

LifeProtect



The

STRONGEST

PROTECTION PLAN

IN

I R E L A N D

The barriers to protection sales



I don't need protection

It's too expensive

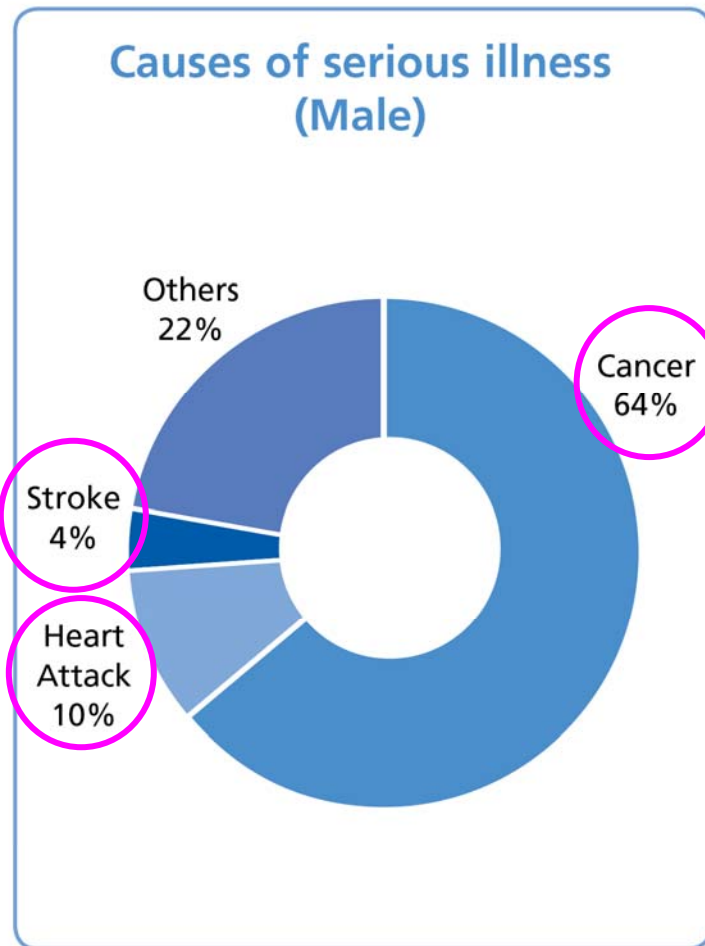
Companies don't pay claims

Sorry...

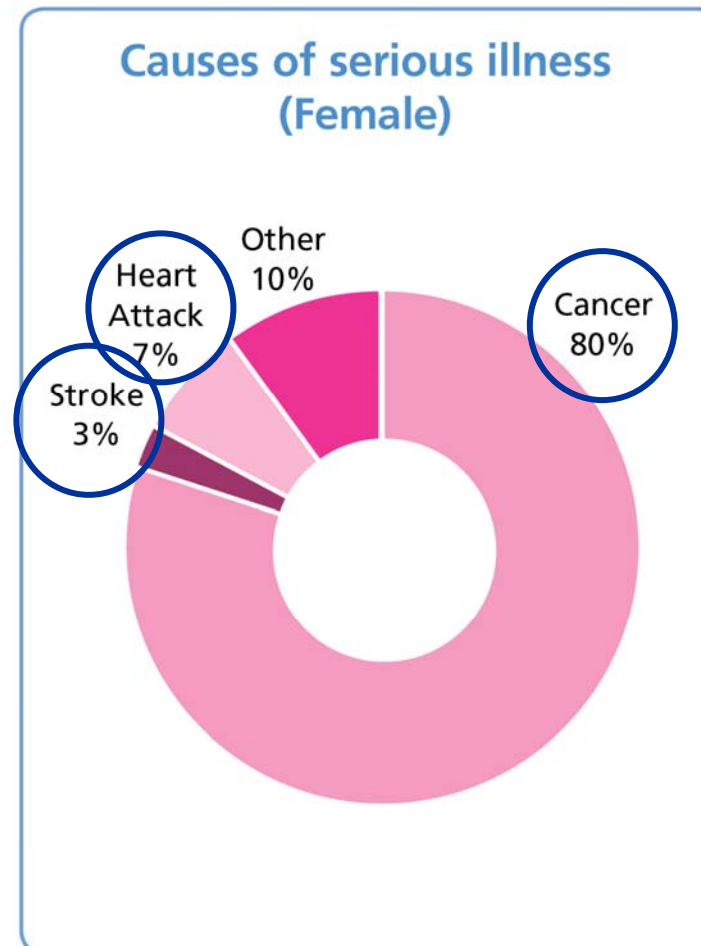
Your Heart Attack or Stroke
is not deemed **severe enough**

