

Press Release

Carlow claims data shows Cancer the biggest cause of death

- **Over €2.2 million paid out in Carlow in respect of 34 death and specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Carlow**
- **The average age of death in Carlow for Life Insurance and for Specified Illness claimants was 56 years**

24th March 2015 - Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Carlow in 2014 - with more than €1.6 million paid out in the county. The data for 2014 is based on claims paid by Irish Life and details the illnesses and conditions that led to payments of over €218 million throughout Ireland for over 2,500 claims.

The figures show cancer accounted for 13 of the 23 Life Insurance claims paid last year in Carlow, while cancer also accounted for seven of the 11 Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out almost €1.8 million in respect of deaths in Carlow and a further €378,803 in respect of Specified Illness Cover claims.

The average age at death in Carlow in 2014 was 56 for both Life Insurance claims and Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

*Leading Life Assurance company based on market share 2012-2014.

For further information, please contact:

Sheila Gahan/Colette Campbell, Wilson Hartnell

T.: (01) 669 0030 or 087 234 2409 (Sheila) / 087 924 6039 (Colette)

E: sheila.gahan@ogilvy.com / colette.campbell@ogilvy.com

Notes to editors

About the data

Each year, Irish Life releases its annual claims statistics, which detail the types and size of claims made in a 12 month period in relation to Life Insurance claims, Accidental Death claims, and Specified Illness Cover claims. Life Insurance policies pay out agreed amounts to the estate of a policyholder in the event of their death, Specified Illness Cover policies pay out to customers who contract specified illnesses or diseases.

Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

About Irish Life:

Established in 1939, Irish Life is Ireland's leading provider of life and pension services. Irish Life is part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations.

Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of Great-West, has access to experience and expertise on a global scale, allowing the company to continuously enhance its leading range of products and services.

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

Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press Release

Cavan claims data shows Cancer the biggest cause of death

- **Almost €3 million paid out in Cavan in respect of 34 death and specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Cavan**
- **The average age of death in Cavan for Life Insurance claims was 54 years and 53 for Specified Illness claimants**

24th March 2015 - Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Cavan in 2014 - with more than €1.45 million paid out in the county. The data for 2014 is based on claims paid by Irish Life and details the illnesses and conditions that led to payments of over €218 million throughout Ireland for over 2,500 claims.

The figures show cancer accounted for almost 9 of the 22 Life Insurance claims paid last year in Cavan, while cancer also accounted for seven of the 12 Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out over €1.9 million in respect of deaths in Cavan and a further €1 million in respect of Specified Illness Cover claims.

The average age at death in Cavan in 2014 was 54 for Life Insurance claims and 53 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
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Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
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€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Clare claims data reveals Cancer the biggest cause of death

- **€3.4 million paid out in Clare in respect of 51 deaths and Specified Illness Cover claims in 2014**
- **Cancer was the biggest causes of claims in Clare**
- **The average age of death in Clare for Life Insurance claims was 61 years and 52 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Clare in 2014, with more than €1.56 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 11 of the 34 Life Insurance claims paid last year in Clare, while cancer also accounted for 13 of the 17 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €2.5 million for 34 deaths in Clare and a further €976,749 in respect of 17 Specified Illness Cover claims.

The average age at death in Clare in 2014 was 61 for Life Insurance claims and 52 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Notes to editors**About the claims data**

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
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Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
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Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Cork claims data reveals Cancer the biggest cause of death

- **Over €17.6 million paid out in Cork in respect of 238 deaths and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Cork**
- **The average age of death in Cork for Life Insurance claims was 63 years and 50 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Cork in 2014, with more than €9.3 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims in total.

The figures show cancer accounted for 84 of the 159 Life Insurance claims paid last year in Cork, while cancer also accounted for 47 of the 79 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €11.8 million for 159 deaths in Cork and a further €5.7 million in respect of 79 Specified Illness Cover claims.

The average age at death in Cork in 2014 was 63 for Life Insurance claims and 50 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out over €17.6 million for families in Cork to help to ease the financial burden at a very difficult time."

*Leading Life Assurance company based on market share 2012-2014.

