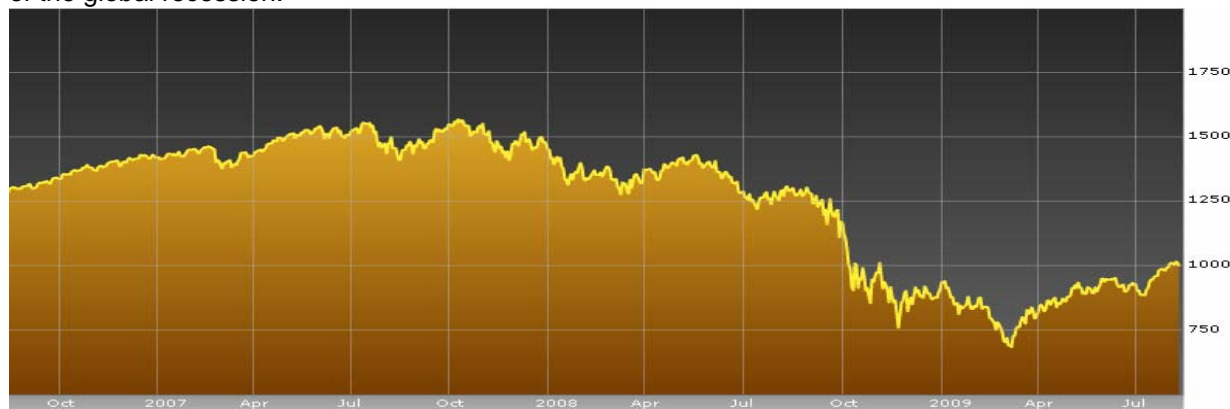


**Mybiz – everything you need to manage your business****For Internal Use Only****Your Investment Market Update – August 17th, 2009**

- Further signs of stabilisation in the global economy set the scene for another strong couple of weeks for equities and other risky assets.
- US stocks rose sharply after unemployment rates fell unexpectedly. Economists had been expecting unemployment to rise but substantially fewer job losses than expected in July helped bring it down from 9.5% to 9.4% its first decline since April 2008.
- The ECB left interest rates unchanged at 1% and confirmed that it considered the current level of rates “appropriate”.
- Commodity prices showed signs of recovery on hopes of an end to the recession, sugar prices hit a 28 year high.

Market Insight

The Baltic Dry Index is a shipping and trade index that measures changes in the cost to transport raw materials such as metals, grains and fossil fuels by sea around the world. The index is a good indicator of how the world economy is performing. As you can see from the chart below since the lowest point for stock markets in February 2009 the cost of shipping has been rising as world economies begin to pull out of the global recession.



Graham Fox – Investment Development Manager

How Global Markets are Performing – 1 year returns to August 09

Global Equities	-12%	Asian Equities	-4%
US Equities	-11%	Japanese Equities	-8%
European Equities	-19%	Bonds	12%
Irish Equities	-34%	Commodities	-50%
UK Equities	-17%	Irish Property	-47%

Key Irish Life Fund returns to 10th August 2009

	3 month	1 yr	3 yr p.a.	5yr p.a.	10 yr p.a.	Annual growth since launch
Consensus	7.34%	-13.19%	-7.13%	1.95%	1.64%	6.45%
Active Managed	9.06%	-12.44%	-6.94%	2.09%	2.14%	11.78%
Diversified Assets	5.07%	-18.08%	N/A	N/A	N/A	-7.04%
Global Opportunities	12.45%	-15.59%	-9.51%	1.11%	0.10%	4.35%
Irish Property	-3.95%	-52.13%	-20.79%	-7.08%	N/A	-5.59%
Property Portfolio	-5.34%	-46.26%	-17.74%	N/A	N/A	-13.86%

For the full range of Irish Life fund returns click [here](#)

Warning: Past performance is not a reliable guide to future performance. Funds may be affected by changes in currency exchange rates. The value of your investment may go down as well as up.

