



Irish Life

Irish Life - Ireland's leading choice

Irish Life has been helping Irish people to manage their finances and protect their families for over 70 years. As an Irish company we are 100% focused on meeting the needs of Irish people.

In 2011 alone, Irish Life Investment Managers received over €2.8 billion in new investments from clients. While a further 50,000 new protection plans were started by people in 2011. A real sign that you're in good company when you choose Irish Life.

You're in good company

Irish Life is Ireland's biggest life and pension company which is reassuring when it comes to choosing someone to look after your long term financial interests.

- **Over 1 million customers rely on Irish Life** to help them build better futures.
- **Ireland's No. 1 Investment Manager** when it comes to the amount of money we manage for Irish people - over €34 billion of assets at the end of June 2012.
- **Irish Life paid out €1 billion in protection benefits** over the last five years to thousands of Irish families.
- **Highly Commended** - Irish Life Corporate was awarded the status "Highly Commended" in the European Pensions Awards 2011 as the Pension Provider of the Year. (Source: European Pensions Awards 2011)
- **No. 1 Life Company** - voted Best in Ireland by Independent Brokers (IBA) in 2011 and 2012 and the Professional Insurance Brokers Association (PIBA) in October 2011.



We could fill Croke Park 12 times over with our customers

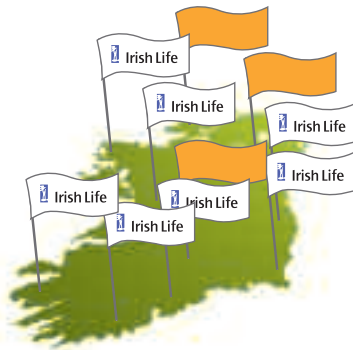


You're in good company with Irish Life

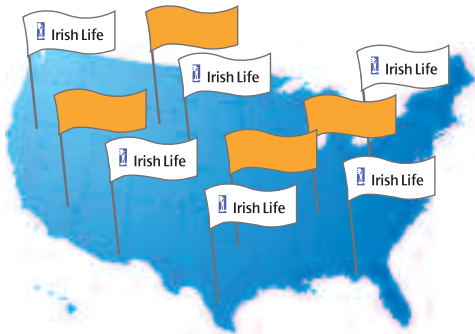
Pensions

When you choose Irish Life to help look after your pension planning, you can rely on Ireland's leading pension experts. We are Ireland's biggest pension provider.

- **Thousands of organisations** including leading companies, state bodies and unions choose us to look after their pension needs.
- **7 of the 10 biggest Irish Companies** (listed on the Irish stock exchange) have pensions with us.



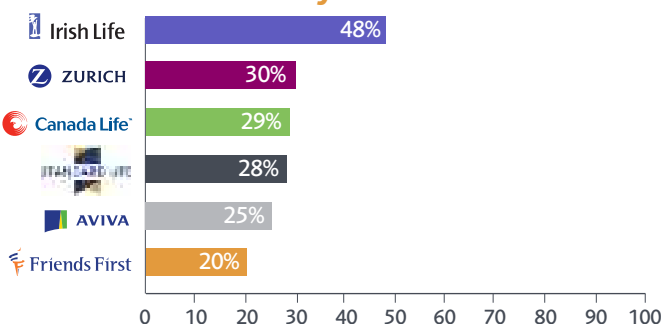
- **6 of the 10 biggest U.S. companies** choose Irish Life to look after pensions for their Irish employees. These are some of the most successful companies in the world – including for many of the global super-powers in technology and finance.



Information above is based on market capitalisations at 01 January 2012.

- Ireland's most popular – our Consensus Fund has nearly €5.3 billion invested (Source: Irish Life Investment Mangers, August 2012). That's probably because it has consistently done what we said it would do - be in the top half of the performance league table.
 - Irish Life is the no.1 brand associated with pensions amongst 30-60 year olds. (Amarach research November 2011)

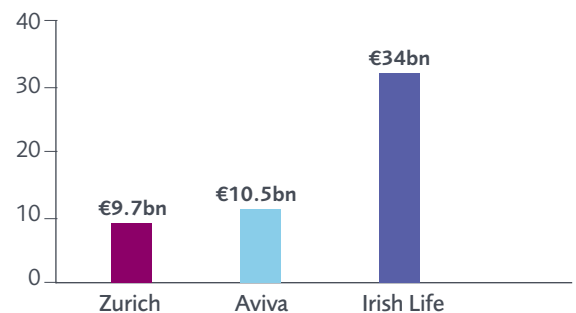
Irish Life no.1 pension brand for 30-60 year old



Investments

- **We are Ireland's Number 1 Investment Manager** when it comes to the amount of money we manage for Irish people. Currently we manage more than €34 billion of assets.

Ireland's Number 1 - Assets Under Management



The table above shows the assets under management for the investment managers of the above companies 30/06/2012.

New investments of €2.8 billion in 2011



- Irish Life Investment Managers received €2.8 billion in new investments in 2011 - up 12% on 2010 (Source: Irish Life Investment Mangers, February 2012). So even though we are the market leaders, we're consistently continuing to grow our market share.
- **Investment solutions for all needs.** We have an extensive range of investment options from deposits right through to specialist equity funds. We are leaders in Ireland at delivering innovative risk management solutions across a range of multi asset funds.

Extra financial security of Life Companies

Life assurance companies like Irish Life are low risk organisations that have layers of protection to give financial security to policyholders. There's also additional protection from the oversight and regulation of life companies. The range of safeguards to protect policyholders includes the following:

1. Unit linked funds

Policyholder funds are usually invested by the life company in unit-linked funds. A customer buys units in a fund. If you wish to withdraw your investment the life company sell your units and pays the value at that time.

2. Assets to match policyholder liabilities

A life company is required to hold all the assets underlying its unit linked policies at all times (plus an additional amount for solvency margin which is described below). A key difference between a life company and a bank, from a regulatory standpoint, is that a bank is not required to hold the full amount of its deposits as liquid assets. There is no equivalent concept to a 'run on a bank' for a life company, since insurance companies hold matching assets at all times.

3. Capital Reserves – Solvency Margin

Under E.U.regulations, in addition to having to hold all the assets (units) underlying its policies, life companies must hold additional reserves on top of this. This is known as 'solvency margin' and it gives an additional layer of safety.

On top of the amount of the reserves (capital) a life company must hold under E.U regulations, the Central Bank of Ireland requires companies to hold a further 50% of reserves. So a life company must have:

Assets to fully match policyholder liabilities
PLUS
E.U. solvency reserves.
PLUS
50% extra reserves for the Central Bank of Ireland



A life company must hold the matching value of its unit linked liabilities PLUS additional solvency reserves



Irish Life has solvency reserves of €704 million – 175% of the amount required under regulation.

(Source: Irish Life, December 2011)



No.1 from
12,000 companies
in 80 countries -
"Best in the World"
at Plain English

€1 billion in
protection benefits
paid over the last
5 years to Irish
families

No.1
Investment
Manager for assets
managed

7 of the 10 biggest
companies in
Ireland choose us
for their pensions.



Irish Life
Confidence in
real numbers

€2.8 billion in
new investments
from Clients in
2011

1939 –over
70 years helping
generations of
Irish families

Best
life company -
IBA and PIBA
awards

Awarded
no. 2 pension
provider
throughout
Europe

The choice of over 1 million Irish people