



APEX
DISRUPTING
THE ORDINARY

PINNACLE PERSONAL

Home and Lifestyle Protection

Your life isn't average - so why should your insurance be?

APEX Pinnacle is designed for individuals and families who want more than just basic cover. It's a comprehensive, all-in-one solution that protects your home, your belongings, and your everyday life - wherever it takes you.



Complete home protection

From your buildings to your contents, enjoy robust cover against fire, theft, weather damage, and more - with added benefits that step in when life is disrupted.



Cover that moves with you

Your valuables don't stay at home - and neither does your cover.

With worldwide protection for personal items, you're covered whether you're travelling, working, or living life on the go.



Designed for modern living

Whether you run a business from home, travel frequently, or simply want peace of mind, APEX Pinnacle adapts to your lifestyle - not the other way around.



Real-Life benefits when you need them most

This is where APEX Pinnacle stands apart:

- Emergency accommodation if your home becomes unliveable
- Generator hire when power disruption impacts your home
- Pet kennelling if you need to relocate temporarily
- Travel essentials if your luggage goes missing
- Cover for unexpected events - from wild animal damage to accidental mishaps.



Backed by expertise

Underwritten by Guardrisk and managed by APEX Underwriters, you benefit from trusted insurance expertise with a broker-focused approach.

APEX Pinnacle - Because your life deserves premium protection.