Further information

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Notes to editors**About the claims data**

Each year, Irish Life releases its annual claims statistics, which detail the types and size of claims made in a 12 month period in relation to Life Insurance claims, Accidental Death claims, and Specified Illness Cover claims. Life Insurance policies pay out agreed amounts to the estate of a policyholder in the event of their death, Specified Illness cover policies pay out to customers who contract specified illnesses or diseases.

Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
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Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
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Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Donegal claims data reveals Cancer the biggest cause of death

- **Over €3.18 million paid out in Donegal in respect of 55 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Donegal**
- **The average age of death in Donegal for Life Insurance claims was 60 years and 54 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Donegal in 2014, with more than €1 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, for over 2,500 claims.

The figures show cancer accounted for 10 of the 30 Life Insurance claims paid last year in Donegal, while cancer also accounted for 12 of the 25 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €1.6 million for 30 deaths in Donegal and a further €1.6 million in respect of 25 Specified Illness Cover claims.

The average age at death in Donegal in 2014 was 60 for Life Insurance claims and 54 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Notes to editors**About the claims data**

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
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Irish Life - Specified Illness Cover Claims 2014

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€600,000 paid to a man who suffered a stroke
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€507,000 paid to a man for a heart attack

Press release

Dublin claims data shows Cancer the biggest cause of death

- **Over €53.7 million paid out in Dublin in respect of 838 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Dublin**
- **The average age of death in Dublin for Life Insurance claims was 65 years and 53 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Dublin in 2014, with more than €28.3 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, for more than 2,500 cases.

The figures show cancer accounted for 267 of the 608 Life Insurance claims paid last year in Dublin, while cancer also accounted for 139 of the 230 claims for Specified Illness Cover claims in the county. Overall last year, Irish Life paid out €39 million for 608 deaths in Dublin and a further €14 million in respect of 230 Specified Illness Cover claims.

The average age at death in Dublin in 2014 was 65 for Life Insurance claims and 53 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out over €53 million for families in Dublin to help to ease the financial burden at a very difficult time."

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Life Insurance claims 2014

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Press release

Kerry claims data reveals Cancer the biggest cause of death

- **Over €3.1 million paid out in Kerry in respect of 64 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Kerry**
- **The average age of death in Kerry for Life Insurance claims was 59 years and 55 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Kerry in 2014, with more than €1.4 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, for 2,500 cases.

The figures show cancer accounted for 14 of the 38 Life Insurance claims paid last year in Kerry, while cancer also accounted for 15 of the 26 claims for Specified Illness Cover claims. Overall last year, Irish Life paid out €1.9 million for 38 deaths in Kerry and a further €1.2 million in respect of 26 Specified Illness Cover claims.

The average age at death in Kerry in 2014 was 59 for Life Insurance claims and 55 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Irish Life – Life Insurance claims 2014

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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Kildare claims data reveals Cancer the biggest cause of death

- **Over €7.8 million paid out in Kildare in respect of 114 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Kildare**
- **The average age of death in Kildare for Life Insurance claims was 62 years and 50 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Kildare in 2014, with more than €4.9 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, for 2,500 cases.

The figures show cancer accounted for 36 of the 68 Life Insurance claims paid last year in Kildare, while cancer also accounted for 30 of the 46 claims for Specified Illness Cover claims in the county. Overall last year, Irish Life paid out €4.7 million for 68 deaths in Kildare and a further €3 million in respect of 46 Specified Illness Cover claims.

The average age at death in Kildare in 2014 was 62 for Life Insurance claims and 50 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Further information

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Notes to editors**About the claims data**

Each year, Irish Life releases its annual claims statistics, which detail the types and size of claims made in a 12 month period in relation to Life Insurance claims, Accidental Death claims, and Specified Illness Cover claims. Life Insurance policies pay out agreed amounts to the estate of a policyholder in the event of their death, Specified Illness cover policies pay out to customers who contract specified illnesses or diseases.

Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

About Irish Life:

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

Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Kilkenny claims data reveals Cancer the biggest cause of death

- **Over €2.8 million paid out in Kilkenny in respect of 37 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Kilkenny**
- **The average age of death in Kilkenny for Life Insurance claims was 59 years and 51 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Kilkenny in 2014, with more than €1.5 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, some 2,500 cases.

The figures show cancer accounted for 10 of the 26 Life Insurance claims paid last year in Kilkenny, while cancer also accounted for 6 of the 11 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €2.1 million for 26 deaths in Kilkenny and a further €675,505 in respect of 11 Specified Illness Cover claims.

The average age at death in Kilkenny in 2014 was 59 for Life Insurance claims and 51 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
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Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Laois claims data reveals Cancer the biggest cause of death

- **Over €1.86 million paid out in Laois in respect of 33 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of death claims in Laois, with cancer and heart-related illness biggest cause of Specified Illness Claims**
- **The average age of death in Laois for Life Insurance claims was 56 years and 49 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance claims, and Cancer and heart-related Illness were biggest cause of Specified Illness Cover claims in Laois in 2014, with more than €670,000 paid out for cancer, and €570,000 for heart-related illness.

The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, which was 2,500 cases.

The figures show cancer accounted for 9 of the 24 Life Insurance claims paid last year in Laois, while cancer also accounted for 3 of the 9 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €1.4 million for 24 deaths in Laois and a further €500,000 in respect of 9 Specified Illness Cover claims.

The average age at death in Laois in 2014 was 56 for Life Insurance claims and 49 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
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Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
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Largest Claims Paid – Specified Illness Cover
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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Leitrim claims data reveals Cancer biggest cause of death

- **Over €735,877 paid out in Leitrim in respect of 16 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of death claims in Leitrim, while heart-related complaints were the biggest cause of Specified Illness Claims**
- **The average age of death in Leitrim for Life Insurance claims was 64 years and 62 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer is the biggest cause of Life Insurance claims and heart-related complaints the biggest cause Specified Illness Cover claims in Leitrim in 2014, with more than €352,000 paid out for cancer claims, and €166,748 for heart-related illness. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014.

The figures show cancer accounted for five of the 11 Life Insurance claims paid last year in Leitrim, while cancer also accounted for one of the five claims for Specified Illness Cover claims paid in the county. Heart-related claims made up 2 of the 11 Life Insurance claims paid, and 3 of the 5 Specified Illness claims.

Overall last year, Irish Life paid out €555,020 for 11 deaths in Leitrim and a further €180,857 in respect of 5 Specified Illness Cover claims.

The average age at death in Leitrim in 2014 was 64 for Life Insurance claims and 62 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
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Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Limerick claims data reveals Cancer the biggest cause of death

- **Over €6.5 million paid out in Limerick in respect of 91 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Limerick**
- **The average age of death in Limerick for Life Insurance claims was 59 years and 52 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Limerick in 2014, with more than €2.8 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, for 2,500 cases.

The figures show cancer accounted for 23 of the 58 Life Insurance claims paid last year in Limerick, while cancer also accounted for 21 of the 33 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €4.3 million for 58 deaths in Limerick and a further €2.2 in respect of 33 Specified Illness Cover claims.

The average age at death in Limerick in 2014 was 59 for Life Insurance claims and 52 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out over €6.5 million for families in Limerick to help to ease the financial burden at a very difficult time."

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Further information

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Notes to editors

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
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Irish Life - Specified Illness Cover Claims 2014

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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Longford claims data reveals Cancer the biggest cause of death

- **Over €1.4 million paid out in Longford in respect of 22 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Longford**
- **The average age of death in Longford for Life Insurance claims was 59 years and 58 for Specified Illness claimants**

24th March 2015 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Longford in 2014, with more than €750,000 paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014, for 2,500 cases.

The figures show cancer accounted for 7 of the 16 Life Insurance claims paid last year in Longford, while cancer also accounted for 4 of the 6 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €1.2 million for 16 deaths in Longford and a further €212,699 in respect of 6 Specified Illness Cover claims.

