# Prisma

## Making it easier to engage with your customers


*For Financial Brokers and Advisors use only.*

# The Platform built around your needs

While changes to the financial landscape over the last decade mean that many of us have a new relationship with money - over the past 18 months we have seen signs of a more positive outlook. Perhaps it's the low interest rates on bank deposits, but customers are now actively looking for alternatives for their hard-earned money.

## HELPING YOU TO HELP YOUR CLIENTS

At Zurich, we believe that Financial Brokers are best positioned to help customers find the alternatives for their money. When we first developed Prisma, it was to simplify your clients' investment journey: our risk profile and portfolio building tools provided a roadmap to risk suitable investment solutions - hugely important for today's more informed investor and regulated environment.

Last year we launched the **'Client Dashboard'** - a single overview of your customers total holdings with Zurich Life, extended across retirement, investment, savings and protection products.

## THE JOURNEY CONTINUES...

Building more engaged customers, within a robust regulatory framework, is a multi-layered process. Since the launch of Prisma and the Client Dashboard we talked and listened to many Financial Brokers and the feedback you provided has been invaluable.

We have introduced new features that we believe will make your life easier, from the ability to create **customised client review reports** to features such as our new **'scratch-pad' facility**.

**We have taken the Prisma building blocks and strengthened them. Within this brochure we explain what we have developed, demonstrate how it will make a difference to you and your customers, and lay the foundations for a long-lasting journey we will take together.**

# An Integrated Client Platform

At Zurich, our objective is to support the service you provide. This is why we strengthened the Prisma Platform, to give you control in planning your client's financial future.

- **CONTROL**

  Prisma allows you to manage your customer's retirement, savings, investment and protection needs from one single location.

- **NEW REPORTING**

  You can now create customised client review reports - giving your clients a real-time view of their policy(ies) including current values, risk ratings, asset splits, performance, investment commentary and fund factsheets. All at the touch of a button!

- **ENHANCED RISK MANAGEMENT**

  We have enhanced our risk profile questionnaire so you can also run risk assessments at a product category level - so customers need not have the same risk score applying to all financial goals.

- **ENHANCED FINANCIAL PLANNING**

  Prisma gives you and your clients access to a wide range of financial planning tools (such as our RetireSmart pension calculator and our Risk Profiler) that can help you drive customer understanding of financial products. We have also added a **'scratch-pad'** which allows you to add in non-Zurich assets to give a more comprehensive view of your customer and to assess the overall risk of their portfolio.

- **PRODUCT WRAPPERS**

  Prisma gives you access to the complete range of Zurich Life retirement, savings, investment and protection product wrappers.

- **PRICE AND VALUE**

  Prisma is built with your needs in mind and as such the full range of product charging options are available.

- **INVESTMENT SOLUTIONS**

  Prisma provides you with comprehensive investment solutions to match the financial planning needs of even your most sophisticated clients; from 'Pathway', our simple risk targeted solutions, through to our 'Select' model portfolios and 'Tailored' portfolios which you can design with your customer.

# Efficient Client Management

The ‘Client Dashboard’ gives you a single overview of your client’s total holding of policies with Zurich, extended across retirement, investment, savings and protection products.

