



Insurance Solutions for life

Irish Life has always prided itself in delivering a market leading protection package in Ireland. We've been working hard to continue to provide the most innovative and most comprehensive protection products for you and your clients.

As of 21 December 2012, Irish Life along with all other insurance companies is moving to gender neutral pricing for its protection products.

We have taken this opportunity to introduce significant improvements across our protection product suite.



What's new!

- ✓ 'Insurance' is now at the centre of our product naming convention
- ✓ Revolutionary changes to specified illness cover
- ✓ Brand new life cover partial payments
- ✓ Enhanced conversion option rules
- ✓ New indexation rates
- ✓ A new female focused Health Line

Product Names

NEW

We are moving our product suite naming convention from 'cover' to 'insurance'. Our research shows that this is what our customers call what we do and what they search for.

Here are the changes

| Old Name | New Name |
|---------------------------------|-------------------------------------|
| • Life Term Cover | • Term Life Insurance |
| • Life Mortgage Cover | • Mortgage Life Insurance |
| • Life Long Cover | • Life Long Insurance |
| • Life Long Cover (Inheritance) | • Life Long Insurance (Inheritance) |
| • Pension Life Cover | • Pension Life Insurance |
| • Income Protector (Personal) | • Income Insurance (Personal) |
| • Income Protector (Company) | • Income Insurance (Company) |

Revolutionary Specified Illness Cover changes

NEW

We have made significant improvements to our Specified Illness Cover (SIC) benefit available on **Term Life Insurance** and **Mortgage Life Insurance**. This reflects our on-going commitment to:

- Cover conditions that we genuinely expect to pay claims for
- Meet the needs and expectation of our customers

We will now cover:

| 44 full payment conditions | 21 partial payment conditions |
|---|--|
| <ul style="list-style-type: none">• 6 new to the Irish Market• 3 new to Irish Life• 11 improved conditions | <ul style="list-style-type: none">• 6 new to the Irish Market• 3 new to Irish Life• 2 improved conditions |

In addition, our Specified Illness Cover for children is being extended to cover babies from 30 days (previously cover started at one year).

For more details on our Specified Illness Cover changes and our philosophy behind them, please refer to our dedicated Specified Illness Cover guide or go to www.blinc.ie.

Brand new life cover partial payments

NEW

With another industry first, Irish Life is now automatically including life cover partial payments where a customer takes out life cover of at least €25,000 on our Term Life Insurance product. The partial payment is to the value of €5,000 and it covers 5 pregnancy related complications:

- Disseminated Intravascular Coagulation
- Eclampsia
- Ectopic pregnancy requiring emergency surgery
- Hydatidiform mole
- Placental abruption

Customer will be covered up to the age of 45 for these benefits. A one year waiting period applies from the time the plan is taken out.

For more details on Life Partial Benefits, please refer to our dedicated Specified Illness Cover guide, or the Term Life Insurance booklet and Terms and Conditions booklets or go to www.bline.ie.

Enhanced Guaranteed Cover Again rules (conversion option)

- The Guaranteed Cover Again option on **Term Life Insurance** and **Pension Life Insurance** now allows customers choose the option again on future converted plans.
- We have also introduced a **new** Guaranteed Cover Again option on **Mortgage Life Insurance**, which would allow customers to take out a new Mortgage Life Insurance plan or equivalent without any underwriting.

For more information on the changes to Guaranteed Cover Again, please refer to the product booklets and Terms and Conditions booklets or go to www.bline.ie.

New indexation rates

NEW

Irish Life is introducing new indexation rates for **Term Life Insurance** and **Pension Life Insurance**. Where indexation is chosen on these products,

Premiums will
increase at

**5%
per year**

Benefits will
increase at

**3%
per year**

Indexation rates remain unchanged on **Life Long Insurance** and **Income Insurance**.

For more information, please refer to the product booklets and Terms and Conditions booklets or go to www.bline.ie.

Women's Health Centre



As part of our product enhancement, we are introducing a new complementary service to our existing NurseAssist helpline, called Women's Health Centre. This is a confidential helpline dedicated to women's health care which will be newly available to our life insurance customers.

For more information on NurseAssist and the Women's Health Centre, please refer to our product booklets and the dedicated Health Lines flyer.



Where to get more information

Details of Irish Life's new products and the changes introduced are now available on www.blinc.ie.

For more information, please contact your Account Manager.



Irish Life will continue to bring new insurance innovations to customers during 2013. Watch out for further developments throughout the year.

Remember, why Irish Life

Best for product

- Market leading product and features
- Broadest product range covering all customer life insurance needs
- Customer friendly Plain English literature

Best for underwriting, claims and customer services

- 95% of new applications assessed within 2 hours
- 75% of medical evidence underwritten on the same day
- €1 billion+ in claims paid out in the last 5 years
- Over 1,300 death claims and 600 SIC claims processed in the last 12 months
- 25 underwriters and 16 claims assessors dedicated to service customer needs

Market leading for technological support

- Market leading application and underwriting tools
- Quotation and Underwriting and Self-Service apps
- Text service updates throughout new business application process

Best for promotion

- Significant investment in customer advertising- €2m invested in the last 18 months, plus "Free Parent Cover Offer"
- Over 40% of adults mention Irish Life when asked to name a life insurance provider (double the next best), based on November 2012 Irish Life research (1,000+ people surveyed)
- Tailored local marketing supports

Best for price

- We know price matters. Our Comprehensive Price Pledge Promise, will match life cover quotes up to €1,500,000 and Specified Illness Cover quotes up to €750,000

Best for commission

- We're committed to help you build long term value in your business giving you the opportunity to choose from 4 commission profiles

Information is correct December 2012 to the best of our knowledge based on Irish Life research and may change. Terms and Conditions apply. Please refer to the product booklets for further details.

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

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