



Dual Return Bond 3

Dual Return Bond 3 is a great investment option for the cautious investor. Your investment is protected, plus you have access to the potential growth of the EURO STOXX 50 Index – Europe's leading index for the Eurozone. What's more, it splits your investment in two parts, which allows you to access some of your investment after 18 months.

Part A: 67% of your investment

You will get 100% capital protection on the amount invested in this part after 4 years 11 months

Plus

60% of the potential growth in the EURO STOXX 50 Index, with unlimited potential returns

Averaging protection

In this part of your investment we also aim to protect you from falls in the value of the EURO STOXX 50 Index towards the end of your investment by smoothing out the ups and downs over the final 12 months. This can reduce the effect of any falls in the value of the index but can also reduce how much your investment grows in value.

Part B: 33% of your investment

This part is designed to provide you with 100% capital protection after 18 months (before tax)

Plus

a fixed return of 10% before tax (compound annual rate of 6.56%)

Why Irish Life?

- ✓ **No.1** We are Ireland's number 1 Investment managers when it comes to the amount of money we manage for Irish people.
- ✓ **Awards** We were voted Top Life Company by the Professional Insurance Brokers Association (PIBA) in 2011 and also by the Irish Brokers Association (IBA) in 2010 and 2011.
- ✓ **Strength** 7 of the 10 biggest Irish companies and 6 of the 10 biggest US companies have pensions with Irish Life.

Warning: If you invest in this product you will not have access to your money for 4 years 11 months.

Warning: The value of your investment may go down as well as up.

Access to European stock markets

Dual Return Bond 3 tracks the performance of the EURO STOXX 50 Index, Europe's leading index for the Eurozone. This index covers large, high-profile companies which are leaders in their field in the Eurozone. The index tracks 50 stocks from countries across the Eurozone.

The last number of years have been a very difficult time for stock markets. In the coming five years, there is an argument that the Eurozone should benefit from very low interest rates, which could help boost strong export growth. While there is no guarantee that future performance of stocks will be positive it should be remembered that markets move in cycles and the chart below shows the EURO STOXX Index over the past 10 years.



Source: Irish Life Investment Managers, April 2012

Warning: Past performance is not a reliable guide to future performance.

Key details

Closing date	31 August 2012 (or earlier if too many applications received).
Investment start date	10 September 2012
You cannot cash in your investment before	10 August 2017 (Part A) 13 March 2014 (Part B)
Minimum investment	€20,000
Maximum investment	€1,000,000
Age	18-74 For joint life cases, both investors must be aged 74 or under.
Provider of capital protection & returns	The capital protection and fixed return that apply at maturity are provided to Irish Life Assurance plc by permanent tsb p.l.c. The potential return is provided by BNP Paribas. If permanent tsb p.l.c. and/or BNP Paribas are unable to pay Irish Life what they owe, then customers may not receive some or all of their original investment, fixed return or potential return. Please see the product booklet for further details.
Taxes and levies	Tax (on profit) 33%. Government levy 1%.
Allocation	We invest 101% of your amount invested. This has the impact of offsetting the 1% government levy.

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Terms and conditions apply. All details are correct as at July 2012. Further details are included in the Dual Return Bond 3 product booklet and terms and conditions which you should read in full before you complete an application.

Irish Life Assurance plc is regulated by the Central Bank of Ireland.