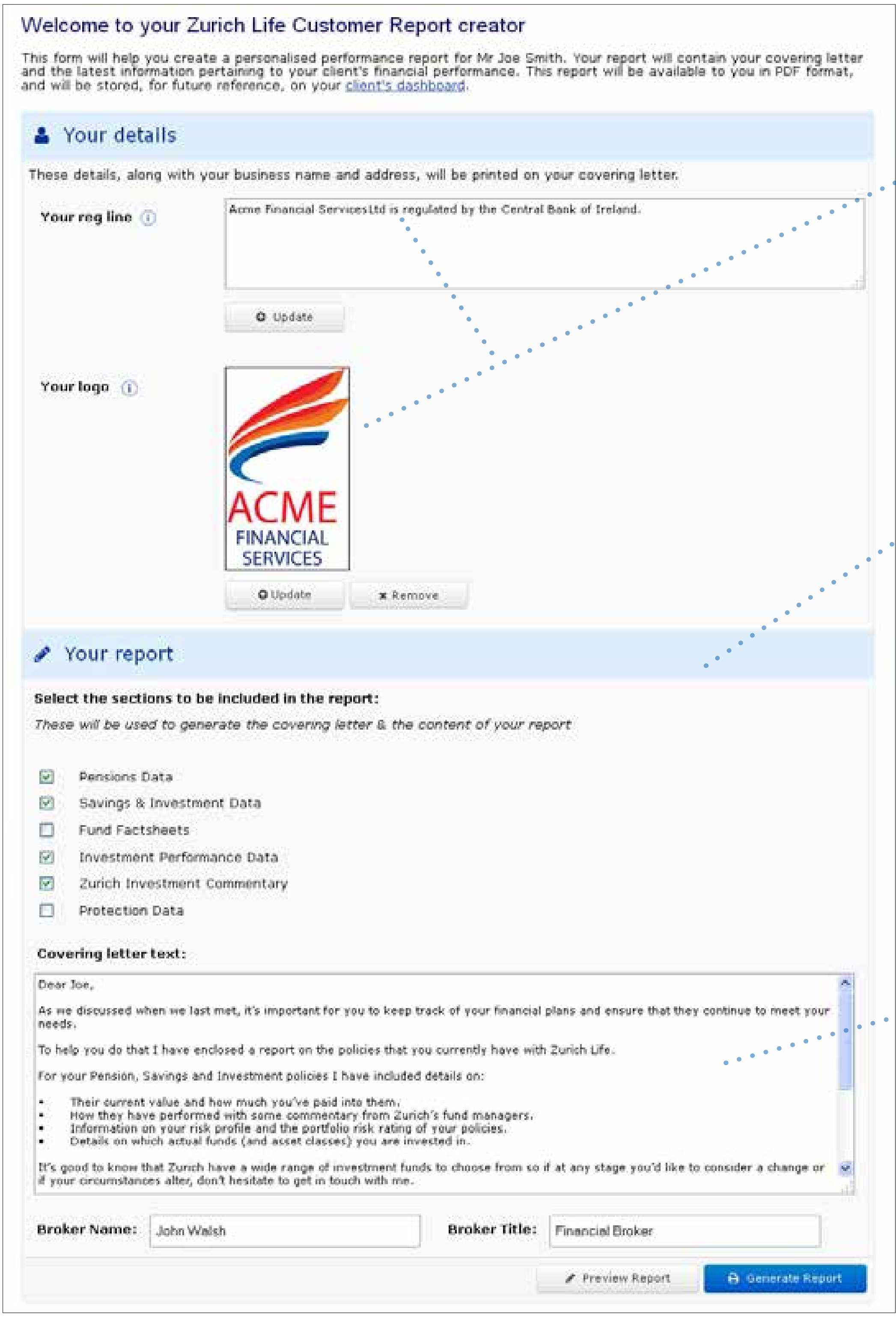
## THE CLIENT DASHBOARD


To access the Client Dashboard, log on to the Broker Centre, look up the client’s list of policies as normal and click on the Client Dashboard button: Client Dashboard

Please note, that clients accessing policy information on the Client Centre will also see their Zurich Life Dashboard.

# New Reporting Facility

Keeping your clients informed on how their policies are performing is a key component of your role. To help you with this, you can now easily generate and save customised client reports direct from the **Client Dashboard**. A tailored letter can be personalised with your logo and company details.



Welcome to your Zurich Life Customer Report creator

This form will help you create a personalised performance report for Mr Joe Smith. Your report will contain your covering letter and the latest information pertaining to your client's financial performance. This report will be available to you in PDF format, and will be stored, for future reference, on your client's dashboard.

Your details

These details, along with your business name and address, will be printed on your covering letter.

Your reg line: Acme Financial ServicesLtd is regulated by the Central Bank of Ireland.

Update

Your logo

ACME FINANCIAL SERVICES

Update | Remove

Your report

**Select the sections to be included in the report:**

*These will be used to generate the covering letter & the content of your report*

- [x] Pensions Data
- [x] Savings & Investment Data
- [ ] Fund Factsheets
- [x] Investment Performance Data
- [x] Zurich Investment Commentary
- [ ] Protection Data

**Covering letter text:**

Dear Joe,

As we discussed when we last met, it's important for you to keep track of your financial plans and ensure that they continue to meet your needs.

To help you do that I have enclosed a report on the policies that you currently have with Zurich Life.

For your Pension, Savings and Investment policies I have included details on:

- Their current value and how much you've paid into them.
- How they have performed with some commentary from Zurich's fund managers.
- Information on your risk profile and the portfolio risk rating of your policies.
- Details on which actual funds (and asset classes) you are invested in.

