Challenger Limited

Investor Day

23 May 2017



Investor proposition Investor Day



Brian Benari

Managing Director and Chief Executive Officer



Outline

Providing our customers with financial security for retirement

10:00 – 10:10	Investor proposition Brian Benari – Managing Director and Chief Executive Officer	
10:10 – 10:30	Retirement income policy update Jeremy Cooper – Chairman, Retirement Income	
10:30 – 10:50	Life Chris Plater – Chief Executive, Life	
10:50 – 11:10	Distribution, Product and Marketing Richard Howes – Chief Executive Distribution, Product and Marketing	
11:10 – 11:30	'Retirement Illustrator' demonstration and morning tea	
11:30 – 12:10	Funds Management Ian Saines – Chief Executive, Funds Management	
12:10 – 12:30	Wrap up and Q&A session Brian Benari – Managing Director and Chief Executive Officer	



Investor proposition

Market leader with competitive advantage

PROVIDING OUR CUSTOMERS WITH FINANCIAL SECURITY FOR RETIREMENT

FOCUSED STRATEGY	TALENTED PEOPLE がが	RECOGNISED CAPABILITY	MARKET LEADER
 ✓ FM – boutique and co-investment model (super savings phase) ✓ Life – dedicated retirement income focus (super spending phase) ✓ Independent provider with broad based distribution 	 Highly engaged staff with shareholder alignment Track record of delivering Investment team talent – internal managers and boutiques Entrenched risk management culture 	 ✓ Recognised consumer retirement income brand¹ ✓ Rated #1 by advisers² ✓ Award winning product manufacturer and innovator ✓ Forming new product and distribution relationships ✓ Leveraging technology 	 ✓ FM growing twice speed of Australian funds management market ✓ Life No.1 Australian annuities provider ✓ Scalable platform with leading cost ratio³

SUSTAINABLE SHAREHOLDER OUTCOMES WITH 18% ROE TARGET*

Investor Day – Investor proposition

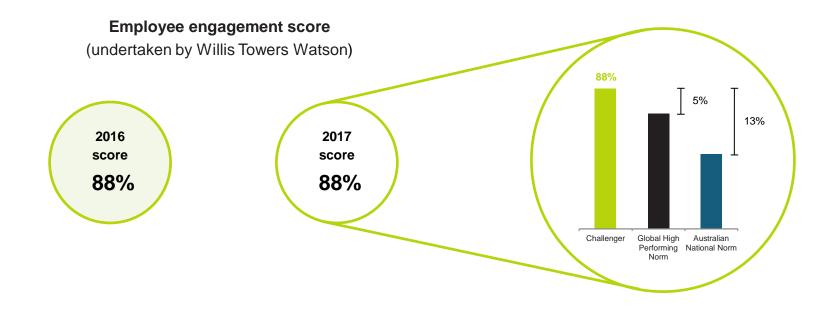
- 1. Hall & Partners Open Mind Consumer Study.
- 2. Challenger service analysis conducted by Wealth Insights and compared to the broader market.
- Challenger's normalised cost to income ratio (1H17: 32.9%) is 17 percentage points lower than the average cost to income ratio for ASX100 banks and diversified financials (includes AMP, ANZ, BEN, BOQ, BTT, CBA, IFL, MFG, MQG, NAB, PPT, WBC).
- 4. Normalised ROE (pre-tax) target of 18%.



Strong employee engagement

Underpinning sustainable business performance

Challenger outperforms best-in class global benchmark



Investor Day – Investor proposition



Retirement income policy update Investor Day



Jeremy Cooper

Chairman, Retirement Income





Regulatory reforms underway to enhance retirement phase

1 Retirement income reforms well underway

Clear focus on generating sustainable income streams Moving from consultation to implementation phase

2 CIPRs (MyRetirement)

Framework designed to address risks retirees face Principles-based minimum product features CIPR structure emphasises role of 3rd party products

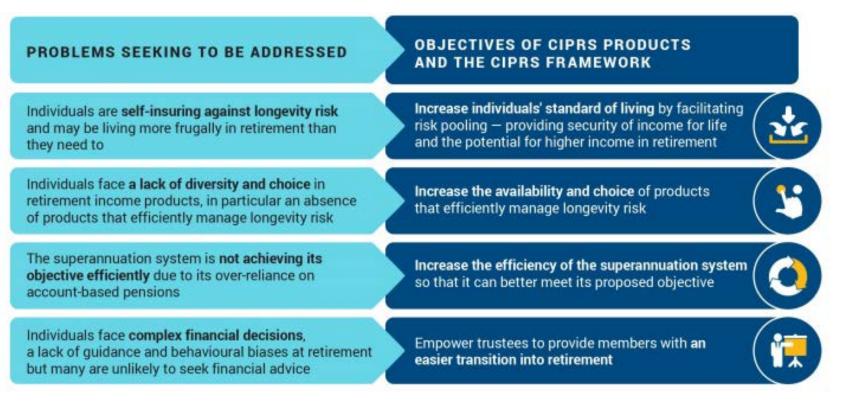


Investor Day – Retirement income policy update

CIPRs (MyRetirement)

Framework designed to address risks retirees face

Extract from Government discussion paper – Objectives of proposed CIPR framework¹



Investor Day - Retirement income policy update



CIPRs (MyRetirement)

Principles-based minimum product features

Consistent with Financial System Inquiry recommendation

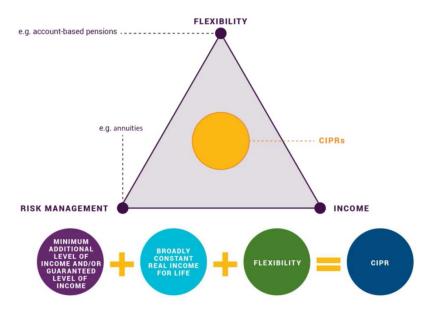
Proposed there would be a limited number of principles-based CIPR requirements

