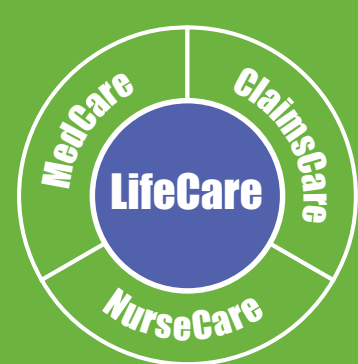


Over
2,500

specified illness
and death claims
paid in 2013



Over
€112
million
paid in death
claims in 2013



A range of new life
insurance plans from
Irish Life comes with
3 great services as
part of **LifeCare**²



ZERO additional
cost. LifeCare comes
as standard on a
range of new Life
insurance plans.²

Irish Life is Ireland's No.1 Choice for Life Insurance¹

MedCare

Access to Medical Second
Opinion service from MediGuide

90

leading medical
centres in

10
countries

160

conditions covered
by MediGuide
Medical Second
Opinion service

NurseCare

A confidential helpline giving urgent advice.
Access to experienced medical professionals
from Aria Assistance

24/7
& 365

access to
NurseCare
day & night



Top 3
reasons for calls
to NurseCare
for adults³



Top 5 reasons for calls to
NurseCare for children³

ClaimsCare

3
counselling sessions
for Irish Life
claimants/family



15
ClaimWilliam
Centres

around
Ireland

LifeCare services are currently available on a range of new protection plans providing access to services from independent companies at no extra cost. The services above are not designed to replace the advice provided by your doctor or your own health professional, but to give you information to help direct you toward the appropriate course of action. The services are currently available but may vary in the future.

For more information log on to www.irishlife.ie/lifecare

LifeCare

with you all the way

¹ Based on market share for 2013.

² **LifeCare** services are only available when you start a new Protection plan with Irish Life for the following products: Term Life Insurance, Mortgage Life Insurance, Life Long Insurance, Pension Life Insurance and Income Insurance plans.

³ Source: Aria Assistance, call analysis from January - October 2013.

Information is correct as of April 2014.

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

