



Welcome to fidelity life

Founded in 1973, for more than 50 years we've protected the lives of New Zealanders. Our journey began with two New Zealanders, Gordon and Shirley Watson, who set out with a simple mission: to "do insurance better" for our New Zealand community.

We're here for customers like you in those moments when life doesn't go to plan, providing real support when it matters most. With 93% of all new claims accepted in our last financial year and nearly 300,000 New Zealanders trusting us for their protection, you can feel confident that your family and your future are in safe hands.

As New Zealand's largest locally owned life insurer, every decision we make is by New Zealanders, for New Zealanders, and for the good of our community.

Te Wahipounamu,
West Coast, South Island

Learn more at fidelitylife.nz

GROWING TOGETHER for the good of NEW ZEALAND

Our goal is to grow our business to become a truly great New Zealand company—one that represents and champions New Zealanders like you. We're on a journey, and with your support, we're building a future we can all be proud of.

When you choose us, as your life insurer, you're not just safeguarding your future; you're contributing to a better future for all of Aotearoa, New Zealand. Our shareholders, Ngāi Tahu Holdings and the New Zealand Super Fund, reinvest right here at home. The dividends we pay help uplift the wealth and wellbeing of one of the country's largest iwi and grow New Zealand's 'super nest egg' for future generations. Every dollar stays in New Zealand, strengthening our communities and making a meaningful difference.

So, by choosing us to protect you, your family and your dreams, you're supporting the growth and prosperity of New Zealanders today and future.



Why choose Fidelity Life?



New Zealand's largest locally owned and operated Life insurer.

Our decisions are made here by New Zealanders, for the good of New Zealand.



You're in safe hands.

Over \$1.8B paid out in claims to New Zealanders since 1973.



We pay claims.

93% of new claims accepted 1-Jul 2023 – 30-Jun 2024.



Our financial strength rating.

Issued by A.M. Best, our A- (Excellent) financial strength rating indicates our ability to pay claims.



Locally rooted protection.

As New Zealand's largest locally owned life insurer, we understand and prioritise the unique needs of New Zealanders.



Investing in New Zealand's future.

The dividends we pay stay in New Zealand, helping uplift the wealth and health of one of the country's largest iwi and grow New Zealand's 'super nest egg' for future generations.

*Fidelity Life has an A- (Excellent) financial strength rating from A.M. Best. The rating scale that this rating forms part of is available for inspection at our offices. For more information please visit Fidelity Life's [financial strength page](#).

