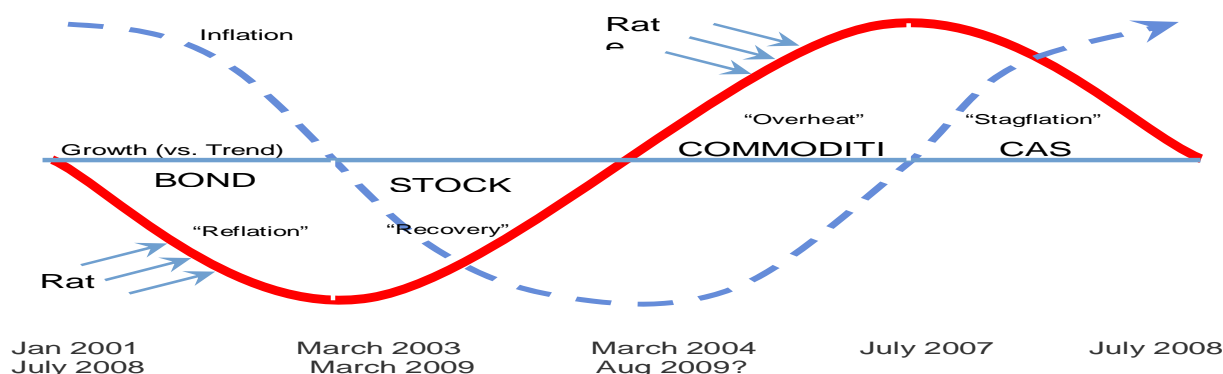


**MyBiz – everything you need to manage your business****For Internal Use Only****Your Investment Market Update – September 6th, 2009**

- World equities suffered a bumpy ride last week as growing uncertainty about the strength of the global economy was exacerbated by concerns that the summer rally in risk assets had gone too far
- US stocks ended the week by climbing higher following mixed unemployment data but the market was still on course for its biggest weekly loss since July. The key worry for investors remains the weakness of US consumer demand, given persistent uncertainty about the labour market outlook.
- The European Central Bank kept rates on hold at 1%. Although both growth and inflation forecasts were revised up they remain below long term averages, 0.2% and 1.2% respectively. These would imply that rate hikes are not on the cards for the moment as the economy will be slow to recover.

Market Insight

A well-diversified portfolio of equities, bonds, commodities and cash would have performed well over the last 30 years, while also providing a low level of volatility for an investor. However, this doesn't take away from the fact that there are clearly good times and bad times to hold each asset class. This is where tactical asset allocation becomes crucial to the argument for diversification. The graph below illustrates the various stages of a typical market cycle and the asset classes that tend to perform better in each phase.



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- Getting
closer to
the
customer

Customers
are looking
for options
and
seeking
solutions
for their
finances

Talking to
our
customers
is critical in
these
times -
letting
them know
we are
here to
help

How Global Markets are Performing – 1 year returns to September 09

Global Equities	- 13%	Asian Equities	-3%
US Equities	-16%	Japanese Equities	-7%
European Equities	-15%	Bonds	12%
Irish Equities	-30%	Commodities	-51%
UK Equities	-16%	Irish Property	-45%

Key Irish Life Fund returns to 8th September 2009**For Internal Use Only**

	3 month	1 yr	3 yr p.a.	5yr p.a.	10 yr p.a.	Annual growth since launch
Consensus	7.97%	-10.14%	-7.20%	1.61%	1.41%	6.58%
Active Managed	9.94%	-8.73%	-6.90%	1.88%	2.01%	11.84%
Diversified Assets	1.64%	-18.88%	-7.49%	N/A	N/A	-7.49%
Global Opportunities	13.31%	-10.76%	-9.23%	0.91%	-0.02%	4.63%
Irish Property	-6.83%	-49.11%	-22.29%	-8.02%	N/A	-6.25%
Property Portfolio	-19.52%	-52.88%	-22.23%	N/A	N/A	-17.98%

Our funds
are down
but some
individual
stock
markets
are faring
worse

For the full range of Irish Life fund returns click [here](#)

Warning: Past performance is not a reliable guide to future performance. Funds may be affected by changes in currency exchange rates. The value of your investment may go down as well as up.