The average age at death in Longford in 2014 was 59 for Life Insurance claims and 58 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Louth claims data reveals Cancer the biggest cause of death

- **Over €5.2 million paid out in Louth in respect of 89 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Louth**
- **The average age of death in Louth for Life Insurance claims was 62 years and 49 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Louth in 2014, with more than €3.1 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 25 of the 56 Life Insurance claims paid last year in Louth, while cancer also accounted for 22 of the 33 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €3.3 million for 56 deaths in Louth and a further €1.9 million in respect of 33 Specified Illness Cover claims.

The average age at death in Louth in 2014 was 62 for Life Insurance claims and 49 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Mayo claims data reveals Cancer the biggest cause of death

- **Over €4.1 million paid out in Mayo in respect of 77 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Mayo**
- **The average age of death in Mayo for Life Insurance claims was 56 years and 47 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Mayo in 2014, with more than €2.1 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 19 of the 51 Life Insurance claims paid last year in Mayo, while cancer also accounted for 13 of the 26 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €2.5 million for 51 deaths in Mayo and a further €1.6 million in respect of 26 Specified Illness Cover claims.

The average age at death in Mayo in 2014 was 56 for Life Insurance claims and 47 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

*Leading Life Assurance company based on market share 2012-2014.

Further information

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E: sheila.gahan@ogilvy.com / colette.campbell@ogilvy.com

Notes to editors

About the claims data

Each year, Irish Life releases its annual claims statistics, which detail the types and size of claims made in a 12 month period in relation to Life Insurance claims, Accidental Death claims, and Specified Illness Cover claims. Life Insurance policies pay out agreed amounts to the estate of a policyholder in the event of their death, Specified Illness cover policies pay out to customers who contract specified illnesses or diseases.

Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

About Irish Life:

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Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of Great-West, has access to experience and expertise on a global scale, allowing the company to continuously enhance its leading range of products and services.

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

Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Meath claims data reveals Cancer the biggest cause of death

- **Over €7.3 million paid out in Meath in respect of 124 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Meath**
- **The average age of death in Meath for Life Insurance claims was 64 years and 51 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Meath in 2014, with more than €2.8 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 29 of the 73 Life Insurance claims paid last year in Meath, while cancer also accounted for 29 of the 51 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €4.8 million for 73 deaths in Meath and a further €2.5 million in respect of 51 Specified Illness Cover claims.

The average age at death in Meath in 2014 was 64 for Life Insurance claims and 51 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out over €7.3 million for families in Meath to help to ease the financial burden at a very difficult time."

*Leading Life Assurance company based on market share 2012-2014.

Further information

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About the claims data

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Monaghan claims data reveals Cancer the biggest cause of death

- **Over €2.3 million paid out in Monaghan in respect of 43 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Monaghan**
- **The average age of death in Monaghan for Life Insurance claims was 59 years and 51 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Monaghan in 2014, with more than €701,500 paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 9 of the 24 Life Insurance claims paid last year in Monaghan, while cancer also accounted for 9 of the 19 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €1.3 million for 24 deaths in Monaghan and a further €969,094 in respect of 19 Specified Illness Cover claims.

The average age at death in Monaghan in 2014 was 59 for Life Insurance claims and 51 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

LEAVE

Press release

Offaly claims data reveals xx and accidents are the biggest cause of death

- **Over €1.4 million paid out in Offaly in respect of 22 death and Specified Illness Cover claims in 2014**
- **Biggest causes of death claims in Offaly included xxx, followed by accidents**
- **Main cause of Serious Illness Cover claims continues to be cancer**
- **The average age of death in Offaly for Life Insurance claims was 60 years and 51 for Specified Illness claimants**

xxth March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that xxx, followed by accidents were the biggest causes of Life Insurance claims in Offaly in 2014, while cancer was the biggest cause of Specified Illness Cover claims. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show that xx, accounted for 4 of the 12 claims paid in Offaly, followed by accidents, which accounted for a quarter of the claims paid out. In terms of Serious Illness Cover claims cancer remains the largest cause of claims accounting for 7 of the 10 claims paid in the county. Overall last year, Irish Life paid out €1 million for 12 deaths in Offaly and a further €380,182 in respect of 10 Specified Illness Cover claims.