Protecting you from the biggest risks

Cancer, Heart Attack & Stroke



Source: Zurich Life, July 2014.



Source: Zurich Life, July 2014.



**We now cover
more Heart Attacks and Strokes**

New simplified Heart Attack definition



HEART ATTACK – with clinical proof

Until now, in order to qualify for a claim under the market standard *"Heart Attack - Of Specified Severity"* definition there was a severity hurdle related to the presence of troponins in the bloodstream.

While evidence of raised troponins is still required, our new *"Heart Attack - With Clinical Proof"* definition is the first serious illness product in Ireland to remove this hurdle.

Change will lead to an additional **19%** of Heart Attack claims being paid.

New simplified Stroke definition



STROKE – Resulting in Specified Symptoms

When someone suffers a stroke, they exhibit symptoms for a period of time. In most cases these symptoms are permanent but this is not always the case.

With our new simplified "Stroke - Resulting in Specified Symptoms" definition the requirement for permanence has been removed and replaced with 24 hours.

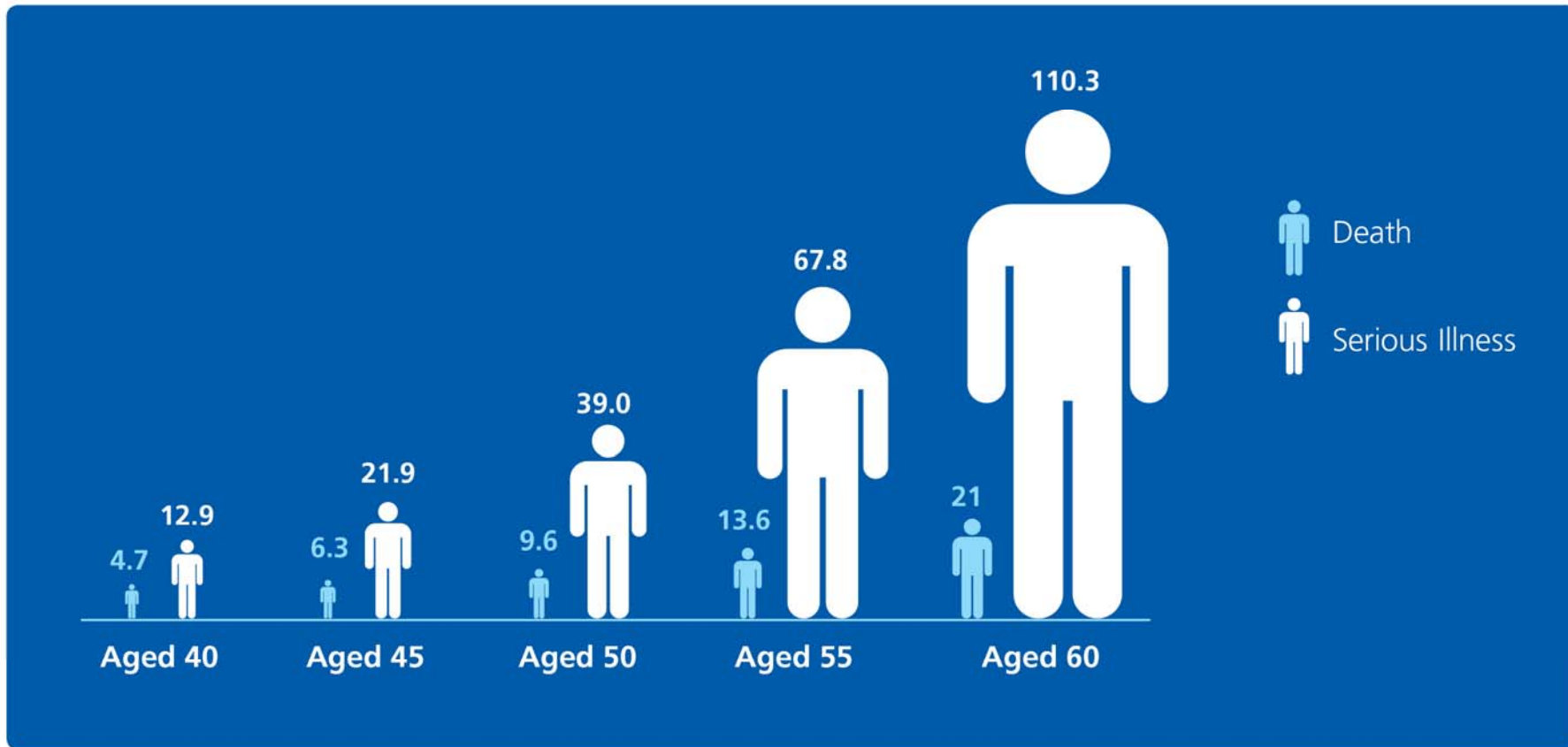
This makes our definition significantly more generous than the market standard "*Stroke - Resulting in Permanent Symptoms*" definition.

