

15% Lifetime Reward Campaign - 1 April 2025 Frequently Asked Questions (FAQs)

1. What is the 15% Lifetime Reward Campaign and how long does it run for?

The 15% Lifetime Reward Campaign is an increase in our Lifetime Reward discount from 10% to 15% for eligible cover issued from 16 April 2024 to 31 March 2026 (**Campaign Period**).

2. What is the 15% Lifetime Reward?

The 15% Lifetime Reward is an underwritten 15% discount applied to Life and Trauma covers on our Assurance Extra and Assurance Extra Business policies for customers who meet eligibility criteria at the time of application.

3. What are the customer eligibility criteria?

All of the following must apply to a life assured at application time to be eligible for the 15% Lifetime Reward:

- Within a BMI range of 18.5 to 24.99
- Must be a 'non-smoker'

A non-smoker is defined as someone who hasn't smoked tobacco or marijuana, or used any nicotine replacement including vaping/e-cigarettes, nicotine gum, chewing tobacco or patches in the last 12 months.

4. What products and covers are eligible for the 15% Lifetime Reward ?

The 15% Lifetime Reward applies to the following covers under our Assurance Extra and Assurance Extra Business products:

Eligible Covers	Discount offered
Life Cover and Life Income Cover	15%
Trauma Cover (Accelerated & Standalone)	15%

5. Is this for new policies or increases to existing policies?

Both.

This discount is available on new Assurance Extra and Assurance Extra Business policies issued between 16 April 2024 and 31 March 2026.

It is also available on medically underwritten increases on existing Assurance Extra and Assurance Extra Business policies issued before 16 April 2024 where the increase is issued during the Campaign Period.

6. How is the 15% Lifetime Reward Discount applied?

The 15% Lifetime Reward discount will be applied to the risk premium (after any other discounts) for the eligible life assured's Life, Life Income and Trauma covers only. It will not apply to other covers or to the policy fee.

The 15% Lifetime Reward applies for the life of the policy on the amount of cover issued following assessment of the relevant application.

The discount will be assessed and applied on an individual life assured basis, and separately for each policy.

7. How is the 15% Lifetime Reward applied to increases on existing policies?

The 15% Lifetime Reward is only available on medically underwritten increases on policies issued before 16 April 2024. It is not available on alterations that are not fully medically underwritten, such as Life Events and Guaranteed Insurability Option.

The increase in cover must be issued from 16 April 2024 to 31 March 2026 to be eligible for the 15% Lifetime Reward.

If the increase is eligible for the 15% Lifetime Reward, it will be applied to the increased portion of cover only. It will not be passed back to any existing cover that was not previously eligible for the discount.

8. Do future increases on eligible covers also benefit from the 15% Lifetime Reward

Where a customer is eligible for the 15% Lifetime Reward, future increases to the amount of cover will not automatically qualify for the discount and will be assessed separately at the time of the future application. Eligibility for a discount on any increase will depend on whether we are offering a Lifetime Reward at that time and any eligibility criteria.

9. What if a customer was issued with a 15% Lifetime Reward, then later no longer meets the eligibility criteria?

The 15% Lifetime Reward is applied to the applicable portion of cover for the life of the policy and will not be removed if the customer subsequently no longer meets the eligibility criteria.

For example, if a customer has the 15% Lifetime Reward applied to their cover then later is no longer within the eligible BMI range, the discount will still remain for that portion of the cover.

10. The 15% Lifetime Reward can't be offered on top of other discounts

The 15% Lifetime Reward discount cannot be combined with any other discounts or offers unless determined otherwise with Chubb Life.

11. The 15% Lifetime Reward must be confirmed by Chubb Life

The 15% Lifetime Reward discount is only available on policies confirmed by Chubb Life as eligible for it.

The discount will not be applied retrospectively to any policy, and Chubb Life will not be liable in any way to any person for failure to apply a 15% Lifetime Reward to any policy.

12. Changes to the 15% Lifetime Reward offer

Chubb Life may stop offering the 15% Lifetime Reward and/or change the terms on which it is offered at any time.

Any change will not affect any 15% Lifetime Reward discounts already applied to a policy, but may affect eligibility for subsequent changes to the policy.

13. How can the 15% Lifetime Reward be added to a quote?

If an Adviser considers a life assured may be eligible for the 15% Lifetime Reward it can be selected as part of the quote within Chubb Life's online quote tool, in the usual way.

A BMI calculator is available on [Adviser Hub](#) to help assess if a customer fits within the eligible BMI range.

14. What if the 15% Lifetime Reward was added to a quote but the customer isn't eligible?

Once quoted for, eligibility for the discount will be validated through the underwriting process based on the information supplied in the application.

If the underwriting process identifies the customer **isn't** eligible for the 15% Lifetime Reward, the discount will be removed. This will be communicated to the Adviser.

If the 15% Lifetime reward is applied to a policy but it is later confirmed that the customer was not eligible at the time of the relevant application, Chubb Life may recover underpaid premiums and take other action if the application information was not correct.

15. What if the 15% Lifetime Reward hasn't been added to a quote but the customer is eligible?

Once a quote is completed, eligibility for the discount will be assessed through the underwriting process. If the underwriting process establishes the customer **is** eligible for the 15% Lifetime Reward, the discount will be applied to the policy. This will be communicated to the Adviser.

16. What if a policy/cover becomes eligible after being issued?

Where a customer wasn't originally eligible for the 15% Lifetime Reward, but later satisfies the eligibility criteria (e.g. move within the BMI range or eligibility criteria changes), we can't retrospectively apply the discount to existing cover.

17. How does this offer affect applications that are currently in the pipeline?

For applications quoted or submitted before the 16 April 2024 that are still in the pipeline, and were eligible for a 10% Lifetime Reward, these will automatically have the 15% Lifetime Reward applied to the relevant cover provided it's issued during the Campaign Period.

Any covers issued outside of the Campaign Period will not have the 15% discount applied.

18. What about policies or covers issued outside of the Campaign Period?

Policies or covers issued outside of the Campaign Period (before 16 April 2024 or after 31 March 2026) that meet the standard eligibility criteria for a Lifetime Reward will have the 10% Lifetime Reward discount applied.

19. What about customers who have an offer of terms currently in the pipeline?

Any offers of terms that are in the pipeline on the campaign start date which were originally eligible for the 10% Lifetime reward will automatically have the 15% Lifetime Reward applied if the policy is issued between 16 April 2024 and 31 March 2026.