

# The *Double* Double!

By Michael Hayes, Retail Investment Sales Manager, Irish Life Investment Managers



It is a delightful coincidence that Irish Life's investment manager has twice been a winner of prestigious investment awards in 2014 as it also celebrates its 75th anniversary. In July, Irish Life Investment Managers (ILIM) took home two European Pension Awards, Passive Manager of the Year and Equities Manager of the Year. ILIM was the only Irish investment company to be short listed for these awards and the only manager in Europe to win two awards on the night.

In November, ILIM completed the 'double-double' at the Irish Pension Awards winning Alternatives Manager of the Year and Investment Manager of the Year. The Irish Pension Awards are now in their third year and recognise those pension providers, investment managers and schemes that have proven their excellence, professionalism and dedication to maintaining high standards in Irish pension provision. Irish Life was shortlisted for more awards than any other pension provider or investment manager at these awards, recognising the quality and breadth of services offered to the Irish pensions market. Significantly, our unique and innovative Dynamic Share to Cash (DSC) model, a core component of Irish Life's Multi-Asset Portfolio (MAPS) funds, was fundamental to success at both sets of awards.

Indeed, ILIM has a history of investment success led by innovative thinking. The introduction of passive management to the Irish market in 1996 and the launch of the very successful Consensus fund (still the largest of its kind in Ireland) another good example. Today, that same innovative thinking is behind the strategies that underpin the Irish Life MAPS funds that launched in May 2013. ILIM's clients are always at the heart of investment solutions and we focus on understanding their, and your, current and evolving needs. In fact, Irish Life's commitment to meeting client's needs is reflected in a client base of over 3,000 employer sponsored pension schemes and 1,000,000 individual clients.

ILIM now manage over €3 billion in multi asset strategies, which includes Irish Life MAPS. Not only have Irish Life MAPS performed well since they launched in May 2013, but reassuringly they are also tracking exactly in line with expectations. Irish Life MAPS comprises five risk-rated funds, each managed to a risk profile designed to suit a range of investors from the careful to the very adventurous. They also feature significant in-built tools which aim to monitor and manage volatility and peak-to-trough falls (also called drawdown). Market returns are achieved using cost effective indexed funds, diversification and absolute return strategies used to manage volatility and the DSC model which aims to minimise drawdown in significantly stressed markets.



WINNER  
Alternatives investment manager of the year



WINNER  
Investment manager of the year

With interest rates at historic lows and looking set to remain so for quite some time, your clients are looking for exposure to real assets to achieve their long-term goals and Irish Life MAPS funds is a great option for these clients.

## So how can the MAPS funds benefit you and your clients?

### Giving choice through a range of funds

We leveraged our expertise, global relationships and 75 years of Irish Life experience to deliver a range of five risk-rated funds: one for each level of risk, from careful to adventurous and which are available on Irish Life pensions, savings and investment plans.

### Generating smoother long-term returns

Diversification aims to give you the "smoother" element and real assets aim to give you the "long term returns".

The most effective way to minimise risk and volatility is through diversification and MAPS funds contain multiple layers of diversification. They are:

- Multi-asset: investing in shares, bonds, property and cash.
- Multi-strategy: they aim to benefit from a range of market circumstances, positive or negative.
- Multi-manager: clients benefit from ILIM's expertise and from world class alternative investment specialists chosen by ILIM.

**Warning: These funds may be affected by changes in the currency exchange rates**

### Managing risk to stay on track

ILIM manage each MAPS fund to the stated level of risk, using processes like quarterly rebalancing. Furthermore, the DSC model is also a feature of these funds. This quantitative model took over two years to research and develop and was based on over 100 years of market data. It aims to reduce the amount invested in shares and increase the amount in cash when it identifies greater potential for stock market falls. Equally, when the DSC identifies greater potential for recovery, it reduces the amount invested in cash and increases the amount invested in shares. To do this, it looks at long term trends in the market and is not designed to react to one off or short term shocks. DSC aims to give an extra layer of comfort that other funds in the market just don't have.

### Delivering peace of mind for you and your clients

Once you have established if your client has a need for savings, investment or retirement planning, you can use the Broker360 online tool to easily assess their risk appetite and chose the appropriate Irish Life MAPS funds for them. Irish Life MAPS aim to manage the uncertainty during your clients' investment journey and you can take comfort from the fact that they represent the very best of what Ireland's largest investment manager (€35.9bn in AUM, IAIM survey, Dec 2013) has to offer.

**Warning: If you invest in this fund you may lose some or all of the money you invest.**

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Fund	1yr Performance
MAP 2	+5.7%
MAP 3	+8.1%
MAP 4	+12.5%
MAP 5	+14.4%
MAP 6	+14.7%

**Warning: Past performance is not a reliable guide to future performance.**

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