This change will lead to an additional 17% of Stroke claims being paid.

**Our new definitions could
result in Zurich paying out
19% more Heart Attack and
17% more Stroke claims.**

Reinsurer research, June 2014

Death isn't the biggest risk you'll face Surviving is...



Source: Brett & du Toit (2007) – A Critical Table. Figures are based on number of male deaths/serious illness per 10,000

**Life insurance looks after
your death...**

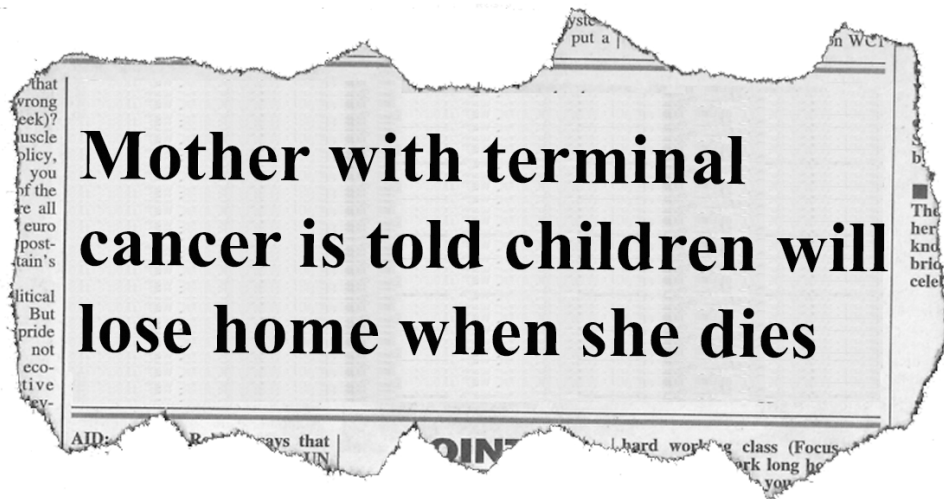
**...Serious Illness looks after
your life.**



Sunday Times, 11 May 2014



Sunday Independent, 6 July 2014



Irish Examiner, 10 April 2014



**Waiver of Premium now free
on new Guaranteed
Mortgage Protection**

Free WOP on new GMP



Protracted illness often precedes death – WOP can help

Only a three month waiting period – down from six months

Not a special offer...it's enshrined in the policy document

Unique 'Reinstatement clause'

**Strengthened our list of
serious illnesses covered.**

**More full and partial
definitions.**

Other improvements to Serious Illness Cover



4 new full illnesses

14 enhanced full illnesses

6 new partial payments

5 enhanced partial payment

Maximum ceasing age increased to 65



Insuring Tomorrow.

