Zurich HelpPoint®

ZURICH®



Don’t keep it a secret -

Zurich Life’s protection offering has just got a lot stronger

- Significantly lower premiums
- New serious illness partial payments
- New illnesses
- Enhanced options

plus

- New straightforward 180% commission option!

The following is a guide to the product changes for Insurance Brokers.
For detailed terms and conditions, please refer to the policy documents.

For more information talk to your Zurich Life Broker Consultant





At Zurich Life we are committed to the challenge of finding the most efficient and cost effective way of meeting both your needs and those of your customers, while maintaining our competitive position in the market.

Having analysed the market and your feedback from our recent Broker survey, we are pleased to introduce enhanced:

- Guaranteed Term Protection (GTP);
- Guaranteed Mortgage Protection (GMP); and
- Pension Guaranteed Term Protection (PGTP).

Comprehensive cover & competitive premiums from a financially strong provider.

The enhancements are effective from 11th October 2010 and apply to new proposals received on/after this date. Policies in the pipeline will not receive the new product terms or rates. The purpose of this document is to explain to you the key improvements we are introducing.

New Reduced Premiums

Good news, whatever your client's circumstances, you can now recommend the most comprehensive cover available at very competitive premiums.

- **GTP life rates reduced!**
- **GMP life rates reduced!**
- **PGTP rates reduced!**
- **Accelerated serious illness rates reduced!**
- **Stand Alone serious illness rates reduced!**

See the improvements for yourself…

they're worth talking about!



Eagle Star Guaranteed Term Protection

Level Term Cover (Life Only)

€300k sum insured, single life, male non-smoker, 40 next birthday

Term	Old Rate	New Rate	% Reduction
10	€27.72	€25.88	**6.6%**
20	€36.15	€33.59	**7.1%**
30	€48.69	€45.02	**7.5%**

Level Term Cover (Life & Accelerated Serious Illness)

€200k life sum insured, €100k accelerated serious illness sum insured, single life, female smoker, 35 next birthday

Term	Old Rate	New Rate	% Reduction
10	€51.77	€48.52	**6.3%**
20	€65.38	€61.79	**5.5%**
30	€106.33	€96.23	**9.5%**

Level Term Cover (Stand Alone Serious Illness)

€200k sum insured, single life, female non-smoker, 25 next birthday

Term	Old Rate	New Rate	% Reduction
15	€32.52	€31.29	**3.8%**
25	€40.21	€38.68	**3.8%**
35	€64.45	€58.73	**8.9%**

Eagle Star Guaranteed Mortgage Protection

Decreasing Term Cover (Life Only, 6% Mortgage Interest Rate)

€250k sum insured, joint life, male & female, non-smokers, 30 year term

Age Next Birthday	Old Rate	New Rate	% Reduction
30	€22.72	€22.12	**2.6%**
35	€30.98	€29.91	**3.5%**
40	€48.51	€46.33	**4.5%**
45	€79.70	€74.56	**6.5%**

Decreasing Term Cover (Life & Accelerated Serious Illness, 6% Mortgage Interest Rate)

€150k sum insured, joint life, male & female, non-smokers, 35 year term

Age Next Birthday	Old Rate	New Rate	% Reduction
20	€41.65	€39.59	**4.9%**
25	€50.85	€48.77	**4.1%**
30	€71.02	€67.45	**5.0%**
35	€102.17	€98.92	**3.2%**

Premiums above are exclusive of the Government Insurance Levy (currently 1%).

Improved Serious Illness Cover

In addition to reducing our rates, we are also improving our serious illness offering:

- 9 Partial Payment Illnesses included.
- Angioplasty has been re-defined (we will now pay out on the second single artery procedure - payout is limited to €100,000).
- 3 new illnesses included for full payment.
- Improvement to some other serious illness definitions.

We now cover 50 illnesses - 40 for full payout

New Partial Payment Benefit

When it comes to serious illness we all know that there are different degrees of severity, different incidence rates and varying prognoses. Many illnesses which were once perceived as having life changing implications have through medical advances become very treatable. Some illnesses have much higher incident rates than others, but in many such cases recovery can be made quite quickly.

