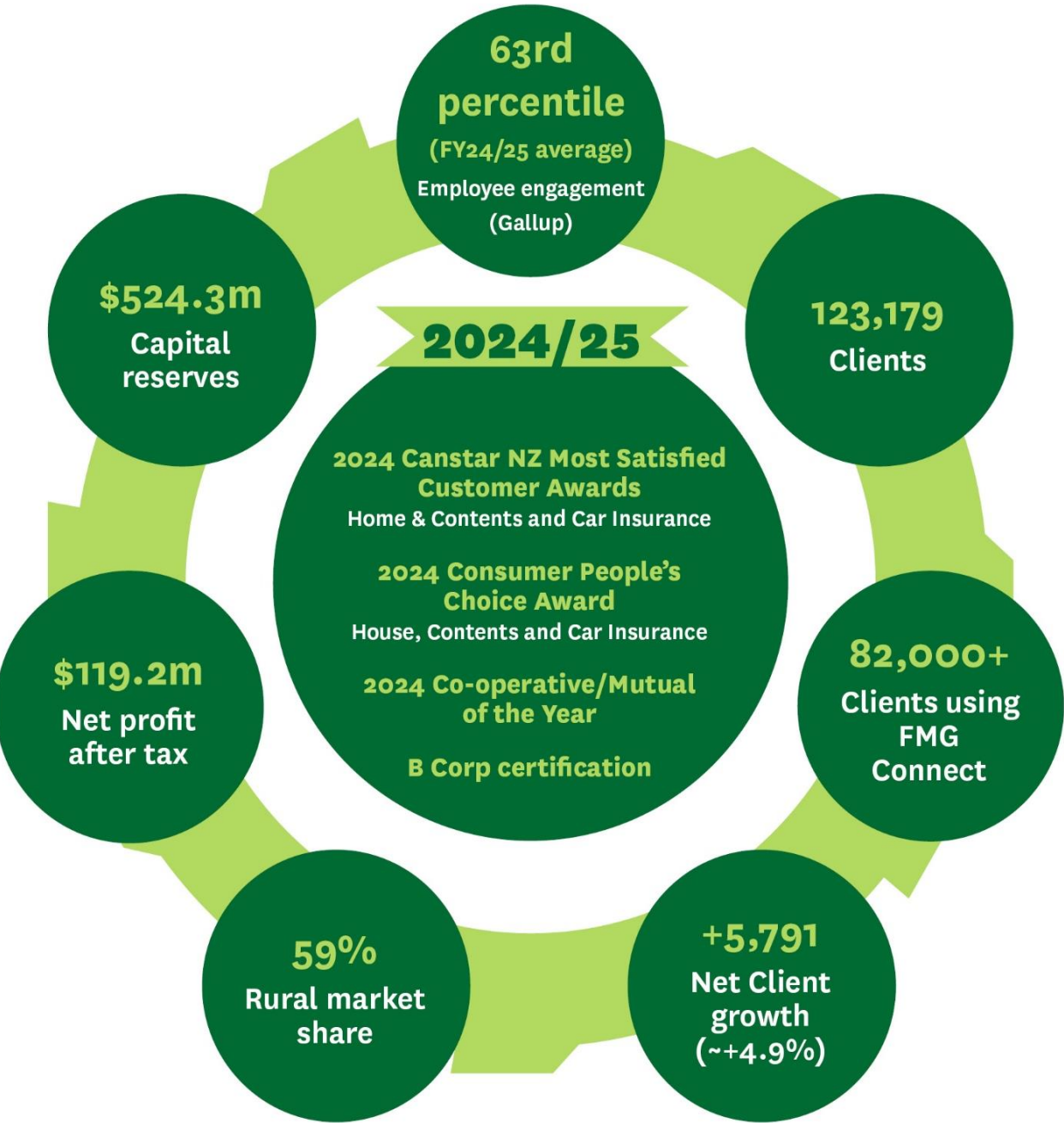
The cyclone and our response

Learnings



New Zealand Aotearoa Farmers have the best views at work

About FMG





New Zealand Aotearoa Farmers have the best views at work



Auckland

Gisborne

NEW
ZEALAND

200 km

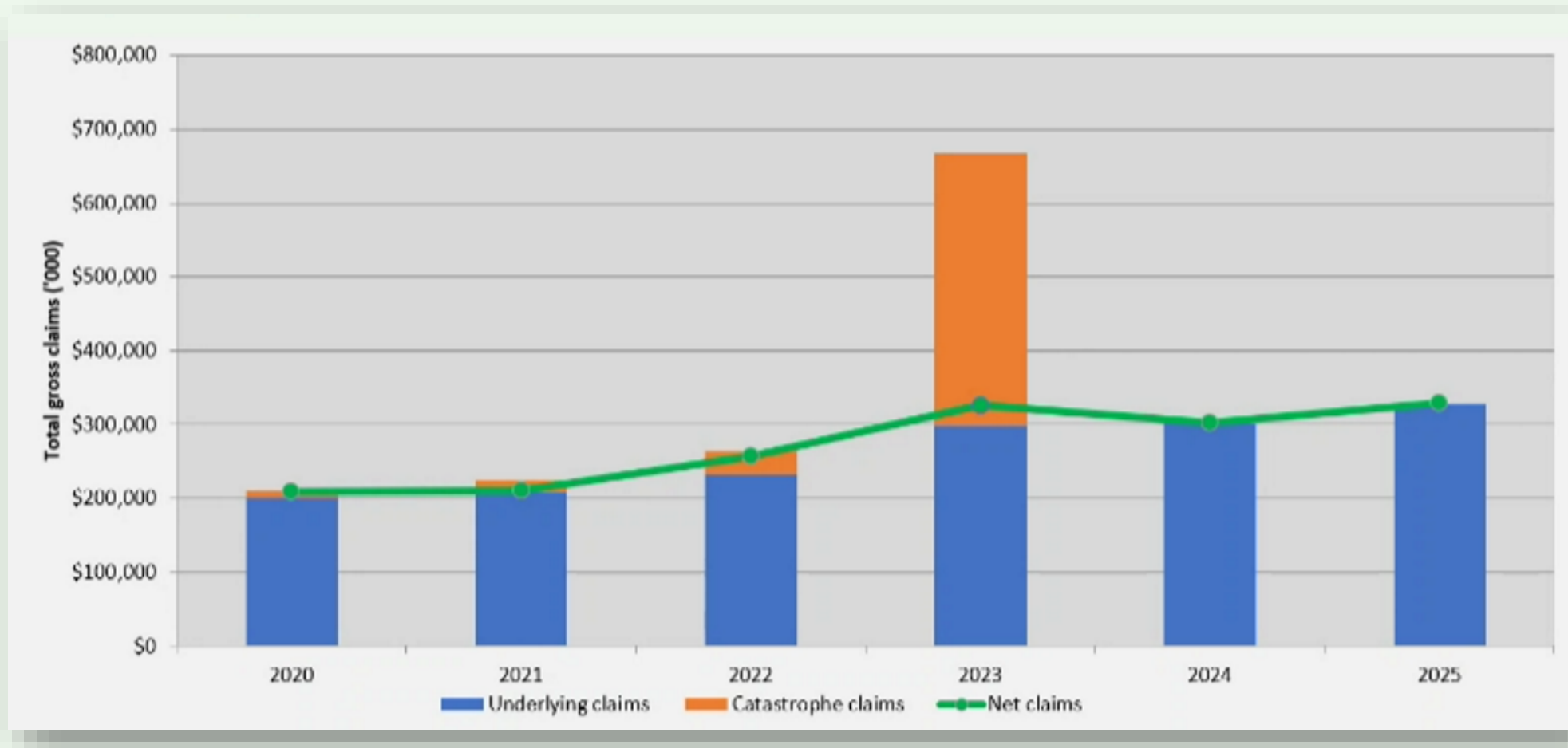


World record for landslips

Estimated 800,000 slips



250% lift in calls | 12,000 claims