Irish Life Assurance Plc is regulated by the Financial Regulator

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closer to
the
customer

Customers
are looking
for options
and
seeking
solutions
for their
finances

Talking to
our
customers
is critical in
these
times -
letting
them know
we are
here to
help

Our funds
are down
but some
individual
stock
markets
are faring
worse



Retention

Supporting our Financial Advisers on the Business Retention front

My Book

My Alerts

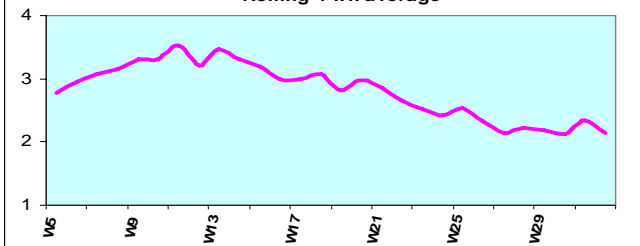
My Losses

The following data details your losses for the year to date

Within **My Losses**, there is a column headed Persistency Types. This column can have the following values:

VALUE	Meaning
RED	Regular payment has been reduced
HOL	Payment holiday or skip has been applied
WTH	A partial encashment or withdrawal has been made
PUP	Plan is paid-up – no more payments are expected
SUR	Plan has been surrendered
OOF	Plan has gone out of force
DTH	Life assured has died, plan has been surrendered – this will show up as a zero loss
MAT	Plan has matured – again this will show up as a zero loss

Weekly persistency losses €ms
Rolling 4-wk average



Our persistency loss trend continued to stay low over the last fortnight but we can get it even lower!!

Week 31 was the best week so far for our Financial Planning Partners and the second best week for Bancassurance and Direct Business and week 32 was the third best week for FP overall, so your hard work and use of MyBiz is really showing through in the numbers.

Our role is to know our customers and know the options available to them

Recoveries: Success in our Retention efforts

Good news and well done to:

Our Pensions Team (again!!) – They continued to contact customers and convert long-term paid-ups into shorter term skips. Every time they were successful, they saved Retail money – which is as good as a new sale!! In fact they saved €3k on average per plan – which certainly justifies the phone call and is as good as a new sale!!

Bernadette – acting on missed payment alerts she contacted two clients and arranged for both to fix up their direct debits, saving both protection cases – that's how to use MyAlerts!!

Gabriel – also had two good successes turning a paid-up pension into a holiday thus keeping the customer engaged with Irish Life and also reinstating a protection plan by emphasising the importance to the customer of the benefits it provided. It's great to help our customers understand that the reasons for taking a protection plan out are the same reasons for maintaining the payments now.

David – saved a very large Life Options case following a top-loss alert. He persuaded the customer to recommence paying almost €600 a month.

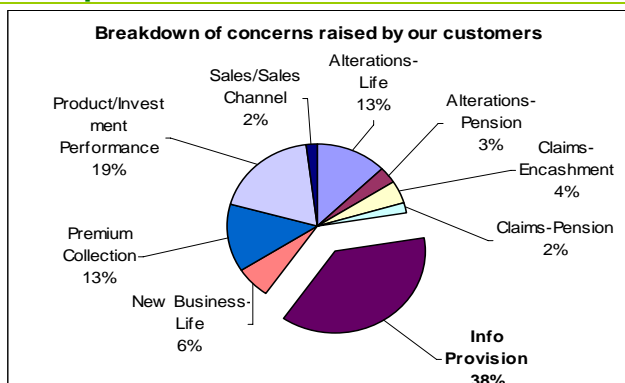
Brian – met with a pension customer who had stopped paying due to the loss of their job. He convinced him to restart payments at a lower level with a view to increasing back up once the customer had secured a new job. Again, great work

Our customers need us to be pro-active

Increased Customer loyalty will be our long-term reward

Closer to the Customer

Top Customer concerns last week



Sales news

What our Advisers are focusing on:

- Currently gearing up for September with an upcoming pension campaign, focus on protection reviews and looking to improve on persistency.
- Targeting Out of Force Customers
 - Customers who had a review in the last 5 years.
 - This currently has a 38% conversion rate to appointment

From here on we'll be keeping you informed on a fortnightly basis

Our Voice to the Customer – What we are currently communicating

- Direct Mail Campaigns: Follow up calls on Financial Review mailing to Bancassurance customers is ongoing as is General protection to Direct Business. Protection and Pension Messages being prepared for mailing on the week of the 24th August