

LifeProtect



The
STRONGEST
PROTECTION PLAN
IN
IRELAND

The barriers to protection sales



I don't need protection

It's too expensive

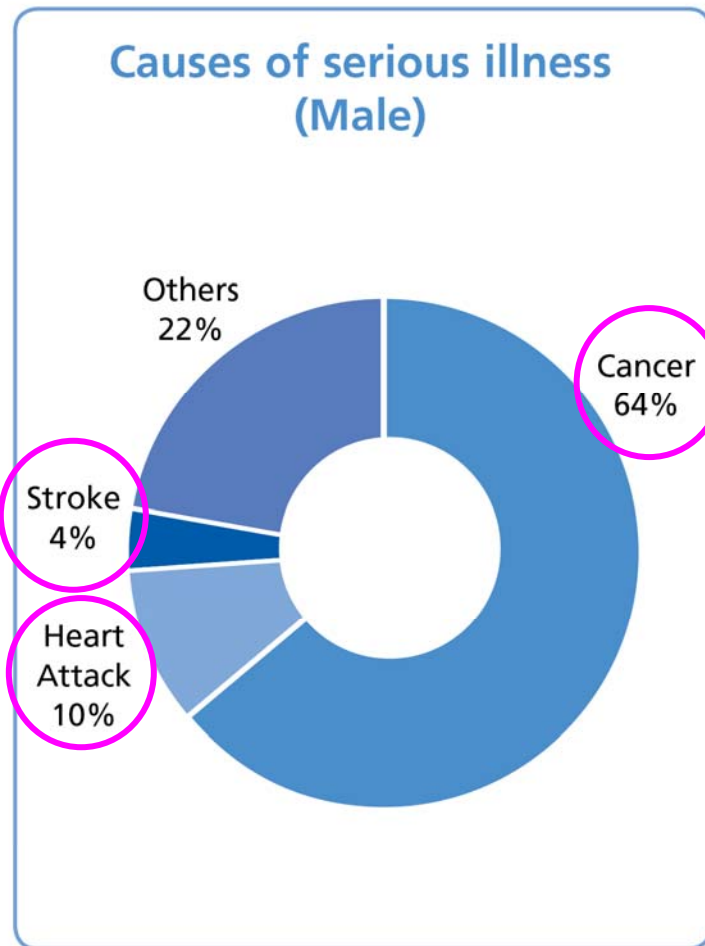
Companies don't pay claims

Sorry...

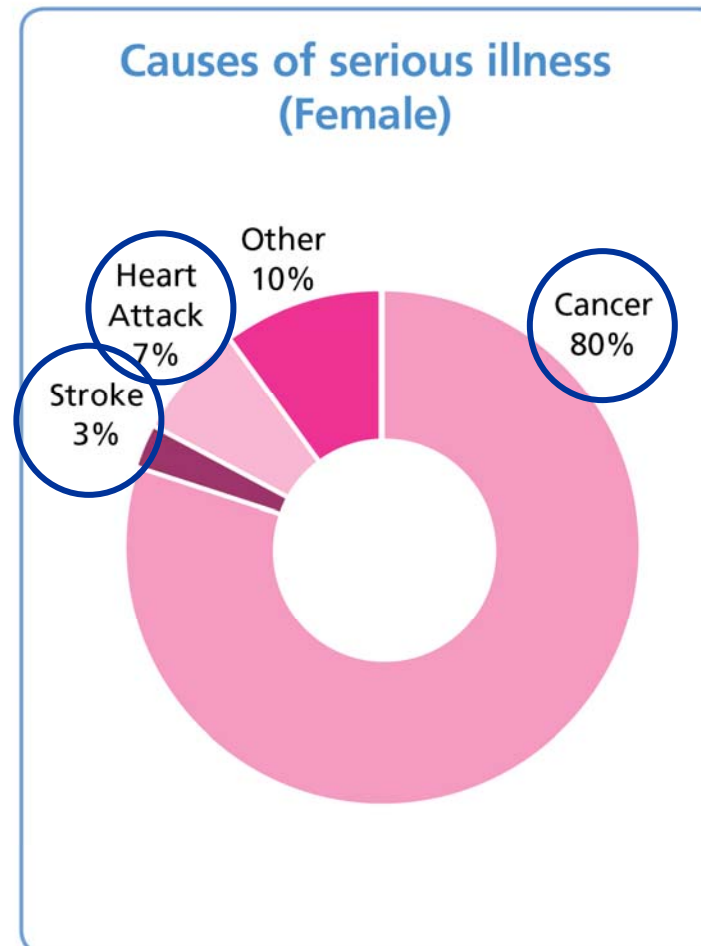
**Your Heart Attack or Stroke
is not deemed severe enough**

