

20<sup>th</sup> December 2012

**Denplan further strengthens its health credentials**

I wanted to write to you to let you know of an exciting change that is happening for Denplan.

Having been part of the global AXA group for some 12 years it has today been announced that we will be leaving AXA and will become part of Simplyhealth.

We have had extensive conversations with the Simplyhealth team and they are absolutely committed to Denplan's strategy of providing a full range of dental products for you to offer to your clients. Their commitment remains to keeping, and indeed strengthening, the Denplan brand and support teams and providing you with unrivalled access to a network of dentists across the UK.

Denplan will find a strong and strategic home within Simplyhealth. This is because we both share a strong focus on customer service based on a fundamental belief in helping people access high quality healthcare and a culture and ethos that promotes staff engagement. As you know, Simplyhealth is the UK's largest provider of health cash plans and have a rapidly growing presence in the private health insurance market. This new relationship with Denplan gives Simplyhealth the opportunity to broaden its health offerings and gain greater expertise and experience in providing dental benefits.

Our focus going forward remains on providing you with the excellent service and support you have come to expect from Denplan. We understand that you value our knowledgeable dental team and the speed of response that we give you, so that you can deliver timely and accurate solutions to your clients. You can be reassured that it's very much "business as usual" for us and our absolute focus will remain on supporting you and your business needs. We will also work closely with Simplyhealth to ensure that we have a joined up approach where you have a relationship with both Denplan and Simplyhealth.

We will of course keep you fully updated as we move forwards with Simplyhealth and I am totally convinced that we have a bright future together which will bring enormous benefits to you and your clients.

Yours sincerely,

Stephen Gates  
Managing Director