

Hot off the press: Introducing Life Long Cover from Irish Life



Irish Life

We've been working hard to continue to provide the most innovative, most comprehensive protection products for you and your clients. The latest addition to our market leading protection product range is our new **Life Long Cover**.

7 great reasons to choose Irish Life

Cheapest Guaranteed Whole of Life plan in the Irish market?	Life Long Cover	Irish Life	New!
Committed to paying claims, as quickly and efficiently as possible?	Life Long Cover	Irish Life	Always
Unrivalled underwriting service including a new phoneservice, 'Flag it'?	Life Long Cover	Irish Life	New!
Great additional benefits for your client like Terminal illness cover*, Accident death cover, Guaranteed insurability, Children's life cover* and a medical phone line?	Life Long Cover	Irish Life	FREE
New marketing material for you and your clients?	Life Long Cover	Irish Life	New!
Client testimonial videos?	Life Long Cover	Irish Life	Online
Committed to delivering innovative Protection initiatives for you and your clients?	Life Long Cover	Irish Life	Always

Information is correct May 2010. *Not available where Life Long Cover is being used for inheritance planning as these benefits could impact the plan's eligibility for relief from inheritance tax (Section 72).

Irish Life aims to offer the best value

Life Long Cover from Irish Life is designed to be the best value guaranteed whole of life product in the market! At almost every price point, we will be offering the cheapest regular payments for your clients.

Sample comparisons:

€500,000 Life Cover (guaranteed whole of life)				
Single Life	Age next birthday	Irish Life	Aviva	Zurich
Male non smoker	65	€1,280.16	€1,745.81	€1,311.15

€750,000 Life Cover (guaranteed whole of life)				
Dual Life	Age next birthday	Irish Life	Aviva	Zurich
Male & female (smokers)	60	€4,015.22	€4,841.33	€4,276.10

€750,000 Life Cover (guaranteed whole of life)				
Joint Life Last Survivor	Age next birthday	Irish Life	Aviva	Zurich
Male & Female (non smokers)	55	€663.35	€941.49	€677.19

Prices are correct as at May 2010.





Life Long Cover: Target Market

Who is Life Long Cover aimed at? There are two target markets for Life Long Cover.

1. High Net Worth clients who have an Inheritance Tax planning need

This product can be used for Section 72 Inheritance Tax planning. A tax efficient death benefit will be paid out that can then be used to cover the CAT liability arising from inheritance. Please see our new Capital Acquisitions Tax literature for more information and support information.

2. Clients with a requirement for low levels of cover on a whole of life basis

Life Long Cover with low level benefits can be used for funeral expenses for example. This product could be a cheaper, underwritten alternative to "50+ Easy Cover" for your clients.



Now for the technical bits:

Minimum entry age?	18 age next birthday
Maximum entry age?	75 age next birthday
Min/max term?	No term, this is a whole of life product
Max Sum Assured?	€10m level €5m indexing
Min Payments?	€15 per month
Indexation available?	5% increase in benefits, 8% increase in premium Indexation must cease at age 75 – but to continue the plan, clients must continue to make regular payments for the rest of their life.

There are 4 types of cover available under Life Long Cover:

1. Single Life Cover
2. Dual Life Cover
3. Joint Life 1st Death
4. Joint Life Last Survivor (2nd Death)

Terminal Illness Cover

We will pay the client's full life cover amount if they are diagnosed with a Terminal Illness.

This benefit is not available where Life Long Cover is being used for inheritance planning as it could impact the plan's eligibility for Inheritance Tax relief (Section 72). If this plan is taken out on a 'Joint Life, second death' basis, the terminal illness benefit applies on the second death only.

Accident Death Benefit

€150,000 or the client's sum assured, whichever is lower.

If this plan is taken out on a 'Joint Life, second death' basis, the accidental death benefit applies on the second death only.

Guaranteed Insurability Option

Clients can take an additional contract up to €100,000 or half of their original sum assured, if they get married, on the birth/adoption of a child or if they increase their CAT liability.

Children's life cover

We also automatically cover each of your clients' children under 21 for €6,000 life cover for as long as your clients are covered. During the first six months we only cover children for accidental death. We will only pay one claim for each child no matter how many plans you have with us.

This benefit is not available where Life Long Cover is being used for inheritance planning as these benefits could impact the plan's eligibility for Inheritance Tax relief (Section 72).

NurseAssist 24/7

This free, confidential medical phone line service allows clients to phone a team of trained nurses who can help by answering a full range of questions or concerns clients might have about their family's health.