The average age at death in Offaly in 2014 was 60 for Life Insurance claims and 51 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Roscommon claims data reveals Cancer the biggest cause of death

- **Over €1.1 million paid out in Roscommon in respect of 18 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Roscommon**
- **The average age of death in Roscommon for Life Insurance claims was 65 years and 39 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Roscommon in 2014, with more than €578,000 paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 6 of the 14 Life Insurance claims paid last year in Roscommon, while cancer also accounted for all four of the claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €810,376 for 14 deaths in Roscommon and a further €306,846 in respect of 4 Specified Illness Cover claims.

The average age at death in Roscommon in 2014 was 65 for Life Insurance claims and 39 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Further information

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Notes to editors

About the claims data

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
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€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Sligo claims data reveals Cancer the biggest cause of death

- **Over €1.9 million paid out in Sligo in respect of 36 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Sligo**
- **The average age of death in Sligo for Life Insurance claims was 56 years and 48 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Sligo in 2014, with more than €887,500 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 10 of the 24 Life Insurance claims paid last year in Sligo, while cancer also accounted for 6 of the 12 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €1.1 million for 24 deaths in Sligo and a further €792,961 in respect of 12 Specified Illness Cover claims.

The average age at death in Sligo in 2014 was 56 for Life Insurance claims and 48 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Tipperary claims data reveals Cancer the biggest cause of death

- **Over €4.8 million paid out in Tipperary in respect of 87 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Tipperary**
- **The average age of death in Tipperary for Life Insurance claims was 61 years and 53 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Tipperary in 2014, with more than €2.4 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 26 of the 62 Life Insurance claims paid last year in Tipperary, while cancer also accounted for 14 of the 25 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €3.65 million for 62 deaths in Tipperary and a further €1.18 million in respect of 25 Specified Illness Cover claims.

The average age at death in Tipperary in 2014 was 61 for Life Insurance claims and 53 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out over €4.8 million for families in Tipperary to help to ease the financial burden at a very difficult time."

*Leading Life Assurance company based on market share 2012-2014.

Further information

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
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Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
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Largest Claims Paid – Specified Illness Cover
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€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Waterford claims data reveals Cancer the biggest cause of death

- **Over €5.4 million paid out in Waterford in respect of 56 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Waterford**
- **The average age of death in Waterford for Life Insurance claims was 59 years and 49 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Waterford in 2014, with more than €3.5 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 21 of the 39 Life Insurance claims paid last year in Waterford, while cancer also accounted for 12 of the 17 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €3.2 million for 39 deaths in Waterford and a further €2.1 million in respect of 17 Specified Illness Cover claims.

The average age at death in Waterford in 2014 was 59 for Life Insurance claims and 49 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out over €5.4 million for families in Waterford to help to ease the financial burden at a very difficult time."

*Leading Life Assurance company based on market share 2012-2014.

Further information

Sheila Gahan/Colette Campbell, Wilson Hartnell T.: (01) 669 0030 or 087 234 2409 (Sheila) / 087 924 6039 (Colette)

E: sheila.gahan@ogilvy.com / colette.campbell@ogilvy.com

Notes to editors

About the claims data

Each year, Irish Life releases its annual claims statistics, which detail the types and size of claims made in a 12 month period in relation to Life Insurance claims, Accidental Death claims, and Specified Illness Cover claims. Life Insurance policies pay out agreed amounts to the estate of a policyholder in the event of their death, Specified Illness cover policies pay out to customers who contract specified illnesses or diseases.

Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

About Irish Life:

Established in 1939, Irish Life is Ireland's leading provider of life and pension services. Irish Life is part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations.

Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of Great-West, has access to experience and expertise on a global scale, allowing the company to continuously enhance its leading range of products and services.

