

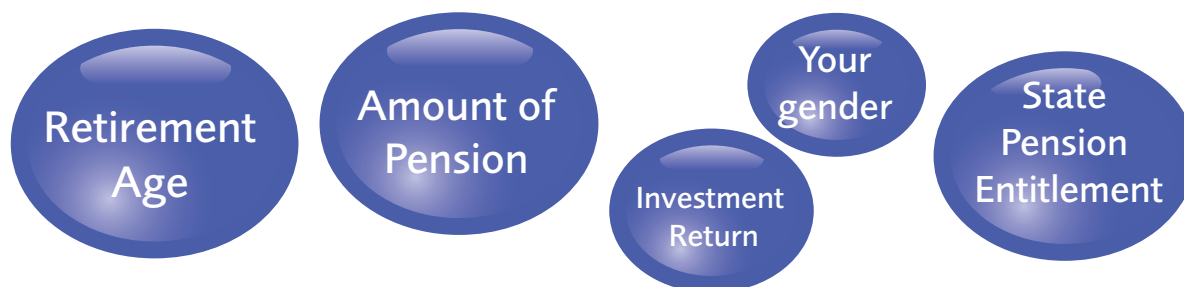


Straightforward pension solutions

Why do you need to start your pension now?



What factors impact on the cost of your pension?



How much does it cost to fund a pension?

This example shows the cost of funding a pension expressed as a yearly amount required as a percentage of salary. You should review your pension on a regular basis.

Annual Salary	Target Pension in today's money	Age you start saving					
		Female					
		25	30	35	40	45	50
€20,000	€13,333	3%	3%	4%	5%	6%	9%
€30,000	€20,000	11%	13%	15%	19%	25%	33%
€40,000	€26,667	15%	17%	21%	26%	33%	46%
€50,000	€33,333	17%	20%	24%	30%	39%	53%
€60,000	€40,000	19%	22%	26%	33%	42%	58%
€70,000	€46,667	20%	23%	28%	35%	45%	62%

There are a number of assumptions involved in the calculation of the illustrated table:

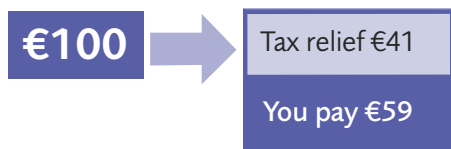
- That you purchase an annuity with your accumulated pension fund, when you reach retirement,
- You are entitled to the State Pension (Contributory), payable to a single person, currently €230.30 per week (as at May 2012) and this is included in the overall target amount.
- The contribution rates assume you retire at age 65. Significantly higher contributions would be needed to retire at an earlier age, and correspondingly lower contributions would be sufficient if you plan to retire later than 65.
- The contribution rates are shown for men. Women need to contribute somewhat more because their life expectancy is higher.
- The contributions are calculated assuming you invest in the Consensus Fund through Irish Life's Clear PRSA.
- An investment return of 6% p.a. and values expressed in today's terms are based on an inflation rate of 3%.
- The economic and demographic assumptions used are as prescribed by the Society of Actuaries Actuarial Standard of Practice.
- The rates illustrated assume a requirement for a pension of two thirds of your final salary.
- The pension is paid until you die, and after that, a pension of half the amount continues to be paid to a surviving spouse. The pensions are assumed to increase by 2% per year.

Warning: These figures are estimates only. They are not a reliable guide to the future performance of this investment.

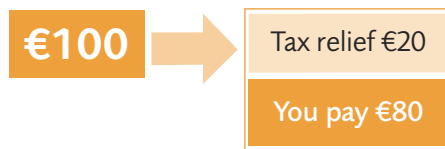
How does pension income tax relief help?

1. Income tax relief on contributions

For a pension contribution of €100 at a tax rate of 41%, the real cost to you may be only €59.