OneTeam

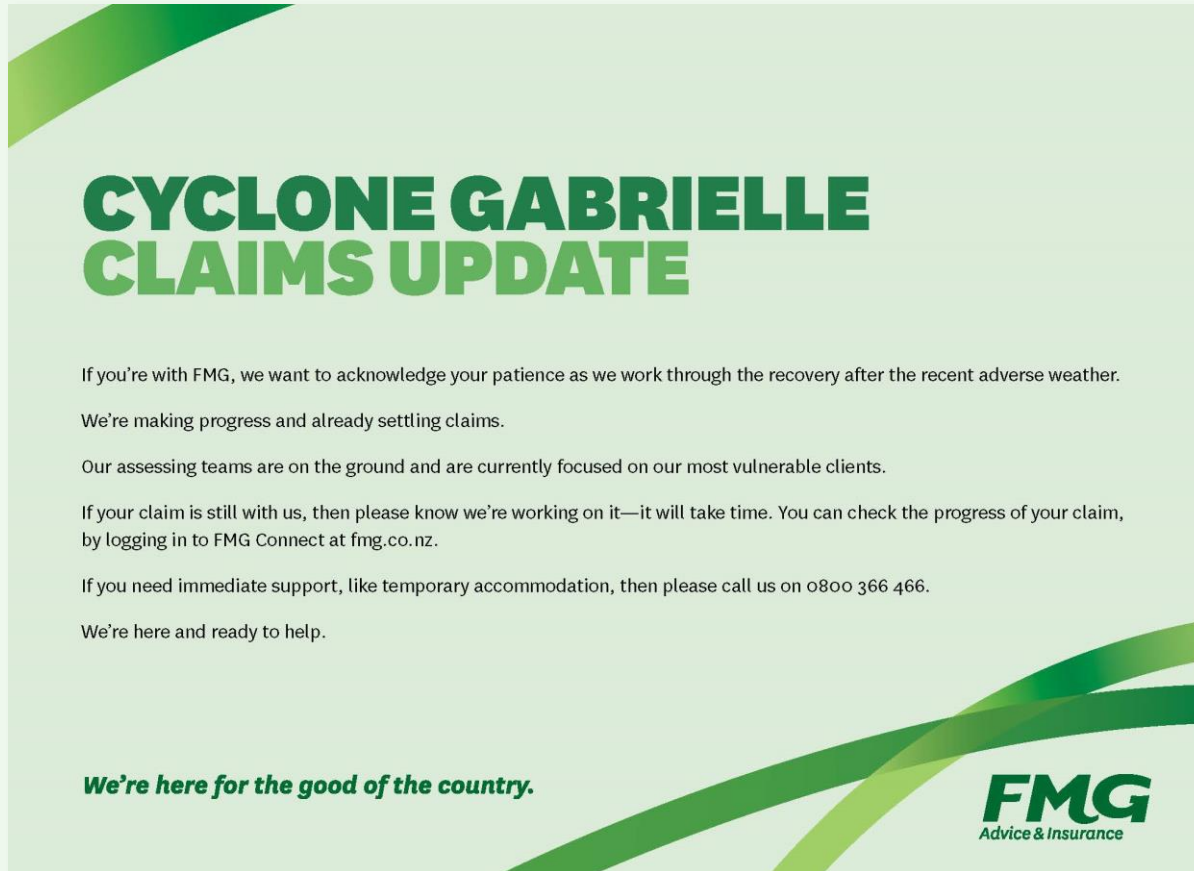
Local autonomy

Stopped advertising

Client focus

Transparency

Print advert



**CYCLONE GABRIELLE
CLAIMS UPDATE**

If you're with FMG, we want to acknowledge your patience as we work through the recovery after the recent adverse weather.

We're making progress and already settling claims.

Our assessing teams are on the ground and are currently focused on our most vulnerable clients.

If your claim is still with us, then please know we're working on it—it will take time. You can check the progress of your claim, by logging in to FMG Connect at fmg.co.nz.

If you need immediate support, like temporary accommodation, then please call us on 0800 366 466.

We're here and ready to help.

We're here for the good of the country.