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

Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

Early Claims Paid
Over €160,000 to the estate of a man who died in an accident, the policy had recently been put in place
€375,000 to the estate of a man who died of a stroke, the policy had been in place for less than a year
Largest Claims Paid
Over €1.5 million to the estate of a person in their 40s who died in an accident
Over €550,000 to the estate of a man in his early-50s who died
Over €540,000 to the estate of a man who died of cancer -
Some €530,000 to the estate of a woman in her 40s who died

Irish Life - Specified Illness Cover Claims 2014

Early Claims Paid – Specified Illness Cover
€20,000 to a woman who was diagnosed with malignant cancer – breast – shortly after starting cover
€110,000 to a woman in her early 30s, shortly after starting her cover
Largest Claims Paid – Specified Illness Cover
€655,000 paid to a man in his 60s
€600,000 paid to a man who suffered a stroke
€540,000 paid to a woman in her late 30s
€507,000 paid to a man for a heart attack

Press release

Westmeath Claims data reveals Cancer and heart-related complaints biggest causes of death and illness

- **Over €1.26 million paid out in Westmeath in respect of 31 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Westmeath**
- **The average age of death in Westmeath for Life Insurance claims was 60 years and 55 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Westmeath in 2014, with more than €622,853 paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 9 of the 22 Life Insurance claims paid last year in Westmeath, while cancer also accounted for 7 of the 9 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €927,867 million for 22 deaths in Westmeath and a further €331,432 in respect of 9 Specified Illness Cover claims.

The average age at death in Westmeath in 2014 was 60 for Life Insurance claims and 55 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Specified Illness Cover provides a lump sum in the event that a person contracts one of the illnesses covered under the plan. Irish Life has extended the list of illnesses it covers for any new plans and now pays out the full lump sum for 44 illnesses and a new partial payment of €15,000 for 21 milder but still life altering illnesses.

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

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€507,000 paid to a man for a heart attack

Press release

Wexford claims data reveals Cancer the biggest cause of death

- **Over €4.9 million paid out in Wexford in respect of 80 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Wexford**
- **The average age of death in Wexford for Life Insurance claims was 59 years and 53 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Wexford in 2014, with more than €2.5 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 18 of the 50 Life Insurance claims paid last year in Wexford, while cancer also accounted for 19 of the 30 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €3.6 million for 50 deaths in Wexford and a further €1.4 million in respect of 30 Specified Illness Cover claims.

The average age at death in Wexford in 2014 was 59 for Life Insurance claims and 53 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out on average over €4 million a week helping to ease the financial burden at a very difficult time for many families across Ireland."

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Irish Life – Sample of claims paid nationally by Irish Life in 2014

Irish Life – Life Insurance claims 2014

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€507,000 paid to a man for a heart attack

Press release

Wicklow claims data reveals Cancer the biggest cause of death

- **Over €5.6 million paid out in respect of 70 death and Specified Illness Cover claims in 2014**
- **Cancer was the biggest cause of claims in Wicklow**
- **The average age of death in Wicklow for Life Insurance claims was 63 years and 52 for Specified Illness claimants**

24th March 2014 – Ireland's leading life assurance company*, Irish Life, today revealed its annual claims data which shows that cancer was the biggest cause of Life Insurance and Specified Illness Cover claims in Wicklow in 2014, with more than €3.26 million paid out. The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in Life Insurance and Specified Illness Cover claims in 2014 for over 2,500 claims.

The figures show cancer accounted for 25 of the 53 Life Insurance claims paid last year in Wicklow, while cancer also accounted for 13 of the 17 claims for Specified Illness Cover claims paid in the county. Overall last year, Irish Life paid out €4.2 million for 53 deaths in Wicklow and a further €1.3 million in respect of 17 Specified Illness Cover claims.

The average age at death in Wicklow in 2014 was 63 for Life Insurance claims and 52 for Specified Illness Cover claimants.

Commenting on the data Gerry Hassett, Managing Director, Irish Life's Retail business said: "The scale of the claims paid in 2014 shows once again it is crucially important for people – parents in particular – to protect the financial well-being of themselves and their families. Our research has found that over 90% of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them."

He added: "In 2014 we paid out over €5.6 million for families in Wicklow to help to ease the financial burden at a very difficult time."

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Irish Life – Life Insurance claims 2014

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