

Secure Growth Plus 3

Lock in a secure return on your investment today

Closing date
25 February
2011*



Irish Life

Capital protection is provided by permanent tsb. *Closing date could be earlier if we receive too many applications.

product snapshot

Secure Growth Plus 3

| | | |
|--------------------------|---|---|
| Aim |  | To give the security of locking in a fixed return of 25% (before tax) after 4 years and 6 months with a potential bonus of 10% depending on the performance of the EURO STOXX 50 index. |
| Funds Available |  | One. |
| Time Period |  | Four years and six months. You cannot withdraw your money before the end of this period. |
| Risk |  | Low risk (We explain the risks for this product on pages 5). |
| Capital Protected |  | Yes, at the end of your investment period. |
| Jargon Free |  | Yes. |

All information including the Terms and Conditions of your plan will be provided in English.

The information in this booklet was correct on 08 December 2010 but may change.

permanent tsb is a trading name of Irish Life & Permanent plc. In this booklet, Irish Life & Permanent plc is called **permanent tsb**.

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Important information you should read

- We have highlighted who is providing the capital protection, fixed return and potential bonus on your investment and the main risks involved on pages 5 and 6.
- It is important when you invest in a plan that you fully understand the benefits and risks involved. We recommend you read the important points outlined in the suitability snapshot on page 2.
- For the detail of your investment, and what you are buying, please see page 3, your investment explained.
- The most common questions asked are on pages 7 and 8 (including details of government taxes and levies that apply). You should also get advice from your financial adviser before investing in this plan.

① Is this plan suitable for me?

We have outlined some important things for you to consider in order to help you decide if this plan is suitable for you. If you are in any doubt, you should contact your financial adviser.

Suitability snapshot

Secure Growth Plus 3 could be suitable if you:

- ✓ want to invest for 4 years 6 months and do not need to withdraw your money before 10 September 2015
- ✓ have at least €20,000 to invest
- ✓ are 80 or younger (next birthday)
- ✓ do not need to take regular withdrawals
- ✓ want an investment that protects your money, and understand that we have designed this product to protect your investment and provide you with a fixed return. This means you are happy to settle for potentially lower returns than you could achieve by investing without capital protection
- ✓ are prepared to accept the possible risks attached to this product that are explained on page 5.

Secure Growth Plus 3 is less suitable if you:

- ✗ want to invest for a different period and may need to withdraw your money (especially in the case of unexpected emergencies before 10 September 2015)
- ✗ have less than €20,000 to invest
- ✗ are over 80 (next birthday)
- ✗ want an investment that allows you to make regular withdrawals or add regular contributions to your investment
- ✗ want an investment that has no fixed return, are looking for higher returns, and are prepared to risk your investment
- ✗ are not prepared to accept the possible risks attached to this product that are explained on page 5.

2 Your investment explained

The Secure Growth Plus 3 is an investment that gives you the security of locking in 100% capital protection and a fixed return of 25% (before tax) after 4 years and 6 months. What's more, you could receive a potential bonus of 10% depending on the performance of the EURO STOXX 50 index.

Your investment return after 4 years
and 6 months (before tax)

Fixed return (before tax)

25%

Plus

Potential bonus (before tax)

10%

Your fixed return

This product is designed to provide you with a fixed return of 25% after 4 years and 6 months (before tax).

*Irish Life has formed a contract with Irish Life & Permanent plc (trading as **permanent tsb**) to provide the capital protection and the fixed returns on Secure Growth Plus 3.*

Potential bonus

The 10% potential bonus will be based on the performance of the EURO STOXX 50 index over 4 years and 6 months. If the EURO STOXX 50 index outperforms your fixed return of 25% (so if the index grows by 25% or more), we will add an extra 10% to your fixed return. This means your final total return would be 35% (before tax and after charges) at maturity.

However, if the EURO STOXX 50 index does not exceed your fixed return of 25% (so the index grows by less than 25%), you will get back your fixed return of 25% (before tax).

Your investment return after 4 years and 6 months (before tax):

Capital protection applies at maturity.

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

| Example | Your gross total return | Return (before tax) on €100,000 investment |
|--------------------|--------------------------|--|
| Index grows by 10% | 25% | €125,000 |
| Index grows by 30% | 35% (25% plus 10% bonus) | €135,000 |

The EURO STOXX 50 index is Europe's leading index for the Eurozone. This index covers large, high-profile companies which are leaders in their field in the Eurozone.

The index tracks 50 stocks from 12 Eurozone countries: Austria, Belgium, Finland, France, Greece, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal and Spain (December 2010).

We buy an option through Société Générale S.A. on the EURO STOXX 50 index to provide you with the potential 10% extra bonus. You are not investing directly in the EURO STOXX 50 index (Please see page 5 for further details).

