

Limited Offer to 25th April 2008
(may close earlier if fully subscribed)

Eagle Star Guaranteed Dynamic 100 Bond Series 4

Customer Brochure



Best Investment Fund Manager
MoneyMate 2007

Eagle Star Guaranteed Dynamic 100 Bond

Series 4

The Eagle Star Guaranteed Dynamic 100 Bond Series 4 is an innovative product that is available for single premium investment in the Eagle Star Dynamic 100 (Series 4) Fund.

It offers a capital guarantee on 1st May 2014 in addition to having a Protected Price equal to 80% of the fund's highest ever unit price, available on encashment at any time.

- ! This product is only available for a limited time period. The fund will close to investments
- on or before 25th April 2008 if fully subscribed.

Key features of the Eagle Star Guaranteed Dynamic 100 Bond Series 4



- ▶ The capital you invest is 100% guaranteed on 1st May 2014 (the amount guaranteed is reduced proportionately by any encashments you make).
- ▶ The Dynamic 100 (Series 4) Fund has a Protected Price equal to 80% of the fund's highest ever unit price. This protection is available on encashment at any time.
- ▶ For money invested on or before the 25th April 2008, a return of 5% per annum will apply until the fund opens on 30th April 2008. This beats the return available from most banks on lump sum deposits.
- ▶ The Dynamic 100 (Series 4) Fund has up to 70% exposure to the returns of the Eagle Star Dynamic Fund. The Dynamic Fund has a high equity content, giving you the opportunity to make real returns.
- ▶ Online access to your bond details, including up-to-date encashment value.

Key features of the Protected Price

- ▶ The Protected Price is 80% of the highest ever unit price of the Dynamic 100 (Series 4) Fund.
- ▶ It can never fall.
- ▶ It is available on encashment at **any time**.
- ▶ It increases every time the unit price increases above its previous highest point.

The table opposite shows how the Protected Price would change as the unit price changes.

Time	Fund Unit Price (cent)	Protected Price (cent)
Launch	100	80
Month 1	110	88
Month 2	106	88
Month 3	113	90
Month 4	109	90
Month 5	115	92
Month 6	127	102

The unit prices shown are intended to illustrate how the Protected Price changes as the unit price moves up and down. They do not in any way represent the actual or expected performance of the fund.

The role of Barclays Bank plc

Eagle Star has entered into contracts with Barclays Bank plc ("Barclays") designed to provide to Eagle Star, together with the assets of the Dynamic 100 (Series 4) Fund, amounts sufficient to fund (a) the return on the Dynamic 100 (Series 4) Fund referred to below and (b) the capital protection and Protected Price in relation to the Dynamic 100 (Series 4) Fund. Your contract is with Eagle Star and you do not have any contract with Barclays or any recourse to it. In the event that Barclays does not meet its obligations to Eagle Star, or the return to Eagle Star on the Barclays contracts is otherwise insufficient, no other assets of Eagle Star shall be used to make up the difference. Eagle Star's obligations in respect of that return, capital protection and protected bid price on the Dynamic 100 (Series 4) Fund are limited accordingly and the value of your policy will reflect this.

Barclays is rated 'AA' or 'Very Strong' for financial strength by credit rating agency Standard & Poor's (as at February 2008). For more information on Barclays, go to www.barclays.com.

The return on the Dynamic 100 (Series 4) Fund

Starting from the unit price declared on the 30th April 2008 the return from the Eagle Star Dynamic 100 (Series 4) Fund will be based on a mixture of the returns from the Eagle Star Dynamic Fund and an Eagle Star Cash Fund. Some or all of the Dynamic 100 (Series 4) Fund may be invested in assets with Barclays Bank plc, which are designed to provide this return. The exposure of the Dynamic 100 (Series 4) Fund to the returns of the Eagle Star Dynamic Fund varies between 0% and 70% depending on investment conditions and how close the unit price of the Dynamic 100 (Series 4) Fund is to its Protected Price.

Eagle Star Cash Fund

This fund is invested in deposits with leading institutions and money market instruments. Therefore, the fund is protected from the volatility of equity market investment.