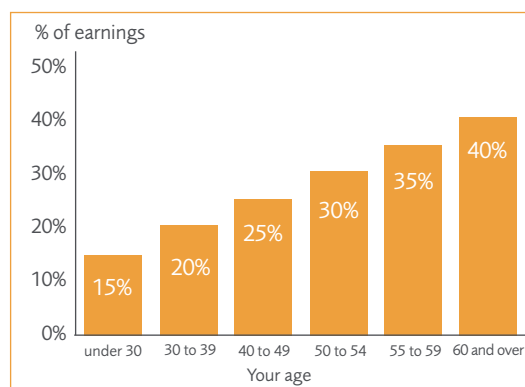


For a pension contribution of €100 at a tax rate of 20%, the real cost to you may be only €80.



Please note that pension income in retirement is subject to income tax, the Universal Social Charge, PRSI (if applicable) and any other charges or levies (tax) on any withdrawal you make.

There are limits to the amount of tax relief available to you based on your age at the date of making the contribution. The table below outlines these limits.



These levels are correct as at May 2012

These limits include any employee/AVC contributions you might be making to company pensions and they also include the total employee and employer contributions to PRSAs and Personal Pensions so any employer contributions over these limits will result in a Benefit in Kind liability for the employee. Please talk to your financial adviser for more information on the possible Benefit-in-Kind implications on your employer contributions. Tax relief is not available on earnings which are more than €115,000 (May 2012).

Note: Tax relief is not guaranteed and rates used are current as at May 2012. To claim tax relief, you can apply to your Inspector of Taxes to adjust your tax credits. Contributions deducted from salary will receive immediate tax relief. If you are self employed, you must include your pension contributions in your self assessment tax returns in order to get income tax relief. To be eligible to claim income tax relief, your income must be taxable under Schedule E or Schedule D (case I or II).

2. Tax relief on investment return

Your contributions are invested in pension funds, which are exempt from Irish Tax. This means pension funds benefit from being able to reinvest the non-taxed returns to generate higher future returns.

3. Retirement lump sum

Under PRSA rules, at your retirement date, you are entitled to take 25% of your accumulated pension fund as a retirement lump sum. The total retirement lump sum you can receive tax free is €200,000. Retirement lump sums between €200,000 and €575,000 will be subject to standard rate income tax, any lump sum greater than €575,000 will be taxed at your marginal rate including universal social charge and PRSI. For PRSA AVCs the retirement lump sum will depend on the retirement lump sum you receive from the main scheme.

The remainder of the fund can be used to either purchase an annuity, stay invested in your PRSA or invest in an ARF. The income paid from an annuity and money drawn down from the PRSA or ARF will be subject to income tax, the Universal Social Charge, PRSI (if applicable) and any other charges or levies (tax) that apply at that time. A minimum of 5% of the ARF is assumed to be drawn down each year for income tax purposes.

Your personal pension investment portfolio

When it comes to funding for your pension, it is important to have an investment strategy that gives you the best chance of at least beating inflation over the long term, even if you are a customer with a low tolerance for investment risk. This means that even for low risk customers our recommended fund mix will be subjected to values going up and down over the term of your plan. Our Annuity Lifestyle Option approach, which is explained later, helps to ensure that the expected ups and downs will reduce as you approach your chosen retirement date.

A description of your risk profile and our recommended funds will be illustrated to you during your review, and will also be contained in the follow up report we send to you. For more details on our recommended funds please refer to our Clear PRSA booklet.

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

Your personal pension investment portfolio takes account of:

1. Your Risk Profile

During your review we will use your answers to the multiple choice questions to assess your tolerance and understanding of risk. We will categorise you into a Risk Profile between 1 (Safety First) and 7 (Very Adventurous).



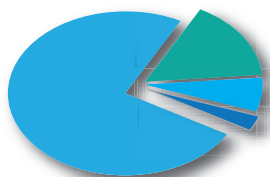
2. Your term to your chosen retirement date

The shorter your period to retirement, the lower the risk level of the funds we recommend for you.