You cannot cash in your investment before the maturity date (10 September 2015).

3 Important information and the main risks

Who provides the capital protection, fixed return and potential bonus and what are the main risks?

We have designed this product with the aim of protecting you from certain market risks by providing capital protection and a fixed return. However, it does not protect you from counterparty risk, which is a common feature of life assurance trackers and bonds.

A counterparty is a financial company who provides the capital protection, fixed return and potential bonus on Secure Growth Plus 3. The counterparties on Secure Growth Plus 3 are **permanent tsb** and Société Générale S.A. Counterparty risk is the risk that **permanent tsb** or Société Générale S.A. (or both) cannot pay us what they owe. This could mean that you receive less than the amount invested or less of the fixed return, and you may not receive some or all of the potential bonus.

Your contract is with us Irish Life

Assurance plc (Irish Life). You do not have a contract with **permanent tsb** or Société Générale S.A. Capital Protection and fixed returns are provided to us by **permanent tsb**.

It is important to note that we, Irish Life Assurance plc, are a separate company from **permanent tsb**. We are committed to passing the full value of the amounts we receive from **permanent tsb** to you. If for any reason **permanent tsb** cannot pay us what they owe, you could lose some or all of your investment. We will not use any of our assets to make up any shortfall.

The potential bonus that could apply at maturity is provided to us by Société Générale S.A., 17 cours Valmy, 92987 Paris - La Défense Cedex. Registered Office: Société Générale, 29 Boulevard Haussmann, 75009 Paris, France. We are also committed to passing on the full value of the amounts we receive from Société Générale S.A. to you. If for any reason, Société Générale S.A. cannot pay us what they owe us, you could lose some or all of the potential bonus on this plan. We will not use any of our assets

to make up any shortfall.

One of the ways to measure the level of counterparty risk is by the counterparty's credit rating. Credit ratings are an assessment of how creditworthy an organisation is. They are based on the organisation's history of borrowing and repayment, as well as the level of assets and level of debts. They can be a useful way to compare the credit risk associated with different companies and related investments. They are provided by independent companies known as rating agencies and are reviewed often.

Irish Life & Permanent plc is rated BBB by Standard & Poor's (this is the 9th rating on a scale of 22) and A3 by Moody's (this is the 7th rating on a scale of 21). Irish Life & Permanent plc (trading as **permanent tsb**) is regulated by the Central Bank of Ireland. Société Générale S.A. is rated A+ by Standard & Poor's (this is the 5th rating on a scale of 22) and Aa2 by Moody's (this is the 3rd rating on a scale of 21) and A+ by Fitch (this is the 5th rating on a scale of 22). Société Générale is authorised by the Autorité du Contrôle Prudentiel and subject to limited regulation by the Financial Services Authority. These ratings

are correct as at 08 December 2010.

Remember these credit ratings can change over time.

Some other risks on this plan are shown below.

- You may not receive the potential bonus as this depends on the performance of the EURO STOXX 50.
- The potential bonus is based on the performance of one index only.
- Your personal circumstances may change and you may need to withdraw your money.

4 Your questions answered

How long is this product available for?

The closing date for the investment is 25 February 2011 (but could be earlier if we receive too many applications). The investment will start on 11 March 2011.

What is the smallest amount I can invest?

The smallest amount you can invest is €20,000.

What charges do I pay?

The charges you pay include our costs of setting up and running your investment. Please read the customer information notice for full details of the effect these charges will have on your investment.

Can I cash in my investment early?

No. Secure Growth Plus 3 is a fixed-term investment which lasts 4 years and 6 months. You cannot cash it in before the end of the investment period.

What happens at the end of the investment period?

At the end of your investment period, you can:

- cash in your investment; or
- take out a new investment (from a choice of other investments that will be made available at that time).

If you do not choose any of the options shown above, we will place the value of your investment (at the end of the investment term) into the Life Claims Cash Fund for you.

What tax do I pay?

You must pay tax on any profit your investment in Secure Growth Plus 3 makes. The rate of tax is currently 28%. This rate will change to 30% in January 2011. We will pay this tax for you to the Revenue from any profit your investment makes. We will pay this tax when you:

- cash in your investment after 4 years and 6 months;
- die; or

- transfer ownership of your Secure Growth Plus 3 to someone else.

If you do not cash in your investment when it matures, we will transfer it into a cash fund available at that time. If you have not cashed in your investment within eight years of your investment, we will take tax on any profit your investment has made up to that date and for every eight years after that.

