

Zurich Life market share increases to its highest ever rate

The team at Zurich Life would like to say a very big 'Thank You' to all the Financial Brokers and Advisors who supported us over the last year.

In 2013 we started to see strong evidence of the recovery in Ireland taking hold - customer confidence was up, which in turn translated into a significant increase in business for Brokers and for us.

The increase in support from Brokers has seen our sales increase 21% on 2012 and **our share of the total life and pensions market increased to its highest ever year-end figure of 17.6%.**

We are delighted with this increase - particularly as we know that it is a result of the business received from Financial Brokers and Advisors. Over the past year we launched a number of initiatives designed to add value for you and your customers. These included:

- Strengthening Prisma, our market leading Platform with the new Client Dashboard
- Pathway, our new suite of risk targeted multi-asset funds, which are steadily moving towards the €100m mark
- Risk-rating all our funds according to the ESMA scale to ensure you have consistency when recommending solutions to your customers
- Our award winning 'Dear 30 year old me' advertising campaign which drove customers to you
- Our great €10,000 Cancer Cover giveaway

Throughout 2014, we will continue to work closely with you to ensure that you have every opportunity to maximise your sales in Investments, Protection and Pensions.

Zurich Life Assurance plc is regulated by the Central Bank of Ireland.