



EAGLE STAR

## About Eagle Star Life

Eagle Star is a financial services company, employing over 452 people in Ireland (as at 30th June 2006). The company has over 200,000 people insured and is firmly established as one of the country's most successful life insurance companies, offering a range of pension, investment and protection solutions. Eagle Star is also a market leader in providing information online through its innovative website [www.eaglestarlife.ie](http://www.eaglestarlife.ie)

### Our History

Shield Life, the original name for Eagle Star's life company in Ireland, was launched in Ireland in 1978. In 1983 the company moved to new headquarters in Blackrock and in 1990 took on the corporate identity of Eagle Star. Internationally renowned as a financial services company, Eagle Star in Ireland was part of the international Eagle Star Group whose origins dated back to 1807. In 1998 Eagle Star became part of Zurich Financial Services. Now, as an Irish company and as part of one of the world's largest insurance groups, Eagle Star Life is well positioned to provide tailored solutions to the pension, investment and life protection needs of individuals and companies in Ireland.

Eagle Star Life became a founding member of [Business in the Community Ireland \(BITC\)](#) in 2000, to show a real commitment to Corporate Responsibility and a determination to focus strategically on Corporate Responsibility within the company through a process of systematic measuring. The company was the first [BITC](#) Ireland member and first financial services company in Ireland to issue a full spectrum Corporate Responsibility Report.

### Our Success

#### Employees

Eagle Star is committed to maintaining a staff of highly professional and motivated people. Our employees are highly trained, highly educated and hold professional business qualifications from various institutions such as:

the Institute of Actuaries, Chartered Insurance Institute of Ireland, Irish Institute of Pension Managers, Institute of Chartered Accountants, Institute of Investment Management and Research, Life Insurance Association, Marketing Institute of Ireland, and Institute of Personnel Development.

51% of Eagle Star staff are third level graduates and 36% of Eagle Star staff hold a professional qualification.

Eagle Star's business success can be attributed to the considerable efforts of its staff in a technically progressive business environment.

### Management Approach

Eagle Star's management team has a strong professional ethos and commitment. All decisions for Ireland are made, autonomously in Ireland by Eagle Star's Blackrock based team. The company's customer solutions and marketing innovations are also developed in-house.

### Investment Performance

Eagle Star Life has a well-established in-house investment team based in Blackrock, Co. Dublin which is responsible for funds under management of €6.3 billion of which pension assets amount to €3.3 billion (as at 30th June 2006). The company's investment strategy delivers investment performance, security and choice.

In 2006, The Eagle Star team was named MoneyMate Best Investment Fund Manager.

### Service

Service standards are very important to Eagle Star. Over the years we have won a number of industry service awards, including the Professional Insurance Brokers Association Service Award of Excellence each year since its inception in 2003, and the Irish Brokers Association Service Excellence Award in 2005 for the eleventh time.

## E-initiatives

### E-business customer solutions

Eagle Star has pioneered online service to financial advisors and customers (including individuals, employers, and group pension scheme members) The company has made innovative use of the internet to transform its service to advisors and customers over the last few years. As such the company now delivers a highly differentiated and more flexible service to its customers than its competitors. Levels of service have risen as advisors and customers can easily access information on the level of holdings, when contributions and premiums have been paid and indicative future values across a range of pension and investment products.

In fact over 75% of applications received by Eagle Star Life in 2005 were submitted online via the broker extranet (the Broker Centre). Eagle Star issues approximately 90% communications online to the key broker distribution channel, enabling the company to save on costs of paper and postage.

The company also launched an online Doctor Centre to allow doctors to quickly complete information required by a patient when taking out a life or serious illness policy. This results in a faster turnaround of mortgage protection applications.

## Product Design

### Matrix and 'Protected' range of funds

In 2001 Eagle Star launched the innovative **Matrix range of funds** which was designed to give customers more options to meet their needs for investment choice, risk and control. The range meets every taste from the conservative managed fund to the 'do it yourself' portfolio. In particular the 5★5 funds have proved to be exciting and hugely successful additions. Eagle Star constantly reviews and adds new funds to Matrix and in 2005 it launched seven new funds. Concentrated funds, such as 5★5, quickly highlight the stock selection skills of fund managers and Eagle Star has a first class record in this area.

While Eagle Star continues to expand the Matrix range, the company has also launched '**Protected Funds**' which appeal to the more cautious investor i.e. investors who wish to invest in the stock market, but who also want to limit the risks they take. The Protected Funds have a minimum 'protected' price, below which the unit price of the fund cannot fall and this minimum protected price can rise over time. The protected price is always 80% of the highest ever unit price of the fund. In this way, an investment is protected from some of the risks of stock market investments.

In November 2005, the Protected Dynamic Fund was launched. The protected price of this fund has grown by 16.25% to the end December 2006, and the fund has already attracted investment of over €117 million. Early in 2006, another Protected Fund was introduced – the Protected Dividend Growth Fund, which invests in a combination of cash and international equities, the dividend yields of which tend to be higher than their markets' dividend yield and in addition have the capacity to further increase dividends.

Two further Protected Funds have been launched this year (2006, the Protected Balanced Fund and The Protected International Equity Fund).

Since the beginning of January 2005, the company has launched eleven new funds:

- Irish Equity
- Eurozone Property
- Dividend Growth
- Global Commodities
- Protected Dividend Growth
- Protected Dynamic
- Protected Balanced
- Protected International Equity
- + *three index tracking funds managed by BGI (Barclays Global Investors):*
- Europe ex UK index
- UK Index
- Japan Index.

## Funds



The following is a list of our products:

### Pensions

- Personal Retirement Savings Accounts (PRSAs)
- Employer-sponsored Pensions
- Personal Pensions
- Additional Voluntary Contributions
- Approved Retirement Funds
- Buy-out Bonds
- Self-directed Pensions

### Savings and Investments

- Lump Sum Investment Bonds
- Regular Premium Savings Plans – Savings Plus / Child Savings Plus
- Guaranteed Deposits
- Corporate Deposits

### Protection

- Guaranteed Life and Serious Illness Term cover
- Guaranteed Mortgage Protection
- Permanent Health Insurance to cover disability
- Pension Guaranteed Term Protection

### Business Insurance

- Partnership Insurance
- Co-Director Insurance
- Corporate Company Director Insurance
- Key-person Insurance

## The Zurich Brand



Eagle Star is a member of Zurich Financial Services Group (Zurich), an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets. Founded in 1872, Zurich is headquartered in Zurich, Switzerland. It employs approximately 55,000 people serving customers in more than 120 countries.

In 2004, Zurich set out on a journey to build the company into the leading global insurance brand in its chosen markets.

Although, in Ireland, our brand in the marketplace is Eagle Star, the promise of the Zurich brand fits well with our ambitions for the Eagle Star brand as part of the Zurich Group.

“ *Zurich actively evaluates change to deliver more relevant and secure solutions in the world of insurance.* ”

Brand Promise



*Because change happenz*

## The Eagle Star Brand



*A member of the  Zurich Group*

Market research on the Eagle Star brand as a pension/PRSA provider in Ireland has shown that its brand awareness is very strong and as a pension brand is within the top three brands in the market in terms of spontaneous and prompted recall. This research also showed that for the ABC1 social group, Eagle Star is the number one pensions/PRSA brand in the market.

According to research carried out by LIMRA (Life Insurance Market Research Association), the brand is associated with a high quality, innovative, modern and successful company that leads the way in technological advancements for brokers and has a dynamic range of products.

### Source:

**Lansdowne Market Research:  
Published March 2005**

**LIMRA Broker Opinion Survey:  
Published March 2005**