Life Assurance Levy

We will collect any government taxes or levies and pass them directly to the Revenue Commissioners. The current government levy on life assurance payments is 1% (December 2010). We will pay this levy out of the money received from you. We will then invest the rest of your money in Secure Growth Plus 3. This will be your investment amount.

What happens to my Secure Growth Plus 3 investment if I die?

If you die or, for joint-life cases, if either investor dies while the investment is still in force, we will switch the fund value into the Life Claims Cash Fund when we receive notice of the death. The death benefit (before tax) we pay will be:

- the amount invested; or

- 100.1% of the value of your fund at that stage;
whichever is higher.

We will pay this on the date we receive all documents we need for a death claim.

Under law we will have to pay tax of 30% (January 2011) on your profit if we pay a death benefit (See section "What tax do I pay?").

Who can invest in Secure Growth Plus 3?

You must be living in the Republic of Ireland and aged between 18 and 80 (next birthday). In the case of joint life policies, both investors must be aged 80 (next birthday) or under.

What happens after I apply?

When we receive your application, we will send you;

- an investment schedule which sets out the details of your investment;
- an investment document which sets out the terms and conditions of your investment;
- a copy of this booklet; and
- a detailed customer information notice.

5 Secure Growth Plus 3 service

Can I change my mind?

We want to make sure that you are happy with your decision to invest in Secure Growth Plus 3. As a result, you will have 30 days from the day that we send you your investment documents to change your mind and cancel the investment. If you decide to cancel at that stage, we will give you back the amount invested in the Secure Growth Plus 3 less any reduction in the value of your investment that may have happened while the investment was in place.

How will you tell me about the progress my investment has made?

We will write to you each year with an update on your Secure Growth Plus 3. The statement will clearly show you the current value of your investment. If you need an update on the performance of your Secure Growth Plus 3 at any other time, you can call our customer service team.

If you have any problems

If you have any problems we will do our best to sort out your complaint fairly and as soon as possible through our internal complaints procedures. However, if you are not happy with our response to your complaint, you should contact the Financial Service's Ombudsman's Bureau at:

3rd Floor,
Lincoln House,
Lincoln Place,
Dublin 2.

Phone: 1890 882 090 (this is a lo-call number which means it will only cost you the price of a local call wherever you phone from)

Fax: 01 662 0890

E-mail: enquiries@financialombudsman.ie

Website: www.financialombudsman.ie

Get in touch

If you have any questions about your plan we are here to help. You can contact us in many different ways. It's your choice.



Call us on:
01 704 1010

Our lines are open:

| | |
|-------------|--------------------|
| 8 am to 8pm | Monday to Thursday |
| 10am to 6pm | Friday |
| 9am to 1pm | Saturday |

In the interest of customer service we will record and monitor calls.

You can also contact us by:

Email: customerservice@irishlife.ie

Fax: 01 704 1900

Write to: Customer Service Team
Lower Abbey Street
Dublin 1

Website: www.irishlife.ie

You can check your plan value online, send us a question, ask us to call you back or send us your feedback



Important notice

We have written this booklet to help you understand Secure Growth Plus 3. We cannot include all the specific details which apply to your investment. You will find these details in your terms and conditions booklet which is the legal contract with us. This contract is provided by Irish Life Assurance plc, and Irish law applies.

6 Customer information notice

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Introduction

This notice is designed to highlight some important details about this investment and, along with the Secure Growth Plus 3 booklet, is meant to be a guide to help you understand your investment. Full details of the specific benefits and options that apply to you will be contained in your investment schedule, Terms and Conditions booklet and personalised customer information notice which you will receive when the contract is in place. It is important that you should read these carefully when you receive them as certain exclusions and conditions may apply to the benefits and options you have selected.

A copy of the Terms and Conditions booklet is available on request.

Any Questions?

If you have any questions on the information included in this customer information notice you should contact your sales adviser or your insurer Irish Life, who will deal with your enquiry at our Customer Services Team, Lower Abbey Street, Dublin 1.

A. INFORMATION ABOUT THE POLICY

1. MAKE SURE THE POLICY MEETS YOUR NEEDS!

Secure Growth Plus 3 is a lump-sum investment that offers fixed investment terms at the end of a 4 year 6 month investment period.

Unless you are fully satisfied as to the nature of this commitment having regard to your needs, resources and circumstances, you should not enter into this commitment.

Your sales adviser must indicate whether paragraph a) or paragraph b) below applies.

- a) This investment replaces in whole or in part an existing investment with Irish Life, or with another insurer. Your sales adviser will advise you as to the financial consequences of such replacement and of possible financial loss as a result. You will be asked at the beginning of your application form to confirm this in writing. Please ensure that you have completed this section of the form and that you are satisfied with the explanations provided by your

sales adviser before you complete the rest of the application form.