It's good to know that Zurich have a wide range of investment funds to choose from so if at any stage you'd like to consider a change or if your circumstances alter, don't hesitate to get in touch with me.

**Broker Name:** John Walsh **Broker Title:** Financial Broker

Preview Report | Generate Report

1

## REGULATORY LINE AND COMPANY LOGO

You can add in your company's regulatory line and company logo. These will be saved for all future letters that you generate. If you wish to add your company logo, this should be in .jpeg format.

2

## COMPREHENSIVE REPORT - UTILISING 'REAL' CLIENT DATA

You can add as much or as little content as you wish to the client report, just tick the necessary boxes!

- **The Pensions Data/Savings & Investment Data** will pull in actual details on your client's current policy - including value, contributions, risk rating (individual and portfolio), fund splits and asset allocations.
- **Fund Factsheets** - a factsheet will be produced for each fund your client is invested in and this will form part of the report.
- **Investment Performance Data** - Fund performance information will be provided for each fund your client is invested in - allowing you to easily see how the different funds are performing.
- **Zurich Investment Commentary** - every month we will provide a simple market update to highlight the key reasons as to why markets and asset classes are performing as they are.
- **Protection Data** - if your client has protection policies with Zurich, information of these can also be included in the report.

3

## COVERING LETTER

Tailor your covering letter to suit your client. Your covering letter will incorporate the regulatory line and logo that you added.

# Our New Report

Simple to generate and very relevant to your customers, the new Prisma Rep
a report will never replace a face-to-face meeting, it will help ensure that yo
performing. And a more informed customer is a more engaged customer.

## PRINT OR PDF - THE CHOICE IS YOURS

Each report will be created as a PDF - which you can email to your customer.  A copy of the report will be automatically saved in the archive folder on the **Client Dashboard**. For customers that prefer to receive a hard copy of the report, simply print off the report.

**Tailor your message to your client**

**A personalised report - just for them!**

**Real policy information - including values, funds and risk profiles**

**Overview of risk ratings**

**Mr. Joe Smith**
123 Main Street
Anytown
Dublin
Ireland

John Walsh
ACME Financial
Frascati Road
Blackrock

Dear Joe

Ahead of our annual review meeting, please find enclosed a comprehensive report on the policies you currently have with Zurich Life.

The report includes details of your:

- Current values and how much you've contributed.
- Fund performance with commentary from Zurich Life's fund managers.
- Your risk profile and the risk rating of your policies.
- The funds and asset classes you are invested in.

Keeping on track with your financial plans is essential so please take time to read through the attached report.

I'll be in touch with you shortly to arrange our meeting, at which time I can answer any questions you might have and discuss some new opportunities that you might be interested in.

Yours sincerely

John Walsh
Email: john@acmefs.ie   Tel: 087-112 2333

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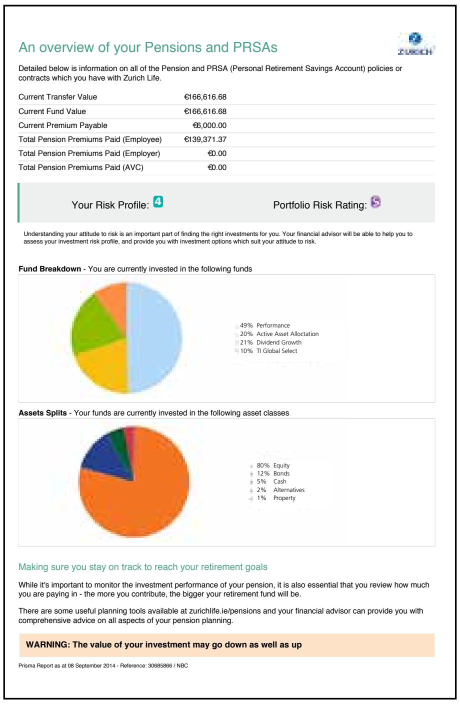


### An overview of your Pensions and PRSAs

Detailed below is information on all of the Pension and PRSA (Personal Retirement Savings Account) policies or contracts which you have with Zurich Life.

| | |
|---|---|
| Current Transfer Value | €166,616.68 |
| Current Fund Value | €166,616.68 |
| Current Premium Payable | €6,000.00 |
| Total Pension Premiums Paid (Employee) | €139,371.37 |
| Total Pension Premiums Paid (Employer) | €0.00 |
| Total Pension Premiums Paid (AVC) | €0.00 |

Your Risk Profile: 4   Portfolio Risk Rating: 5

Understanding your attitude to risk is an important part of finding the right investments for you. Your financial advisor will be able to help you to assess your investment risk profile, and provide you with investment options which suit your attitude to risk.

