



IRISH LIFE: THE SWITCH TO GENDER NEUTRAL PRICING

From the 21 December 2012, all insurance companies in the EU are legally required to issue all individual life insurance policies on gender neutral terms. Irish Life will move all its individual life insurance products to gender neutral terms from 21 December 2012.

What will actually happen?

- Any business received and issued before 21 December 2012 will get current gender specific prices.
- Any business received on or after this date will automatically get gender neutral prices.
- Any business received before 21 December 2012, and issuing on or after this date will be moved from gender specific prices to gender neutral prices before being issued. As this is a legal requirement, there is no exception permitted irrespective of the reason why a case was delayed in issuing.

The following Irish Life products are impacted:

- Life Term Cover
- Life Mortgage Cover
- Life Long Cover
- Pension Life Cover (Personal & Company)
- Income Protector (Personal & Company)
- Over 50s Plan
- Life Options (available for conversion business only)
- Annuities (see reverse of this flyer)

What does this mean in terms of premium rate changes?

We are not expecting there to be large changes to protection policy premium rates.

- The bulk of protection business being written is on a dual or joint life basis and future premiums on those contracts will be less affected due to the offsetting effect of each gender.
- For life cover we would expect a small reduction for single life male premiums and a moderate increase for single life female premiums.
- Specified illness cover rate changes are less clear as at different ages males currently pay more than females and at other ages females currently pay more than males. We do not anticipate major changes in the premium levels being offered in the market.
- For Income protection we expect a moderate increase for males and a small decrease for females.

What is the impact on our / your customers?

At present, Irish Life accepts & issues approximately 50% of applications within one week and 70% within two weeks. Of course, applications are valid for up to six months, and for various reasons a portion of cases will take some time to go from the initial application stage right through to a plan being issued. Where such cases cross the 21 December deadline, the original quote on gender specific prices will no longer be legal. Therefore, Irish Life will calculate an equivalent quote on gender neutral prices and continue to process cases on this revised basis. This means the issued premium may be higher or lower than the premium originally quoted.

Any quotes provided before the 21 December by Irish Life are invalid from 21 December onward. This includes any quotes from Irish Life's Easyquotes system, Best Advice or Adviserplus. It also covers any non-standard quotes that you may have been provided from Irish Life's account managers, Pricing Team or Customer Services. However, Pension Choice annuity rates have a different timeline which will be made clear on the quote output.

With 8 weeks to go, we are now entering a period of time where an increasing portion of your submitted applications will not be issued before 21 December. Therefore Irish Life would remind you that:

- You should inform your customers that if their application is not processed and issued before 21 December that the application will be processed on gender neutral terms from 21 December onward.
- If a price match application is received before the 21 December and not issued before this date, then the price match is no longer valid and a new gender neutral price match quote will be required before the application can proceed.

We would encourage you to actively manage your pipeline between now and 21 December to ensure all requirements are gathered and received by Irish Life as soon possible. This includes both underwriting and non underwriting related requirements (e.g. DOE, AML or non residence requirements). Irish Life is here to work with you to ensure that your pipeline is as small as possible by 21 December so that you have as few customers as possible impacted by the changeover. The easiest way to get the latest position on your pipeline is through **Bline**.

Over the coming weeks, Irish Life will provide a detailed timetable through your account managers which you should make yourself aware of. This will include:

- The latest dates for submission of cases and outstanding data on pipeline cases by which Irish Life will make best endeavours to have cases issued before 21 December.
- The exact timeframe for the move from gender specific prices to gender neutral prices
- Systems availability over the changeover period
- The process being implemented for price match applications.
- The additional supports Irish Life will have in place through your account manager to support you in updating your customers with the change in premium on their applications.

Irish Life and your account manager will work with you to ensure a seamless transition to gender neutral prices. Our new business, underwriting and customer service teams will ensure that in as far as is possible every case that can be issued before 21 December will issue before 21 December. To help us minimise the impact on customers, it's important to try to get applications to us as soon as possible.

[For more details on the switch to gender neutral pricing, please go to gender Q&A](#)

Annuities and other Group Business

The changes due on 21 December will mainly be seen in private, voluntary contracts rather than plans taken out by employers on their employee's behalf. Certain policies will remain outside the scope of gender neutral pricing. In fact most group insurance policies where the premium is fully paid by the employer will still be gender specific.

Gender neutral annuity pricing (including Defined Contribution, ARF, Personal Pensions or PRSAs) is likely to be the norm from the 21 December. However, bulk and individual Defined Benefit purchases are likely to remain gender specific.

THIS IS NOT A CUSTOMER DOCUMENT.

Information correct as of October 2012.

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