

# LV= and Standard Life announce protection partnership



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Press Release Author: [LV=](#)

Industry: [Financial](#)

## **Press Release Summary: LV= announces a major new protection partnership with Standard Life**

Press Release Body: Leading protection provider **LV=** has announced a major new partnership with **Standard Life**.

The UK's largest friendly society **LV=** will now provide its award winning [Income Protection Plan](#) and whole of life [50 Plus Plan](#) to the customers of Standard Life, through Standard Life's Direct Telesales team.

Standard Life will manage marketing and sales activity to its UK direct customer client bank, using **LV=** branded product literature. Customers will complete the sales process with **Standard Life's** Direct Telesales team, acting as 'introducers' to **LV=**. **LV=** will then manage all underwriting, administration and servicing of the policies. The partnership will run for an initial period of three years.

Commenting on the new partnership with **Standard Life, Stuart Tragheim, LV= Director of Distribution Strategy and Business Development** said: *"We are delighted to have won this partnership and to be the new provider of specialist protection solutions to Standard Life's customers. We have award-winning product and service expertise in protection, and Standard Life recognised our financial strength and our ability to deliver bespoke product solutions for customers, and to get these to market quickly."*

He continued, *"This partnership builds on our substantial experience in packaging life and general insurance products for the customers of other like-minded organisations. As a financially strong mutual organisation, we plan to extend our 'partner of choice' franchise going forward."*

**Anne Gunther, Chief Executive of Standard Life Client Management** said: *"I am delighted LV= has been appointed to our panel of protection advisers. This arrangement will enable us to continue developing our direct to customer proposition and offer clients a holistic approach to their financial planning needs. LV= has a strong brand and track record of innovative thinking in the protection market."*

Through its existing partnerships **LV=** provides life, protection and [general insurance](#) products to a wide range of organisations including Nationwide Building Society, T&G, AMICUS, Intune (Help the Aged), CSMA Club and the Royal College of Midwives.

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Notes to editors

### **About**

### **LV=**

LV= is a registered trade mark of Liverpool Victoria Friendly Society Limited (LVFS) and a trading style of the Liverpool Victoria group of companies. The new LV= brand identity was launched in March 2007.

LV= employs over 3,500 people, serves more than 2.5 million customers and members, and manages around £8 billion on their behalf. We are also the UK's largest friendly society (Association of Friendly Societies Key Statistics 2008. Total net assets) and a leading mutual financial services provider.

LVFS is authorised and regulated by the Financial Services Authority register number 110035. LVFS is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

### **About**

### **Standard**

### **Life**

Standard Life has approximately 7 million customers worldwide and provides an extensive range of products and services, aimed at meeting the financial requirements of customers throughout their lives.

**Web Site:** <http://www.lv.com>

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