

Foreword

An important core value within Eagle Star is to 'Act with Integrity'.

Eagle Star Life became a founding member of Business in the Community Ireland in 2000, to show a tangible commitment to Corporate Responsibility and a determination to focus strategically on Corporate Responsibility within the company through a process of systematic measuring. One of the first steps on our path to incorporating Corporate Responsibility throughout our business was the production of a full scope Corporate Responsibility report in 2003. Since then we have continued to publish reports which should give you a broad understanding of our company, the policies and practices we have in place and our commitment to continuous improvement in the area of Corporate Responsibility.

We have made good progress with most of our key Corporate Responsibility objectives while we acknowledge that there is still room to improve and more to do in order to respond to our Corporate Responsibility challenges.

We have also had some important business successes and developments which fit well with our Corporate Responsibility ethos.

Enhancing Customer Service through e-commerce

In March 2005, Minister for Enterprise, Trade and Employment launched the Business In The Community publication - Inspiring Excellence: Best Practice in Corporate Responsibility in Ireland. This was the second edition of the publication on best practice case studies on corporate responsibility. The report details 20 examples of innovative business practice developed by 13 of Ireland's top companies.

Eagle Star Life was one of the companies to submit a case study under the marketplace heading, which describes a practice which goes above and beyond compliance with legislation and is noteworthy for its innovation and positive impact. The subject chosen was 'enhancing customer service through e-commerce' and the study shows how Eagle Star Life, by pioneering online service to key stakeholders – insurance brokers and customers reaps major benefits for the company and for brokers.



Award wins and achievements

- 'Best Investment Fund Manager' – MoneyMate and Investor Magazine Awards (March 2006).
- Life Insurance Excellence Award Winner at the Financial Services Excellence Awards 2006, organised by KPMG.
- 'Insurance Provider of the Year' 2006 – MoneyMate and Investor Magazine Awards (March 2006).
- Irish Brokers Association (IBA) Service Excellence Award (2004, 2005)
2005 Awards included:
 1. Overall Winner IBA Service Excellence Award
 2. Best Pension Service
 3. Best Life Assurance Service
 4. Top Supporting Management Team
- Professional Insurance Brokers Association (PIBA) Broker Service Award of Excellence (2003, 2004, 2005, 2006).
- One of the first companies in the world to receive the 'W-Mark' for the quality of the website (September 2004) and in 2005 attained W-Mark Level 2 status.
- O2 Ability Award winner for the best practice area of Leadership and Retention. February 2006.

This report aims to re-affirm our commitment to Corporate Responsibility, going beyond our 'all encompassing' responsibility to our customers who entrust Eagle Star with their long term financial planning, in the key areas of pensions, investments and financial protection.