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.

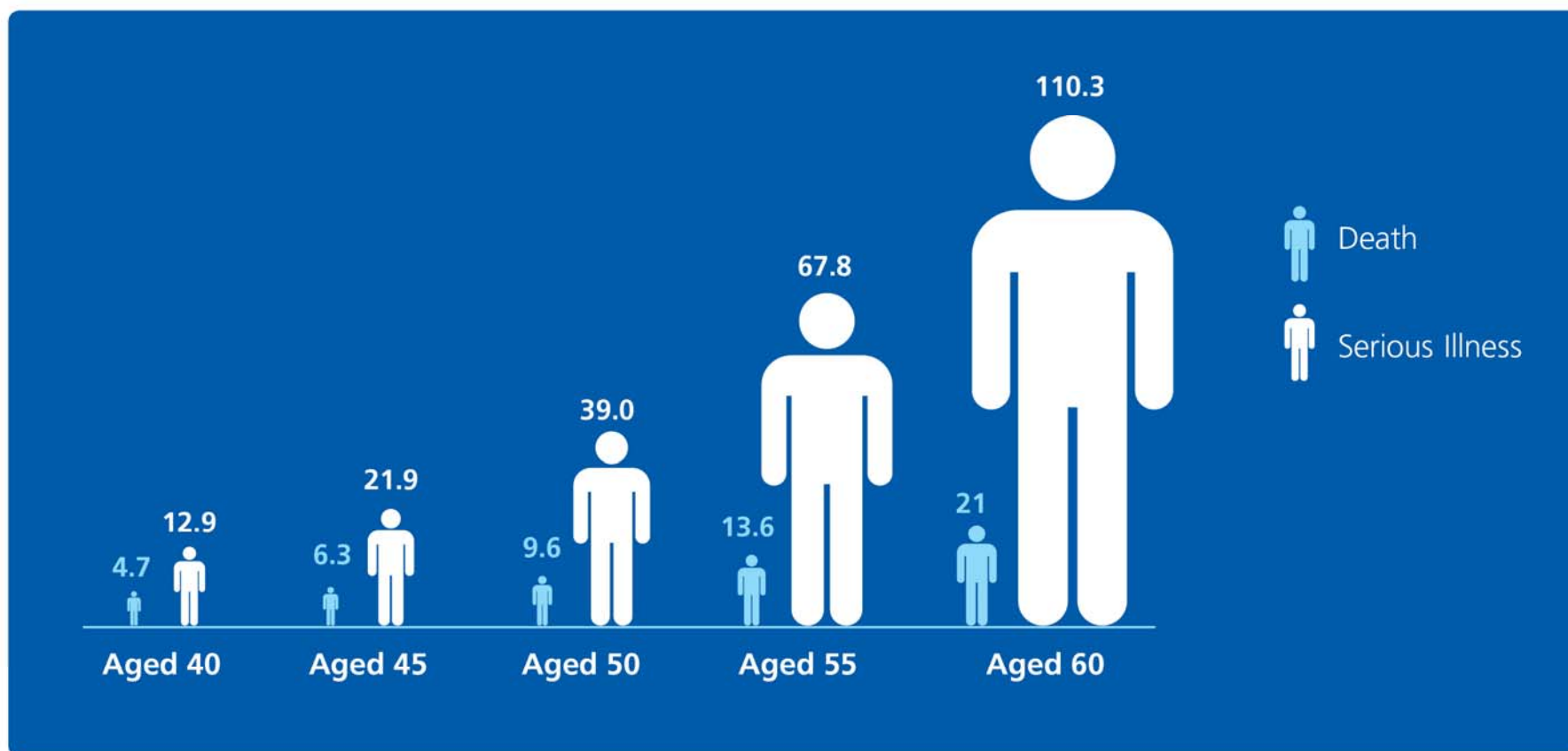
This change will lead to an additional 17% of Stroke claims being paid.