1 Provide minimum level of income that exceeds account-based pension drawn at minimum rates

- 2 Provide a stream of broadly constant real income for life (to manage longevity risk)
- 3 Include a component to provide flexibility to access lump sums and/or leave a bequest

Pooling longevity risk is essential to providing higher retirement incomes

Extract from Government discussion paper¹



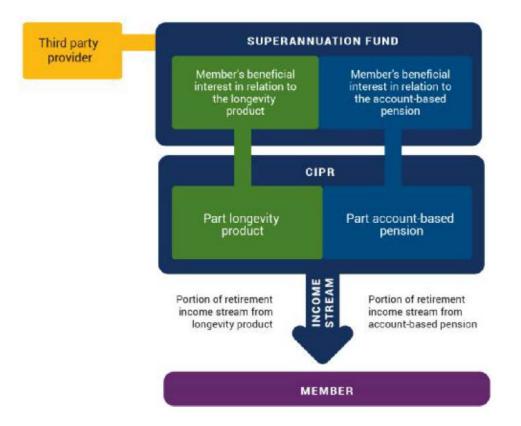
Investor Day - Retirement income policy update



CIPRs (MyRetirement)

CIPR structure emphasises role of 3rd party products

Stylistic representation of CIPR structure - from Government discussion paper¹



Investor Day – Retirement income policy update

- Flexible structure to accommodate existing retail and industry arrangements
- Trustee to design, administer and offer CIPRs to members at retirement
- Trustee can partner with 3rd parties to provide individual components
- Trustee would need to satisfy product regulation process to receive safe harbour protection
- 3rd party could be required to certify CIPR meets minimum requirements



CIPR (MyRetirement)

How a CIPR would work in practice

CIPR product

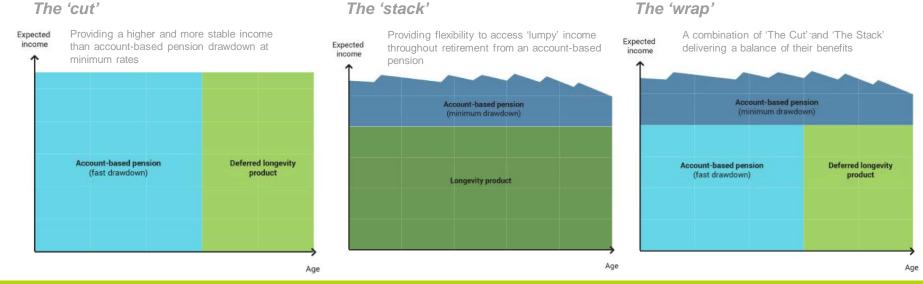
- provide broadly constant stream of income throughout retirement
- mass-customised composite product-designed in best interests of majority of members

CIPR framework

- include soft-default mechanism to ease decision making for individuals
- provide safe harbour for trustees against not meeting fiduciary obligations

Examples of possible CIPRs

(extract from Government discussion paper)



Investor Day – Retirement income policy update





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Investor Day – Retirement income policy update

Life Investor Day



Chris Plater

Chief Executive, Life



Key points

High quality investment portfolio meeting 18% ROE

1 Asset allocation framework

Consistently applied with strong risk management

2 Asset and liability matching

Sales mix drives book profile

3 Return On Equity

All product categories meet 18% ROE target (pre-tax)

4 Relative value

Becoming more neutral across asset classes

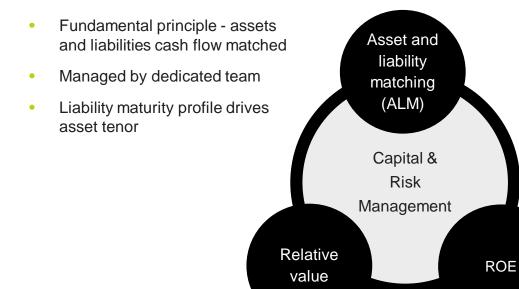
5 Life investment portfolio

Portfolio in good shape and meeting return target



Asset allocation framework

Consistently applied with strong risk management



No change to risk management

- Strong governance framework
- Risk management entrenched in corporate culture
- Minimise unwanted risks such as interest rate, currency and inflation risks
- Same risk management framework applied for Japanese business

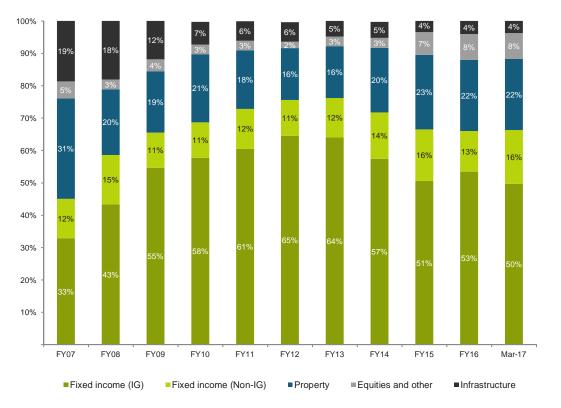
- Investment returns considered relative to base swap rates
- Illiquidity premium contributes to relative value

- Investment decisions based on risk-adjusted returns
- 18% (pre-tax) return on equity target for all products



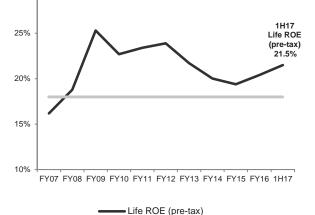
Life investment portfolio overview

Driven by asset allocation framework



Life investment portfolio - last 10 years

- Life investment portfolio driven by asset allocation framework
- Asset mix has varied over time
- Long term track record of Life achieving 18% ROE (pre-tax) target



Life ROE target (pre-tax)