- b) This investment does not replace in whole or in part an existing investment with Irish Life or with any other insurer.

2. WHAT HAPPENS IF YOU WANT TO CASH IN THE POLICY EARLY OR STOP PAYING PREMIUMS?

You cannot cash in your Secure Growth Plus 3 bond before the fund end date.

The fund end date for Secure Growth Plus 3 is 10 September 2015. At this date, your Secure Growth Plus 3 investment will be transferred into a cash fund. It may be cashed in at any stage after that time.

After the lump sum investment at the start of the plan, no further payments can be made.

3. HOW DOES THE SECURE GROWTH PLUS 3 TRACKER BOND WORK?

Secure Growth Plus 3 is a lump-sum investment with a 4 year 6 month investment period.

The aim of this fund is that you will get back a minimum of 125% of the amount invested in Secure Growth Plus 3 on 10 September 2015.

If the value of the stockmarket index rises by 25% or more on 10 September 2015 you will also receive a bonus of 10% of the amount invested.

For your investment amount of €20,000, your capital protected and fixed returns amount will be €25,000. This corresponds to a minimum compound annual rate of return (CAR) of 5.08% a year. This means that even if the return on the stockmarket index is less than 25% over the term of your investment you will still receive a return of 25% on the amount invested before tax. If the value of the stockmarket index increases by 25% or more you will receive a bonus of 10% of the amount invested before tax.

Dividends

The fact that the the potential bonus on your Secure Growth Plus 3 investment tracks the performance of the EURO STOXX 50 Index without directly investing in equities means that you will not receive any dividend payments on your investment. Your benefit tracks the stockmarket index, the value of which only reflects the capital growth of the underlying shares and not any dividends paid. As such, Secure Growth Plus 3 is suitable only as a capital growth investment. It is not suitable if you require a regular withdrawal from your investment.

Currency

There is no currency risk associated with Secure Growth Plus 3.

4. WHERE DOES MY INVESTMENT GO?

The following table sets out how your investment amount will be used for a typical Secure Growth Plus 3 investment.

Investment amount excluding the government levy: €20,000.

Secure Growth Plus 3

| | |
|---|--|
| Your proposed investment of €20,000 will be used, at the date of investment, as follows: | |
| €17,960 | <p>This is 89.80% of your proposed investment and will be used to secure the following promised payments:</p> <ul style="list-style-type: none">• €25,000 payable after 4 years 6 months, before tax. This is equivalent to a promised return on your investment of 5.08% p.a. This means that if the value of the stockmarket index falls over the term of your investment you will still receive back 125% of the amount invested. |
| €534 | <p>This is 2.67% of your proposed investment and will be used to secure the cash bonus which may be payable after 4 years and 6 months. If the value of the stockmarket index increases by 25% or more the cash bonus will be 10% of the amount invested before tax.</p> |
| €1,506 | <p>This is 7.53% of your investment and will be taken in charges.</p> |
| €20,000 | Total |
| <p>If the cash bonus is zero, the promised payments will represent a return of 5.08% on your total investment over the period to the date of the promised payment. This means that if the value of the stockmarket index increases by less than 25% over the term of your investment you will still receive back 125% of the amount invested.</p> | |

5. WHAT ARE THE PROJECTED BENEFITS UNDER THE POLICY?

The following tables set out the costs and benefits for a typical Secure Growth Plus 3 investment.

Investment amount excluding the government levy: €20,000

| Table (A) | | | | | | |
|-----------|---|-------------------------------------|--|------------------|---|--|
| Year | A | B | C | D | E | F = A+B-C-D-E |
| | € | € | € | € | | € |
| | Total amount of premiums paid into the policy to date | Projected investment growth to date | Projected expenses and charges to date | Taxation to date | Projected withdrawals to date after tax | Projected policy value after payment of taxation |
| 1 | 20,000 | 1,281 | 1,506 | 0 | 0 | 19,775 |
| 2 | 20,000 | 2,651 | 1,506 | 344 | 0 | 20,802 |
| 3 | 20,000 | 4,116 | 1,506 | 783 | 0 | 21,827 |
| 4 | 20,000 | 5,683 | 1,506 | 1,253 | | 22,924 |
| 4 years | | | | | | |
| 6 months | 20,000 | 6,506 | 1,506 | 1,500 | 0 | 23,500 |

IMPORTANT: THIS ILLUSTRATION ASSUMES AN INCREASE OF 3.0% PER ANNUM IN THE STOCKMARKET INDEX THIS INVESTMENT TRACKS. THE GROWTH OF THE STOCKMARKET INDEX DETERMINES THE RETURN YOU WILL RECEIVE ON YOUR INVESTMENT ON THE FUND END DATE. THIS GROWTH RATE IS FOR ILLUSTRATION PURPOSES ONLY AND IS NOT GUARANTEED. ACTUAL GROWTH MAY BE MORE OR LESS THAN ILLUSTRATED.