**Fund Breakdown** - You are currently invested in the following funds



**Assets Splits** - Your funds are currently invested in the following asset classes



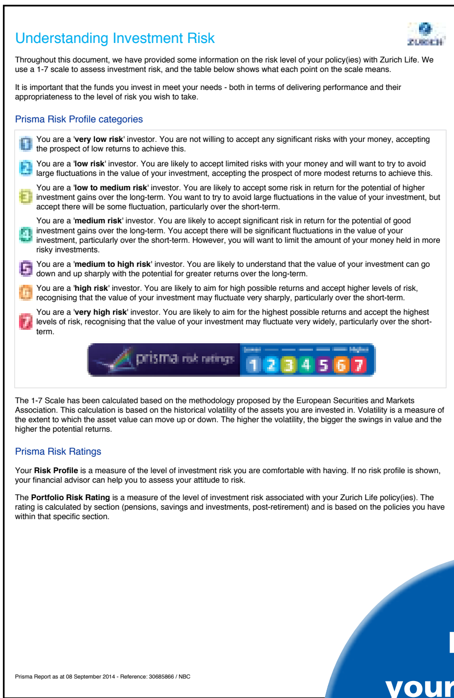
Making sure you stay on track to reach your retirement goals

While it's important to monitor the investment performance of your pension, it is also essential that you review how much you are paying in - the more you contribute, the bigger your retirement fund will be.

There are some useful planning tools available at zurichlife.ie/pensions and your financial advisor can provide you with comprehensive advice on all aspects of your pension planning.

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

Prisma Report as at 08 September 2014 - Reference: 30685866 / NBC



### Understanding Investment Risk

Throughout this document, we have provided some information on the risk level of your policy(ies) with Zurich Life. We use a 1-7 scale to assess investment risk, and the table below shows what each point on the scale means.

It is important that the funds you invest in meet your needs - both in terms of delivering performance and their appropriateness to the level of risk you wish to take.

Prisma Risk Profile categories

1. You are a '**very low risk**' investor. You are not willing to accept any significant risks with your money, accepting the prospect of low returns to achieve this.
2. You are a '**low risk**' investor. You are likely to accept limited risks with your money and will want to try to avoid large fluctuations in the value of your investment, accepting the prospect of more modest returns to achieve this.
3. You are a '**low to medium risk**' investor. You are likely to accept some risk in return for the potential of higher investment gains over the long-term. You want to try to avoid large fluctuations in the value of your investment, but accept there will be some fluctuation, particularly over the short-term.
4. You are a '**medium risk**' investor. You are likely to accept significant risk in return for the potential of good investment gains over the long-term. You accept there will be significant fluctuations in the value of your investment, particularly over the short-term. However, you will want to limit the amount of your money held in more risky investments.
5. You are a '**medium to high risk**' investor. You are likely to understand that the value of your investment can go down and up sharply with the potential for greater returns over the long-term.
6. You are a '**high risk**' investor. You are likely to aim for high possible returns and accept higher levels of risk, recognising that the value of your investment may fluctuate very sharply, particularly over the short-term.
7. You are a '**very high risk**' investor. You are likely to aim for the highest possible returns and accept the highest levels of risk, recognising that the value of your investment may fluctuate very widely, particularly over the short-term.



The 1-7 Scale has been calculated based on the methodology proposed by the European Securities and Markets Association. This calculation is based on the historical volatility of the assets you are invested in. Volatility is a measure of the extent to which the asset value can move up or down. The higher the volatility, the bigger the swings in value and the higher the potential returns.

Prisma Risk Ratings

Your **Risk Profile** is a measure of the level of investment risk you are comfortable with having. If no risk profile is shown, your financial advisor can help you to assess your attitude to risk.

The **Portfolio Risk Rating** is a measure of the level of investment risk associated with your Zurich Life policy(ies). The rating is calculated by section (pensions, savings and investments, post-retirement) and is based on the policies you have within that specific section.

