

# Auto-enrolment - Seize the opportunity

Zurich and Brokers Ireland have come together to provide Financial Brokers with a game changing proposition to help unlock the potential that exists within existing Zurich Pension Schemes.

Working on the premise that a large percentage of the 800,000\* people who are currently not contributing to a private pension are eligible to join their employer's pension scheme, we want to reward Financial Brokers who specifically target their existing Zurich pension schemes to encourage increased membership.

To support the additional workload on you, Zurich's 'New Entrant Bonus' scheme will pay €100 per additional active member in Zurich pension schemes. This offer is valid to 30 September 2025 and the bonus will be paid to you, the Financial Broker.

\*Source: 'Historic Automatic Enrolment Legislation passed by Dáil' Gov.ie



## A proposition based on partnership



ZURICH® →



Financial Broker



Employer



Members

The bonus is only available on existing Zurich Master Trust and DC Schemes which meet the criteria set out below. This bonus is payable to Financial Brokers that are members of Brokers Ireland.



**New Entrant Bonus**  
€100  
per member

Financial Brokers must apply for the initiative by completing the Incentive Declaration Form via their Zurich Broker Consultant, with approval granted following a review. A separate proposal must be supplied for each scheme to be included. Incentive criteria depend on scheme size and current membership:

- For schemes with greater than or equal to 100 existing active members\* → Bonus will be paid when overall active membership is increased by 5%.
- For schemes with less than 100 existing active members\* → Bonus paid when overall active membership is increased by 5 members.
- Average per member contribution of at least €2,500 per annum per new member required to be valid for inclusion.
- The maximum payment is limited to 200 members per scheme.
- Active membership at the end of each month can be obtained from the employer portal.
- Payments are made based on the active membership count at the end of each quarter. Where scheme growth is not sufficient to result in a payout the growth can be carried forward and counted in the following quarter, subject to Zurich's discretion.
- Pipeline business – new members with policy issue date before date the Incentive Declaration form is reviewed and approved will be excluded.
- Only applies to schemes which are in place with Zurich for more than six months.

\*At the date the Incentive Declaration form above is reviewed and approved.



## Why should an employee join their existing workplace scheme?

Ahead of the introduction of Auto-enrolment (AE), there is a compelling incentive for employees to join their employers pension schemes as they will more than likely enjoy greater benefits than what the AE proposals are offering.

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### More generous tax-relief for higher rate taxpayers

- Higher rate taxpayers enjoy tax-relief at 40% as opposed to the proposed State matching employee contributions on a 1:3 basis within the AE proposals
- Basic rate taxpayers will get tax-relief at their marginal rate

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### Higher contribution amounts

- In year 1 of AE, contributions are limited to 1.5% from employers and employees respectively
- The majority of Zurich pension schemes have contribution rates of 5% & 5%\*

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### Greater product flexibility

- Members of Zurich pension schemes can expect to enjoy much greater flexibility, fund choice, and access to the investment expertise of Zurich Investments.

\*Source: Zurich Life, May 2025.

## Find out more



**Speak with your Zurich Broker consultant**



**Visit our website at [zurichbroker.ie](https://zurichbroker.ie)**

**Warning: The value of your investment may go down as well as up.**

**Warning: This product may be affected by changes in currency exchange rates.**

**Warning: If you invest in this product you may lose some or all of the money you invest.**

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

The information contained herein is based on Zurich Life's understanding of current Revenue practice as at May 2025 and may change in the future.

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