

From: Diarmuid Kelly
Sent: 26 September 2011 12:53
To: Diarmuid Kelly
Subject: New Business Protection Initiative

Dear member

PIBA welcomes Irish Life Protection Initiative

One area of the market that has been very resilient this year for Brokers has been protection. And yet there is still massive potential:

- 1 in every 2 adults (1.6 million people) has NO Life cover or protection of any kind, but 9 out of 10 people admit to needing it
- 1 in 5 people (360,000 families) are considering taking out life cover in the next 12 months, but most think it is dearer than it is
- Engagement is the big issue – almost 60% of people say they are simply not being asked

Over the coming days Irish Life are launching an initiative to highlight the need for protection and drive quality leads to you, the Broker. Your independence is assured and you can continue to place business where you see fit.

PIBA have also sought and obtained assurances that normal client bank protection rules apply.

With these assurances to your independence and client bank we are happy to support this new initiative. We believe it is a valuable contribution to stimulating activity in the life and pensions market and gives practical help to Brokers during this difficult economic climate.

We encourage you to participate in this initiative and wish you a very successful final quarter with new business sales.

Best wishes,

Diarmuid Kelly