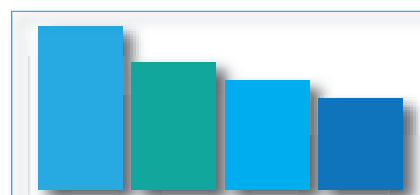


Taking these two factors into account, we create a personal pension investment portfolio for you

Our Recommendation



Managed Portfolio Funds



Annuity Lifestyle Option

Our Annuity Lifestyle Option

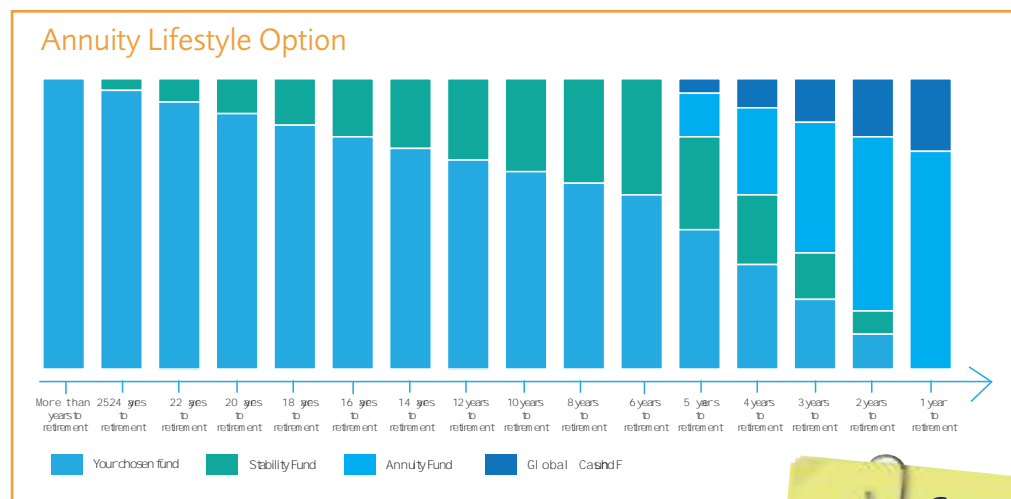
As part of our review process, we will always recommend the Annuity Lifestyle Option in conjunction with our recommended fund mix. We assume that you intend buying an annuity (guaranteed income for life) with your pension fund at retirement.

The Annuity Lifestyle Option aims to gradually reduce the risk of the funds you are invested in as you approach retirement. It also moves your pension into funds that match the underlying assets that an annuity invests in, which aims to reduce the uncertainty about what level of an annuity you can expect in retirement.

- **If you are more than 25 years from your chosen retirement date**, we fully invest your contributions in the funds or Portfolio Funds of your choice.
- **If you are within 25 years to retirement**, the first switch will take place five days after you select this strategy. You will be fully invested in your own choice of funds until this switch happens.
- **Between 25 years to six years before your chosen retirement date**, we will switch 2% of your fund into the Stability Fund (medium risk) every year.
- **When you are six years before retirement**, 60% of your fund is invested in your chosen funds and 40% in the Stability Fund.
- **Between 6 years and one year before your chosen retirement date**, we gradually switch the fund and future contributions into the Global Cash Fund (low risk fund) and the Annuity Fund (medium risk) until one year before your retirement.
- **For the last year** your fund is entirely in the Global Cash Fund (25%) and Annuity Fund (75%).

The Annuity Lifestyle Option can also be used where you choose your own mix of funds. However, you should note the following: If you select low risk funds choosing the Annuity Lifestyle Option may increase the risk of your funds initially before reducing the risk again as you approach retirement. For example, if you choose to invest 100% in Global Cash, then Lifestyle switches will increase the level of risk of your funds.

The following graph represents the automatic switching sequence of the Annuity Lifestyle Option.



Customer A completed our questionnaire and has a Risk Profile score of 4. He has 27 years to his chosen retirement date.

