

PROTECT YOUR FAMILY AGAINST THE UNEXPECTED!



Over 1 in 2 households say they either might or would struggle financially in the event of a long term illness or unexpected death.

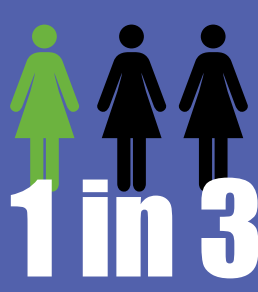
(Based on 1,000 16+ adults. Source: Coyne, January 2013).

#670K every day

We paid out **€670,000** in Life insurance and specified illness cover claims every working day during 2013

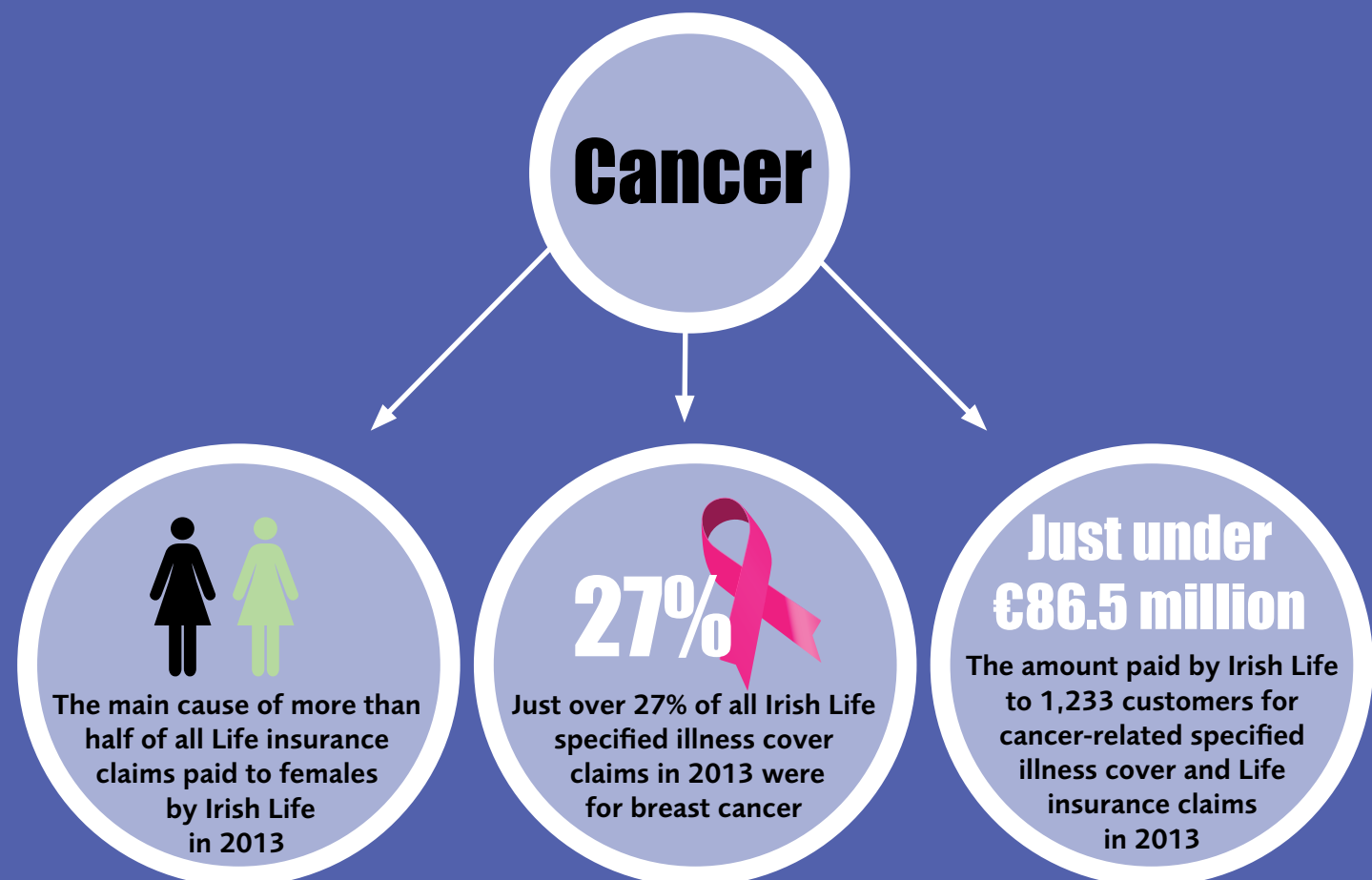


Cancer



Unfortunately 1 in 3 people in Ireland will develop cancer during their lifetime (Irish Cancer Society, 2013).

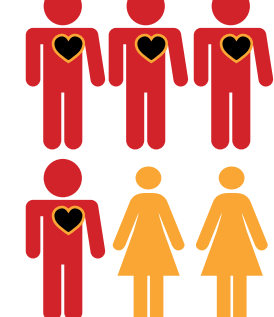
Cancer



The claims information shown in this infographic includes the specified illness cover and Life insurance claims paid by Canada Life in 2013.

Life Insurance

Heart Related Conditions (Diagnosed)



Heart related conditions accounted for **twice** as many male claims as female claims



Accidents



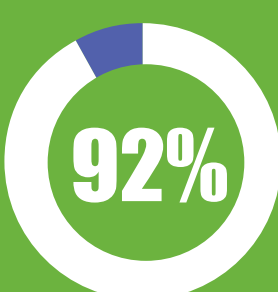
Almost every second death claim for the under 40s was accident related



The amount we paid out for Life insurance claims resulting from road traffic accidents



Specified Illness Cover



92% of specified illness cover claims were from one of **5 conditions**: Malignant cancer, heart-related issues (diagnosed), strokes resulting in permanent symptoms, multiple sclerosis with persisting symptoms or loss of independence (permanent and irreversible).

3 BIGGEST CAUSES

| | |
|-------------------------|-----|
| Malignant breast cancer | 27% |
| Prostate cancer | 15% |
| Cancer of the colon | 5% |



Average age of customers who claimed for specified illness cover

Quick Claims Service



66% of specified illness claims were paid within 4 weeks.



49% of Life insurance claims were paid within 4 weeks (remainder took longer due to estates, wills etc)



Protecting your family with life insurance is a great step to help make sure your family are financially prepared for the future.

Find out how much cover you need and how little it could cost you at www.irishlife.ie

You must keep up your payments to stay on cover.

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Information correct as at March 2014. Acceptance and terms and conditions apply.

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



Irish Life