FMG
Advice & Insurance

Radio



- Acknowledge client patience
- Making progress
- Settling claims
- Putting most vulnerable first

Achievement
Progress
Moving forward

Belonging

Heritage
Give back
Community

Knowledge

Insurance
Advice
Loss
Prevention

Relationships

People
Service tools

Achievement
Progress
Moving forward

Advertise and promote here

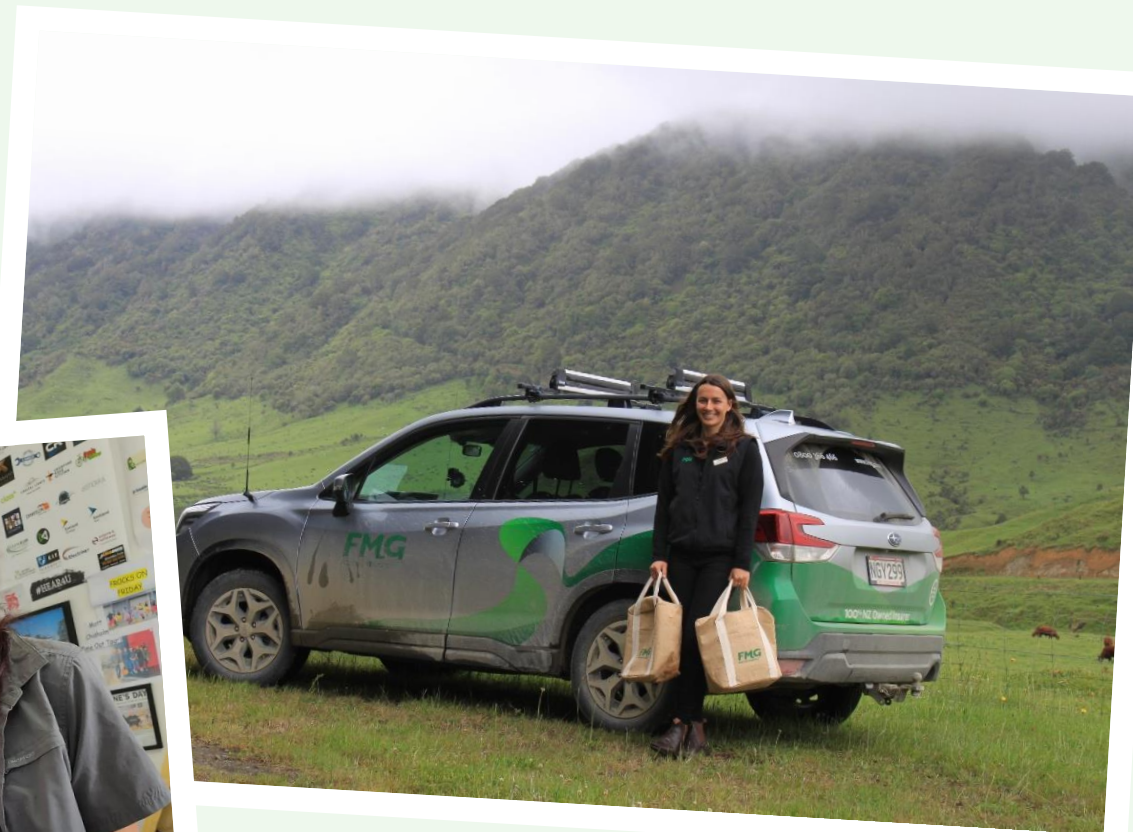
While we worked here

Belonging
Heritage
Give back
Community

Knowledge
Insurance
Advice
Loss
Prevention

Relationships
People
Service tools

Meals



**WE BACK RURAL
COMMUNITIES
HERE, THERE
AND EVERYWHERE.**

**LIKE RIGHT HERE, WITH THE
FMG YOUNG FARMER OF THE YEAR.**

We believe in investing back into the communities we grew up in. Which is why you'll find FMG supporting rural people and organisations all over New Zealand. Like at the Little River Pumpkin Festival on the Banks Peninsula, at the Flemington Mud Run in the Central Hawkes Bay, or at the FMG Young Farmer of the Year contest. It's all about getting in behind rural New Zealand to keep moving ahead.