Recommended fund mix under the Annuity Lifestyle Option: 100% Managed Portfolio Fund 4 (Intermediate)

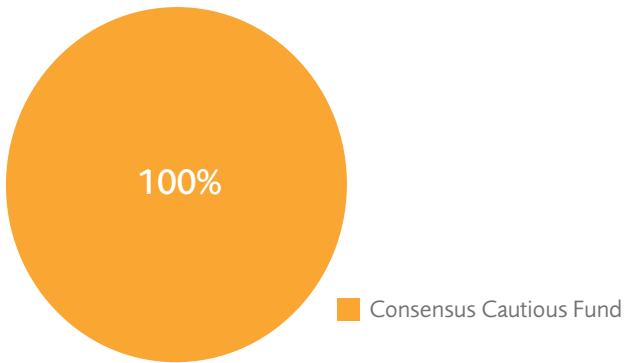
The Annuity Lifestyle Option will begin moving his funds into the Stability Fund once he is 25 years from retirement and then into other funds later on.

Warning: If you invest in this product you may lose some or all of the money you invest.

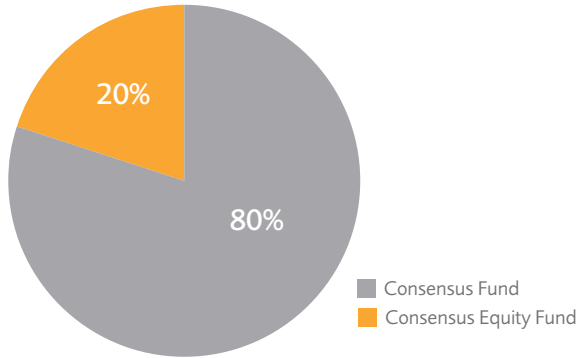


Managed Portfolio Funds

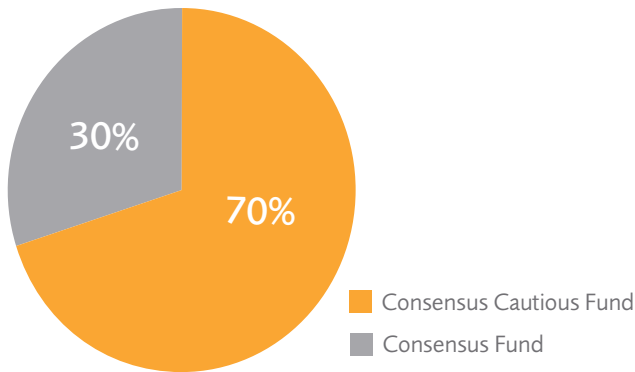
Managed Portfolio Fund 1 (Foundation)



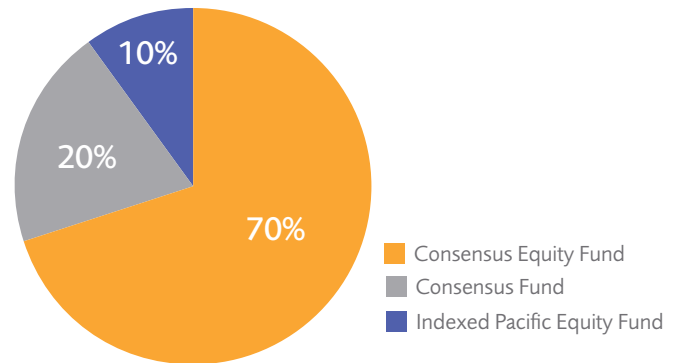
Managed Portfolio Fund 4 (Intermediate)



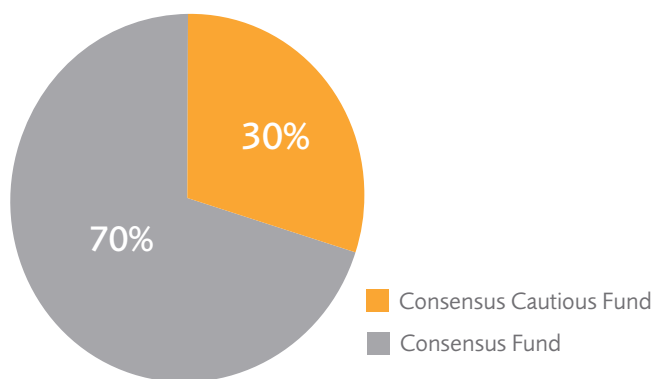
Managed Portfolio Fund 2 (Base)