Prisma Report as at 08 September 2014 - Reference: 30685866 / NBC

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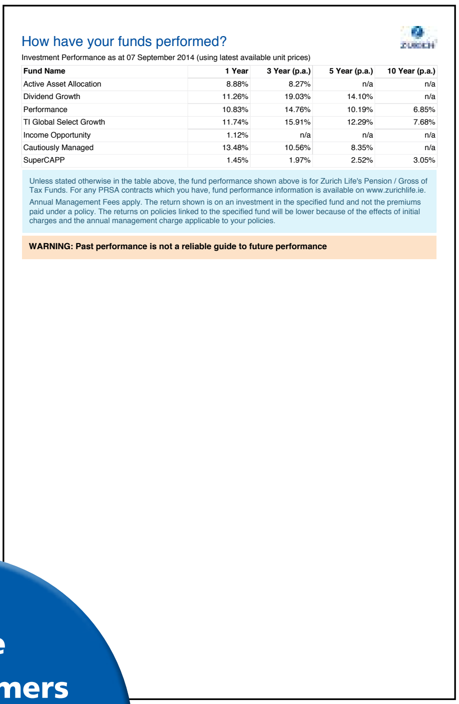
Comparison of individual fund performance

Investment commentary to bring markets to life

Fund factsheets included automatically as part of the report



How have your funds performed?

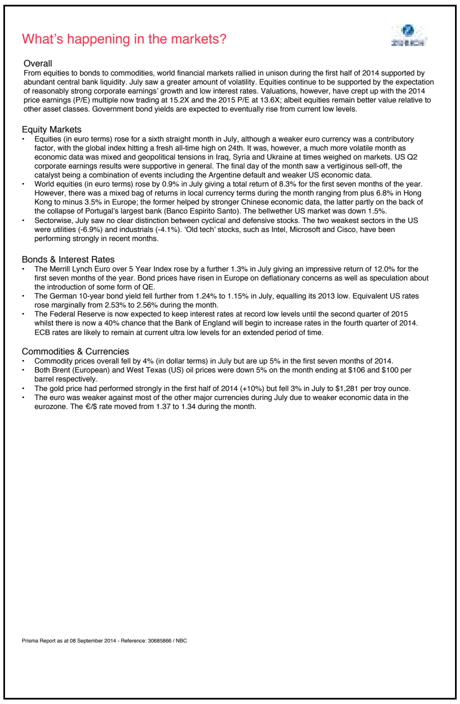
Investment Performance as at 07 September 2014 (using latest available unit prices)

| Fund Name | 1 Year | 3 Year (p.a.) | 5 Year (p.a.) | 10 Year (p.a.) |
|---|---|---|---|---|
| Active Asset Allocation | 8.88% | 8.27% | n/a | n/a |
| Dividend Growth | 11.26% | 19.03% | 14.10% | n/a |
| Performance | 10.83% | 14.76% | 10.19% | 6.85% |
| TI Global Select Growth | 11.74% | 15.91% | 12.29% | 7.68% |
| Income Opportunity | 1.12% | n/a | n/a | n/a |
| Cautiously Managed | 13.48% | 10.56% | 8.35% | n/a |
| SuperCAPP | 1.45% | 1.97% | 2.52% | 3.05% |

Unless stated otherwise in the table above, the fund performance shown above is for Zurich Life's Pension / Gross of Tax Funds. For any PRSA contracts which you have, fund performance information is available on www.zurichlife.ie.

Annual Management Fees apply. The return shown is on an investment in the specified fund and not the premiums paid under a policy. The returns on policies linked to the specified fund will be lower because of the effects of initial charges and the annual management charge applicable to your policies.

**WARNING: Past performance is not a reliable guide to future performance**



What's happening in the markets?

Overall

From equities to bonds to commodities, world financial markets rallied in unison during the first half of 2014 supported by abundant central bank liquidity. July saw a greater amount of volatility. Equities continue to be supported by the expectation of reasonably strong corporate earnings' growth and low interest rates. Valuations, however, have crept up with the 2014 price earnings (P/E) multiple now trading at 15.2X and the 2015 P/E at 13.6X; albeit equities remain better value relative to other asset classes. Government bond yields are expected to eventually rise from current low levels.

Equity Markets

- Equities (in euro terms) rose for a sixth straight month in July, although a weaker euro currency was a contributory factor, with the global index hitting a fresh all-time high on 24th. It was, however, a much more volatile month as economic data was mixed and geopolitical tensions in Iraq, Syria and Ukraine at times weighed on markets. US Q2 corporate earnings results were supportive in general. The final day of the month saw a vertiginous sell-off, the catalyst being a combination of events including the Argentine default and weaker US economic data.
- World equities (in euro terms) rose by 0.9% in July giving a total return of 8.3% for the first seven months of the year. However, there was a mixed bag of returns in local currency terms during the month ranging from plus 6.8% in Hong Kong to minus 3.5% in Europe; the former helped by stronger Chinese economic data, the latter partly on the back of the collapse of Portugal's largest bank (Banco Espirito Santo). The bellwether US market was down 1.5%.
- Sectorwise, July saw no clear distinction between cyclical and defensive stocks. The two weakest sectors in the US were utilities (-6.9%) and industrials (-4.1%). 'Old tech' stocks, such as Intel, Microsoft and Cisco, have been performing strongly in recent months.