**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.**

Mother of two receives diagnosis after falling behind on life assurance

Sunday Times, 11 May 2014

Mother with terminal cancer is told children will lose home when she dies

Irish Examiner, 10 April 2014

Banks need to think outside the box on mortgage cover

Sunday Independent, 6 July 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

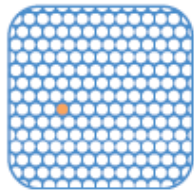


I don't need protection

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**



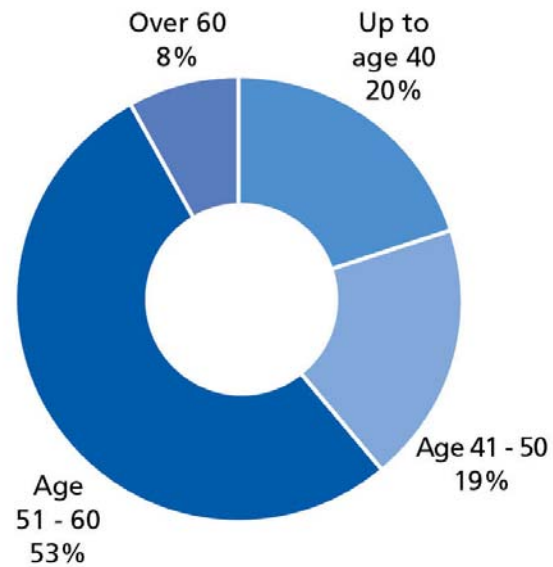
Having a stroke
1 in 5 chance**



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

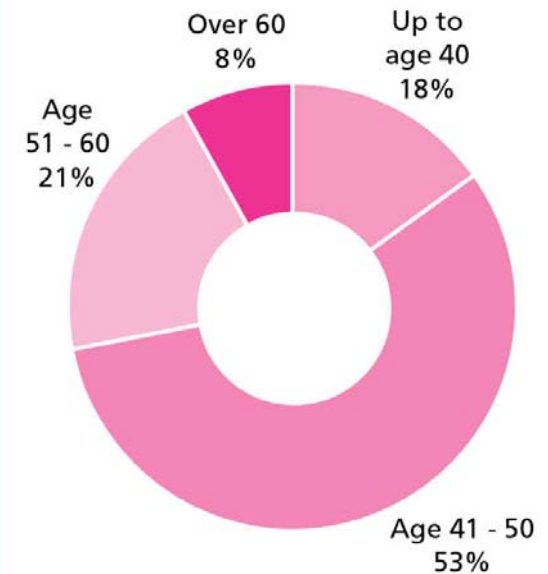
* www.irishtimes.com (August 2011)
** Irish Heart Foundation (April 2012)
*** Irish Cancer Society (April 2012)