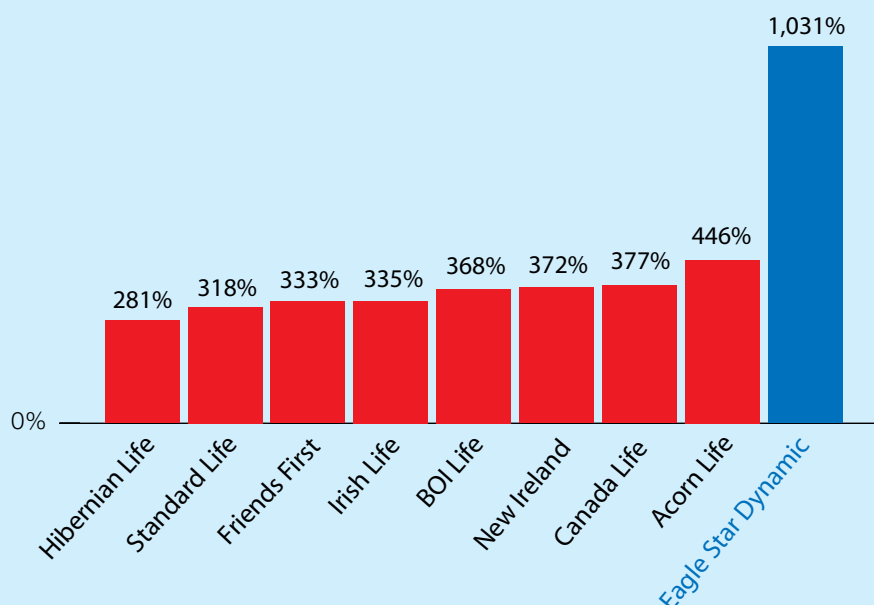
Eagle Star Dynamic Fund

The Eagle Star Dynamic Fund is a managed fund which was launched on 1st November 1989. It has provided excellent performance historically. Below is the annualised investment performance of the Eagle Star Dynamic Fund to 1/01/2008.

Period	3 Years	5 Years	10 Years	15 Years
Annualised Performance	15.0%	14.4%	7.0%	13.2%

Performance of the Eagle Star Dynamic Fund

The Eagle Star Dynamic Fund has consistently outperformed competitors' funds. The following graph demonstrates this outperformance since its launch on 1/11/1989 to 1/01/2008.



Source: MoneyMate. All figures relate to individual pension managed balanced and managed aggressive sectors. Returns are based on offer to offer performance and do not relate to premiums paid into a policy.

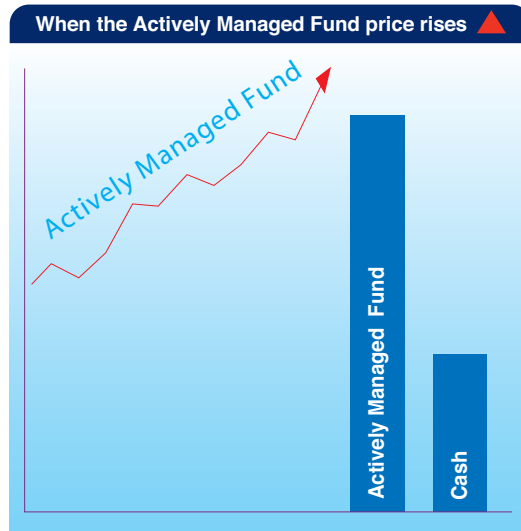
Warning: Past performance is not a reliable guide to future performance. The value of your investment may go down as well as up. This product may be affected by changes in currency exchange rates.

Examples of how the Dynamic 100 (Series 4) Fund works:

To demonstrate how the Dynamic 100 (Series 4) Fund works, it is best to look at some examples:

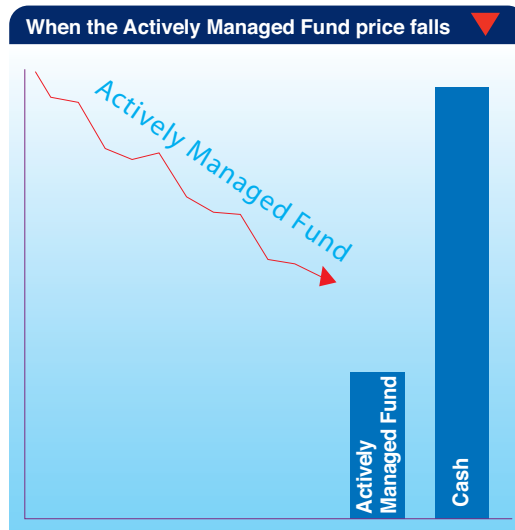
Example 1

- ▲ If the unit price of the Dynamic Fund is rising, then the exposure of the Dynamic 100 (Series 4) Fund to the performance of the Dynamic Fund increases so that you can benefit from future rises.



Example 2

- ▼ If the unit price of the Dynamic Fund is falling, then the exposure of the Dynamic 100 (Series 4) Fund to the performance of the Dynamic Fund reduces and the exposure to the Cash Fund increases so that you are protected from future falls.



