<u>The Prisma Platform – Putting Risk and Return Centre Stage</u>

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The last decade has been one of seismic change with many challenges for the financial services industry. While our industry changes, adapts and improves, it is essential to continue to put our customers at the heart of our business.

Our customers have borne the brunt of the recent economic changes and for many, it has changed their relationship with their finances. Today money is hard earned and our customers are less and less likely to take unnecessary risks with it. While this provides challenges, it also provides opportunities.

For many, taking less risk might appear a sensible strategy but over the long-term it can have a significant impact on an individual's financial future. This is why we think the financial planning service provided by Financial Brokers and Advisors is of vital importance to the Irish customer. Customers are embarking on a new relationship with their money and it is with your advice and guidance that will help educate customers to keep to the right path.

Helping you help your clients

At Zurich Life, our objective is to support the financial planning service you provide. That is why we have enhanced and strengthened the Prisma Platform, to give you control in planning your clients' financial future. Our new integrated client platform is designed for you and your customers. The Prisma Platform will enable you to bring:

Control – A single holistic overview of your client's retirement, savings, investment and protection policies with Zurich Life through the new Client Dashboard. For the first time you can see all your client's holdings with Zurich Life in one place.
Risk Management – The Prisma Platform will automatically calculate the risk rating of your client's policies at a product segment level (e.g. pensions) – saving you time and ensuring that you can move the risk conversation forward.
Risk Profiler – You can now run your client's risk profile and store the results directly onto their individual record – an important step in recording your client's attitude to investment risk.
Portfolio Builder – Automatically pre-populate the Portfolio Builder with your client's current fund mix at their product segment level which can help you to ensure that your clients have a suitable investment strategy that matches their attitude to risk and return.
RetireSmart Pension Calculator and Life Cover Calculator – Also launched from the Client Dashboard, you have useful online tools to help you plan your client's financial future.

To access the Client Dashboard, log onto the Broker Centre, look up the clients list of policies as normal and click on the client dashboard button: ***insert client dashboard button.***

Our new integrated client platform will free up your administration time, provide you useful financial planning tools and enable to you to provide real value to your clients.

Image of screenshot

New Pathway Risk Centred Multi-Asset Funds

Talking to your clients about risk and return is essential to helping them prepare for the future. Complementing the Prisma Platform developments, we have launched a new range of risk centred multi-asset funds that might help make the conversation easier. Since the market falls of 2008 we have seen a significant trend in customers moving to lower risk investments, but it is paramount that people understand the trade off between risk and return. As I said earlier, a lower risk strategy may appear sensible but is it necessarily right?

The new Zurich Life Pathway Funds may be a solution. They target long-term growth, with asset mixes that can deliver volatility and returns appropriate to your client's risk profile (as calculated using the Prisma Risk Profiler). There are five Pathway Funds which are designed to match the ESMA* risk ratings 2 through to 6.

Unlike other multi-asset funds, the Pathway Funds have an active management strategy – with day to day asset allocation decisions being made by the Zurich Life investment team based in Blackrock. This team has a strong track record in delivering long-term growth and are well regarded by Financial Advisors.** Each of the Pathway Funds has a broad mix of asset classes and can include equities, bonds (including short-term bonds), alternatives, property and cash.

The Pathway Funds work in tandem with the Prisma Risk Profiler so that you can have the comfort of knowing that if your client completes the risk profile questions, there will be a Pathway Fund to suit (unless your client is at the extremes of the risk scale i.e. 1 or 7).

Perhaps most importantly for you, if you recommend a Pathway Fund to a client on the basis that it matches their risk profile, you can have confidence in knowing that the fund is designed to remain within the risk band over the course of the client's investment timeframe – no more uncomfortable reviews with clients when a fund hasn't done what it says it was going to do.

Image of Pathway funds

*European Securities and Markets Authority
** Source: Zurich Life, September 2013

New External Funds to Strengthen the Prisma Fund Range

The final development to the Prisma Platform has been the addition of new active and passively managed investment funds from some of the world's leading investment managers, which brings the total number of Fund Managers on the Platform to nine.

Last year, our objective was to add new funds to fill complete our fund range; this year we are looking to add choice. We believe the nine new funds we have added do that. For example, the Global Equity (MFS Meridian) Fund, a 5 star rated fund by Morningstar, provides an alternative to the long established Zurich Life International Equity Fund. Adding further choice in the global equity space, we also have a new passive option from BlackRock, the Indexed Global Equity Fund. We believe this is genuine choice – active options from our internal manager, an internationally recognised global leader, MFS, and a passive option from the world's largest fund manager.

We are determined to give you important investment options so we will continue to expand our fund range over the coming years.

Helping you to help your customers is what drives us forward. We believe that the developments we bring to you this pension season will do just that and rest assured that Zurich Life is committed to delivering into the future and supporting you in keeping customers at the heart of your business.

*European Securities and Markets Authority

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

Warning: Past performance is not a reliable guide to future performance.

This article does not constitute an offer and should not be taken as a recommendation from Zurich Life. Advice should always be sought from an appropriately qualified professional.

Annual management charges (AMC) apply.

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