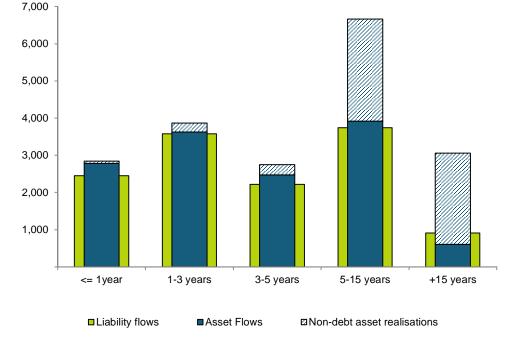
Investor Day – Life

Asset and liability matching

Asset and liabilities matched and duration extending

- Assets and liabilities remain cash flow matched
- Maturity profile extending for both assets and liabilities
- Fixed income, property and infrastructure used to match longer term cash flows
 - availability of long term fixed income investments increasing

Asset and liability cash flow matching - 31 March 2017





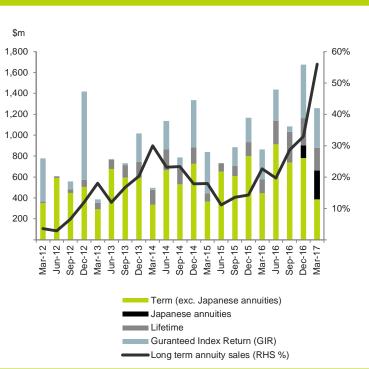


Asset and liability matching

Sales mix drives book profile

Sales

Annuity sales mix moving to long term GIR sales mix moving to short term



Liability

Extending liability maturity profile GIR as portion of book has increased

Liability mix	31 March 2017	30 June 2016	
Short term annuities ¹	54%	64%	Long term annuities gradually seasoning
Long term annuities ¹	32%	24%	into book
Guaranteed Index Return (GIR)	14%	12%	GIR sales moving to shorter term
Total	100%	100%	
Average liabilities	FY17 YTD ²	FY16	
Domestic annuities	\$9.7bn	\$9.0bn	
Japanese annuities	\$0.1bn	-	
Total annuities	\$9.8bn	\$9.0bn	1 ~10%
Guaranteed Index Return (GIR)	\$1.5bn	\$1.0bn	1 ~50%
Total	\$11.3bn	\$10.0bn	-

Investor Day - Life

1. Long term annuities represent lifetime and Japanese annuities (MS Primary fixed term annuities). Short term annuities represent domestic term annuities.



Asset and

liability matching (ALM)

Capital & Risk Management

2. FY17 YTD represents 1 July 2016 to 31 March 2017.

Return On Equity (ROE)

All product categories meeting 18% ROE target

Product	Domestic	Japanese	Institutional
category	annuities	annuities	Guaranteed Index Return (GIR)
Product description	Amortising fixed term and lifetime annuities	Amortising fixed term annuities	Fixed term and liquid index return product
Liability mix ¹	83%	3%	14%
Asset	Backed by fixed income	Backed by fixed income	Backed 100% by investment grade fixed income
allocation	and real assets	and real assets	
Distribution	Excluded from COE margin	Implicit in COE margin	Limited distribution costs
costs	Included in expenses	No distribution costs incurred	
Current COE margin	~4.3%	~3.7%	~2.0%
ROE (pre-tax) ²	>18%	>18%	>18%
	Long term track	Lower COE margin with	Lower COE margin with
	record of achieving	ROE benefiting from minimal	ROE benefiting from lower
	18% ROE	distribution and operational costs	capital intensity



1. As at 31 March 2017.

2. ROE represents Life normalised ROE (pre-tax).

Capital & Risk Management

ROE

Relative value

Becoming more neutral across asset classes

Fixed income

- Earning asset risk premium and illiquidity premium (in addition to credit risk premium)
- Capital light strategy

Investment grade risk premium

• Similar to last year; above long term average

High yield credit risk premium

Reduction from last year; now below long term average

Property

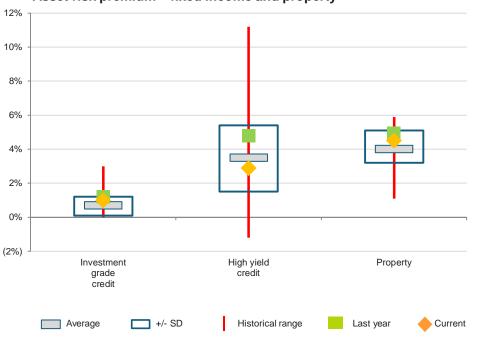
- Risk premium lower than last year; above long term average
 - illiquidity premium captured within risk premium
 - capital consumptive strategy

Asset allocation

 Becoming more neutral between property and fixed income asset classes

Investor Day - Life

1. Expected asset risk premium represents asset return relative to the prevailing swap rate. Challenger estimates based on external data as at April 2017.



Asset risk premium – fixed income and property¹

Capital & Risk Management

Relative value

Life investment portfolio overview

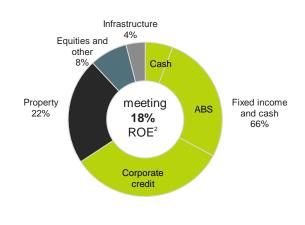
Portfolio in good shape and meeting return target

Life investment portfolio \$15.0bn – 31 March 2017

Fixed income and cash

- Investment grade typically 75% – 80% (March 2017 75%)
- Cash increased by ~\$460m in early April from Challenger Capital Notes 2 issuance
 - progressively being deployed
- Long term credit performance
 - 8 bps of defaults over 5 years¹
- No exposure to residential construction
- >90% of RMBS exposure investment grade
 - historical default rate for Aust. investment grade RMBS zero
- Availability of long term paper increasing
 - ~15% of AUD corporate issuances
 >10 years (less than 5% in 2015)

Investor Day - Life



Equities & other Infrastructure

- Held for diversification purposes and long term cash flows
- Combination of unlisted, listed
 and absolute return investments

Property

- Portfolio remix largely completed
 - 53% of rental income from multitenancies (23% in 2010)
 - properties disposed of at average 9% premium to book³
- Portfolio comprises⁴
 - office 58%
 - retail 35%
 - industrial 7%
- 32% of gross rental income comes from Australian government tenants⁵
- \$0.3bn committed to new properties due to come online over next two years