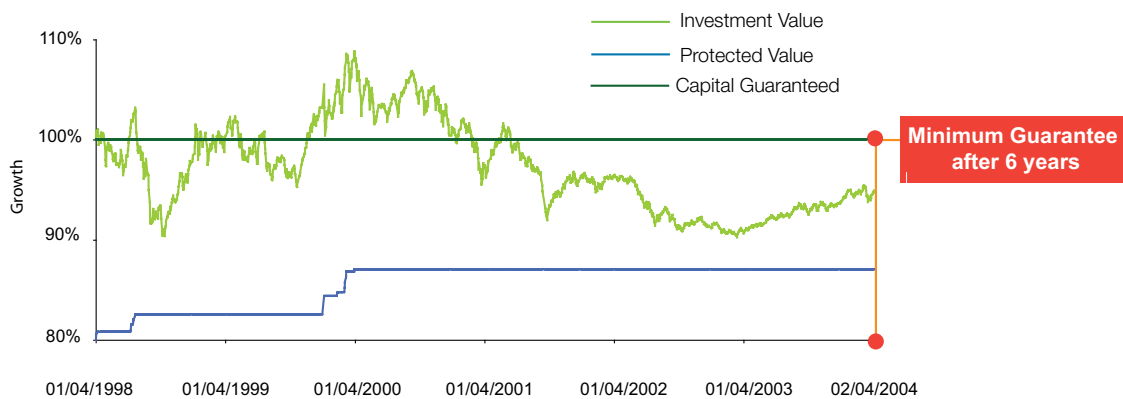
You should note that, in extreme circumstances it is possible for the returns on the Dynamic 100 (Series 4) Fund to be based entirely on the performance of the Cash Fund.

How investment conditions could affect performance

In order to give you an indication of how the Dynamic 100 (Series 4) Fund could perform in different investment conditions we have simulated the performance of the fund over two different six-year historic investment periods.

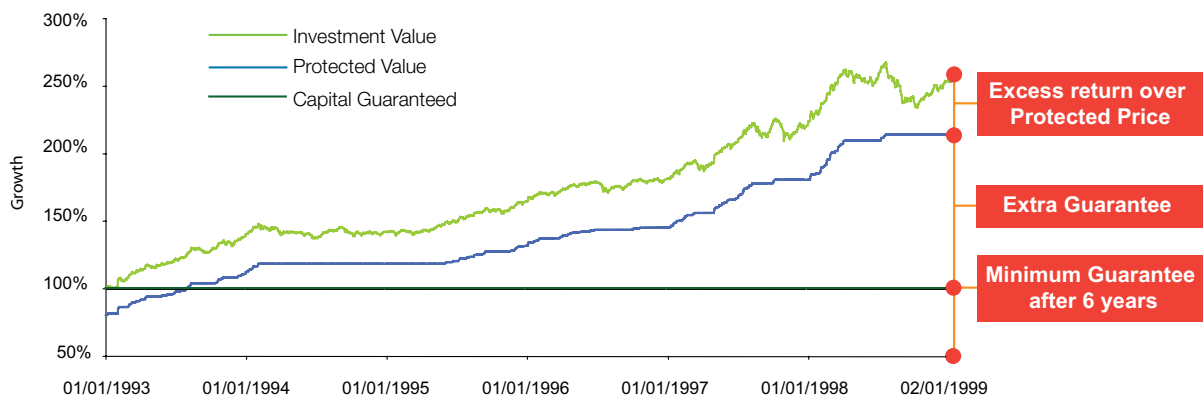
Example 1: 1/4/1998 - 2/4/2004

The graph below demonstrates the value of the Protected Price and the capital guarantee in times of falling markets by considering a €10,000 investment in the Dynamic 100 (Series 4) Fund. The value of the investment in the Dynamic 100 (Series 4) Fund would have hit a low of €9,025 during the period. At the end of the six-year period, the fund value would have been €9,492. As this is less than the value of the initial investment, the fund value is increased to €10,000 because of the capital guarantee after 6 years.



Example 2: 1/1/1993 - 2/1/1999

If you had invested €10,000 in the Dynamic 100 (Series 4) Fund on 1st January 1993, your investment would have been worth €25,539 (before exit tax) on 2nd January 1999. The investment in the Dynamic 100 (Series 4) Fund would, at all times, be protected from falling below 80% of its highest ever value and, by 2nd January 1999, the Protected Price would have risen so that 214% of your original investment would be protected at that date. The graph below demonstrates the growth and guarantees built up due to exposure to the top performing Dynamic Fund during this period.



