

CORE



the choice for a new investment landscape

If the effects of the credit crunch on stock markets, and on investment funds with large exposures to those markets, has left you thinking twice about investing, we've something that you should take a good look at. Irish Life's brand new pension and investment fund – CORE, has been specifically designed for today's changed investment landscape.

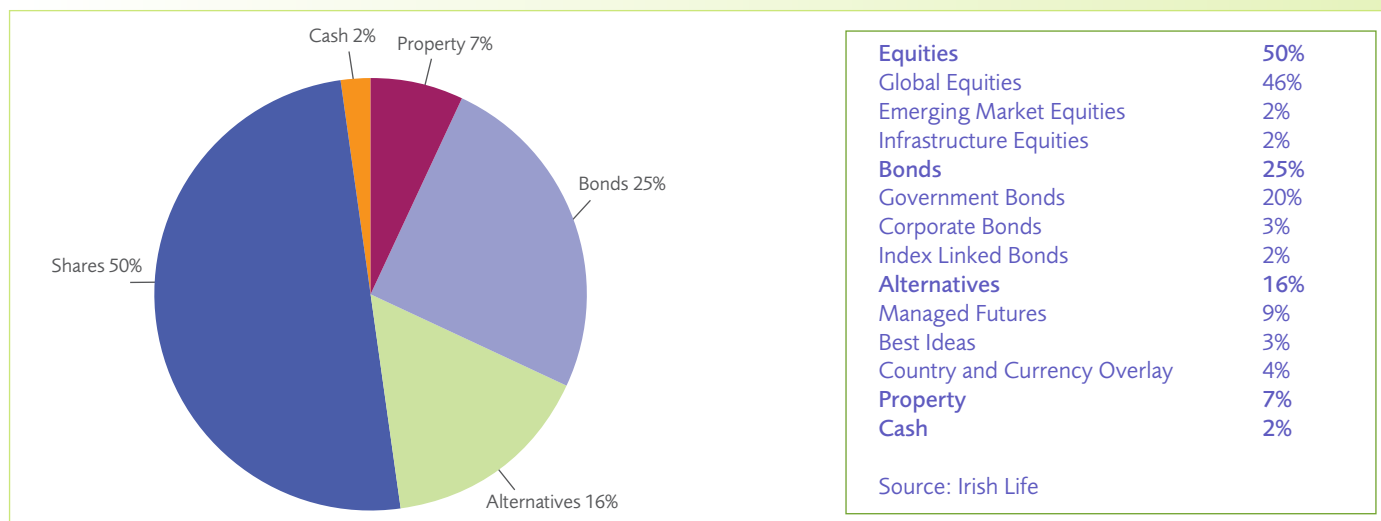
With CORE your money is spread over a wider range of different types of assets. Its aim is to give you a smoother investment journey than a typical managed fund over the long term.

A glance through the CORE investment mix

- CORE consists of a carefully blended mix of traditional assets such as shares (50%) and bonds (25%).
- PLUS, to help lower the risk of stock market falls, compared to typical managed funds, 16% of the fund will also be invested in a mix of alternative assets.
- The alternative assets in CORE help diversify the traditional mix of investments but they can be high risk if invested on a standalone basis. That's why, with CORE, around 16% is invested in alternatives.

The current target asset mix as at June 2010 is below. Please note the asset allocation in CORE can change over time.

CORE asset allocation



On the next page we've provided a snapshot of the 4 Key Features that make up the new CORE Fund!

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



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The big 4 in CORE

1 Diversification:

- With CORE your investment is spread over a wide range of different types of assets.
- These include traditional assets such as shares and bonds plus a range of alternative assets such as Managed Futures.
- 16% of the fund is invested in a mix of alternative assets. These were selected to help lower the risk of stockmarket fluctuations on your investment compared to traditional managed funds.
- This broad range of assets should help reduce volatility when stock markets are falling and maintain a good growth potential when markets return.



2 Medium Risk Anchor:

- CORE is a medium risk fund. It's classified as risk category 4 on Irish Life's 7 point risk scale. The chart below gives an example of where CORE sits on the scale.
- It has a well balanced fund mix, blending shares and bonds with alternative assets such as Managed Futures.



3 World class investment process



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Investment Managers

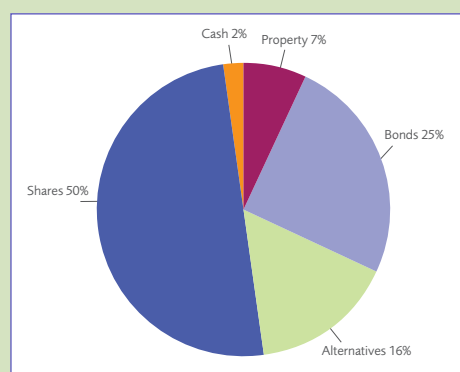
With CORE your investment will be managed by two leading investment managers - Irish Life Investment Managers (ILIM) and Abbey Capital (for Managed Futures).

- Irish Life Investment Managers are the largest domestic fund manager in Ireland. They are internationally recognised as market leaders in indexation with over €15 billion indexed funds under management.
- Abbey Capital manage part of the alternative assets within CORE, Managed Futures. These are funds that trade in financial contracts. With over 21 years experience behind them, they have a strong track record for strict management controls and use a multi-managed approach to using Managed Futures.

4 Rebalancing



- With CORE we will re-balance the mix of assets regularly to maintain the current target mix as shown below.
- This prevents the fund from becoming over-exposed to an asset following a sustained period of strong growth.



Information correct as of June 2010. Please read the fund guide for full details and charges. Irish Life Assurance plc and Irish Life Investment Managers are regulated by the Financial Regulator. The Managed Futures Fund is registered in Bermuda and listed on the Irish Stock Exchange. Abbey Capital is regulated by the Financial Regulator. In certain circumstances we may need to delay, switches, withdrawals or transfers out of a fund. If the fund is externally managed, the external manager may insist on a delay. Our commitment is to pass on the full value of the fund we receive from the external manager to you. Our commitment is restricted to the returns we actually receive from the external fund manager.



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