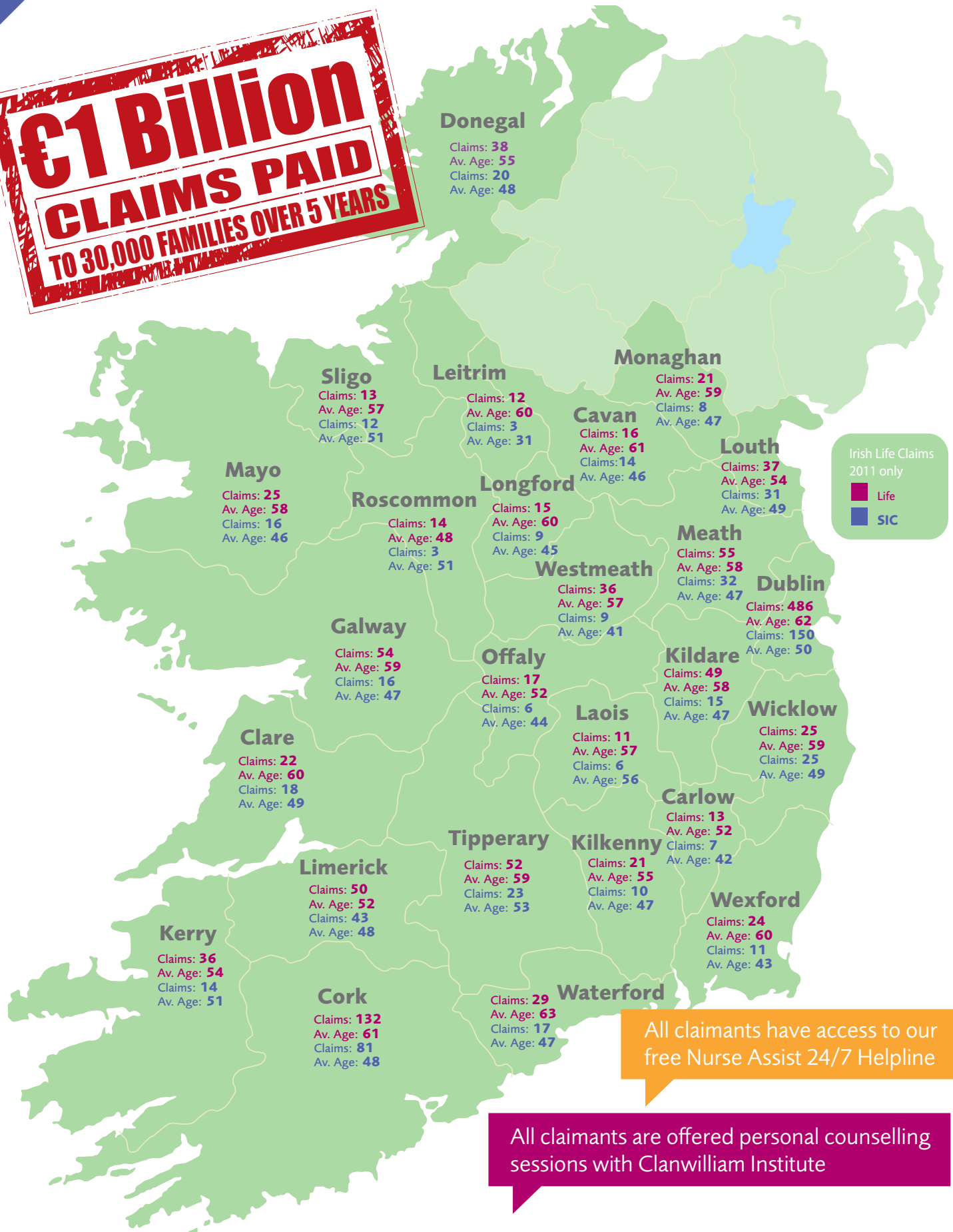




Irish Life

Irish Life - We love to pay claims!

€1 Billion
CLAIMS PAID
TO 30,000 FAMILIES OVER 5 YEARS



All claimants have access to our free Nurse Assist 24/7 Helpline

All claimants are offered personal counselling sessions with Clanwilliam Institute

Irish Life has Ireland covered!



Life Cover:

Most of us know that we need to protect our families against the financial hardship that could be caused by an unexpected death in the family. Basically, all protection plans are designed to replace lost income and provide finances when they are needed most.

Death is often unexpected - which confirms the importance of life assurance protection for you and your family. To put this into perspective - Irish Life paid a death claim benefit for €120,000 as a result of Gastric Cancer last year, where the plan had been taken out less than 9 Weeks previously. Last year alone, we paid out more than €15.1 million on 141 life cover claims that were as a result of accidental or "unintended" deaths.

For the under 40s, accidents or unexpected deaths account for 44% of death claims. The average person under 40 usually has a large mortgage and pre-teen children. If death is sudden, it stands to reason that a very significant financial burden results.

- The average death claim paid in 2011 by Irish Life was €62,158. If this was invested in a deposit account (with 3% interest, for 35 years- subject to DIRT tax- current tax rate is 30% and with no remaining capital at the end of the 35 years) - it would only provide a weekly income of about €48.07!
- If a 40 year old person earning the national average wage of €36,057 p.a. died, his/her family would need a life assurance lump sum of approximately €897,000 to invest to replace the income of €36,057 a year (based on €897,000 being placed in a deposit account assuming 3% interest p.a. for 35 years- subject to DIRT tax, current rate is 30% and with no remaining capital at the end of the 35 years).
- When customers take out life cover they usually expect that it will be years, even decades before their families may have to make a claim. It is interesting to note that in 2011 almost 1 in 5 death claims were on plans that were in place for less than 5 years. Over 20% of Irish Life death claims in 2011 were for lives aged below 50.



Log on to **www.irishlife.ie** for more information



Specified Illness Cover:

You are four times more likely to suffer a serious illness before the age 65, than to die. Thankfully, medical advances make it far more likely that you will survive than ever before. But it's up to you to protect yourself and your family against the financial impact of a serious illness.

You may have life assurance in place, to help your loved ones financially through the tough time of bereavement. But do you have any cover in place to help you through a serious illness? If so, is it enough? If you suffer from a serious illness, you may be forced to take a significant amount of time off work or even give up permanently. You may need care if you become disabled and in some cases you could need surgery - which can be expensive.

Irish Life Specified Illness Cover offers you full cover against 38 named illnesses and a partial payment for a further 13 conditions. So you don't have to worry about your finances if you are diagnosed with one of the conditions we cover.

- More than half of all claims for Specified Illness Cover are on lives aged 50 and under.
- Almost 1 in 5 of our Specified Illness Cover claims were on plans in force less than 3 years.
- Nearly 62% of claims were for malignant cancer and more than 22% were for heart conditions (diagnosed) in 2011.
- We paid out an average of €59,379 on specified illness claims during 2011. However, we recommend specified illness cover of 4-5 times your income plus the amount of any outstanding private residential mortgage.

Irish Life is the largest provider of family protection in Ireland with:

- Over 600,000 people insured for life cover
- Over 150,000 people insured for specified illness cover

In 2011 alone we paid:

- More than €81.5 million in death claims
 - More than €35.8 million in specified illness claims
- Please see overleaf for Irish Life 2011 national claims details.

If you have any questions, or would like more information on any of our Protection products, please talk to your Financial Adviser today.



Irish Life