- 1. Credit defaults over 5 years to 31 December 2016.
- 2. Life meeting 18% pre-tax ROE target.
- 3. Properties disposed of as part of portfolio remix (October 2013 to March 2017).
- 4. Australian direct property portfolio as at 31 December 2016.
- 5. As at 31 December 2016.
- 21

Key points

High quality investment portfolio meeting 18% ROE

1 Asset allocation framework

Consistently applied with strong risk management

2 Asset and liability matching

Sales mix drives book profile

3 Return On Equity

All product categories meet 18% ROE target (pre-tax)

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5 Life investment portfolio

Portfolio in good shape and meeting return target



Distribution, Product and Marketing

Investor Day



Richard Howes

Chief Executive Distribution, Product and Marketing



Key points

Independent product provider with competitive advantage

1 Wealth industry sales process

End-to-end integration requires multiple capabilities

2 Consumer and adviser brand

Sales success underpinned by strong brand recognition

3 Product

High quality and award winning products

4 Advice

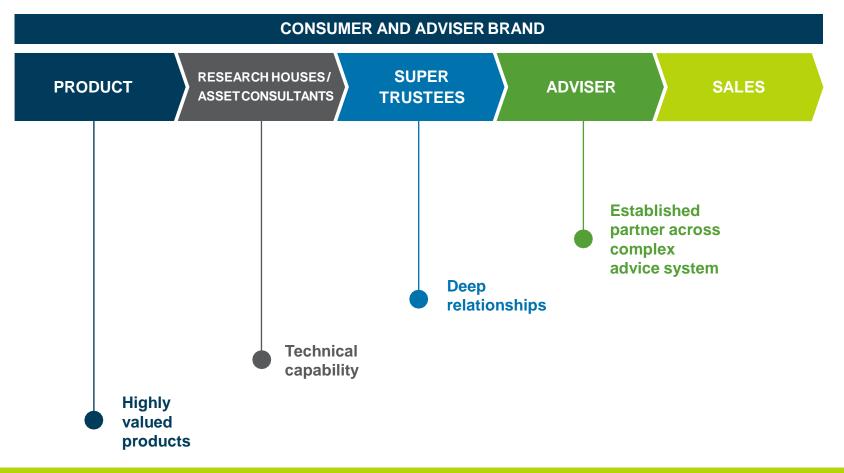
Multi-dimensional and supported by complex machinery Product integration requires significant investment

5 Challenger

Independent product provider with competitive advantage

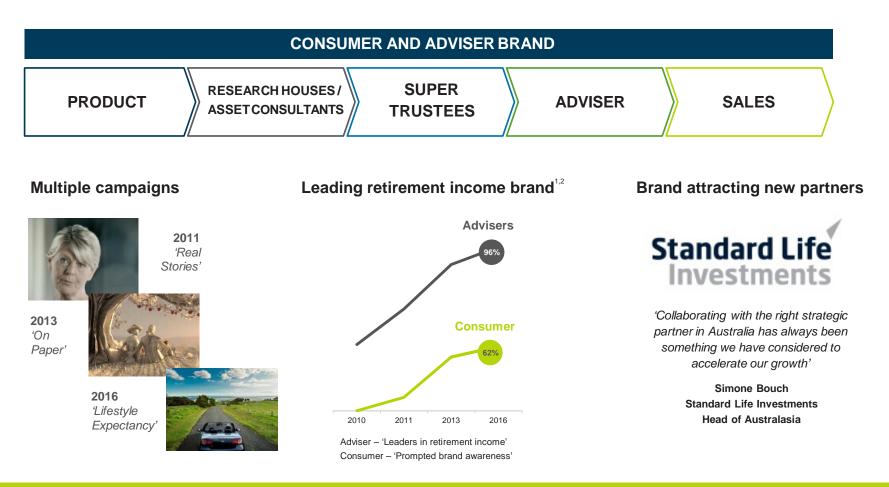


End-to-end integration requires multiple capabilities





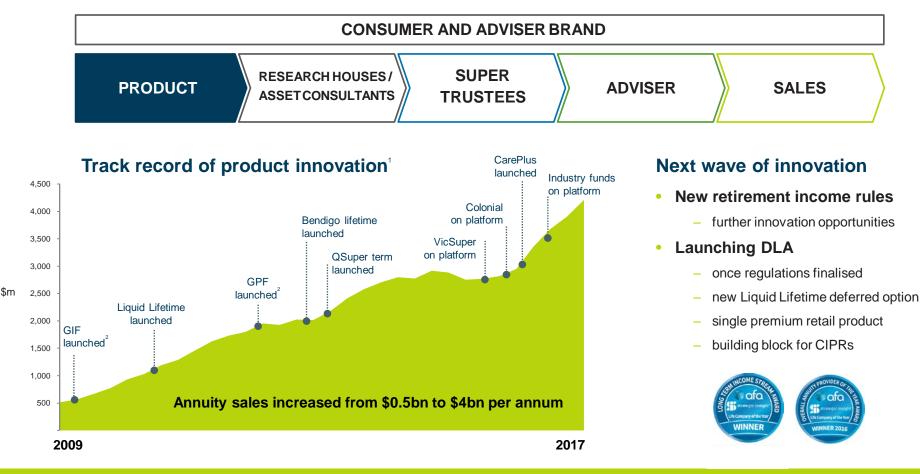
Sales success underpinned by strong brand recognition



- 1. Adviser brand recognition Marketing Pulse Study.
- 2. Consumer brand recognition Newspoll Consumer Study.