Note: The investment values for years one to four are notional cash-in values which are shown for illustration purposes only. It is not possible to cash in this bond before the end of 4 years and 6 months.

The above return corresponds to an annual compound growth rate (CAR) of 5.08% before tax on your total investment amount over 4 years 6 months.

The premiums shown in Column A do not include the government levy.

Based on the assumed growth in the stockmarket index above, the effect of the expenses and charges shown is to reduce the assumed return on your investment by 1.84% per annum.

Note: The projection in Table (A) assumes the growth in the stockmarket index over the term of the investment is less than 25%, and so the return on your investment is 25% before tax.

| Table (B) | | | | | | |
|-----------|---|-------------------------------------|--|------------------|---|--|
| Year | A | B | C | D | E | F = A+B-C-D-E |
| | € | € | € | € | | € |
| | Total amount of premiums paid into the policy to date | Projected investment growth to date | Projected expenses and charges to date | Taxation to date | Projected withdrawals to date after tax | Projected policy value after payment of taxation |
| 1 | 20,000 | 1,622 | 1,506 | 35 | 0 | 20,081 |
| 2 | 20,000 | 3,387 | 1,506 | 564 | 0 | 21,317 |
| 3 | 20,000 | 5,307 | 1,506 | 1,140 | 0 | 22,660 |
| 4 | 20,000 | 7,394 | 1,506 | 1,767 | 0 | 24,122 |
| 4 years | | | | | | |
| 6 months | 20,000 | 8,506 | 1,506 | 2,100 | 0 | 24,900 |

IMPORTANT: THIS ILLUSTRATION ASSUMES AN INCREASE OF 6.0% PER ANNUM IN THE STOCKMARKET INDEX THIS INVESTMENT TRACKS. THE GROWTH OF THE STOCKMARKET INDEX DETERMINES THE RETURN YOU WILL RECEIVE ON YOUR INVESTMENT ON THE FUND END DATE. THIS GROWTH RATE IS FOR ILLUSTRATION PURPOSES ONLY AND IS NOT GUARANTEED. ACTUAL GROWTH MAY BE MORE OR LESS THAN ILLUSTRATED.

Note: The investment values for years one to four are notional cash-in values which are shown for illustration purposes only. It is not possible to cash in this bond before the end of 4 years and 6 months.

The above return corresponds to an annual compound growth rate (CAR) of 6.90% before tax on your total investment amount over 4 years 6 months.

The premiums shown in Column A do not include the government levy.

Based on the assumed growth in the stockmarket index above, the effect of the expenses and charges shown is to reduce the assumed return on your investment by 1.88% per annum.

Note: The projection in Table (B) assumes the growth in the stockmarket index over the term of the investment is 25% or more, and so the return on your investment is 35% before tax (i.e. 25% fixed return plus 10% bonus).

The value shown in column A of Tables (A) and (B) is a single payment at the start of your investment. No future payments are allowed into the investment. It includes the cost of all charges, expenses, intermediary remuneration and sales remuneration associated with your investment.

The charges shown in column C of Tables (A) and (B) include the cost of intermediary/sales remuneration incurred by Irish Life, as described in section 6.

Exit tax of 30% is assumed in Tables A and B.

6. WHAT INTERMEDIARY/SALES REMUNERATION IS PAYABLE?

ILLUSTRATIVE TABLE OF INTERMEDIARY/SALES REMUNERATION

The levels of payment are based on the typical investments outlined in section 5 above.

| Year | € Premium payable in that year | € Projected total intermediary/sales remuneration payable in that year |
|------|-----------------------------------|---|
| 1 | 20,000 | 390 |
| 2 | 0 | 0 |
| 3 | 0 | 0 |
| 4 | 0 | 0 |

The projected intermediary/sales remuneration shown above includes the costs paid by Irish Life in giving sales advice, service and support for the investment. These costs are included in the investment charges set out in column C of the illustrative table of projected benefits and charges in section 5.

7. ARE RETURNS GUARANTEED AND CAN THE PREMIUM BE REVIEWED?

What you get back depends on how the value of the stockmarket index this investment tracks changes over the term of the investment. Irish Life and Permanent plc, trading as permanent tsb (referred to as permanent tsb below), provides the capital protection and fixed return.

The potential bonus is provided to us by Société Générale S.A. - referred to as Société Générale below.