We have identified 9 such illnesses/events (these are listed below). On the occurrence of one of these we will make a maximum of one payment per life to the lesser of:

- 50% of the Serious Illness Sum Insured in force; or
- €15,000.

Partial Payment Events

Brain Abscess – drained via Craniotomy

Carcinoma in situ – Oesophagus (treated by specific surgery)

Carotid Artery Stenosis (treated by Endarterectomy or Angioplasty)

Cerebral Arteriovenous Malformation (treated by Craniotomy or Endovascular repair)

Ductal Carcinoma in situ – Breast (treated by surgery)

Loss of one Limb

Low Level Prostate Cancer, with Gleason score between 2 and 6 (with specific treatment)

Severe 3rd Degree Burns (covering at least 10% of the body's surface)

Surgical Removal of one Eye

Irish women have a 1 in 12 chance of developing breast cancer in their lifetime.*

Each year in Ireland about 2,500 men are diagnosed with prostate cancer.*

If a partial payment claim is paid, then the serious illness sum insured is not affected.†
If there is a serious illness sum insured in force for two lives on a policy, then this is a dual life benefit.

There is also a child partial payment serious illness benefit.

A broad explanation of the partial payment conditions is available at the end of this brochure. For strict definitions, please refer to the policy document.

* Source: Irish Cancer Society

† It is not possible to claim the full serious illness sum insured under a related full payment serious illness which occurs or is diagnosed within 30 days of the occurrence or diagnosis of the partial payment event. See policy document for full details.

Angioplasty – New Definition

Zurich Life's Serious Illness Cover for Coronary Angioplasty has changed to adapt to your customers' needs.

In order to make a valid claim, a procedure still needs to have taken place on two or more coronary arteries. Our old Angioplasty definition required that the two arteries be treated as part of the same procedure.

Now, under the new definition, **if the two arteries are treated on two separate occasions** then a valid claim can be made after the second procedure has been completed e.g. there could be several years between the two procedures.

To offer this more flexible and generous definition we have restricted the amount we will pay out on a valid Angioplasty claim to the lesser of:

- **50% of the Relevant Serious Illness Sum Insured in force;** or
- **€100,000.**

For a strict definition of Angioplasty, please see the policy document.

Why did we not restrict the payout to a maximum of €15,000 and simply include Coronary Angioplasty as a partial payment serious illness benefit?

Recovering from Angioplasty takes time and requires significant lifestyle changes, and we believe €15,000 does not provide adequate support.

How does the Angioplasty Benefit link in with the full payment Serious Illness Benefit and the partial payment serious illness benefit?

An Angioplasty claim will reduce the serious illness sum insured by the amount of the Angioplasty claim.



New Illnesses

For a broad explanation of the new serious illnesses, please refer to the end of the brochure. For strict definitions, please refer to the policy document.

1. Primary Pulmonary Hypertension
2. Benign Spinal Cord Tumour
3. Heart Structural Repair with surgery to divide the breastbone

Improvement to Existing Illness Definitions

Aorta Graft Surgery – We have removed the exclusion on Aorta Graft Surgery following traumatic injury to the aorta.

Coronary Artery Bypass Graft – We used to require that the procedure always involved surgery dividing the breastbone. We have made the definition more flexible so that a valid claim can be made if either:

- the procedure was carried out involving surgery to divide the breastbone, or
- where the procedure is carried out via keyhole techniques, in cases where there is a 70% narrowing or blockage.

HIV – We will now pay claims if the infection is contracted in a wider range of territories - EU, North America, Australia or New Zealand. Previously this was limited to Ireland and the UK.

Other Product Enhancements

Enhanced flexibility is the theme as Zurich Life improves some key product features.

Accidental Death Benefit while policy is in the proposal stage

We will pay up to €150,000 on accidental death during the proposal stage (this is up from €130,000). This applies to Guaranteed Term Protection, Guaranteed Mortgage Protection and Pension Guaranteed Term Protection.

