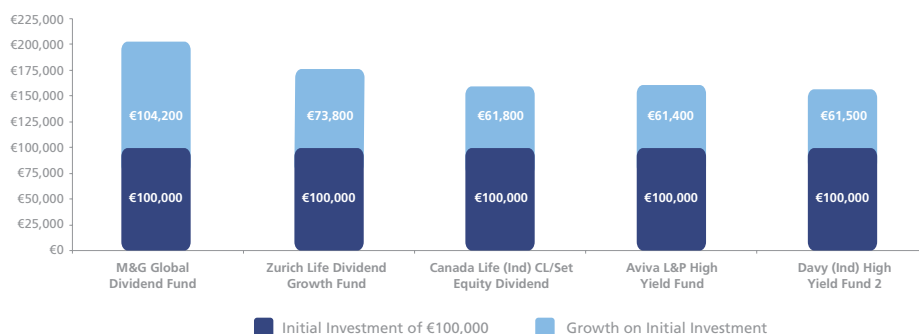


M&G Global Dividend Fund

Sales Aid



High Yield Equity Funds Performance



Performance to 31/03/14	1 Year	3 Year	5 Year	18/07/08* - 31/03/14
M&G Global Dividend Fund	8.8%	48.0%	188.3%	104.2%
Zurich Life Dividend Growth Fund	10.3%	46.1%	137.2%	73.8%
Canada Life (Ind) CL/Set Equity Dividend	11.4%	32.0%	115.7%	61.6%
Aviva L&P High Yield Fund	6.5%	35.3%	128.2%	61.4%
Davy (Ind) High Yield Fund 2	9.8%	37.9%	112.4%	61.5%

Source: MoneyMate & M&G Investments, April 2014. Currency is Euro, Returns are based on offer/offer performance and do not represent the return achieved by the individual policies linked to the fund. Gross Income Re-invested on Ex-dividend date. Performance shown is GROSS of annual management charges. Where no gross prices have been provided, MoneyMate has calculated the gross performance using the latest annual management charge supplied by the fund provider. In these cases, the performance will be indicative. *18/07/08 - earliest date for comparison of all five funds.

Launch Date	18 July 2008
Fund Size	£8.7 billion
Number of Stocks	47

Source: M&G Investments, 31 March 2014.



**M&G GLOBAL
DIVIDEND FUND
WAS THE TOP
SELLING EQUITY
FUND IN EUROPE
IN 2012 AND 2013.**

Source: Lipper, M&G Investments, 5 February 2014.

WHY DIVIDENDS?



- Dividends and share-price performance go hand in hand – historically, companies that have consistently increased their dividends have delivered excellent share-price performance and you receive income on top.
- Consistent dividend growth helps companies to grow in a disciplined manner as dividends regulate the amount of capital available for growth and ensure that only the most profitable projects are selected.
- Rising dividends create upward pressure on the shares to perform and can generate excellent total returns – a phenomenon that applies all over the world.

WHY INVEST GLOBALLY?



- The 'dividend culture' can be found around the world: over 90 companies in the US have increased their dividends consecutively for the past 25 years or more¹.
- Geographic diversity.
- A global approach gives portfolio managers, acting on behalf of investors, the flexibility to pursue what they believe to be the best investment opportunities in the world – providing an important source of portfolio diversification in the process.

¹ Source: M&G Investments, 5 February 2014.

“Companies that consistently grow their dividends, wherever they are in the world have generally provided excellent returns over the longer term.”

Stuart Rhodes,
Fund Manager

Continued overleaf

INVESTMENT PROCESS



The fund manager searches for dividend opportunities around the world in all sectors and market capitalisations and asks the following questions:

- Does the company understand shareholder value and allocate capital efficiently?
- Can the company grow its dividend in a sustainable manner over time?
- Is the yield sufficiently attractive?

Since dividend strategies tend to

perform well when equity markets struggle but lag when share prices rally, the fund manager attempts to reduce these headwinds by selecting companies with the best dividend growth potential from three distinct categories: quality, well-managed businesses with steady dividend growth; disciplined asset-backed cyclical companies that are able to

grow their dividends across different economic environments; and high-growth companies that can translate this growth into their dividend stream. These sources of dividends display different risk/reward characteristics that should help the fund to perform well in different market conditions.



This '**M&G Global Dividend Fund**' sales aid should be read in conjunction with the '**Investing in Dividend Paying Stocks**' and the '**M&G Global Dividend Fund – Under the Bonnet**' brochures that are available on zurichlife.ie

Warning: Past performance is not a reliable guide to future performance.
Warning: If you invest in this fund, you may lose some or all of the money that you invest.
Warning: Benefits may be affected by changes in currency exchange rates.
Warning: The value of your investment may go down as well as up.