



Irish Life



PINNACLE

Regular investing to help reach new heights

Everyone wants to make sure they have a bright future, and saving regularly is a great way to help make sure that your future needs are taken care of. Whether you are saving for education fees, planning for retirement, or for future financial security, regular investing could be the answer.

Advantages of regularly investing

Choosing when and where to invest your money can be difficult. However, over the long-term, investing in shares can consistently give better rewards.

By saving on a regular basis, you are buying units in your chosen funds at different prices every time you make a payment. Just like anything else you buy, the lower the price the more you can buy. Over the long-term regular savers could benefit because they could buy more units in the times when the market falls. Similarly fewer units are bought when fund prices are higher.

You will see in the example below, that as the value of the fund falls in year 2 you get the advantage of buying units when the prices are low (so you can buy 133 units). However in year 3, you will see that when the unit price rises you buy fewer units (in this example you can buy 80).

Year	Multi Asset Portfolio Fund 4 Fund price	Your Regular Monthly Payments	Units bought each month	Total units bought that year
1	€1.00	€100	100	1,200
2	€0.75	€100	133	1,600
3	€1.25	€100	80	960

(This is an example only and is not an accurate indication of actual or future performance).

Did you know?

The yearly cost for students who live away from home is €7,902 - that's more than €31,000 for 4 years.

(Source: DIT Student Cost of Living Guide 2013/14).

The Budget 2014 reduced the Standard Fund Threshold for Pensions from €2,300,000 to €2,000,000.



Four great reasons

1. Payment Flexibility

With Pinnacle, you are in control. You can:

- ✓ save for as long as you like - 5 years or more is recommended,
- ✓ increase or reduce your payments (minimum payment is €250 a month, maximum payment is €10,000 a month),
- ✓ take a payment holiday, or
- ✓ even stop and restart your regular payments at any time.

2. Exceptional range of online services

Log on to our online services on www.irishlife.ie and you can keep track of your investment or switch your funds free of charge at a time that suits you.



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



to choose **PINNACLE**

3. World class range of funds

We offer a wide range of top quality funds brought to you by world leading investment managers including Irish Life Investment Managers, Setanta, Fidelity, and Davy – and you can switch your funds free of charge. Our funds range from high to low risk. You can see the full list of funds in your Fund Guide booklet.

4. Value for Money

- ✓ Bonus allocation. We will invest a minimum of 101% of your investment amount (your premium less the government levy). There is currently a 1% government levy on all life assurance payments. Any amount we invest in excess of your investment amount is considered as profit earned by you and so is subject to tax (where exit tax is applicable).
- ✓ No fund switching costs.
- ✓ The basic fund management charge is 1.25% (but can increase depending on the fund you select - the Fund Guide booklet will give you full details). A yearly plan charge of up to 0.25% may apply.
- ✓ If you invest a lump sum of €7,500 or more into your plan at any time before the first anniversary of your plan and if your regular payments are €1,000 (or more) each month, we will reduce the fund charge on your entire plan by 0.5% (from the date it is invested). If your regular payments are €999.99 (or less) each month, we will reduce the fund charge by 0.25%.
- ✓ You can decide to withdraw some of your investment at any time with no withdrawal charges after 5 years. The early withdrawal charges in years 1 to 5 are 5% (years 1-3), 3% (year 4) and 1% (year 5).

Warning: If you invest in this product you may lose some or all of the money you invest.

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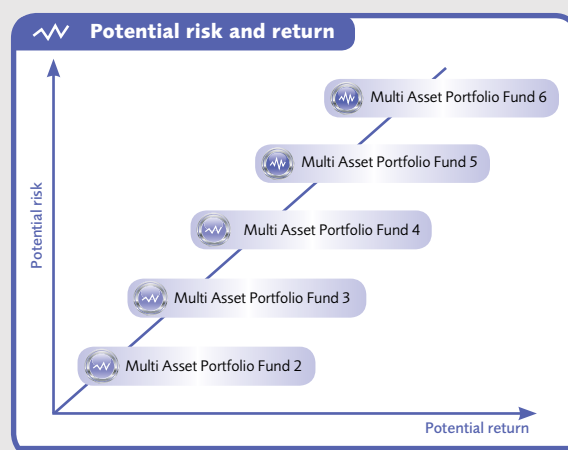
Why Irish Life?

1. Irish Life has developed five Multi-Asset Portfolio Funds

There are five different versions of the Multi Asset Portfolio Funds to suit different attitudes to risk. These range from lower risk, where there is a large portion of the fund in cash and bonds, to higher risk where most of the fund is invested in shares. A financial review will help determine which fund suits you.

What do the Multi Asset Portfolio funds invest in?

As the name suggests, the Multi Asset Portfolio Funds invest in a wide range of assets. Investing in a range of assets increases the diversification of each Multi Asset Portfolio Fund. We recommend that you diversify your investment by not putting all your 'eggs in one basket' and these funds allow you to do just that. Greater diversification also aims to reduce the volatility of the fund, which is a measure of the extent the fund value moves up and down in value. The assets that are available in these funds are outlined and explained below. The split across each of the asset classes determines the risk rating of your fund.



Cash & Bonds

- Cash
- Government Bonds
- Corporate Bonds

Shares

- Developed Market Shares
- Emerging Market Shares
- Other Shares - over time other share categories, for example Low Volatility shares, may be added, to further increase diversification.

External Managers

Part of each Multi Asset Portfolio Fund invests in a fund with a dynamic blend of specialist alternative funds managed by asset managers other than ILIM.

Underlying investments are across a range of traditional and alternative asset classes.

Other Assets

As markets change and new opportunities arise, ILIM may invest in other asset classes, for example property.

2. Dynamic Share to Cash (DSC) Model



Our DSC model is used on all five Multi Asset Portfolio Funds. This innovative model uses a multi-factor approach to identifying long-term stock market trends and movements.

The advantage of having the DSC is that it aims to reduce the amount invested in Developed Market Shares and increase the amount in cash when it identifies greater potential for stock market falls. As importantly, when the DSC identifies greater potential for stock market recovery, it will move back out of cash and into Developed Market Shares. It is important to note that the DSC looks at long-term movements and trends in the market and is not designed to react to one-off or short term jumps or shocks. Currently DSC applies to Developed Market Shares, though ILIM will continually review this and, in the future, a similar process may apply to other assets.

Please read your product booklet and separate Fund Guide for full details.

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

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

3. Ireland's No 1 Investment Manager

Irish Life Investment Managers (ILIM) are world class investment managers. ILIM currently manage over €42 billion of assets, more than any other fund manager in Ireland. ILIM have designed the Multi Asset Portfolio Funds and the Dynamic Share to Cash (DSC) model, so you are getting the benefit of their expertise. ILIM will monitor and review the asset splits and the DSC on a regular basis to ensure that each Multi Asset Portfolio Fund is managed to its original risk rating. ILIM will also rebalance each of the Multi Asset Portfolio Funds every quarter.

4. Chosen by independent brokers

Irish Life were voted Top Life Company by the Professional Insurance Brokers Association (PIBA) in 2011 and also by the Irish Brokers Association (IBA) in 2010, 2011, 2012 and 2013.

Information correct as of October 2014. Full details are included in the Pinnacle product booklet, separate Fund Guide booklet and terms and conditions which you should read in full before you complete an application. In the interest of Customer Service, we will record and monitor calls.

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