

Investing in the Diversified Assets Fund

Lower risk than managed fund: Higher return potential than deposits

The Diversified Assets Fund has been specifically designed to give the potential for higher long-term growth than a deposit account, but with a lower level of risk than investment funds normally give. Over the long-term, the fund aims to give around three quarters of the return potential of a managed fund with about half the levels of ups and downs.

The Diversified Assets Fund celebrates its 1st Birthday with a strong performance

The Diversified Assets Fund has been the No.1 performing managed fund (out of 78 funds) for 4 of the 12 months since it was launched in October 2006. A record no other managed fund can match (Source: MoneyMate). This fund has proven its ability to weather changing market conditions over the past few months. Despite fears that the US sub prime market issues would have a knock on effect on European markets; this fund has managed to withstand the negative market sentiment by staying in positive territory.

The table below shows how The Diversified Assets Fund has performed compared to the typical managed fund in recent months.

	Typical Managed Fund	Diversified Assets Fund
3 months	-3.83%	0.38%
6 months	-0.63%	2.42%
9 months	0.45%	3.42%

Asset review for September

Commodities have performed very positively, with performance rising over 5% over the course of the month. September has proven to be quite a difficult month for Equities with many equity funds still in negative territory over the month. Commercial property has had a positive month in September with performance up almost 1%.

Actively managed to handle changing conditions

We will actively manage the mix of assets on an ongoing basis to take account of market conditions and the changing relative value of assets. We believe that Equities are now attractively valued for long term investors and have increased our exposure to 30% and reduced Commodities to 20% of the fund.

The maximum equity holding at any time will be 32.5%, while Commodities will range between 15% & 25% of the fund.

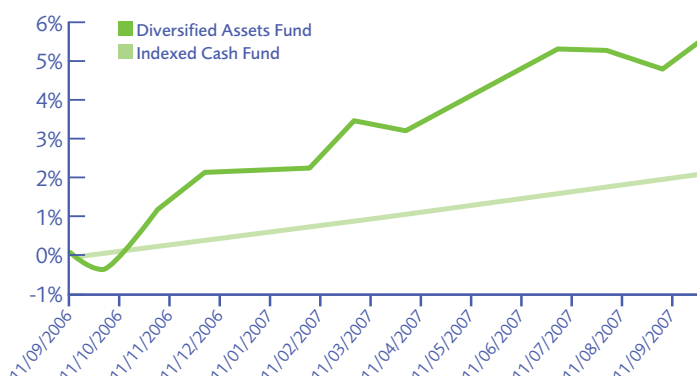


How Diversified Assets has performed since launch

Actual performance



Total performance



(The above figures are before tax and net of management charges. Source: Irish Life and MoneyMate)

(October 2007)

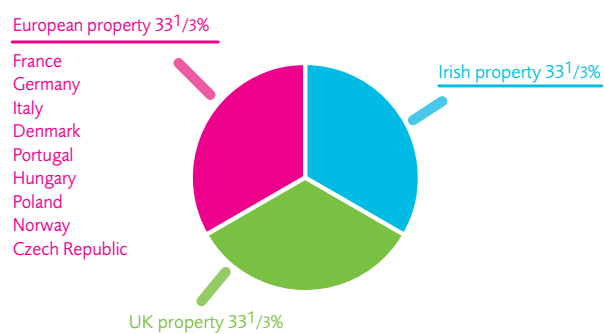
Diversified Assets Fund

The current investment mix



How each asset is currently invested

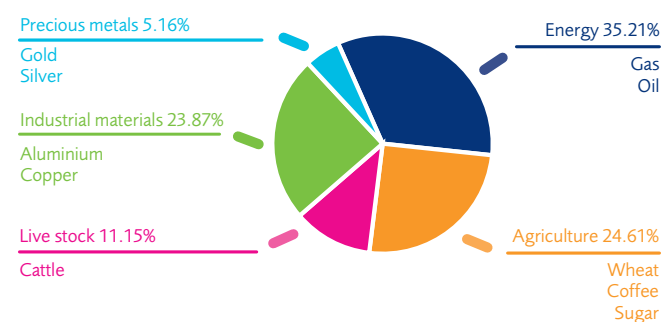
Property



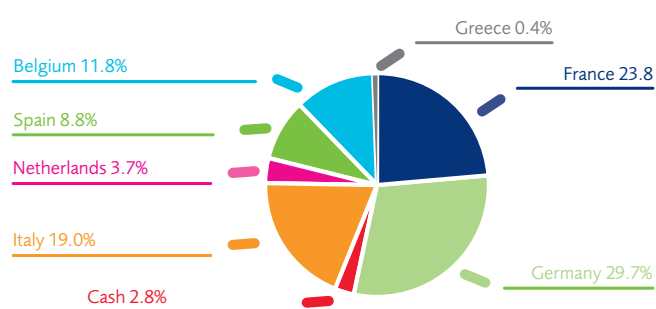
Shares



Commodities



Bonds



The fund managers can change the amounts invested in each asset in order to meet the long-term investment objective.

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

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

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



Irish Life

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