Age breakdown of claimants



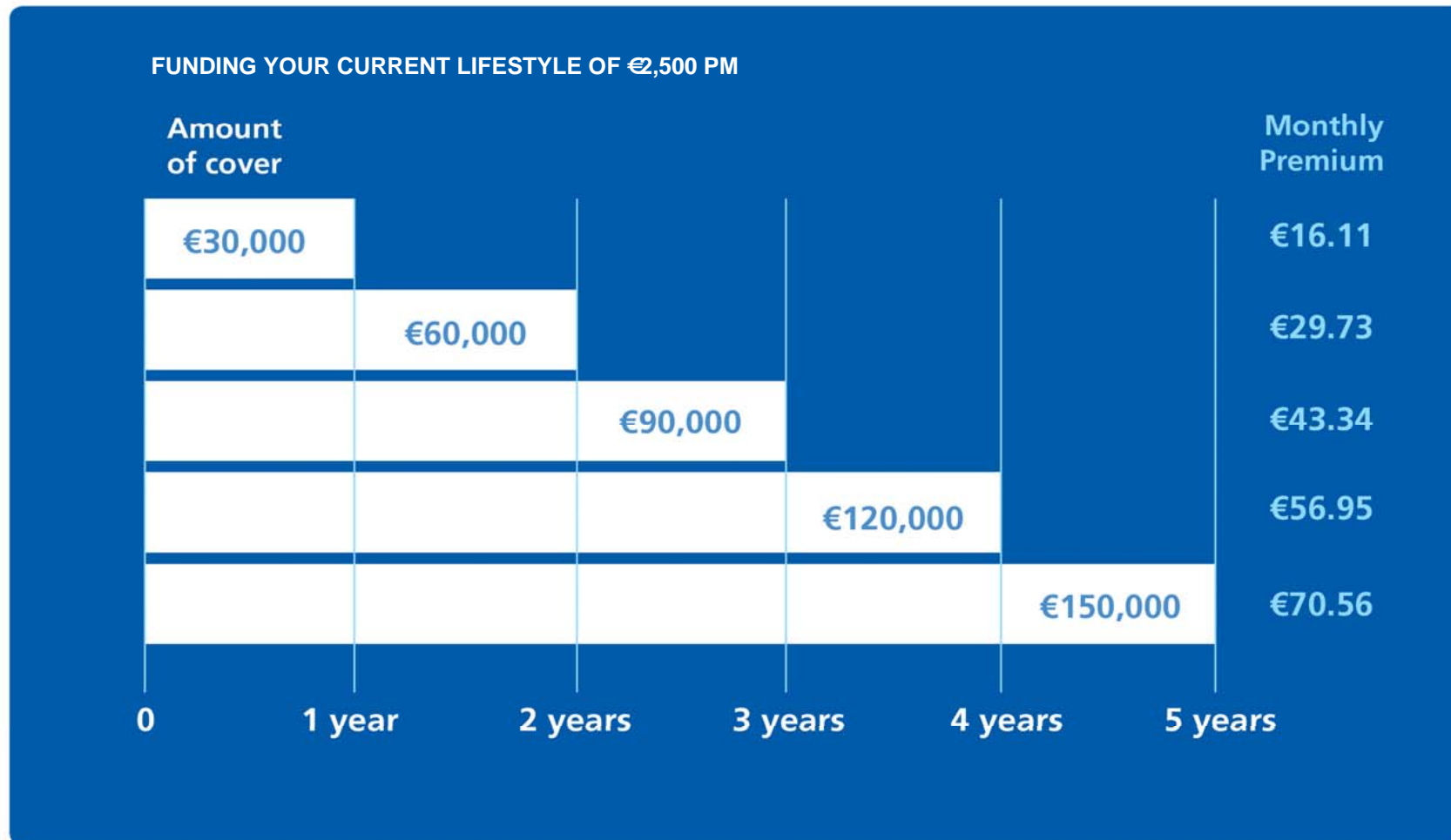
Source: Zurich Life, February 2014.

