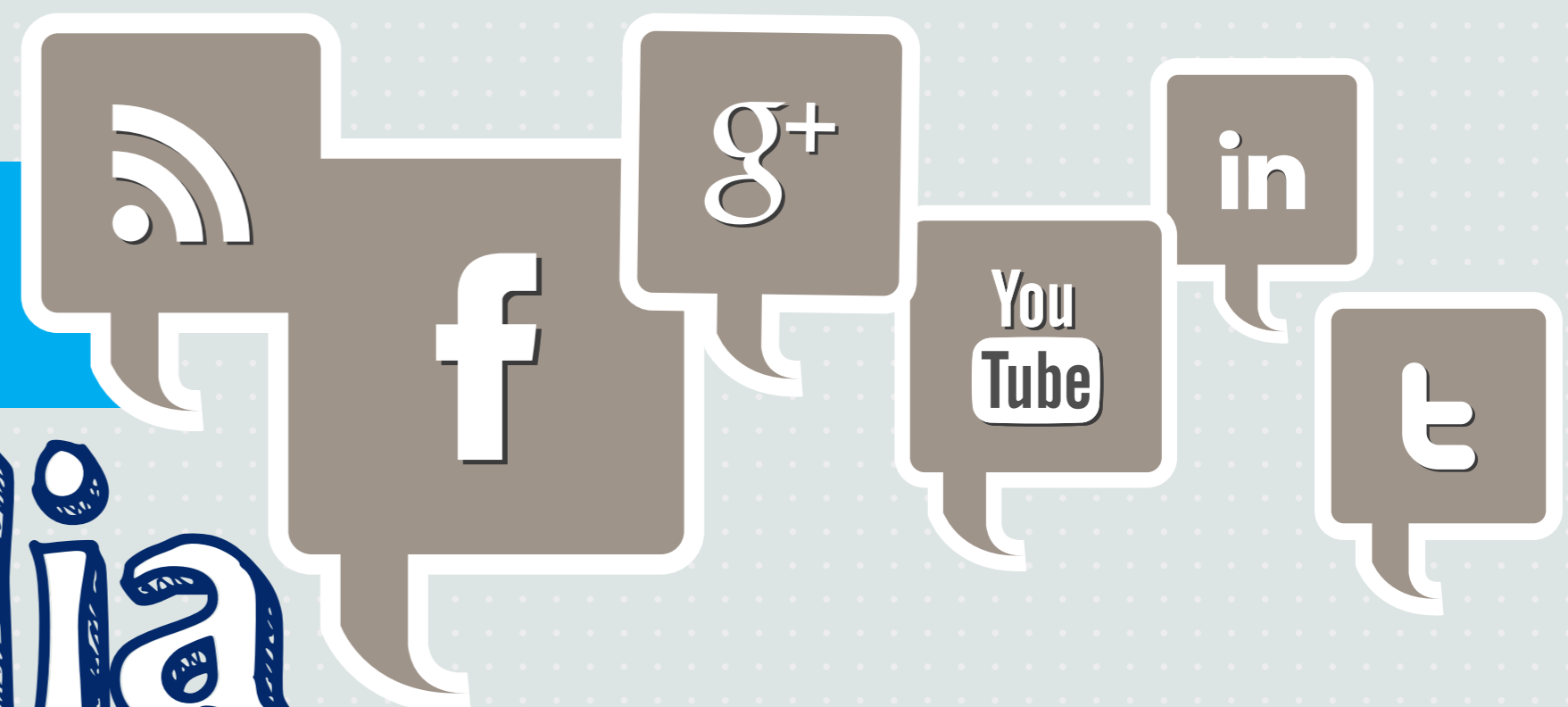


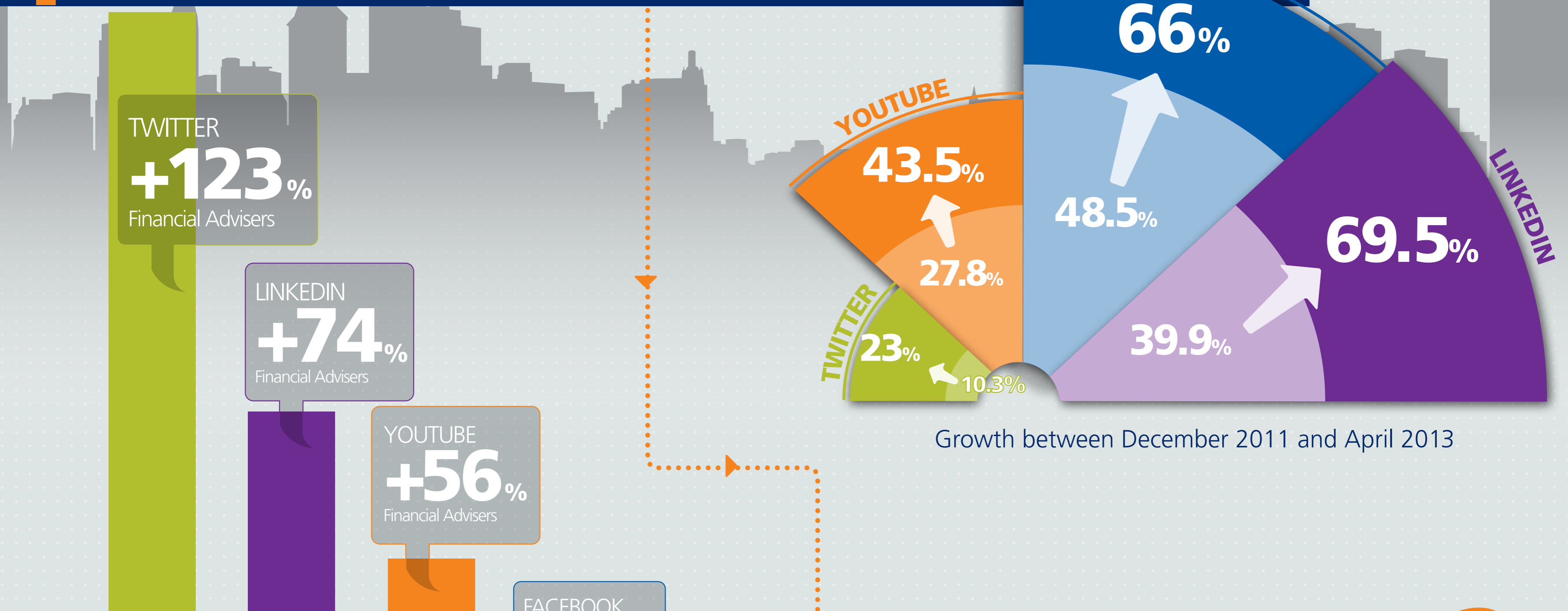
FINANCIAL ADVISERS

and Social Media

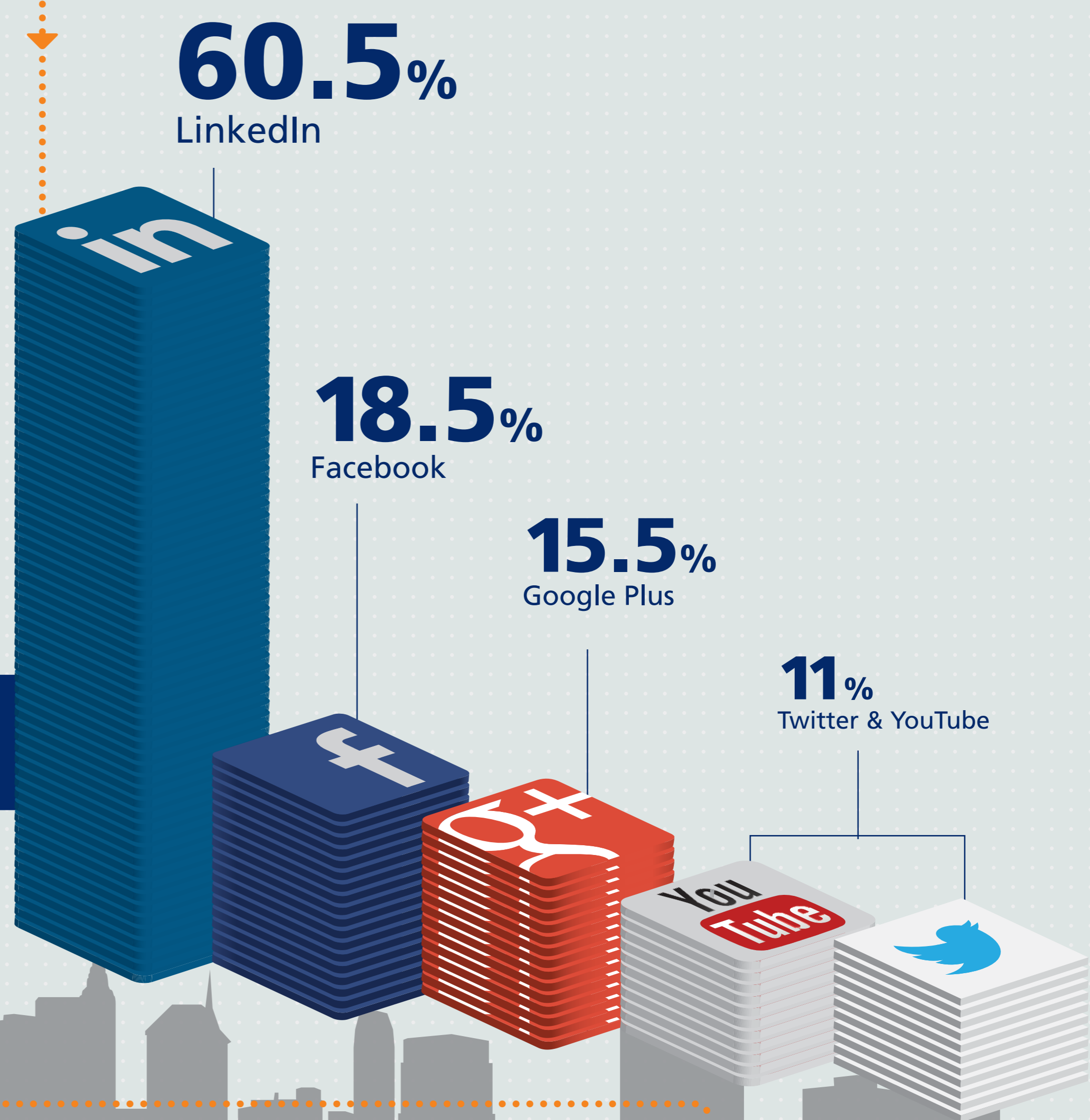


There is no doubt Australian financial advisers are embracing the communication revolution. New statistics from Zurich show the extent to which social media is being used for business purposes, and how advisers are adopting new media much quicker than the community at large. Case studies on how advisers are using social media are available from the Zurich Business Development team.

1 Financial Advisers' use of social media has rapidly accelerated over the last 18 months



This growth is significantly greater than the community at large



3 Business usage is becoming significant

4 Other significant findings

A Female advisers significantly more likely to use Facebook than their male counterparts

