



Protected Consensus Markets Fund

Balancing protection and performance

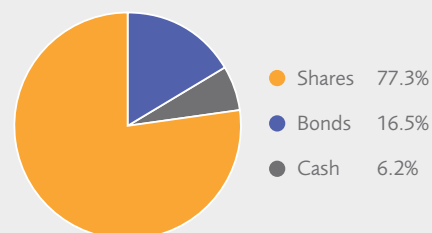
3 Great reasons to choose the Protected Consensus Markets Fund

1

Performance when markets are rising

When investment markets are performing well, we could invest up to 100% of your money in the Consensus Markets Fund. Our Consensus Markets Fund currently invests in a mix of assets including shares, bonds and cash.

Consensus
Markets Fund
Mix at August 2011



2

Protection when markets are falling

If markets fall, we could switch up to 100% of your money to our Protected Fund to act as a safety net for your investment. The Protected Fund is made up of government bonds and cash.

You can also benefit from the **protected price pledge** which offers an extra layer of protection. The aim of the **protected price pledge** is that the unit price of the Protected Consensus Markets Fund will not fall below 80% of its highest value. This pledge is designed to apply for an initial period up to 11 September 2015 and is provided by Deutsche Bank AG. For further important details on this, please see our 'Protected Consensus Markets Fund Guide'.

3

Freedom and choice

The great news is that the Protected Consensus Markets Fund is very flexible. This fund is available through a number of Irish Life pension, investment and savings plans. Also, an added layer of flexibility is the ability to switch in and out of the Protected Consensus Markets Fund to any of the wide range of funds available on your plan at any stage. Your Financial Adviser will advise you on these choices.

Important information:



The money you invest in this fund is not 100% protected. This means that you could lose some of the money invested in this fund.

Warning: The value of your investment may go down as well as up. The Protected Consensus Markets Fund may be affected by changes in currency exchange rates

All details are correct as at August 2011. This is a brief introduction to the Protected Consensus Markets Fund. A more detailed Guide is available which you should read, in conjunction with your product literature, before investing in this fund.

Irish Life Assurance plc (Irish Life) is regulated by the Central Bank of Ireland. Deutsche Bank AG acting through its London branch provides the **protected price pledge** to Irish Life. We commit to passing on the full amount we receive from Deutsche Bank. If they can not pay us what they owe you may not receive the **protected price pledge**. Deutsche Bank AG is authorised under German Banking Law (BaFin – Federal Financial Supervisory Authority) and authorised and subject to limited regulation in the UK by the Financial Services Authority (FSA).