**Indexed cover comes to the
fore.**

Insuring Tomorrow

Making indexation more attractive



- Equalisation of premiums – Level & Indexed
 - €100,000 of level term €20 on day 1
 - €100,000 of indexed term €20 on day 1
- Reducing the cost
 - Previously 5% increase in cover costs 7.5% every year
 - Now 3% increase in cover with 4.5% increase in costs
 - Closer aligned to rate of inflation
- Indexed premiums now the 'default' option for Zurich
 - Unless customer 'opts-out' indexation will apply

'Rolling' Conversion.

Now added.

New 'Rolling' Conversion option



'Rolling' Protection Continuation Option

Extend cover at any stage without evidence of health

Replacing policy with a new policy

Premium calculated based on then current premium rates

Zurich competitiveness.

**Repricing life and serious
illness cover.**

New 'spread' commission option



	Initial	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Earn P
180%	90%	18%	18%	18%	18%	18%	18%	12mth
180%	100%	0%	40%	0%	40%	0%	3%	12mth
160%	160%	0%	0%	0%	0%	0%	0%	50%yr 1, 12.5 % over yr 2-5
New 208%	100%	12%	12%	12%	12%	12%	12%**	12mth

*100% plus up to 30% override (12.5% for online, 7.5% for PIBO, 5% for reflexive u/w & 5% for e-sig)

** 12% to year 10, 3% year 11+

The barriers to protection sales

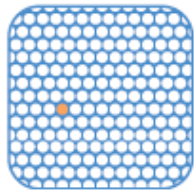


I don't need protection

It's too expensive

Companies don't pay claims

Serious illness can strike at any time...



Winning the Irish lottery jackpot
1 in 8 million chance*



Getting heart disease
1 in 5 chance**



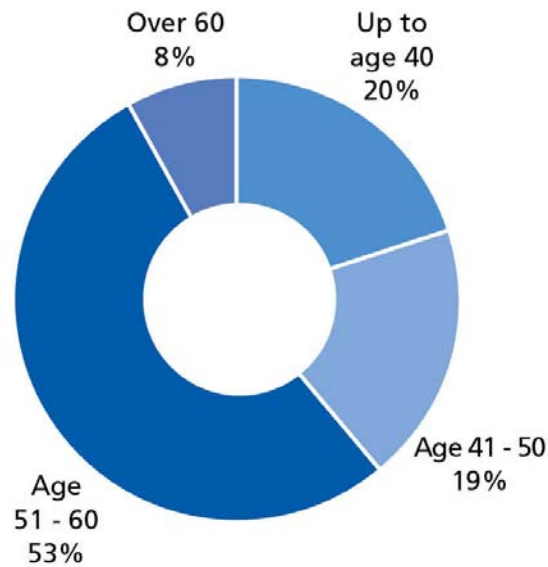
Having a stroke
1 in 5 chance**



Getting cancer
1 in 3 chance for males
1 in 4 chance for females***

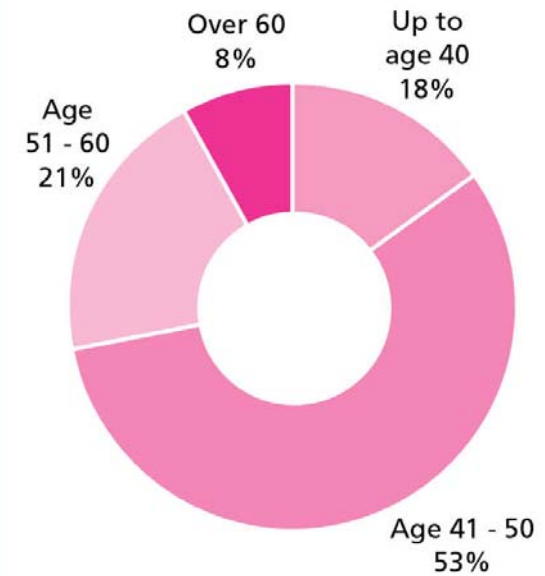
* www.irishtimes.com (August 2011)
** Irish Heart Foundation (April 2012)
*** Irish Cancer Society (April 2012)