The amount of this bonus depends on how the value of the stockmarket index this investment tracks changes over the term of the investment. If the stockmarket index rises by less than 25% at the fund end date, the bonus is zero. If the stockmarket index rises by 25% or more at the fund end date, you will receive a bonus of 10% on the amount invested, before tax.

Irish Life does not provide the capital protection, fixed return or potential bonus on this fund.

The fund returns explained

Capital protection and fixed returns

permanent tsb has contracted to provide to us the capital protection amount and fixed returns for Secure Growth Plus 3. This means they will provide to Irish Life the capital protection and fixed returns of 125% in Secure Growth Plus 3 at the end of the investment period.

Potential bonus

If, over the 4 year 6 month term, the value of the stockmarket index increases by 25% or more then Société Générale has contracted to provide to us the potential bonus for the fund. This means that at the end of the investment period Société Générale are to provide to Irish Life 10% of the amount invested.

Your contract is with us, Irish Life Assurance plc (Irish Life). Separately Irish Life has contracted with permanent tsb and Société Générale to provide the capital protection, fixed returns and potential bonus to Irish Life in relation to the fund in which we invest your money. Irish Life's commitment to you is to pass on the full amounts it receives from permanent tsb and Société Générale in respect of your investment. Our commitment to you is

restricted to the amounts we actually receive from them. No other assets of Irish Life will be used to meet these commitments. This means that if either permanent tsb or Société Générale is unable to meet its commitment to Irish Life, then you may not receive the capital protection, fixed returns or potential bonus. Both permanent tsb and Société Générale's commitment is restricted to their contract with Irish Life. You do not have a contract with permanent tsb or Société Générale.

8. CAN THE POLICY BE CANCELLED OR AMENDED BY THE INSURER?

If the cost of administering your Secure Growth Plus 3 bond increases unexpectedly we may need to increase the charges on your investment. Also, we can alter the investment (or issue another investment in its place) if at any time it becomes impossible or impracticable to carry out any of the rules of your investment because of a change in the law or other circumstances beyond our control. Before we alter your Secure Growth Plus 3 bond (or issue another in its place), we will send a notice to your last known address explaining the change and your options.

9. INFORMATION ON TAXATION ISSUES

Under current Irish tax law (December 2010), tax is payable on returns made on this investment. The tax rate is currently 28%. In January the tax rate will be 30%. We will pay you the after tax amount. Any taxes or levies imposed by the government will be collected by Irish Life and passed directly to the Revenue Commissioners.

Tax is payable on your investment returns:

- When you cash in your investment after 4 years 6 months.
- If we pay the benefit amount when you die
- If you transfer all or part of your investment to someone else. There are some exceptions to this however you must inform us if you transfer ownership of the investment to someone else.
- If your benefit amount is not cashed in on the fund end date, it will be transferred to a cash fund available at that time. If your policy is still invested on the eighth anniversary of your initial investment, tax will be payable on any profit made on the investment at that date. Tax will be payable on each subsequent eighth anniversary. Where tax is deducted from your fund on each eighth anniversary, it can be offset against any tax that is payable on a subsequent encashment.

Tax legislation means Irish Life must deduct the correct amount of tax payable. Irish Life retains absolute discretion to determine, in accordance with all relevant legislation and guidelines, its application and interpretation, the tax treatment of this investment.

In some circumstances, additional tax may be due after death. For example, if the investment death benefit is paid to your estate, your beneficiaries may have to pay inheritance tax. There is no inheritance tax due on an inheritance between a married couple. In certain circumstances inheritance tax due may be reduced by any tax paid on a death under this investment.

If payments are made by anyone other than the legal owner of the investment, for example from a company or business account, there may be other tax implications.

Any levies imposed by the government will be collected by Irish Life.

Please contact your Financial Adviser or Irish Life if you do not fully understand the likely tax treatment of any benefits payable in connection with your investment.

10. ADDITIONAL INFORMATION IN RELATION TO YOUR POLICY

What are the benefits and options provided under this investment?

Your Secure Growth Plus 3 bond is an investment which aims to meet your medium-term investment needs with a fixed return of 25% and an investment option that offers a potential bonus at the end of 4 years 6 months.

Your investment will end if you die (or, for a joint life case, when the first of the investors dies). If this occurs the death benefit (before tax) we pay will be the higher of:

- The amount invested.
- 100.1% of the value of your fund at that stage.

The procedure for paying the benefits on death is set out in your Terms and Conditions booklet.

What is the term of the investment?

The term of your Secure Growth Plus 3 investment is 4 years 6 months.

Are there any circumstances under which the investment may be ended?

Your Secure Growth Plus 3 investment will end if you die.

How are the payments invested?