Retention

Supporting our Financial Advisers and keeping our customers with us



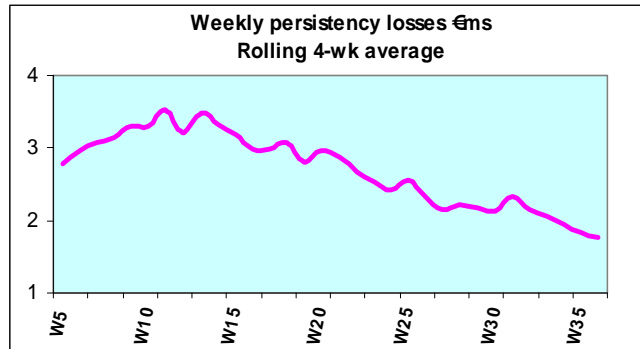
Everything you need to manage your business

New features at your fingertips:

1. MyPerformance - track your results
2. Filtering and Sorting – zoom in on key alerts
3. Losses charts – by products and behaviour
4. Contacts Print – help you organise your day (User notes issued to all users!)

Other key retention initiatives:

1. Laser card payments accepted (see below)
2. EOH by phone – speeds up revivals
3. Retention flyers in ABS (check out on Business Retention Guide)



Our performance continues to improve - Wk36 was our second best week ever. Financial Planning have beaten expected losses in the last 2 weeks – we must continue to build on this!

Our role is to know our customers and know the options available to them

Our customers need us to be pro-active

Recoveries: Success in our Retention efforts

Good news and well done to:

Sean – our responsive financial adviser made the call and convinced the customer to pay a substantial renewal premium instead of skipping – a top loss recovered!

James – prompted by MyBiz cancellation alert our determined financial adviser contacted a customer who had moved on to Friends First. James convinced him to reinstate and stay with us.

Mike – A customer wanted to cash in due to the fall in value but her command of English didn't extend to the intricacies of fund performance. With a little help from Google Translate, our resourceful financial adviser discussed the implications and she decided not to surrender.

Bronagh B – in response to a full surrender request our informative CSR detailed the partial withdrawal option – a better match for what our customer wanted to do!

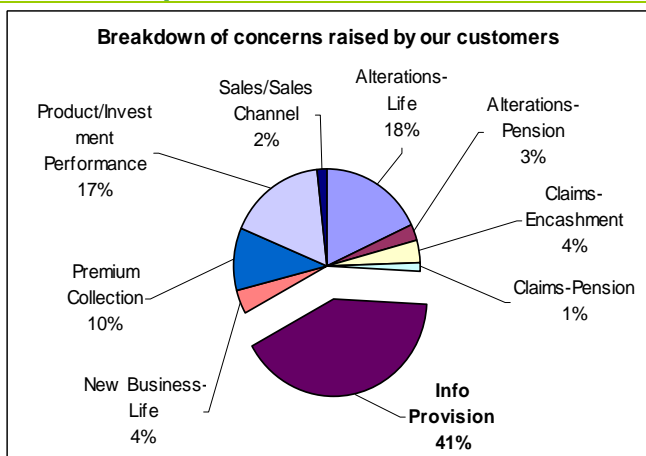
Paddy – offering options also persuaded a customer to switch to the Safe Deposit Fund instead of surrendering his plan.

Paul – saved a large pension plan by convincing the customer to apply a premium holiday and restart monthly payments. Spurred on, the customer will also apply an SP before pension deadline!

Increased Customer loyalty will be our long-term reward

Closer to the Customer

Top Customer concerns



Sales news

What our Advisers are focusing on:

- Pension Season where they are targeting Personal Pensions and the Self Employed.
- We will be in-branch on 28th September with a tax back campaign where they will be targeting Pension Life Cover, Income Protection & Pensions

From here on we'll be keeping you informed on a fortnightly basis

Our Voice to the Customer – What we are currently communicating

Laser Payments:

Laser payments officially went live in CSC on the 04th Sept. Thanks to all Customer Service Representative's in the CSC for logging these requests as 'One and Dones' over the past year and therefore enabling us to hear what our customers want and being able to implement it. Well done to Joanna Sarsfield who christened the Laser payment process approximately 2 hours after it went live. Tuesday brought about our next laser request from Sabrina Johnston.