Age breakdown of claimants



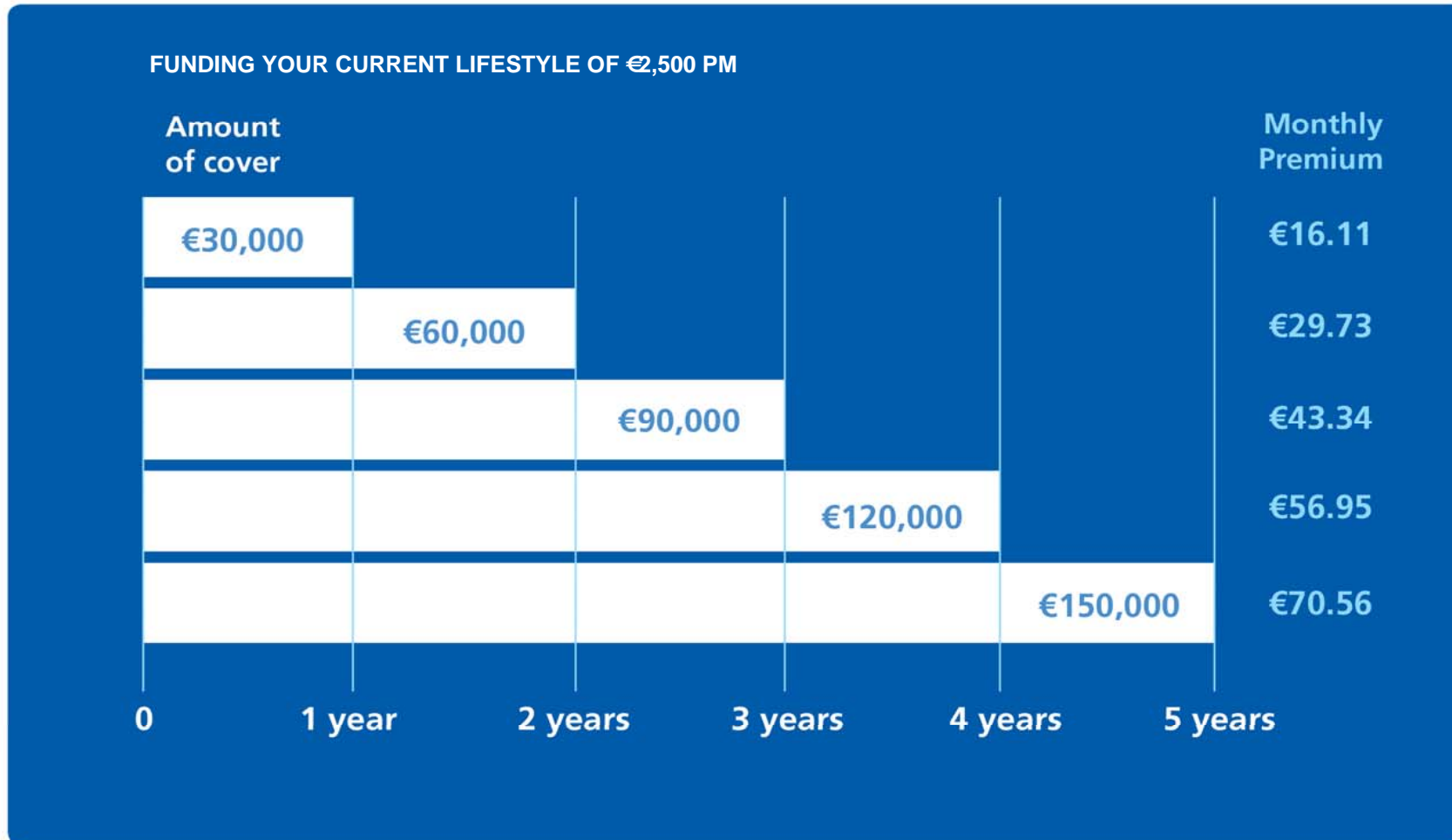
Source: Zurich Life, February 2014.