Your Secure Growth Plus 3 bond is a unit-linked investment. In return for your investment amount we allocate units to your Secure Growth Plus 3 investment. The value of your investment is linked to the value of these units. The value of a unit will rise or fall over time, depending on how the underlying assets perform. You do not own the units. Unit-linking is simply a method of working out the value of your investment at any date. The value of your investment at any date will be equal to the total of the number of units allocated to your investment from the fund multiplied by the unit price for units of that fund on that date. The value of your investment will therefore rise and fall over time as the unit prices change to reflect the value of the underlying assets.

Is there an opportunity to change your mind?

When your welcome pack is issued you will have an opportunity to cancel the investment if you are not satisfied that the benefits meet your needs. You may do this by writing to the Customer Services Team at Irish Life within 30 days of the date we send you details of your investment. On cancellation all benefits will end and Irish Life will refund your investment amount, subject to taking off any losses that may have been incurred as a result of falls in the

value of assets relating to the investment during the period it was in force.

Law applicable to your investment

Irish Law governs the investment and the Irish Courts are the only courts that are entitled to settle disputes.

What to do if you are not happy or have any questions?

If for any reason you feel that this investment is not right for you, or if you have any questions, you should contact the Irish Life Customer Services Team, Lower Abbey Street, Dublin 1 who will deal with your enquiry. Our Customer Services Team also operate an internal complaints procedure and any complaints you may have will, in the first instance, be fully reviewed by them. If you feel we have not dealt fairly with your complaint, you should contact the Financial Services Ombudsman's Bureau at 3rd Floor, Lincoln House, Lincoln Place, Dublin 2.

B. INFORMATION ON SERVICE FEE

There are no charges payable to Irish Life other than those set out in your table of benefits and charges and in your Terms and Conditions booklet.

C. INFORMATION ABOUT THE INSURER/ INSURANCE INTERMEDIARY/SALES EMPLOYEE

Insurer

Secure Growth Plus 3 is provided by Irish Life Assurance plc, a company authorised in Ireland. Irish Life Assurance plc is regulated by the Central Bank of Ireland. You can contact us at Irish Life Centre, Lower Abbey Street, Dublin 1, by telephone at 01 704 1010, by fax at 01 704 1900 and by e-mail at customerservice@irishlife.ie. In the interest of customer service, we will record and monitor calls.

Insurance Intermediary

The sales adviser should insert details of their name, legal status, their address for correspondence and a contact telephone number/fax number or e-mail address and where relevant the companies with whom agencies are held.

No delegated or binding authority is granted by Irish Life to your sales adviser in relation to underwriting, claims handling or claims settlement.

D. INFORMATION TO BE SUPPLIED TO THE POLICYHOLDER DURING THE TERM OF THE INSURANCE CONTRACT

We at Irish Life are obliged by law to tell you if any of the following events occurs during the term of your contract:

- we change our name;
- our legal status changes;
- our head office address changes;
- an alteration is made to any term of the contract which results in a change to the information given in paragraph A(8) of this document.

7 Application form



Irish Life

Secure Growth Plus 3

Secure Growth Plus 3 is provided by Irish Life Assurance plc. Irish Life Assurance plc and Irish Life & Permanent plc (trading as **permanent tsb**) are regulated by the Central Bank of Ireland. Irish Life & Permanent plc is a tied insurance agent of Irish Life Assurance plc. LARC No.

For Office Use Only

Branch No. Date
Option 1 Single SGO3SAA Option 1 Joint SGO3FAA
I.D. and address inspected and verified by

Your details (please use BLOCK CAPITALS)

Title Surname
First name(s) Male ☐ Female ☐
Date of birth
Proposer (if different from above)

Joint name

Title Surname
First name(s) Male ☐ Female ☐
Date of birth Phone
Work phone Email
Home address

Proposer address

(if different from above)

We will not accept a 'care of' address. We only accept addresses in the Republic of Ireland.

Investment details

I want to invest the amount shown below in the Secure Growth Plus 3

€ SGP3

Minimum investment €20,000, Maximum investment €1,000,000

The capital protection and fixed return that applies at maturity on Secure Growth Plus 3 are provided to Irish Life Assurance plc (Irish Life) by Irish Life & Permanent plc (trading as **permanent tsb**). The potential bonus that could apply at maturity is provided to Irish Life by Société Générale S.A.

NOTE: Please enclose your cheque made payable to Irish Life Assurance plc. We will need the following documents to fulfil money laundering regulations: An original valid Irish/UK driver's licence (full or provisional) or valid Passport and original recent utility bill with your name and address. These documents will be returned to you immediately.