High quality and award winning products

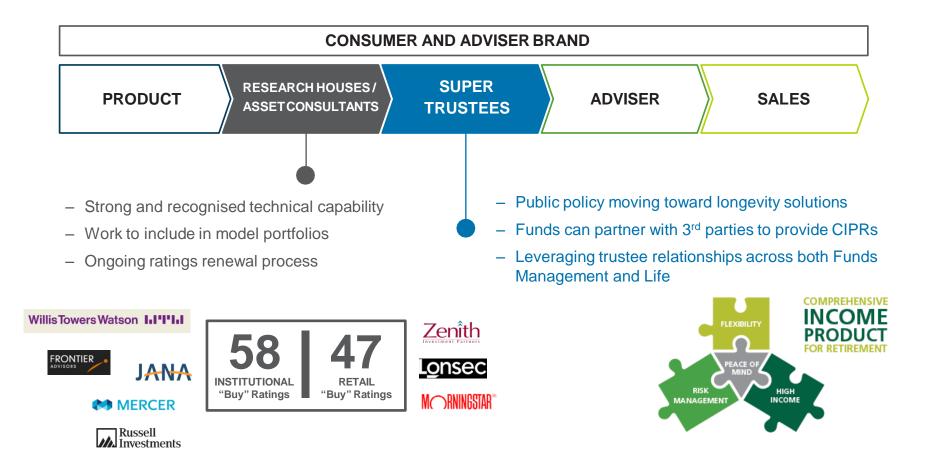


Investor Day – Distribution, Product and Marketing

1. Annuity sales growth chart represents rolling 12 month quarterly annuity sales to 31 March 2017.

2. Guaranteed Income Fund (GIF) and Guaranteed Pension Fund (GPF).

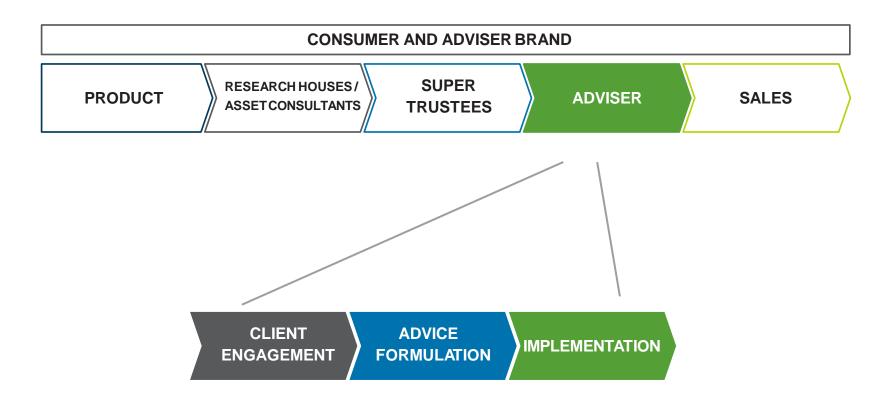
Deep relationships with gate keepers





Advice

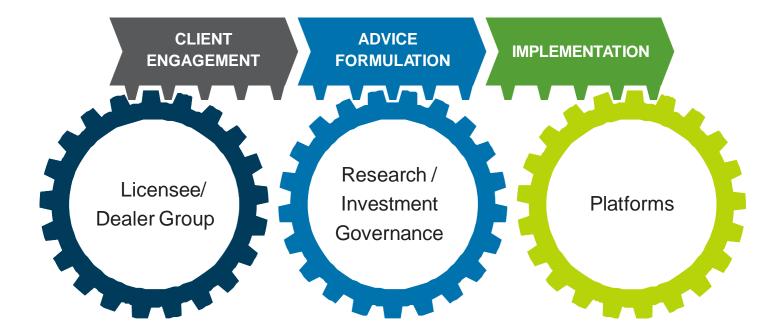
The link between product and customers





Advice

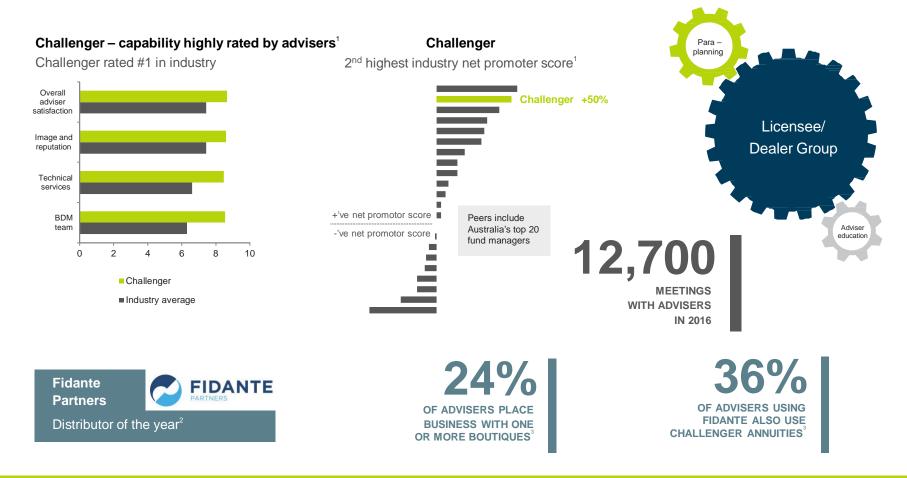
Multi-dimensional and supported by complex machinery





Licensee / Dealer Group

Challenger rated No.1 by advisers



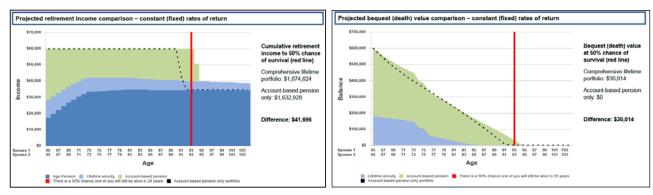
- 1. Challenger annuities service level analysis conducted by Wealth Insights and compared to the broader market.
- 2. Professional Planner / Zenith 2015 distributor of the year.
- 3. Fidante Partners service level analysis conducted by Wealth Insights.

