

# Announcement

## ➤ Rural Affinity and Munich Re Specialty extend relationship with five year partnership.

21 March 2025

Rural Affinity is pleased to announce the extension of its partnership with Munich Re Specialty – Global Markets with a new five-year agreement. The signing of this new deal will take Rural Affinity into a third decade of relationships with Munich Re.

Through our solutions, Rural Affinity provides specialist insurance products to the agricultural industry across Australia. Since 2006, we have paid more than \$500 million in claims to our farming clients, and Munich Re has been integral in keeping those farming families on their farms. The new deal with Munich Re Specialty enables Rural Affinity to develop its product range with a focus on innovation and technology with a view to closing the significant coverage gaps which exist in the Australian agricultural insurance market.

James Hooper, Managing Director of Rural Affinity, said ‘We are delighted to sign a new partnership agreement with Munich Re Specialty. Since the inception of Rural Affinity in 2006, Munich Re’s expertise has been instrumental in helping us achieve our goals and ambitions. They have a detailed understanding of our business and the important solutions we provide to the agricultural industry in regional Australia.’

**Notes to editors:** *Great Lakes Australia, in collaboration with the Munich Re Specialty brand, is the legal issuer of Rural Affinity policies as the authorised insurer in Australia.*

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