Bonds & Interest Rates

- The Merrill Lynch Euro over 5 Year Index rose by a further 1.3% in July giving an impressive return of 12.0% for the first seven months of the year. Bond prices have risen in Europe on deflationary concerns as well as speculation about the introduction of some form of QE.
- The German 10-year bond yield fell further from 1.24% to 1.15% in July, equalling its 2013 low. Equivalent US rates rose marginally from 2.53% to 2.56% during the month.
- The Federal Reserve is now expected to keep interest rates at record low levels until the second quarter of 2015 whilst there is now a 40% chance that the Bank of England will begin to increase rates in the fourth quarter of 2014. ECB rates are likely to remain at current ultra low levels for an extended period of time.

Commodities & Currencies

- Commodity prices overall fell by 4% (in dollar terms) in July but are up 5% in the first seven months of 2014.
- Both Brent (European) and West Texas (US) oil prices were down 5% on the month ending at $106 and $100 per barrel respectively.
- The gold price had performed strongly in the first half of 2014 (+10%) but fell 3% in July to $1,281 per troy ounce.
- The euro was weaker against most of the other major currencies during July due to weaker economic data in the eurozone. The €/$ rate moved from 1.37 to 1.34 during the month.

Prisma Report as at 08 September 2014 - Reference: 30685866 / NBC

Active Asset Allocation Fund

| | |
|---|---|
| **Launch Date** | 20th October 2010 |
| **Fund Size** | €106 million |
| **Currrent Component Funds** | International Equity Fund, Active Fixed Income Fund, European (Ex-UK) Property Fund, Australasia Property Fund, Alternative Assets, Cash |

**Fund Description**

The Active Asset Allocation Fund is an actively managed, diversified unit-linked fund. It seeks to achieve performance from a well-diversified portfolio of global equities, government bonds, property shares, cash and alternative assets. The alternative assets currently may include oil, gold, inflation-linked government bonds, water, soft commodities, industrial metals and corporate bonds. Many of the asset classes in this fund have historically had low correlations to movements in equity prices and, hence, are expected to dampen the volatility of the fund's returns. The fund invests in a number of existing Zurich Life actively managed funds including the International Equity Fund and Active Fixed Income Fund as well as a number of Exchange Traded Funds/Certificates (ETFs).

Zurich Life's award-winning team of fund managers actively manage the allocation between the different asset classes. A currency risk arises as some of the investments held are from outside the eurozone.

**Yearly Investment Performance***

| Year | 2011 | 2012 | 2013 |
|---|---|---|---|
| Return % | -1.8 | 10.5 | 4.0 |

**Annualised Investment Performance (%)***

as at 30/06/14



**Fund Allocation**

as at 30/06/14



**Source:** Zurich Life

**Asset Exposures**

as at 30/06/14

| Asset Class | Typical Exposure |
|---|---|
| Equities | 15% - 65% |
| Bonds | 10% - 60% |
| Property[1] | 0% - 20% |
| Alternatives[2] | 10% - 40% |
| Cash | 0% - 50% |

**Source:** Zurich Life

**1** ETFs invested in quoted property companies.
**2** The number and type of alternative assets may change over time. Alternative assets are generally in the form of ETFs.
*** Notes: Annual management charges (AMC) apply. The fund performance shown is before the full AMC is applied on your policy.**
* **Source:** Financial Express. Returns are based on offer/offer performance and do not represent the return achieved by individual policies linked to the fund. Due to rounding some totals may not equal 100%.