Licensee / Dealer Group

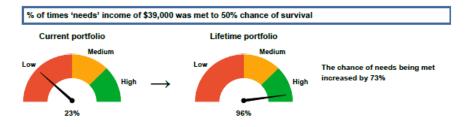
Para-planning process supported by market leading tools

Challenger's Retirement Illustrator¹

- Scenario modelling to demonstrates benefit of partial annuitisation
- Supports income layering approach
- Allows comparison of income and capital values for different scenarios







Provides inputs for financial advice preparation



Investor Day - Distribution, Product and Marketing

1. Retirement illustrator images are illustrative only and represent an example for a retiree couple with \$600,000 in superannuation savings on retirement (aged 65). The amounts projected are estimates only and are not guaranteed and the actual outcome may differ significantly.



Licensee / Dealer Group

Trusted partner in adviser education

Supporting advisers through multiple channels

13,000

ADVISERONLINE LOGINS





ADVISERS RECEIVING CHALLENGER TECH NEWS



Relationships with leading universities



UNSW Retirement Planning course UNSW Aged Care Planning course



Retirement essentials workshop



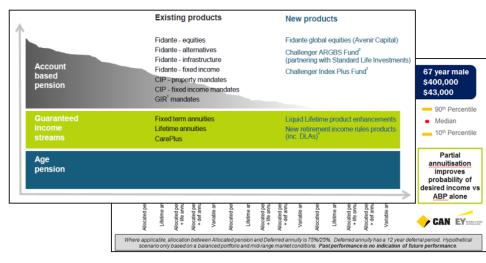
Advisory group member for retirement outcomes Lifecycle Investments course 4,500 ADVISER CALLS TO TECHNICAL SERVICES IN 2016



Research / Investment Governance

Thought leadership influencing industry practice

Income layering – addressing retiree needs





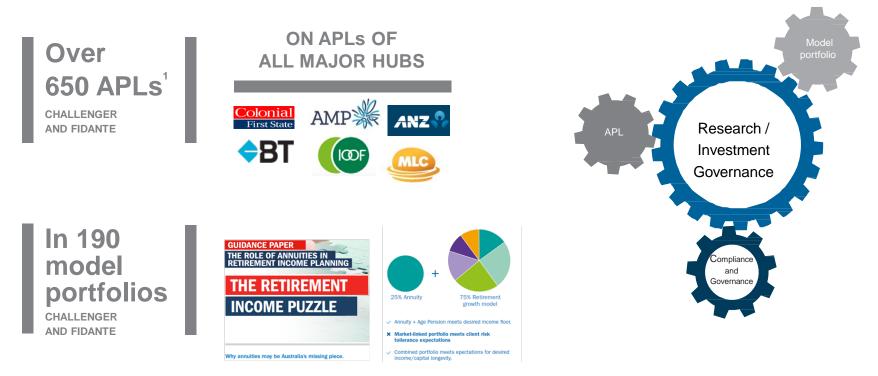
Dedicated retirement income research capability





Research / Investment Governance

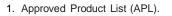
Products well represented across APLs and model portfolios



Colonial Guidance Paper

The role of annuities in retirement income planning

"annuities need to be one tool in the financial adviser's toolbox. We believe that an account based pension with a lifetime annuity or some sort of deferred lifetime annuity will be a good solution for Australian retirees"

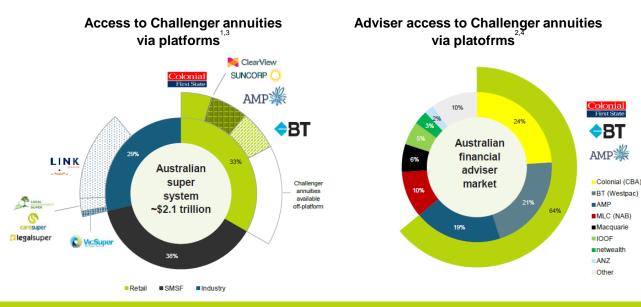


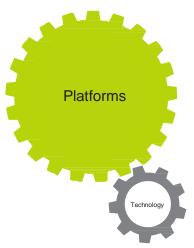


Platforms

Broadening access to Challenger annuities

- Platforms provide access to 1/3rd of superannuation FUM¹
- Platforms provide access to 2/3rd of advisers²
- Annuities on platform very positive adviser feedback
- · Advisers more likely to use annuities via platforms
 - simple to use and easy origination process
 - advisers and clients can view portfolio in one place





AMP annuities on platform expect to launch Q2 FY18

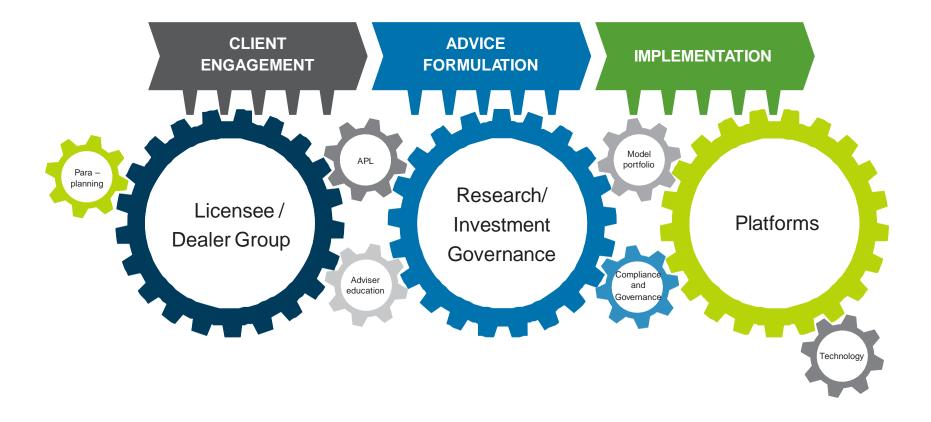
BT annuities on platform expect to launch Q3 FY18

challenger

- 1. Following launch of AMP and BT, new platform relationships will provide access to one third of Australian superannuation industry FUM.
- 2. Following launch of AMP and BT, new platform relationships will provide access to two thirds of Australian financial advisers.
- 3. Australian super system size based on APRA annual superannuation bulletin and market share based on Strategic Insights analysis of retail managed funds.
- 4. Wealth Insights 2016 Adviser Market Trends Report provider footprint (primary platform used by advisers).