Age breakdown of claimants



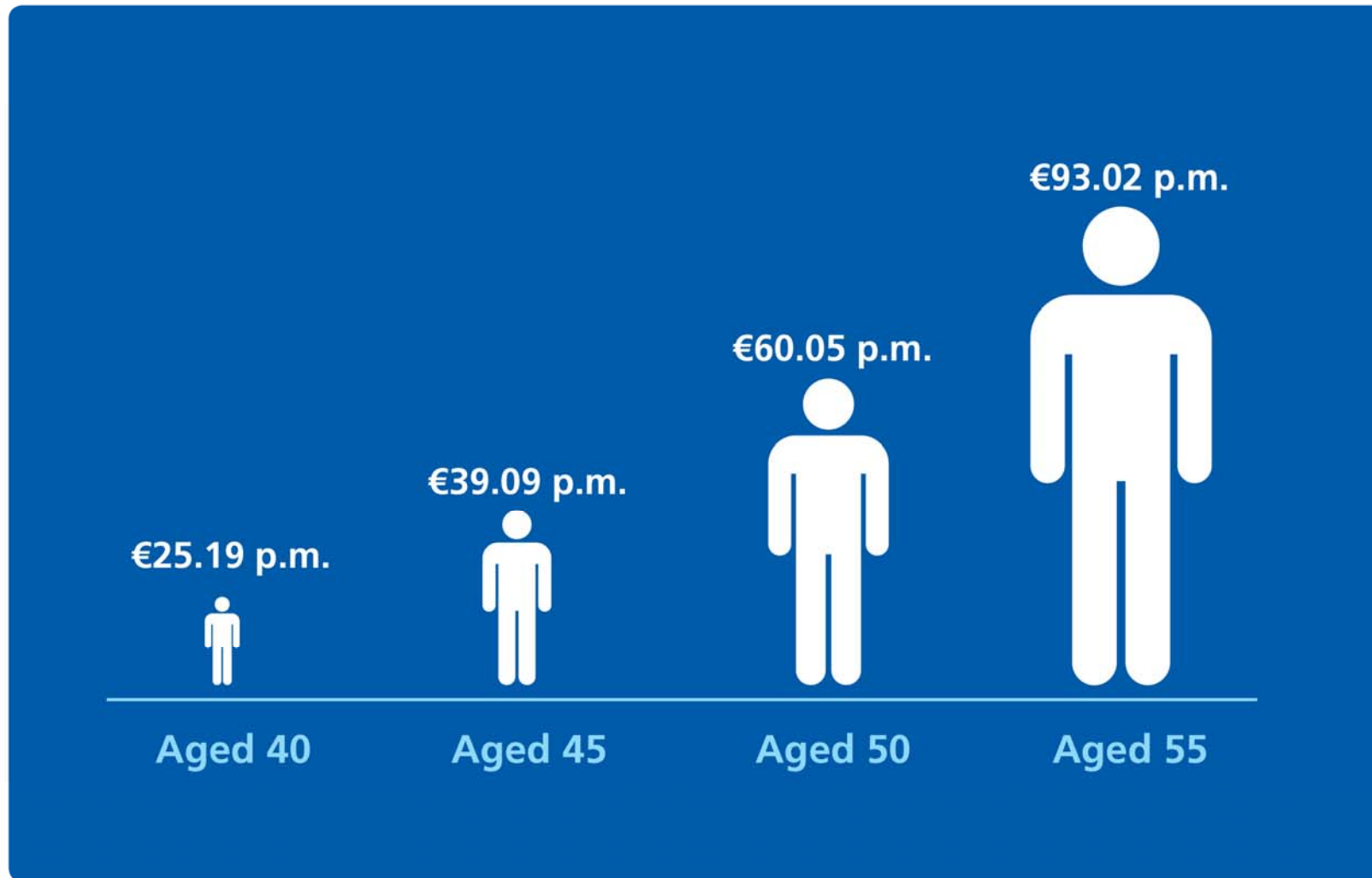
Source: Zurich Life, February 2014.

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.

