

# 1. Looking to diversify your cash holdings internationally

Broker mail letter available on b-line or via your Account Manager

### Problem:

The financial crisis in 2008 and all that has followed has forced clients to focus a lot more on security of capital. Clients are looking to diversify their cash holdings across a number of banks, but more importantly across a number of international banks.

### Solution:

For investors looking to diversify their cash holding internationally the new Global Cash Fund is ideally positioned. The fund is currently placing deposits across 11 international banks all of which have a minimum credit rating of A-.

### Target Market:

- Existing clients who are worried about holding large sums of cash with one domestic institution.
- Clients who are unable to access a well diversified mix of 'A' rated international banks in one fund.

### Irish Life Support:

- Broker mail letter available on b-line or via your Account Manager
- Global Cash Fund factsheet

**WHAT'S  
THE BIG  
IDEA?**



**Irish Life**