Advice process

Multi-dimensional and supported by complex machinery

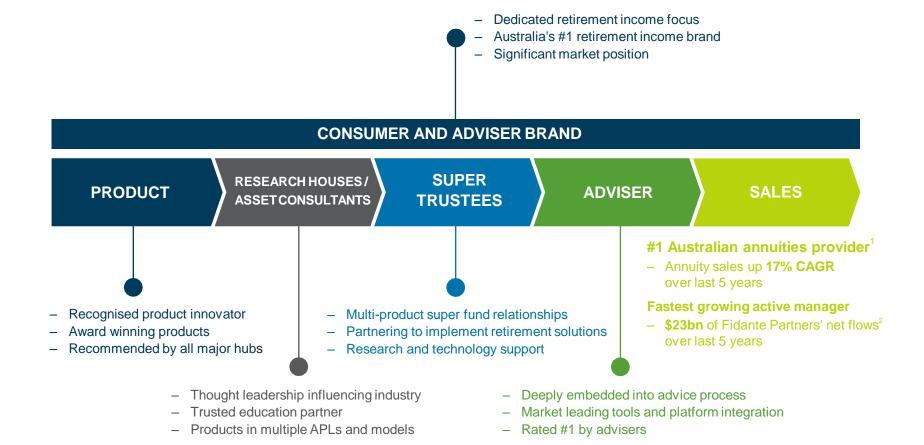


Investor Day - Distribution, Product and Marketing



Challenger

Independent product provider with competitive advantage



Investor Day - Distribution, Product and Marketing

1. Strategic Insights.

2. Fastest active manager in terms of FUM growth (in dollars) over the last five years to 31 December 2016 - Rainmaker Roundup.



Funds Management Investor Day



Ian Saines

Chief Executive, Funds Management



Key points

Leading model building on successful track record

1 Funds Management overview

Fastest growing Australian active fund manager Leading model has driven persistent growth

2 Managers diversified across life cycle stages

Provides diversification of earnings Providing future capacity and growth prospects

3 Fidante Partners boutique manager panel

Ardea Investment Management

WaveStone Capital

Lennox Capital Partners

4 Fidante Partners Europe

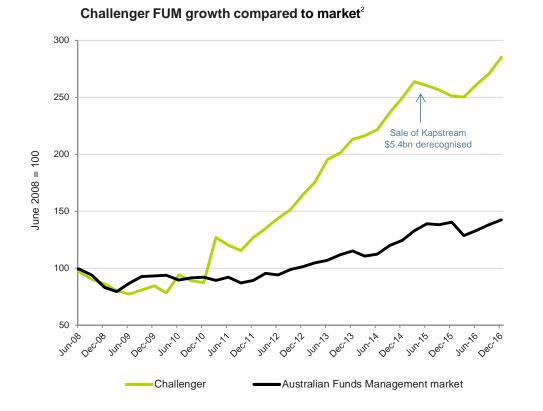
Investing to replicate successful model offshore

Investor Day – Funds Management



Funds Management

Fastest growing Australian active fund manager¹



Leading model with strong track record of success

1 Benefiting from system growth

- super savings to double over 10 years

2 Leading business model

- allows managers to do what they do best
- highly regarded support platform

3 Business highly scalable

- ability to add new strategies
- sharing infrastructure with Life Company

4 Proven distribution model

- FUM growth proves effectiveness
- developing global distribution footprint

FUM growth significantly outperforming market

Investor Day - Funds Management

1. Consolidated FUM for Australian Fund Managers – Rainmaker Roundup. Fastest active manager in terms of FUM growth (dollars) over the last five years to 31 December 2016.



2. Consolidated FUM for Australian Fund Managers – Rainmaker Roundup.

Build investment story and track record

Incubation

۲

Attract initial flows

Break-even profitability

Limited capital • invested

Growth

Providing future capacity and growth prospects

- Growing profitability ۲
- Boutique brand ۲ recognition

Managers diversified across life cycle stages

- Diversifying client base
- Investment performance very important
- Access retail platforms
- Manage capacity and growth profile

Established

- High profitability •
- Significant operating leverage
- Maintain investment track record
- Optimise FUM mix • and margins
- Develop new • growth strategies
- Boutique succession • planning



Investor Day – Funds Management

Fidante Partners boutique principals CIMANTE

Panel discussion



ARDEA Investment Management

Ardea Investment Mgt

Ben Alexander Principal, Portfolio Manager

Co-founded Ardea Investment Management in 2008

Prior to Ardea Investment Management, Ben led the Credit Suisse Asset Management Australia Fixed Income business



WaveStone Capital

Catherine Allfrey Principal, Portfolio Manager

Co-founded WaveStone Capital in 2006

Prior to WaveStone Capital, Catherine was a portfolio manager at Colonial First State Global Asset Management



Lennox Capital Partners

James Dougherty Principal, Portfolio Manager

Established Lennox Capital Partners in 2017

Prior to Lennox Capital Partners, James was lead portfolio manager of the Macquarie Small Companies Fund



Investor Day - Funds Management

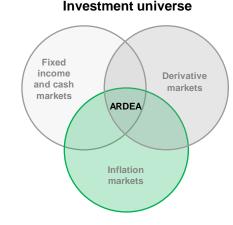
Ardea Investment Management



Absolute return, multi-strategy, fixed income manager

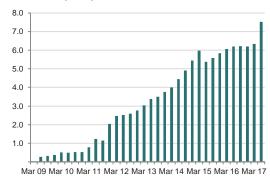
Capturing inefficiencies in the fixed income market

- Established 2008
- FUM \$7.5 billion¹ across a number of different fixed income strategies
- Principals have worked together since early 2000s
- Uniquely combines deep expertise in fixed income and cash, derivative and inflation markets



Historical performance² (%) Real Outcome Plus (Mar 2013) Real Outcome (Aug 2011) Govt Inflation (May 2009) 2 4 6 8 10

FUM (\$bn)



Investor Day - Funds Management

2. Government Inflation target is the Bloomberg Australian Bond Government Inflation Index 0+; Real Outcome and Real Outcome Plus target is CPI.