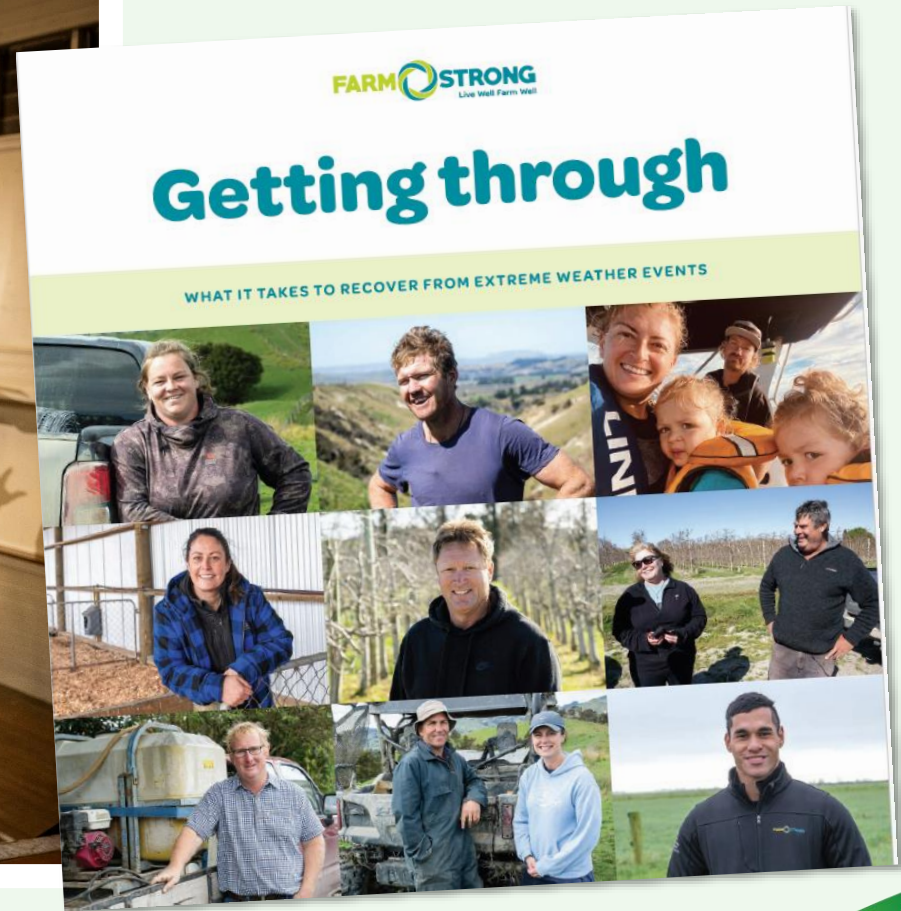
We're here for the good of the country.

**FMG
YOUNG
FARMER
OF THE YEAR**

FMG
Advice & Insurance

FMG
Advice & Insurance

Farmstrong





5

LOCAL CARETAKER OR LOCAL COMMUNITY
GROUNDSMEN HELPED



8

BAGS OF TRASH REMOVED



32

LOCAL FARMERS HELPED



3390m

FIX A FENCE

Here through thick and thin | Dependability

WE'VE BEEN HERE SINCE ADAM WAS A BOY.



FMG ARE HERE, THERE AND EVERYWHERE.

Older, we're a bit older than Adam. In fact, we're over 119 years old. And for all those years, we've been committed to providing the best value insurance for rural New Zealanders. Through the ups and downs of rural life, we've been right there to lend our support and offer our expert advice. It's probably why 55% of farmers and growers place their trust in FMG. To find out more, ask around about us. Or better still, give us a call on 0800 366 466.

We're here for the good of the country.

WE WERE HERE WHEN THE WATER WAS UP TO HERE.



FMG ARE HERE, THERE AND EVERYWHERE.

For over 119 years, FMG have been committed to providing the best value insurance for rural New Zealanders. Through the ups and downs of rural life, we've been right there to lend our support and offer our expert advice. It's probably why 55% of farmers and growers place their trust in FMG. To find out more, ask around about us. Or better still, give us a call on 0800 366 466.

We're here for the good of the country.