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

**The latest available Asset Distributions of the individual component funds are presented overleaf.**

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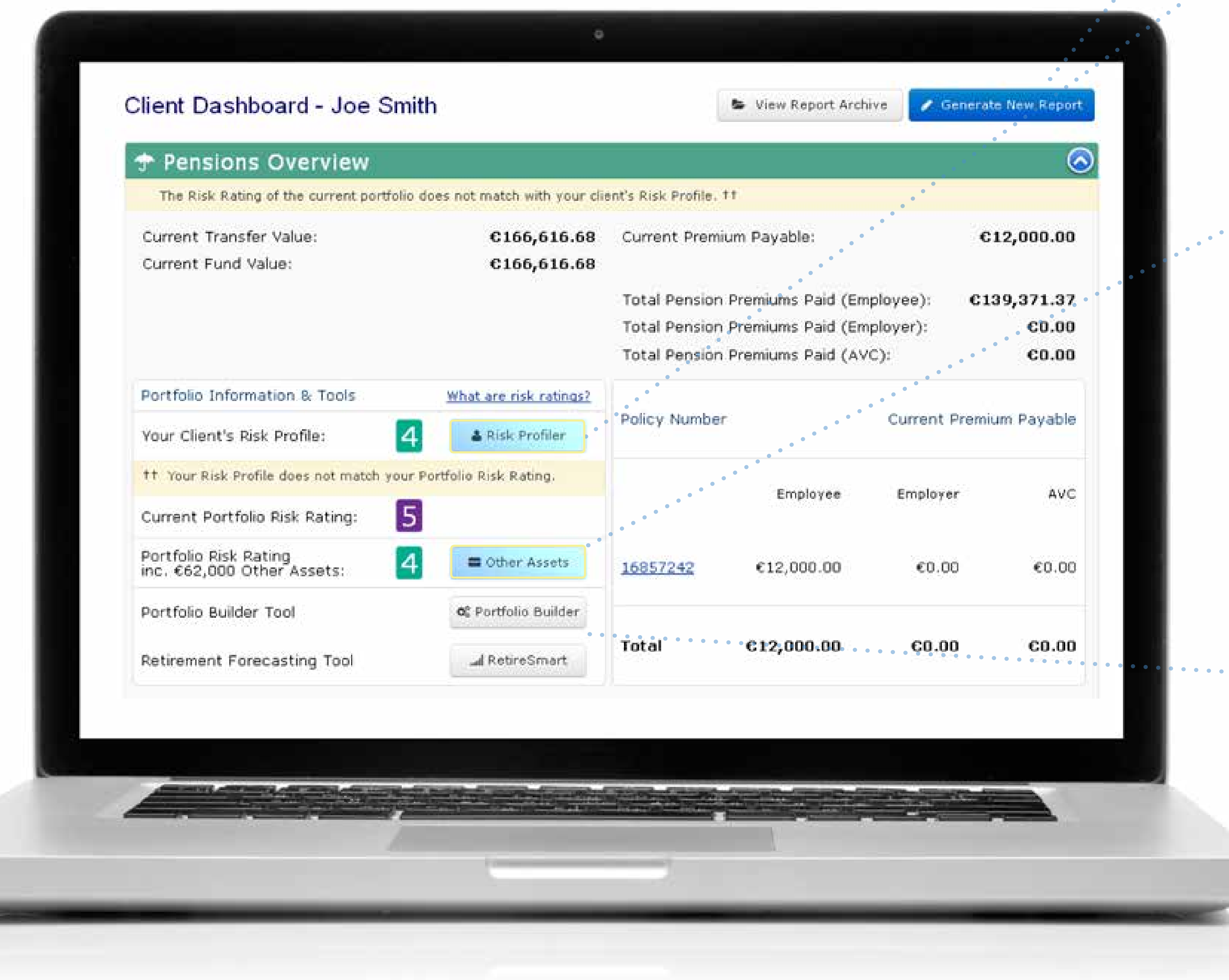
# Financial Planning Tools

The Prisma Platform is designed so that you can easily link directly from the Client Dashboard into a wide range of useful financial planning tools.



1

**NEW** REPORTING FACILITY – MAKING ANNUAL OR AD-HOC REVIEWS EASY

Generate customised client reports direct from the **Client Dashboard** – and archive completed reports.

2

**ENHANCED** RISK PROFILER

Launch directly into our enhanced risk profiling tool. Once you have run the client's risk profile, it will be stored on the client's record and displayed on the **Client Dashboard**.

Based on feedback from Financial Brokers, you can now run risk assessments at a product category level - customers may have different attitudes to risk for longer-term retirement goals compared to their saving or investments requirements.