^{1.} As at 30 April 2017.

WaveStone Capital



challengei

Active, high conviction investment manager

Investing in quality growth companies with sustainable competitive advantage

- Commenced partnership with Fidante in 2008
- FUM \$2.7 billion¹
- Principals' 20+ years experience and have worked together since 1998
- Fastest growing Australian equity manager (over last 5 years)²

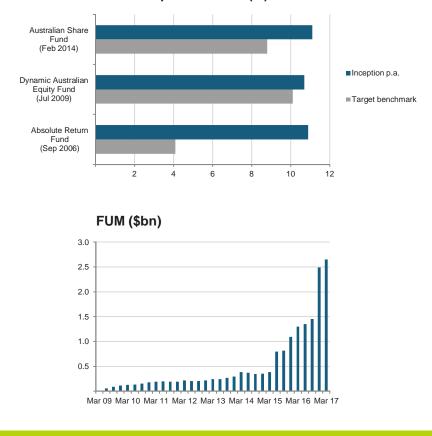


Investor Day – Funds Management

1. As at 31 March 2017

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- 2. Rainmaker Roundup December 2016. Measured as FUM growth over last five years.
- 3. Returns are net of all fees. Target benchmark S&P/ASX300 Accumulation Index for the Australian Share Fund & Dynamic
- Australian Equity Fund. Target benchmark for the Absolute Return Fund is the RBA cash rate.



Historical performance³ (%)

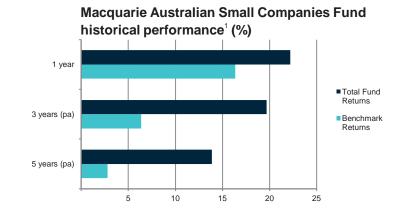
Lennox Capital Partners



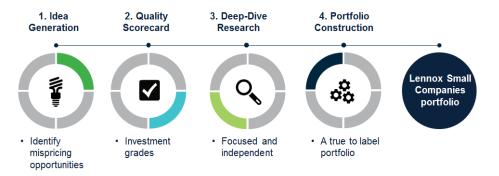
Specialist Australian small companies manager

Active fundamental investment approach

- Established March 2017
- Founding principals previously managed the Macquarie Australian Small Companies Fund (since 2011)
- Top quartile performance track record – 11% p.a. outperformance over 5 years¹
- Proven style-agnostic philosophy investing in both value and growth stocks



Investment process



Investor Day - Funds Management

Macquarie Australian Small Companies Fund Gross performance as at 31 January 2017. The benchmark is the S&P/ASX Small Ordinaries Accumulation index. The track record reflects the actual performance of the Macquarie Australian Small Companies Fund. James Dougherty was lead portfolio manager on this Fund from 1 January 2012 to 27 January 2017. Liam Donohue was co-portfolio manager on this Fund from 1 July 2015 to 25 January 2017. While both had primary responsibility for the Fund over these specified time periods, they were part of the broader 10 person Macquarie Australian Fundamental Equity team. The Australian Fundamental Equity team utilises a unique team-based investment approach which aims to consistently deliver returns above the benchmark through stock selection. As part of the Australian Fundamental Equity team, James and Liam were also able to leverage the broader 27 person Macquarie Australian Equity team (which managed \$13 billion in funds as at 31 December 2016) including capabilities across (but not limited to) quantitative screening, risk management and portfolio construction.



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Fidante Partners Europe



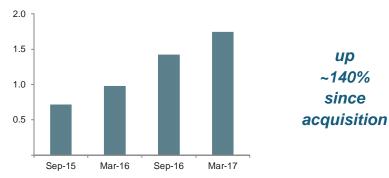
Investing to replicate successful model offshore

Extending global distribution and product footprint

- Strong demand from Australian clients for global product
- Alternatives is a rapidly growing investment category
- Fidante model highly regarded by asset consultants and clients

Fidante Partners Europe

- Proven distribution capability in UK, Nordics and USA
- Credible platform to attract and grow new managers
- Looking to add further boutiques to platform



Fidante Europe FUM acquired through Dexion acquisition (\$bn)

Investor Day – Funds Management



Fidante Partners Europe

Cathy Hales Global Head of Fidante Partners

Cathy joined Fidante Partners in 2011 and relocated to London in 2016. Prior to joining Challenger, Cathy held senior executive roles both in Australia and offshore with RREEF, Deutsche Bank, Macquarie, Colonial First State and BT Australia



Key points

Leading model building on successful track record

1 Funds Management overview

Fastest growing Australian active fund manager Leading model has driven persistent growth

2 Managers diversified across life cycle stages

Provides diversification of earnings Provides future capacity and growth prospects

3 Fidante Partners boutique manager panel

Ardea Investment Management

WaveStone Capital

Lennox Capital Partners

4 Fidante Partners Europe

Investing to replicate successful model offshore

Investor Day – Funds Management



Wrap up and Q&A session Investor Day



Brian Benari

Managing Director and Chief Executive Officer



Wrap up

Providing our customers with financial security in retirement

1 Retirement income policy update

Regulatory reforms underway to enhance retirement phase

3 Life

High quality investment portfolio meeting 18% ROE (pre-tax)

2 Distribution, Product and Marketing

Independent product provider with competitive advantage

4 Funds Management

Leading model building on successful track record

5 Challenger investor proposition

Market leader with competitive advantage Reconfirm FY17 Life COE guidance – mid-point of \$620m to \$640m range

Investor Day – Wrap up



Q&A session Investor Day



Important note

This presentation was prepared for the purpose of a briefing to equity analysts and certain wholesale investors on 23 May 2017.

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