WE'RE HERE WHEN YOU'VE JUST ABOUT HAD IT UP TO HERE.



FMG ARE HERE, THERE AND EVERYWHERE.

When it comes to rural insurance, we know one size doesn't fit all. From 10,000 acre high country sheep stations to 2 hectare lifestyle blocks in Tauranga, every one of our clients is different. Which is why we offer tailored protection for the kind of rural life you're living. It's one of the reasons we're New Zealand's leading rural insurer. To find out more, ask around about us. Or better still, give us a call on 0800 366 466.

We're here for the good of the country.

FMG
Advice & Insurance



Here through thick and thin | Dependability

100% MADE IN NEW ZEALAND

As a 100% NZ-owned mutual, we're not here for the bank accounts of overseas owners. We're here for the New Zealand farmers and growers who are our members.

Ask around about us, or give us a call on 0800 366 466.

We're here for the good of the country.



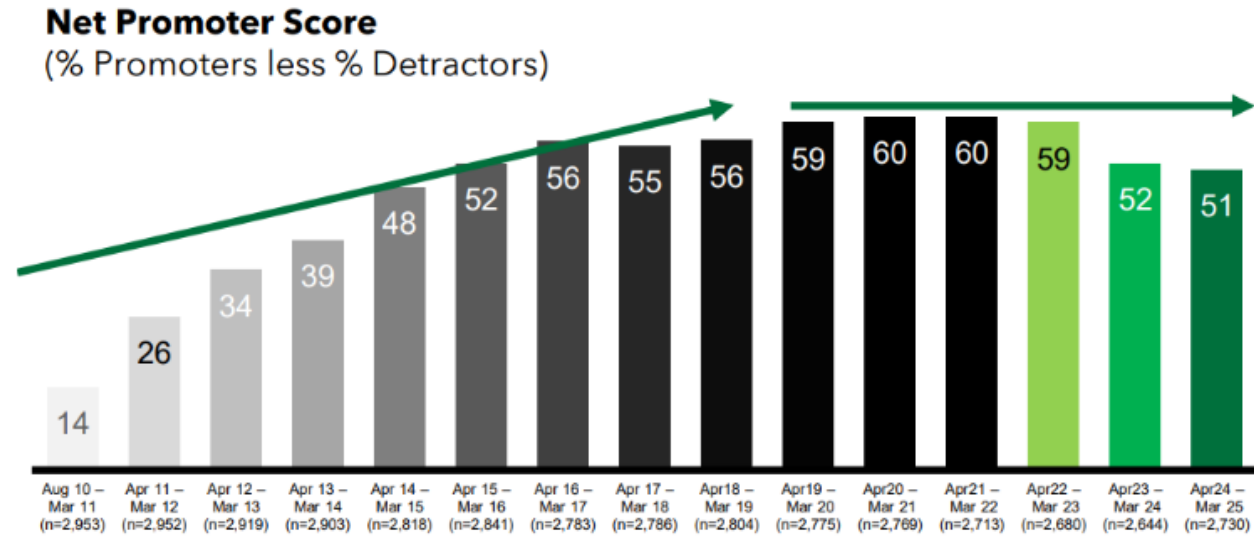
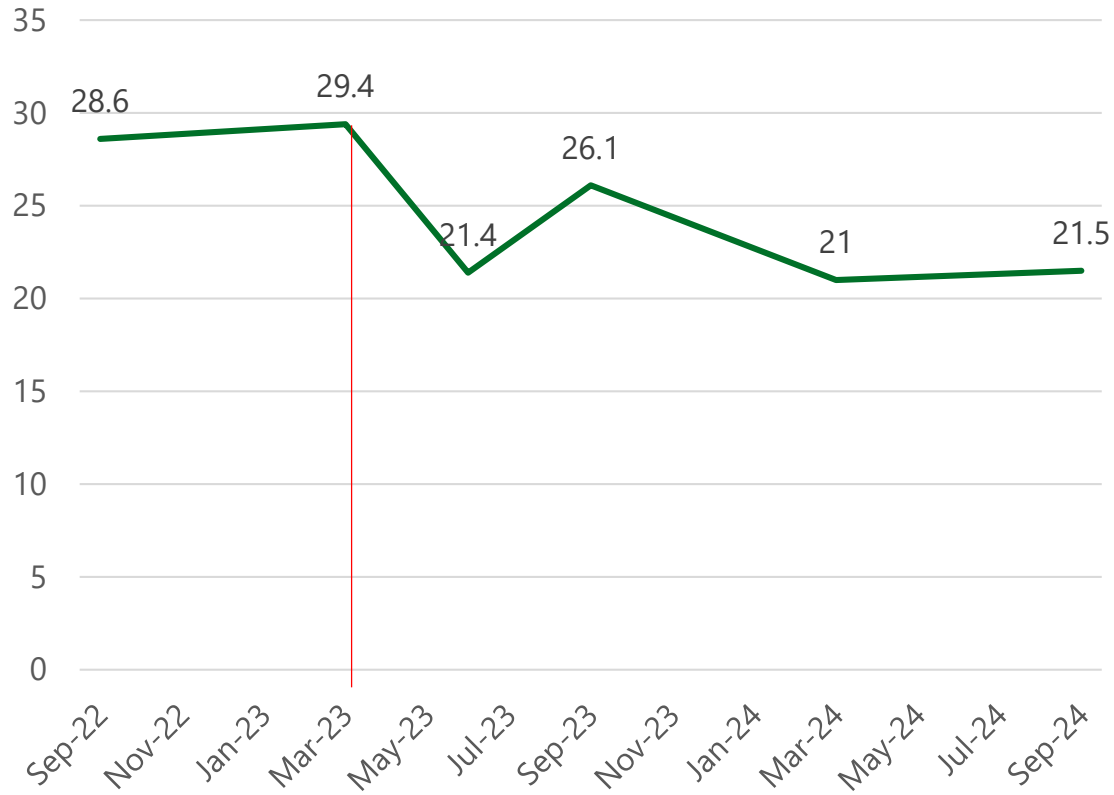
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New Zealand Aotearoa Farmers have the best views at work