Age breakdown of claimants



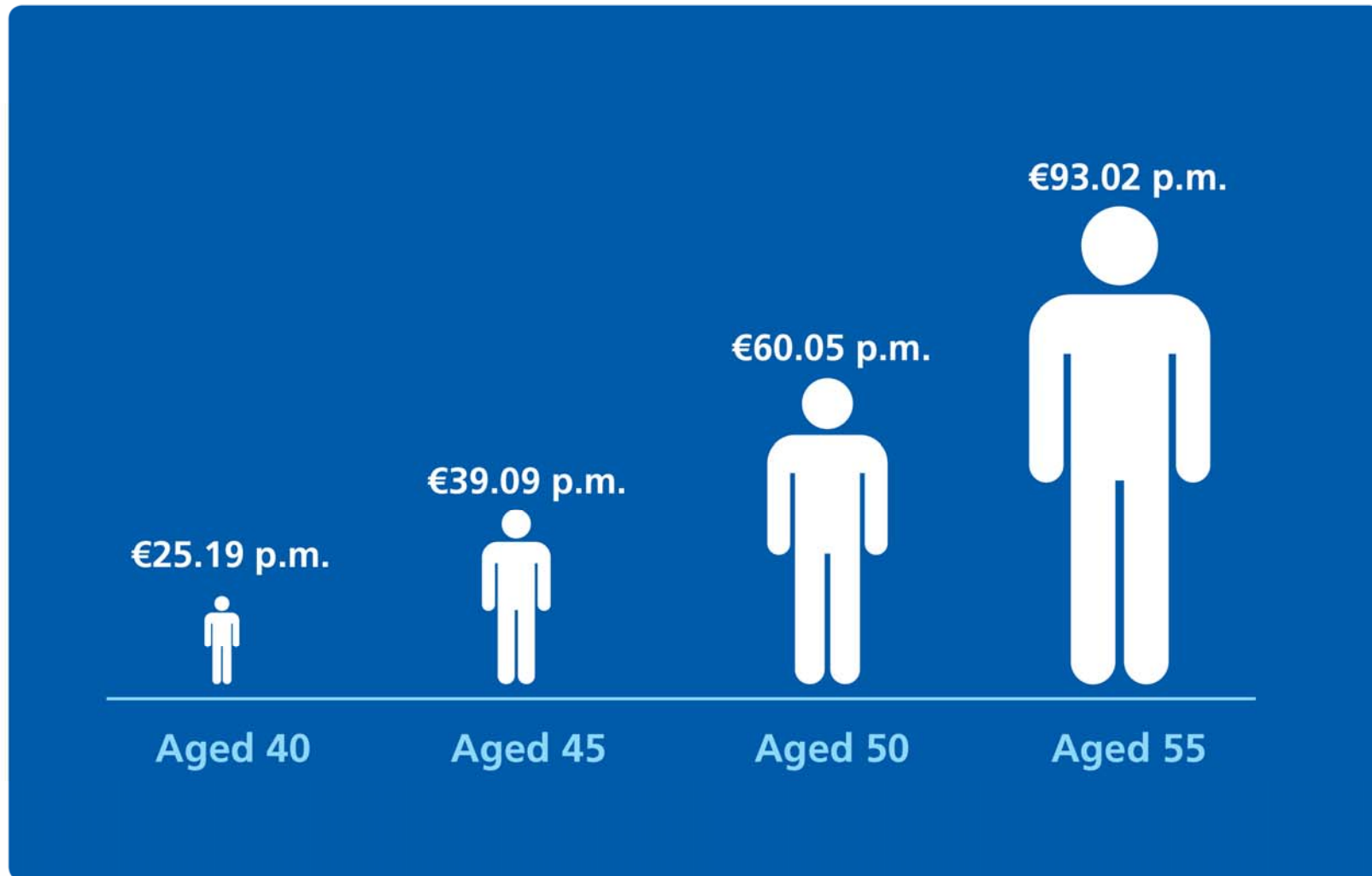
Source: Zurich Life, February 2014.

Even a little cover can go a long way...



Source: Zurich Life, July 2014. Based on 40 year old non-smoker with serious illness cover for a term of 20 years.

But the longer you delay...



Source: Zurich Life, July 2014. Based on non-smoker with €50,000 serious illness cover for a term of 20 years.

Support for advisors



- New customer sales material for Serious Illness
- New protection sales aids – targeting customer segments
- New customer friendly protection brochure
- New pre-approach letters & emails



Any Questions?

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