3

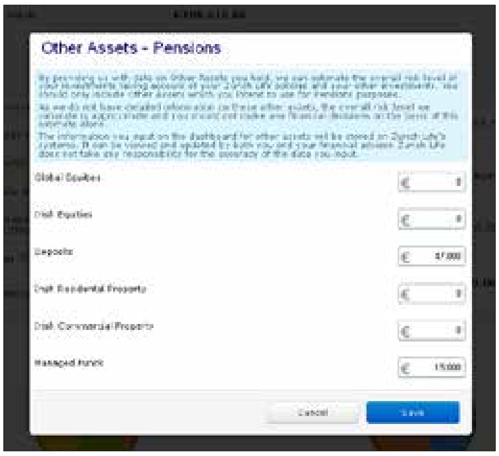
**ENHANCED** PORTFOLIO RISK ANALYSIS

Prisma will automatically calculate your client's risk profile based on their existing portfolio of Zurich policies by product segment (displayed on screen as the 'Current Portfolio Risk Rating').

To give a more complete picture add in a customer's non-Zurich assets which are relevant to that product segment (such as property, equities and deposits) using our 'scratch-pad' facility. Prisma will update the current portfolio risk rating to take this additional information into account.

You can then compare your client's risk profile (calculated using the Prisma Risk Profiler) with their Current Portfolio Risk Rating for that segment (e.g. pensions).

'Scratch-pad'




4

PORTFOLIO BUILDER AND RETIRESMART PENSION CALCULATOR

Use the Portfolio Builder to design a suitable investment strategy for your client. Within the pensions segment, you can also launch directly into an easy-to-use RetireSmart calculator. This will automatically pre-populate details of the client's existing contributions and funds, and calculate how much they will need to save to meet their retirement goals.

# Flexible Investment Solutions

## PATHWAY RISK TARGETED MULTI-ASSET FUNDS

Recognising that Financial Brokers and their clients require solutions that match their needs, we developed the Pathway fund range. Pathway funds target long-term growth, with asset mixes that can deliver volatility and returns appropriate to your client's chosen risk profile.

Pathway allows for a client's risk profile (as calculated using our Risk Profiler) to be matched to one of our risk targeted multi-asset funds. Pathway has five funds which are designed to match the ESMA* risk ratings 2 through to 6. For more information on our Pathway funds, please see the Pathway Multi-Asset Funds brochure.

* European Securities and Markets Authority.

## TAILORED AND SELECT

The Prisma range of funds is a combination of internally managed Zurich funds and carefully selected external managed funds from some of the world's leading fund managers.

Our suggested model portfolios, the 'Select' range, can help guide you in building investment portfolios. So whether you are looking to build your own 'Tailored Portfolio' or to use suggested 'Select' model portfolios, Zurich has a flexible solution for you.

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

# Platform Pricing

> “I want a platform that takes my business into account”

## PRODUCT WRAPPERS AND CHARGING OPTIONS

For Prisma to be an integral part of your business, we recognise that a ‘one size fits all’ approach will not work. For that reason we do not dictate the types of product wrapper you can use or more importantly, what charging or commission option you can recommend.

The full suite of Zurich product wrappers are available through Prisma – whether for regular premium and single premium, or for retirement, saving or lump sum investments (although some funds may only be available on certain product types). Your client’s protection products can also be viewed – giving you a truly holistic overview of your client.

We believe our charging and pricing options are market leading – with access to our investment funds from as little as 0.4% per annum. You can choose from a wide range of different options – allowing you the flexibility to tailor different propositions to your clients. We think that if a platform is going to work for you, it needs to be built around you.

# The Journey Continues

The Prisma Platform can bring many benefits to your business. As your needs, those of your customers' and of the industry evolve, so too will the Prisma Platform - that's a promise!

**To find out more or to book a demonstration, just contact your Zurich Life Broker Consultant.**

## ACCESS PRISMA

**To access the Client Dashboard, the reports facility and all the financial planning tools, just log on to the Broker Centre at zurichlife.ie.**

prisma
The Zurich Platform

## IMPORTANT INFORMATION

The Prisma Risk Profiler tool is designed only as an indicator that may help your clients understand how comfortable they are with accepting certain levels of risk before investing. The output of the Prisma Risk Profiler does not constitute any kind of advice and should not be solely relied upon when making a decision in relation to any of the Prisma Fund or Portfolio Solutions. It is essential that there is a detailed assessment made of your client's individual circumstances, so that they can select financial products and/or strategies that may suit their risk and return preferences, as well as their overall financial situation.

Zurich Life Assurance plc accepts no responsibility for any action taken as a result of you or your client using the Prisma Risk Profiler or suggested Prisma Fund or Portfolio Solutions.

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