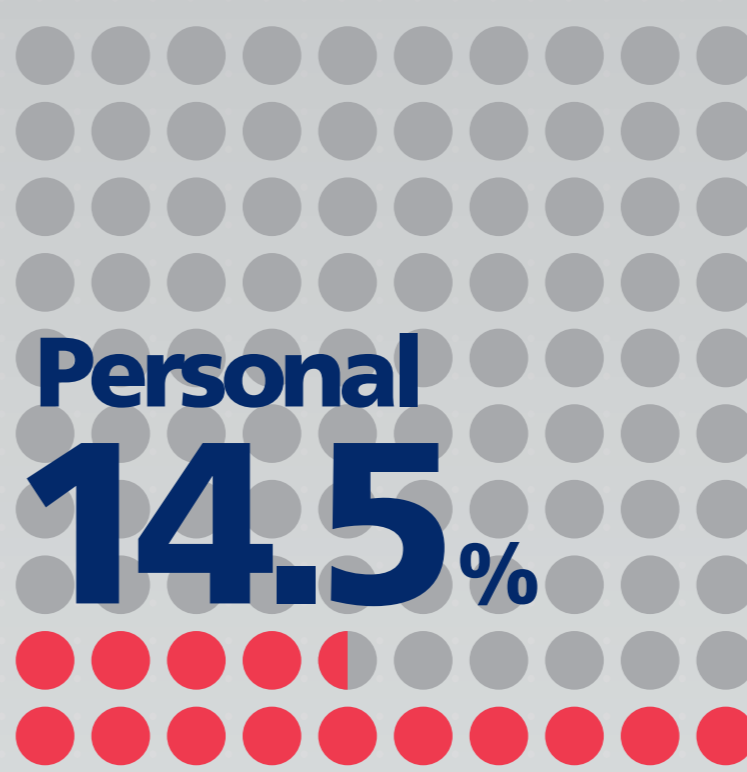
55.6%



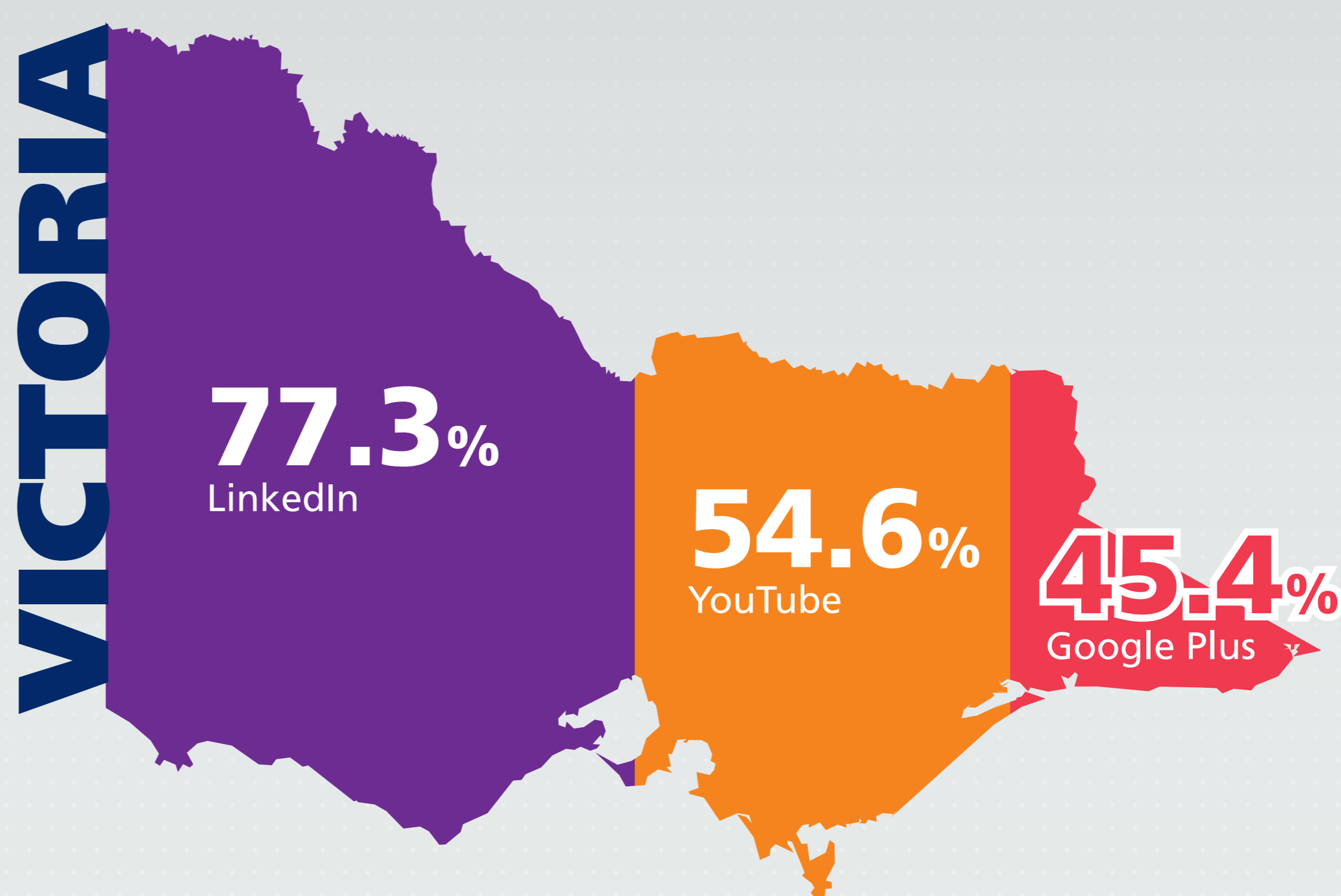
71.8%



B Google Plus is used more for business than for personal use



C Victoria is the **standout** in terms of advisers using Google plus (45.4%), YouTube (54.6%) and LinkedIn (77.3%)



Data sources:
1. Beaton IFA Market Pulse (Zurich), December 2011 and April 2013
2. Australian Social media statistics April 2013, www.socialmedianews.com.au

Important Information:
The information in this publication is intended as general information only, is dated May 2013, is given in good faith and is derived from sources believed to be accurate as at this date. It is subject to change and should not be considered a comprehensive statement on any matter and should not be relied on as such.