Rural Segment | Non-clients | Consider FMG



Learnings – the Mutual Advantage

Partnerships

Give back

People on the ground 'Bounceback-ability'

***Everyone has a plan until they
get punched in the mouth.***

Mike Tyson

COMMUNICATIONS & MARKETING CHEAT SHEET



CLIENT COMMUNICATIONS & MARKETING	ORANGE	RED	BAU	LEVEL 1	LEVEL 2	LEVEL 3
	Pre-Event Warning	Pre-Event Warning	0 – 1,500 exposures lodged/forecasted	1,501 – 2,000 exposures lodged/forecasted	2,001 – 2,000 exposures lodged/forecasted	3,000+ exposures lodged/forecasted
ETXT	☑	☑	☑	☑	☑	☑
TICKER TAPE		☑	☑	☑	☑	☑
SOCIAL MEDIA		☑	☑	☑	☑	☑
TURN-OFF REGIONAL PRE-PLANNED INITIATIVES		☑		☑	☑	☑ [AND NATIONAL]
MARKETING PACK		☑		☑	☑	☑
MEDIA RELEASE				☑	☑	☑
UPDATE FMG WEBSITE				☑	☑	☑
DIP				☑	☑	☑
EDM						☑
MEDIA INTERVIEW						☑
INTERNAL COMMUNICATIONS & MARKETING	ORANGE	RED	BAU	LEVEL 1	LEVEL 2	LEVEL 3
	Pre-Event Warning	Pre-Event Warning	0 – 1,500 exposures lodged/forecasted	1,501 – 2,000 exposures lodged/forecasted	2,001 – 2,000 exposures lodged/forecasted	3,000+ exposures lodged/forecasted
UPDATE INSITE		☑		☑	☑	☑
CE'S WEEKLY UPDATE		☑	☑	☑	☑	☑
ONE TEAM EMAIL		☑	☑	☑	☑	☑
CLAIMS LEADERS' COMMS						☑
IN IT TOGETHER						☑
EXPOSURE MILESTONES						☑
EVENT ANNIVERSARIES						☑



New Zealand Aotearoa Farmers have the best views at work