Warning: These figures are estimates only. They are not a reliable guide to the future performance of this investment. The value of your investment may go down as well as up. This product may be affected by changes in currency exchange rates.

Yes, we make a charge

As 100% of your money is invested from day one, the only charge is the annual management charge of between 1.65% and 1.90% provided you invest for at least six years.

Early encashment charges apply in the first six years. These charges are 6% in year 1, 5% in year 2, 4% in year 3, 3% in year 4, 2% in year 5 and 1% in year 6. These apply on full and partial encashment.

In addition, a €20 fee applies to any partial encashment you take from your policy.

What about tax?

Whenever monies are paid out of your Eagle Star Guaranteed Dynamic 100 Bond Series 4 (on death, encashment, partial encashment or by assignment), tax is payable on any gains made. A tax on gains will also be payable every eight years; this tax can be offset against any tax that is payable on a subsequent taxable event in relation to this policy. We will deduct the relevant tax from your policy and pay it to the Revenue Commissioners, leaving you with no further tax liability on the monies you receive from us. The rate of tax (currently 23%) is equal to the standard rate of Income Tax plus 3%.



Grow your investment without worry.

If you want to benefit from the upside of equity returns, and you want to limit the downside with a combination of ongoing protection and a 100% capital guarantee at the sixth anniversary, simply contact:

- ▶ your Financial Advisor or
- ▶ Call us on 1850 202 102 or
- ▶ visit www.eaglestarlife.ie

Eagle Star Guaranteed Dynamic 100 Bond Series 4

Available until
25th April 2008
(or earlier if fully subscribed)

Intermediary Name

Plan Type **R**

Financial Advisor Name

Intermediary Number

Note: Prior to 30th April 2008, the return on the Eagle Star Dynamic 100 (Series 4) Fund will be 5% per annum. Starting from the unit price declared on 30th April 2008, the return on the fund will be based on a variable combination of the Eagle Star Dynamic Fund and an Eagle Star Cash Fund.

A. POLICY OWNER(S) DETAILS

Note: Under the Criminal Justice Act, 1994, Eagle Star may require clients to provide 'Evidence of Identity' and 'Proof of Address' by means of supporting documentation.

Note: Please complete in BLOCK CAPITALS.

First Owner Mr Mrs Ms

Second Owner Mr Mrs Ms

Forename

Surname

Address

Date of Birth Sex M F

Marital Status M S Sep. Div. Wid.

E-mail Address

Telephone Number (W)

(H)

(M)

Nationality

Date of Birth Sex M F

Marital Status M S Sep. Div. Wid.

Telephone Number (W)

(H)

(M)

B. LIFE/LIVES INSURED DETAILS (IF DIFFERENT TO POLICY OWNER DETAILS)

First Life Insured Mr Mrs Ms

Second Life Insured Mr Mrs Ms

Forename

Surname

Address

Date of Birth Sex M F

Marital Status M S Sep. Div. Wid.

E-mail Address

Telephone Number (W)

(H)

(M)

Nationality

Date of Birth Sex M F

Marital Status M S Sep. Div. Wid.

Telephone Number (W)

(H)

(M)

C. PLAN DETAILS

Investment Amount €

Note: Minimum investment is €5,000

Payable by: Cheque Bank Draft

Cheques & Bank Drafts should be made payable to Eagle Star.

D. WEB ACCESS TO POLICY INFORMATION

You can look up details of your policy (including a daily updated value) online at our Client Centre.

Do you wish to register for our Client Centre?

YES NO

E. SPECIAL INSTRUCTIONS

F. REGULAR ENCASHMENT (OPTIONAL)

Note: If you require a regular income paid from your Bond, please complete this Regular Encashment Section.

Important: Please note that each encashment will reduce the number of units attaching to your Bond and hence its value.

We recommend that the first payment be six months or more after the commencement of the Bond.

Amount of Regular Income required	<input type="text" value=""/> %* per annum (before exit tax)	OR	€ <input type="text" value=""/> * per annum (after exit tax)	
Regular Income payable	Monthly* <input type="checkbox"/>	Quarterly* <input type="checkbox"/>	Half-yearly* <input type="checkbox"/>	Yearly* <input type="checkbox"/>
Date of First Payment	<input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value=""/> <input type="text" value=""/> <input type="text" value=""/> <input type="text" value=""/> (dd/mm/yyyy)	OR	<input type="text" value="1"/> <input type="text" value="6"/> <input type="text" value=""/> <input type="text" value=""/> <input type="text" value=""/> <input type="text" value=""/> (dd/mm/yyyy)	
Name of Bank	<input type="text"/>			
Address	<input type="text"/>			
Name(s) of Bank Account Holder(s)	<input type="text"/>			
Bank Account Number	<input type="text"/>	Bank Sorting Code	<input type="text"/>	

* €200 minimum income per payment irrespective of frequency. The maximum regular income you can take is 7.5% per annum of the Bond.