Source of Funds

| | | | | | |
|---|--------------------------|------|--------------------------|------------------------|--------------------------|
| Personal cheque from proposer(s) bank account | <input type="checkbox"/> | Cash | <input type="checkbox"/> | 3rd Party Cheque | <input type="checkbox"/> |
| Direct Debit from proposer(s) bank account | <input type="checkbox"/> | EFT | <input type="checkbox"/> | 3rd Party Direct Debit | <input type="checkbox"/> |
| Bank Draft | <input type="checkbox"/> | | | | |

Please give details of account drawn from

| | |
|---------------------------|----------------------|
| Name and address of bank: | <input type="text"/> |
| Account holders name: | <input type="text"/> |
| Account holders number: | <input type="text"/> |

Or

| | |
|---|--------------------------|
| Encashment/Maturity proceeds of existing policy | <input type="checkbox"/> |
| Other (eg Employer's Payroll scheme, Postal or Money order etc) | <input type="checkbox"/> |

Please give details

Source of Wealth

To comply with the current Anti Moneylaundering and Terrorist Financing legislation, Irish Life Assurance plc is required to ask you about the original source of your wealth in respect of this application. Please tick the relevant box(es) and indicate the source of your investment amount.

Source of Wealth

Please tick as appropriate

| | |
|--|--------------------------|
| 1. Salary, bonus or regular savings | <input type="checkbox"/> |
| 2. Early retirement or redundancy payment | <input type="checkbox"/> |
| 3. Proceeds from the sale of investments (including proceeds from Life assurance plan) or other assets | <input type="checkbox"/> |
| 4. Inheritance | <input type="checkbox"/> |
| 5. Windfall/compensation payments | <input type="checkbox"/> |
| 6. Other (give details) | <input type="checkbox"/> |

Declaration under Regulation 6(3) of the Life Assurance
(Provision of Information Regulations, 2001)

Please complete this section by ticking the appropriate box.

Yes, this plan is replacing an Irish Life (or Progressive Life) plan

☐

Yes, this plan is replacing a plan form another life company

☐

No, this plan is not replacing another plan

☐

WARNING

If you propose to take out this plan in complete or partial replacement of an existing plan, please take special care to satisfy yourself that this plan meets your needs. In particular, please make sure that you are aware of the financial consequences of replacing your existing plan. If you are in doubt about this, please contact your insurer or insurance intermediary.

Ref. Plan Number

Declaration of Insurer or Intermediary

I hereby declare that in accordance with Regulation 6(1) of the Life Assurance (Provision of Information) Regulations, 2001

(Client name and address)

has been provided with the information specified in Schedule 1 to those Regulations and that I have advised the client as to the financial consequences of replacing an existing plan with this plan by cancellation or reduction, and of possible financial loss as a result of such replacement.

Signed Date
Irish Life Assurance plc

Declaration of Client

I confirm that I have received in writing the information specified in the above declaration.

Signed (Signature of customer)

Signed (Joint signature)

Date

Sign and Date

I/We understand that this application will not be accepted by Irish Life Assurance plc until they have received my/our investment amount and all documentation requested. The investment will not occur until 11 March 2011 and will only take place if the application has been accepted. I/We understand that a copy of this application is available on request. I authorise Irish Life Assurance plc, to hold and process information in connection with this contract or transaction. This includes any other information supplied to or obtained by Irish Life Assurance plc. Irish Life Assurance plc may hold and process information for administrative, customer care and service purposes. I/We have read and understand the contents of the booklet and customer information notice.

Signature 1

Signature 2

Date

Signature of proposer (if different)

Data Protection and Confidentiality

The information you give here will be used to process your application on computer. We may use this information to send you details of other products from companies within the Irish Life & Permanent Group (a financial services group mainly made up of life assurance, banking and personal finance companies). For this purpose we may pass this information to the other companies within the Group. If you do not wish to avail of this service, please tick this box. ☐

The option to decline this service may be exercised at any time in the future (even if you do not tick this box) by simply writing to the Marketing Department, Irish Life, Lower Abbey Street, Dublin 1.

**We offer investment,
protection, pension and
savings products.**

Contact us

phone: 01 704 1010

8am to 8pm Monday to Thursday

10am to 6pm on Fridays

9am to 1pm on Saturdays

fax: 01 704 1900

e-mail: customerservice@irishlife.ie

website: www.irishlife.ie

write to: Irish Life Assurance plc, Lower Abbey Street, Dublin 1.



From sustainably managed forests -
For more info: www.pefc.org

Irish Life Assurance plc is regulated by the Central Bank of Ireland. In the interest of customer service we will record and monitor calls. Irish Life Assurance plc, Registered in Ireland number 152576, Vat number 9F55923G.
Irish Life Assurance plc, Registered in Ireland number 152576, Vat number 9F55923G.