



### Samantha O'Brien

Partner

HEAD OF INSURANCE SECTOR, AUSTRALIA

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Samantha O'Brien is a trusted advisor to many of Australia's largest insurers and insurance intermediaries. She has vast experience in the regulation of risk product providers, including insurers and insurance brokers, agents, mutual and underwriting agencies, the development and distribution of their products and AFS licence compliance and breach management. She has assisted many clients with the development and implementation of customer remediation programs. Samantha also has extensive experience in the sale, acquisition and transfer of insurance and insurance broker businesses and portfolios.

Samantha has assisted a number of insurers to navigate their way through high impact regulatory changes and developments as well as the significant transformation and market consolidation of the sector. She has worked with a number of insurers and brokers on strategic, industry shaping, acquisitions and transactions.

Samantha also advises banks, credit providers and payment services providers about AFS licencing, AML and Australian Consumer Credit licensing requirements. She has particular experience assisting global financial services organisations to navigate local regulatory regimes.

Samantha is listed as one of Australia's leading insurance lawyers in the 'Best Lawyers' 2010 to 2018, and a leading financial institutions lawyer in the 2012 to 2018 reports. She was also a finalist in the Lawyers Weekly 'Partner of the Year' Award, 2017.

Samantha is recognised as a 'leading' individual for the area of Insurance by *Chambers Asia Pacific* 2014 to 2017, where clients consider her to be 'flexible and creative', and is also recognised as a 'leading' individual for the area of Insurance where clients praise her for 'pure insurance work' and...good relationships with clients.'

She was recognised as an 'Acritas Star' in 2018 and 2019.

#### RELATED SERVICES

- Public Company and Corporate Governance
- Corporate
- Financial Services Regulatory
- Data Protection, Privacy and Security
- Finance
- Litigation, Arbitration and Investigations
- Insurance and Reinsurance Disputes

#### RELATED SECTORS

- Insurance
- Financial Services
- Energy and Natural Resources

## EXPERIENCE

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- Advising IAG in relation to:
  - its AFS licence consolidation project
  - the development and implementation of the Swann add-on insurance remediation program
- Undertaking a full compliance framework review and development project for a significant travel insurance business
- Acting for PSC Insurance Group in relation to its IPO and its acquisition of the insurance broker businesses of the Reliance Group
- Advising AirPlus on the regulation of its payment products in Australia
- Advising Bank of Queensland on the regulatory aspects of its acquisition of Centrepoin Alliance and follow-up by its insurance premium funding business
- Advising the founders and shareholders of Ezidebit on the regulatory aspects of its sale to Global Payments Inc following a competitive sales process
- Acting for the Suncorp Group in respect of the regulatory and product distribution aspects of its acquisition of MTA Insurance Limited, a bespoke national provider of consumer credit insurance and guaranteed asset protection insurance products to the motor vehicle sector
- Acting for Steadfast in its acquisitions of a number of insurance brokers including National Credit Insurance Brokers, PI Direct and Austcover.
- Acting for Steadfast in relation to the due diligence aspects of its IPO
- Acting for FM Global in relation to the restructure of its insurance operation in Australia

## CREDENTIALS

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### Professional Qualifications

- Solicitor of the Supreme Court of Queensland, 1993
- Solicitor of the Supreme Court of New South Wales, 1999

### Recognitions

- Samantha is listed as one of Australia's leading insurance lawyers in the 'Best Lawyers' 2010 to 2021, and a leading financial institutions lawyer in the 2012 to 2021 reports
- Samantha is recognised as a 'leading' individual for the area of Insurance by *Chambers Asia Pacific* 2014 to 2021, where clients consider her to be "flexible and creative", and is also recognised as a 'leading' individual for the area of Insurance where clients praise her for "pure insurance work" and..."good relationships with clients"
- Legal500 Asia-Pacific recognises Samantha as a Recommended Practitioner for Financial Services Regulatory, 2021
- Chambers Asia Pacific 2020 notes that clients praise her for combining "*an extraordinary level of technical ability and knowledge of her subject area*" with "*a high level of commercial acumen,*" and for the ease with which she can "*translate regulations into plain English*"
- Samantha was a finalist in the Lawyers Weekly 'Partner of the Year' Award, 2017 and has been recognised as an 'Acritas Star' 2018-2020

### Memberships

- Australian Institute of Company Directors

## INSIGHTS

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Samantha has presented papers and published articles on numerous issues such as plain English drafting, insurance and risk management, GST for insurers and, on many occasions, about the financial services reforms and compliance.

## Publications

### Insurance Review May 2016

5 MAY 2016

Welcome to *Insurance Review May 2016*. DLA Piper's annual publication dedicated to the insurance industry. In this issue we look at the following topics:

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- "Insurance Sector Trends: Forecast for 2018 and 2017 Year End Review," Insurance Update, February 5, 2018