Note: Please complete your bank details as your income will be paid directly into your account by Eagle Star.

G. DECLARATIONS (Please sign the appropriate boxes at the bottom of Part A)

Part A

(i) Data Protection

Eagle Star Life Assurance Company of Ireland Limited ('Eagle Star') or its authorised agents, may hold, use, disclose and process any information provided by me ('data'), which shall include information contained in this application (or provided subsequently in discussion or otherwise) and any information arising in relation to my policy and my relationship with them, in order to:

- process this application, manage and administer my policy; provide data to any of the companies that make up the Zurich Financial Services Group (the 'Group') to enable them to do so; and provide the data to my Financial Advisor to enable them to administer my policy;
- comply with legal and regulatory obligations;
- overview and analyse my policy regularly for Group reporting;
- communicate with me (subject to legislation) by post, telephone, e-mail or SMS unless instructed not to by me in writing;
- disclose the data to any (or any proposed) assignee, donee or successor or any reinsurer; and
- disclose/transfer the data abroad (subject to legislation) for the above purposes to persons approved of by Eagle Star.

You have a right of access to and the right to rectify the data concerning you held by Eagle Star/the Group.

Eagle Star may, in future, want to use your data to tell you about its products and services, those of the Group or of a third party that they have arranged for you. If you do **not** want your data to be used for these purposes, please tick here.

You can ask Eagle Star/the Group at any time to stop using your data in this way, by writing free of charge to Customer Services, Eagle Star, Eagle Star House, Frascati Road, FREEPOST, Blackrock, Co. Dublin.

(ii) Consumer Disclosure

I confirm that I have received the relevant Customer Guide and that this Customer Guide has been fully completed by my Financial Advisor.

Does this policy replace an existing policy, in whole or in part? YES NO

If YES, and that policy is an Eagle Star policy, please specify policy number:

Warning: If you propose to take out this policy in complete or partial replacement of an existing policy, please take special care to satisfy yourself that this policy meets your needs. In particular, please make sure that you are aware of the financial consequences of replacing your existing policy. If you are in doubt about this, please contact your insurer or Financial Advisor.

(iii) Policy Declaration

I agree that the information given shall be the basis of the contract of insurance, and I declare that the statements in this application are true and complete (including any statements written down at my dictation).

I confirm that I have read and fully understand all parts of the above declaration (Part A, (i), (ii), and (iii)).

1. Signature of Policy Owner(s)	<input checked="" type="checkbox"/>	<input type="text"/>	Date	<input type="text"/>
	<input checked="" type="checkbox"/>	<input type="text"/>	Date	<input type="text"/>
2. Signature of Life (Lives) Insured, if different from Policy Owner(s)	<input checked="" type="checkbox"/>	<input type="text"/>	Date	<input type="text"/>
	<input checked="" type="checkbox"/>	<input type="text"/>	Date	<input type="text"/>

Part B - This part should be completed by your Financial Advisor.

I hereby declare that in accordance with Regulation 6(1) of the Life Assurance (Provision of Information) Regulations, 2001, the applicant(s) has been provided with the information specified in Schedule 1 to those Regulations (the relevant Eagle Star Customer Guide) and that I have advised the client(s) as to the financial consequences of replacing an existing policy with this policy by cancellation or reduction, and of possible financial loss as a result of such replacement.

Signature of Financial Advisor	<input checked="" type="checkbox"/>	<input type="text"/>	Date	<input type="text"/>
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Eagle Star Life Assurance Company of Ireland Limited

Eagle Star House, Frascati Road, Blackrock, Co. Dublin, Ireland.

Telephone: 01 283 1301 Fax: 01 283 1578 Website: www.eaglestarlife.ie

Eagle Star Life Assurance Company of Ireland Limited is regulated by the Financial Regulator.

Intended for distribution within the Republic of Ireland.

The tax and legislative information contained herein is based on Eagle Star's understanding of current practice as at February 2008 and may change in the future.

Barclays Bank plc is authorised and regulated by the Financial Services Authority.



EAGLE STAR

A member of the  *Zurich Group*