Guaranteed Insurability Option (GIO)

Guaranteed Mortgage Protection

This option can be exercised in the event that the life insured gains approval for a new mortgage or increase in existing mortgage and subsequently draws down the funds. **There is no longer a requirement to purchase a new main residence.**

Guaranteed Term Protection

This option can be exercised in the event that the life insured gains approval for a new mortgage or increase in existing mortgage and subsequently draws down the funds. **There is no longer a requirement to purchase a new main residence.**

We have also added a new special event (4 events in total). In certain circumstances, the GIO can be exercised where a promotion or change in job has resulted in an increase in the life insured's salary.

Protection Continuation Option on GTP

We understand that having to wait until the end of the term for the policy to continue has caused problems for some loan related business. **It is now possible to exercise this option before the end of the term of the policy where the policy has been assigned to a loan.**

Also, the cost of the option has **not increased**, making our option the **most competitive** in the marketplace.

Where the policy has been assigned to a loan and where the term of that loan is being lengthened or replaced by a loan of longer term, clients will now have the option of converting the policy before the end of the term of the original contract. Alternatively, policyholders will have the option to continue their cover at the end of the term.

Please also remember that the new policy can be up to 40 years in term, the term of the new policy is not limited to the term of the original policy as is the case with some competitor conversion options.

Inflation Protection Option (IPO)

In today's low inflation environment customers might prefer to hold off on taking increases in their sum insured.

This option will remain on a policy until **two consecutive** offers of increase have been refused. Previously this option lapsed if one increase was refused. This will give the customer a lot more flexibility and control over protecting against inflation.

Please note that this change to the IPO applies to Guaranteed Term Protection and Pension Guaranteed Term Protection.

We have also extended the maximum age to which inflation protection increases apply from 60 to 65 on Guaranteed Term Protection and Pension Guaranteed Term Protection.

Changes to this option apply retrospectively to policies sold from 2003 onwards, all other product changes mentioned in this document apply only to new business.



Alternative Commission Structure (180% in stages over 5 years)

We are pleased to announce a new commission structure for protection business. We recognise that business models and business strategies vary from Broker to Broker and that in the current business environment the "one size fits all" approach to remuneration for writing protection business is no longer appropriate. Brokers should be given the freedom to **choose on a policy by policy basis** which option best suits their business requirements.

Details of New Commission Structure

Initial Commission:	Year 1:	10% x Term Max 100%
	Year 3*:	40% (payable as premiums are received through the year)
	Year 5*:	40% (payable as premiums are received through the year)
Renewal Commission:	Year 6+:	3%
Enhanced Commission:	Not Applicable	Not Applicable

* Payable to the original agent.

Note: The premium rates are the same under both the existing and new commission structures.

Conditions (only two!)

Two simple conditions apply that are in the interest of both the Broker and Zurich Life:

1. This deal is only available online.
2. You must select PIBO (Printing In Broker's Office) in order to be eligible.

To avail of this commission option all you need to do is select the PIBO option on the online application, then, later in the application you will have the opportunity to choose between "Conventional Structure" and the "Alternative 180 Structure". Simple as that!

Applicable Products

- Guaranteed Term Protection
- Guaranteed Mortgage Protection
- Pension Guaranteed Term Protection

Key Points to Note Versus Competitors

- The second 40% payment is paid in year 5 rather than year 6.
- Zurich Life's deal pays renewal commission from year 6 rather than from year 7.
- The 40% payments are paid on increases also.
- There is no persistency target.
- Brokers can choose on a case by case basis which commission structure they want. There is no requirement to choose one structure for all of your business.

Descriptions

Partial Payment Descriptions

Brain Abscess – drained via Craniotomy - A Brain Abscess occurs when there is an immune response within the skull to an infection of the brain. White blood cells try to transmit antibodies to the site of the infection to fight it off. A membrane can develop around the area in the brain where the body is fighting this infection and abscess develops. As the skull is a confined space, pressure can be applied to the brain as a result of this abscess and surgery may be necessary to remove this abscess.