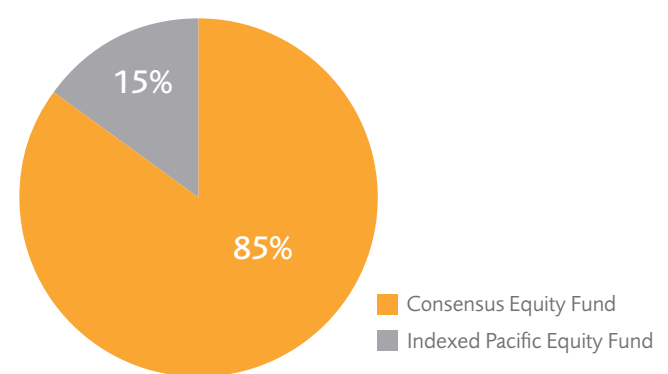
Managed Portfolio Fund 5 (Dynamic)



Managed Portfolio Fund 3 (Core)



Managed Portfolio Fund 6 (Aggressive)



Warning: This product may be affected by changes in currency exchange rates.

These descriptions are correct as of May 2012.

Great value for money

Clear PRSA offers you great value for money, giving you a straightforward pension solution with very competitive charges.

Yearly Fund Charge - There is a 1% yearly fund charge applicable on all funds.

Contribution charges on regular contributions

Regular Contribution	Contribution charge on total contributions	Allocation rate on total contributions
Less than €9,000	5%	95%
Between €9,000 and €11,999.99 inclusive	4.25%	95.75%
€12,000 or more	3.5%	96.5%

Reduced contribution charge

After your PRSA has been in place for 5 years, we will reduce the contribution charge above by 0.5% on any regular contributions paid after this.

Contribution charges on one-off contributions

One-off Contribution	Contribution charge on total contributions	Allocation rate on total contributions
Less than €12,500	5%	95%
Between €12,500 and €24,999.99 inclusive	4.25%	95.75%
€25,000 or more	3.5%	96.5%

Contribution charges on transfer contributions

100% allocation on transfer contributions received from approved pension schemes into a PRSA, as no contribution charge applies. For more details on our charges, please refer to the Clear PRSA booklet.

4 great benefits of Irish Life's

1. CHOICE

With Clear PRSA you have a wide choice of funds which track the performance of bonds, shares and property shares. This allows you and your financial adviser to build a portfolio of funds that meets your needs. Please see the Clear PRSA booklet for information on the funds available.

2. CONTROL

We will send you statements every year and you have access to the value of your Clear PRSA plan at all times by calling our Customer Information Line on 01 704 1111 or by logging on to our Customer Self Service at www.irishlife.ie.

3. SMOOTHING YOU INTO RETIREMENT

Lifestyle Options only available from Irish Life will help smooth you into retirement.

4. FLEXIBLE CONTRIBUTIONS

We have designed our PRSAs to be flexible. You can choose your level of regular contribution and you have the option to increase or reduce it. You can add one-off contributions to your plan at any time or, if you prefer, make these contributions each year instead of regular contributions. You can even take a break in contributions if you need to. If you want to make a one-off contribution, you can. However, if you started your PRSA by paying one-off contributions, you will not be able to pay regular contributions into that plan.

Warning: If you invest in this product you will not have access to your money until age 60 and/or you retire.

Our Consensus Fund
is Ireland's most
popular fund (€5.2
billion invested)

Investment
Award Winners –
Moneymate and KPMG
Awards for Investments
Excellence

Exceptional Track record

Manage most
money for Irish
people (over €32
billion)

Over 700,000
customers rely on
us for financial
security

Our strength – your security



Irish Life

Service rooted in Ireland

1,000 customers
a week review
their finances
with us

We've helped
Irish people manage
finances for over
70 years.

Award winning
Customer Service
Team based in
Dundalk

World-class expertise

7 of the 10
biggest Irish
companies have
pensions with us

6 of the 10
biggest US
companies have
pensions with us

Best in the World
at Plain English
Award 2009