Life Long Cover: New marketing support for you and your clients

We are there to support you every step of the way whether it's AskUnderwriting or sales support material - we have the solution for you and your clients.

We have developed customer flyers, booklets and application forms and Financial Adviser sales support materials to support you in your client appointments for **Life Long Cover**.

New Life Long Cover product booklet

Full product details are available in this client booklet.

- Softcopies available to download from www.blinc.ie
- Hardcopies also available from your local Account Manager.



Estate planning Factfind

This should help you to gather the relevant information needed to recommend an Estate Planning arrangement for your client.



Capital Acquisitions Tax: A step-by-step guide

This flyer details the basic steps involved when helping a client to calculate their CAT liability.



Capital Acquisitions Tax – An adviser guide

This booklet will help you identify clients with an Inheritance Tax planning need and gives information on making a will, estate planning, and tax relief with examples and illustrations.



Capital Acquisitions Tax – A customer guide

This client friendly booklet will help clients to identify an Inheritance Tax planning need and give them some information on making a will and the reliefs available to them.



Direct Mail letters

We have a Direct Mail letter template ready for you to use if you intend to mail your clients directly! Ask your Account Manager for details.

Forms and paperwork

We have updated the relevant application forms, data capture forms and CABs. **Life Long Cover** is available through remote epos and epad.

These will all be available to download on www.blinc.ie and hardcopies from your Account Manager.



Client testimonials

We know that excellent service during any potential claim is critical to your clients. That is why we were proud to launch client testimonial videos, containing positive real life testimonials from 4 of our claimants.

Hearing these clients speak about the reasons they first took out Protection cover and how relieved they were to have cover in place, is a true reminder to us all of the need to protect ourselves and our families, should something unfortunate happen. Log on to www.blinc.ie to hear their stories.

Information is correct May 2010.



www.blinc.ie

Irish Life: Protection initiatives and innovations

We continually seek to offer you the most comprehensive Protection offering in the Irish market. We do this through product and service innovations and based on regular feedback we receive from you.

May 2010: Life Long Cover

We are now launching **Life Long Cover**, our latest Protection product development.

Remember - we've been keeping our Protection range up-to-speed and are breaking new ground where possible!

April 2010: Adding specified illnesses to existing Term Cover plans

Following on from the launch of our "Super specified illness cover" in 2009, we also wanted to reward existing clients. So - we retrospectively added specified illnesses to 40,000 existing term cover plans – free of charge to the client.

This was a first for the Irish market and is yet another Protection benefit, only offered by Irish Life as market leader. The clients are now covered for an extra:

- 8 new specified illnesses for full payment PLUS
- 3 life altering conditions for a NEW partial payment of €15,000 (or half the specified illness cover amount - whichever is lower).

Their children are also covered for these new conditions for €15,000* to €25,000* for the full payment, depending on your plan and for €7,500* for the partial payment (*or half the adult amount whichever is lower).

To let these clients know this fantastic news – we sent each client a direct mail pack including:

- Client DM letter
- New specified illness definitions
- Client glossy flyer – with more protection news



October 2009: "Super specified illness cover"

Last year we launched our new "Super specified illness cover" on all new term cover plans through Life Term Cover and Life Mortgage Cover. Our new specified illness benefit covers clients for 37 named illnesses. With the addition of our completely new 'partial payments' for an additional 10 conditions, it is the strongest specified illness cover in the Irish market.

May 2009: Income Protector

We significantly enhanced our Income Protection offering; improving our existing reviewable product and launching our new Guaranteed Income Protection product.

April 2009: 50+ Easy Life Cover

We launched our new 50+ Easy Life Cover product; the first of it's kind in the broker market in Ireland.



We want to pay your clients' claims

At the heart of our drive to continually improve our Protection product range is our desire to pay more claims by increasing the scope of cover we provide.

We have been paying claims for 70 years and are very proud to be the No1 Protection provider in Ireland.

We are committed to continuing to improve the products and services we offer. In 2009 alone Irish Life paid:

- €34 million in Specified Illness Cover claims
- €47 million in Income Protection claims
- €152 million in Death claims

to more than 5,000 families, easing their financial worry at a time of real need. And with our recent plan improvements, we're hoping to pay even more this year.

Log on to www.blinc.ie for more detailed claims information including guides to making a claim.

For further information on Life Long Cover and on all of the information included in this document, speak to your Account Manager or log onto www.blinc.ie TODAY!

Information is correct May 2010. Irish Life Assurance plc is regulated by the Financial Regulator. In the interest of customer service we will record and monitor calls. Irish Life Assurance plc, Registered in Ireland number 152576, VAT number 9F55923G.