Carcinoma in situ – Oesophagus (treated by specific surgery) - The Oesophagus is the tube through which food passes from the mouth to the stomach. Carcinoma in situ is an early form of carcinoma which affects only the cells in which it originated and has not yet begun to spread to other cells, i.e. it is non-invasive.

Carotid Artery Stenosis (treated by Endarterectomy or Angioplasty) - The Carotid Artery is the artery that supplies blood to the head and neck. This artery can narrow or become partially blocked by deposits of plaque. These deposits are dangerous because if this material travelled to the brain it could cause a stroke. Carotid Stenosis can be corrected by procedures such as Carotid Endarterectomy (where the surgeon opens up the artery and removes the plaque) or Angioplasty with or without stents (where the surgeon uses a balloon to expand the artery).

Cerebral Arteriovenous Malformation (treated by Craniotomy or Endovascular repair) - The arteries carry oxygen-rich blood away from the heart and the veins carry oxygen-low blood back to the heart. Cerebral Arteriovenous Malformation is a condition whereby there is an abnormal connection between the arteries and the veins in the brain. An arteriovenous fistula (AV fistula) is one such abnormal connection. This can be a problem if the oxygenated blood flows directly from arteries to veins through one of these abnormal connections before the oxygenated blood has reached its intended destination within the brain.

Ductal Carcinoma in situ – Breast (treated by surgery) - Carcinoma in situ is an early form of carcinoma which affects only the cells in which it originated and has not yet begun to spread to other cells, i.e. it is non-invasive. Ductal means that these malignant cells develop within the milk ducts of the breast so Ductal Carcinoma in situ means that the carcinoma has not moved outside of these cells and into the surrounding breast tissue.

Loss of one Limb - Where the limb has been severed above the wrist in the case of a hand or above the ankle in the case of a foot.

Low Level Prostate Cancer, with Gleason score between 2 and 6 (with specific treatment) - The term ‘cancer’ is used to refer to all types of malignant tumours. A malignant tumour usually grows quickly, often invades surrounding tissue as it expands, and can spread via the bloodstream or lymphatic system to form more growths in other parts of the body. The Gleason score is specifically designed to help evaluate the prognosis of a man who has been diagnosed with prostate cancer scoring patients between 2 and 10, with 10 having the worst prognosis.

Severe 3rd Degree Burns (covering at least 10% of the body’s surface)

Surgical Removal of one Eye

New Serious Illness Descriptions

Primary Pulmonary Hypertension - This is a serious condition where the blood pressure in the pulmonary artery (the major artery connecting the heart to the lungs) is higher than normal. This means that the heart is under pressure when pumping blood into the lungs and typical symptoms include the shortness of breath, fatigue and fainting. These and other symptoms appear much more severely when exercising.

Benign Spinal Cord Tumour - A tumour is an abnormal growth of tissue. A benign tumour is one which is non-cancerous. A benign tumour of the spinal canal or spinal cord can be very serious if it interferes with the function of the spinal cord. If such a tumour causes pressure and/or interference with the spinal cord and either required surgery to remove it or if it means that a life insured suffers from permanent neurological deficit then a claim can be made under this definition.

Heart Structural Repair with surgery to divide the breastbone - Structural abnormalities of the heart can take many forms including, for example, abnormal openings in the dividing wall separating the left and right chambers of the heart. Having abnormalities of the heart corrected is covered if the procedure is done using open-heart surgery involving the surgical division of the breastbone.

For a strict definition, please refer to the policy document.

Print Ref: LB 249 1010

Zurich Life Assurance plc
Zurich House, Frascati Road, Blackrock, Co. Dublin, Ireland.
Telephone: 01 283 1301 Fax: 01 283 1578 Website: www.zurichlife.ie
Zurich Life Assurance plc is regulated by the Financial Regulator.
Intended for distribution within the Republic of Ireland.

ZURICH®