



## Experience - it's what you do with it that counts

Irish Life celebrates its 75th birthday this year, having first opened its doors for business in 1939. This was a time when national tensions were high in Europe and the US was trying to emerge from nearly a decade of depression post the greatest stock market crash of all time in 1929. Sounds vaguely familiar- right? A quick look back over the last number of years on this side of the Atlantic reveals various political upheavals with governments overthrown in North Africa, protests across Europe



David Haslam,  
Head of Retail,  
Irish Life Investment  
Managers (ILIM)

and armed forces mobilised in the Ukraine ...all post 2008, the greatest financial crisis of our times.

And there's more. Between 1930 and 1939, the US government cut interest rates from nearly 6% to 1.5% and increased the top rate of personal tax from 25% to a jaw dropping 78% in an effort to fund the recovery. Again, sounds very familiar and this is more than just a coincidence.

History, like investment markets, moves in cycles. The Irish philosopher, Edmund Burke said, "Those who don't know history are destined to repeat it". In other words, experience is only beneficial when we learn from it.

In recent decades, access to global stock markets has improved significantly. Buying investment products has never been easier and is just a call or a mouse-click away. The sophistication, and complexity, of investment products has also increased, with new products and strategies being developed all the time. So, while there is no doubt that investors today have significantly greater choice, knowing what choice to make has, ironically, probably become more difficult.

This is why your clients need the expert financial advice that you provide and you need investment options that will meet their and your expectations. And that's why we developed Irish Life MAPS.

### Four key benefits of Irish Life MAPS

#### 1. Giving choice through a range of funds

We leveraged our expertise, global relationships and 75 years of Irish Life experience to deliver a range of five risk-rated funds: one for each risk level from careful to adventurous - available on our pension, savings and investment plans.

#### 2. Generating smoother long-term returns

Diversification gives you "smooth" and real assets aim to give you "long term returns".

The most effective way to minimise risk and volatility is through diversification and Irish Life MAPS funds contain multiple layers of diversification. They are:

- Multi-asset: investing in shares, bonds, property and cash.
- Multi-strategy: they aim to benefit from a range of market circumstances, positive or negative.
- Multi-manager: clients benefit from ILIM's expertise and from world class alternative investment specialists chosen by ILIM.

Another thing which history has shown us is that to generate the best long-term returns, requires investment in real assets such as shares, bonds and property. At the time of writing, the returns for the last year are as we expected.

Fund	MAP2	MAP3	MAP4	MAP5	MAP6
1 Year Performance	+5.6%	+7.7%	+12.1%	+13.7%	+14.2%

Source MoneyMate. Gross Performance from 8/10/2013 – 8/10/2014.

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

**Warning: These funds may be affected by changes in the currency exchange rates.**

### 3. Managing risk to stay on track

ILIM manage each MAPS fund to the stated level of risk, using processes like quarterly rebalancing and our Dynamic Share to Cash (DSC) model.

DSC is a unique, quantitative model that took over two years to research and develop, and was based on over 100 years of market data. It aims to change the amount invested in shares and in cash when it identifies greater potential for stock market falls or rises. DSC looks at long term trends in the market and is not designed to react to one off or short term shocks. It aims to give an extra layer of comfort that other funds in the market just don't have.

### 4. Delivering peace of mind

Irish Life MAPS aims to manage the uncertainty during your clients' investment journey. But most of all, you can take comfort from the fact that Irish Life MAPS represents the very best of what Ireland's biggest investment manager has to offer (€35.9 bn in AUM, IAIM survey Dec 2013).

We learn as we go and we've been going for quite a while!

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

**Warning: If you invest in these funds you may lose some or all of the money you invest.**

# SIXTY FIVE PERCENT OF IRISH PEOPLE CONSIDER THEMSELVES TO BE CAUTIOUS

While the rest of us probably aren't sure what we are! That's why your expert financial advice can make such a difference. With **Irish Life MAPS** you can help to meet your clients' pensions and investments expectations by:

- Giving choice through the range of funds available
- Helping to generate smoother, long-term returns
- Managing risk to stay on track with the extra comfort of Irish Life Investment Managers (ILIM) unique DSC model
- Delivering peace of mind for you and your clients

**Which probably explains why ILIM's multi-asset portfolio strategies have already been so successful:**

1. **Over €3 billion under management:** the amount ILIM now look after using these strategies for retail and institutional investors.
2. **European Awards:** ILIM's expertise has been recognised on the international stage by winning 2 European Pension Awards - with the innovative DSC model being key to one of them.
3. **Irish Life Staff Pension Scheme:** our staff pension scheme now uses the multi asset portfolio strategies.

**Talk to your Account Manager today about **Irish Life MAPS** or visit [www.blinc.ie](http://www.blinc.ie)**

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**We know Irish life. We are Irish Life.**

Sources for information above Irish Life and ILIM 2014.  
ILIM are appointed investment managers of Irish Life.  
Irish Life Assurance plc is regulated by the Central Bank of Ireland.  
Irish Life Investment Managers Limited is regulated by the Central Bank of Ireland.



## Irish Life

PENSIONS • INVESTMENTS • LIFE INSURANCE