

# Press release

Eastleigh / 22 May 2009

## Fortis partners charity insurance website - donatesomeback.com

Fortis (Insurance, UK) today announces a new three year partnership with donatesomeback Ltd, based in North Staffordshire, in the launch of its innovative business initiative donatesomeback.com. The site, which successfully launched this month, is designed to provide a creative approach to the online purchasing of personal lines insurance products by allowing customers to donate to a charity of their choice, using a proportion of the commissions earned by donatesomeback.com. In total donatesomeback Ltd has pledged to donate 50% of its commissions to charity.

### Fortis

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Through the support of Fortis, and sponsorship from the North Staffordshire Risk Capital Fund (NSRCF), donatesomeback.com, offers value deals to its customers and generates revenue for good causes at the same time. The site donatesomeback.com offers a range of home and car insurance products as well as home and office supplies. Pet insurance will be available soon, and the further expansion of their product range will take place in the coming months. All insurance policies are arranged and administered by Fortis Insurance Solutions (formerly the OutRight Company), in Stoke-on-Trent, offering customers access to a panel of 12 home insurers and 20 motor insurers with the quote and buy facility supported by the company's call centre.

Prior to launch, donatesomeback Ltd carried out extensive consumer research to help them gauge competitiveness and appetite for their products. The quotes they provided were competitive with the customers' current premiums and showed that if they were to use donatesomeback.com, a good percentage of their premium would have been donated to the charity of their choice.

Geoff Carter, Managing Director at Fortis Insurance Solutions commented: "We are delighted to be partnering with donatesomeback Ltd on this exciting new initiative supporting various charities and a local business in the Stoke-on-Trent area. We continually seek opportunities and innovative ways to meet customer needs and to deliver exceptional service. Our approach with donatesomeback Ltd is further evidence of our desire to meet more customer needs through our flexible product and service proposition,

and is an example of our ability to provide branded personal lines insurance products to a diverse range of affinity partners.”

The company behind the new website, donatesomeback Ltd, will make a donation to a charity or non-profit organisation whenever a customer buys through the site. Customers can choose which charity they would like to benefit from those listed on the site, or if their preferred charity is not listed, there is the option to provide the relevant details. Overall, donatesomeback Ltd has pledged to donate 50% of its commissions to charities and non-profit organisations, which equates to an average of up to £25 per motor policy and £20 per home policy sold. The website will be marketed directly by charity partners via their website, corporate supporters and donors and also through charity and consumer publications.

Directors Mark Fenton and Dan Handforth at donatesomeback Ltd came up with the concept. Dan Handforth said: “Fortis has given donatesomeback Ltd great support throughout the setup and implementation of the project. Their patience has been a key factor when dealing with us as we have been quite demanding in certain areas of the build. The Operations team at Fortis has met and exceeded those demands on many occasions. Fortis recognised the opportunity presented to them and have continued to give us the support we need to make donatesomeback.com a huge success going forward.

“Whilst working for a national children’s charity, we saw the opportunity to start a business that could help support every UK charity or not for profit organisation through consumer spending. It’s an easy way for our customers to help, just by buying the things they need anyway, especially in the current economic climate where charitable donations have been dramatically reduced and people are tightening their belts. donatesomeback.com allows people to continue their charitable giving as well as receiving great deals on insurance and home and office products.”

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### **About Fortis**

**Fortis (Insurance UK)** is a leading provider of award-winning personal and commercial lines insurance solutions in the UK. Fortis UK has two main divisions, manufacturing both non-life and life products, which are distributed through a range of channels including brokers, IFAs, intermediaries, affinity partners and the Internet, as well as various wholly or partially-owned companies (RIAS, UKFIS, Affinity Solutions Ltd, Text2Insure and InsureTECH Systems).

Fortis' unique and innovative multi-distribution capability enables it to deliver products face-to-face, by phone (inbound and outbound), over the Internet and via SMS technology. Aligning its business activities with its partners' general insurance strategies enables Fortis to offer end-to-end white label capabilities in product development, marketing, campaign management, sales, fulfilment and claims - providing a seamless integration with partner brands.

Insuring in excess of 6.7 million customers and working with a range of partners, Fortis is recognised for delivering consistent and high-quality customer experiences. It employs almost 3,000 employees with a head office based in Eastleigh and others in Belfast, Bournemouth, Gloucester, Haywards Heath, London, Redditch, Reigate and Stoke-on-Trent. In 2008, its reported profit before tax and interest was £76 million and its GWP was GBP 760 million.

## About Donatesomeback Ltd

When times are tough, one of the first things people cut back on is donations to worthy causes. But with donatesomeback.com you can help raise money for charities and other great causes, just by buying everyday products and services! We believe in four simple things:

- Offering great products and services
- Giving you very competitive prices
- Providing outstanding customer service
- Making a difference to the world through ethical purchasing

### How it works

- We have pledged to donate 50% of the turnover of donatesomeback.com to charities and non-profit organisations. Every time you buy we donate up to £25.00 to the cause of your choice. It's an easy way to help, just by buying the things you needed anyway!
- **Insurance:** We have partnered with a leading UK insurance provider who work with household names including **AXA, Allianz, Fortis, Provident, Norwich Union (Aviva), HSBC, Zurich, Legal & General, AIG and Royal Sun Alliance** so you can be confident of a great price and excellent customer service.
- **Home and office supplies:** We have teamed up with Top UK Supplier, **JG Fenns** to offer more than 20,000 products for your home and office. Every item purchased can help a worthy cause.
- **And there's more to come...** watch this space!

We hope we can bring you the products and services you need, at great prices – and we hope you enjoy making a difference, each and every time you buy.

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