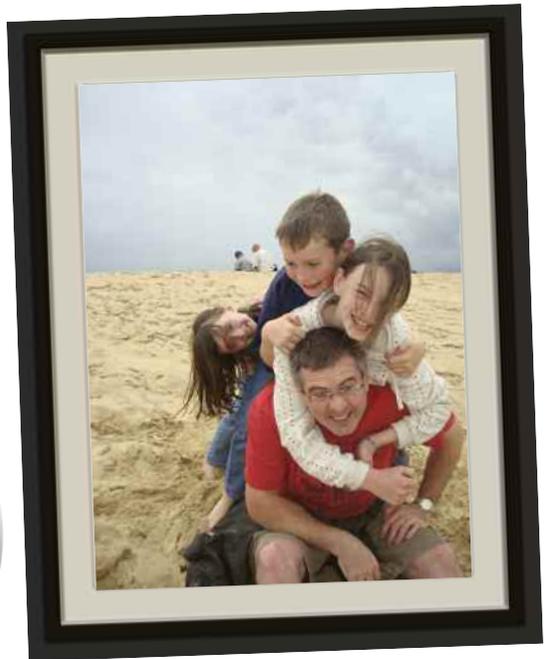


Investments

# EBS Dual Protected Return Bond 7



*The Burke family hold on tightly to Dad for a family piggy back! France, 2008.*

EBS Dual Protected Return Bond 7 is provided by Irish Life Assurance plc.

\*Closing date could be earlier if we receive too many applications.



**National Adult Literacy Agency**  
An Áisíneacht Náisiúnta Litearthachta do Aosaigh

**Important note:**

EBS Dual Protected Return Bond 7 is provided by Irish Life Assurance plc (Irish Life) at the request of EBS. Any reference to 'we' or 'us' refers to Irish Life as Irish Life is the provider of this product. As well as offering advice when you take out a plan, EBS will also help you with any questions about your plans and offer you a financial review annually in return for any remuneration we receive.

Terms and conditions apply. EBS Limited is a tied insurance agent of Irish Life Assurance plc for life insurance products. EBS Limited is regulated by the Central Bank of Ireland. Irish Life Assurance plc. is regulated by the Central Bank of Ireland. It's easy to apply for EBS Dual Protected Return Bond 7. For more information or to apply, drop into any EBS office, call 1850 654 321 or visit [www.ebs.ie](http://www.ebs.ie)

Capital protection and fixed return are provided by EBS Limited (EBS). Irish Life has also formed a contract with Société Générale S.A. to provide the potential return on EBS Dual Protected Return Bond 7.

All information including the Terms and Conditions of your plan will be provided in the English language.

The information in this booklet was correct as at September 2012 but may change.

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## Important information you should read

- The EBS Dual Protected Return Bond 7 is an investment plan with a fixed term of four years and 11 months. It is not a deposit account.
- It is important when you invest in a plan that you fully understand the benefits and risks involved. We recommend you read the important points outlined in the suitability snapshot on page 4.
- For the detail of your investment, and what you are buying, please see pages 6 to 8.
- We have highlighted who is providing the capital protection, fixed return and potential return on your investment and the main risks involved on pages 10 to 12.
- The most common questions asked are on pages 14 to 16 (including details of government taxes and levies that apply).

You should also get advice from your EBS Adviser before investing in this plan.

1. Is this plan  
suitable for me?

We have outlined some important things for you to consider in order to help you decide if this plan is suitable for you. If you are in any doubt, you should contact your EBS Adviser.

## Suitability snapshot

EBS Dual Protected Return Bond 7 could be suitable if you:

✓ want to invest for 4 years 11 months and are also looking to get back some of your investment after 12 months;

✓ have at least €10,000 to invest;

✓ are 74 or under;

✓ do not need to make withdrawals;

✓ want an investment that protects your money and understand that we have designed this product to protect your investment (this means you are happy to settle for potentially lower returns than you could achieve by investing without capital protection); and

✓ are prepared to accept the counterparty risk that applies, in particular in relation to your capital protection. This is explained in more detail on pages 10 to 12.

EBS Dual Protected Return Bond 7 could be less suitable if you:

✗ want to invest for a different period and may need to withdraw all of your money (especially in the case of unexpected emergencies before the end date);

✗ have less than €10,000 to invest;

✗ are 75 or over;

✗ want an investment that allows you to make regular withdrawals or add regular contributions to your fund;

✗ are looking for higher returns and are prepared to risk your investment; or

✗ are not prepared to accept the possible risks attached to this product that are explained on pages 10 to 12.

# 2. Your investment explained

## What am I buying?

This plan is a tracker bond. A tracker bond is an investment that aims, at the end of the product term, to return a set percentage of your investment plus the possibility of an extra amount based on the performance of a stock-market index.

### **There are two parts to a tracker bond and we split your investment between them.**

The first part of your money buys a bond. This returns a set percentage of your investment when it becomes due for payment (maturity). A bond is a type of loan given to a company or government which is due to be paid at maturity.

The second part of your money buys an option (or options) on a stock-market index, which provides the potential return. The return on the option is usually measured as a percentage growth in the index. The potential return at maturity depends on the growth of the stock-market index.

To provide the capital protection and fixed return on your investment in this plan, Irish Life use a percentage of your money to buy a bond with EBS Limited (EBS). We then use a portion of your money to buy options on the EURO STOXX 50 index through Société Générale S.A. You are not investing directly in the EURO STOXX 50 index. Your investment will be linked to the performance of this index which will determine the potential returns on your investment. Please see page 11 for full details.

### **EURO STOXX 50 index**

Your potential returns are based on the performance of the EURO STOXX 50 index. The EURO STOXX 50 index is Europe's leading index for the Eurozone. This index covers large, high-profile companies which are leaders in their field in the Eurozone. The index tracks 50 stocks from 12 Eurozone countries: Austria, Belgium, Finland, France, Greece, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal and Spain (September 2012). EBS Dual Protected Return Bond 7 is designed to protect your amount invested even if the EURO STOXX 50 index falls.

## Your investment

EBS Dual Protected Return Bond 7 has two parts. 25% of your amount invested will go into EBS Dual Protected Return Bond 7 Part A. 75% of your amount invested will go into EBS Dual Protected Return Bond 7 Part B. We explain each part clearly on the following pages.

### Part A - 12 months

Investment start date: 22 October 2012

You cannot cash in your investment before: 22 October 2013

After 12 months, Part A is designed to provide you with the following, before tax.

✓ 25% of your original amount invested

+

✓ a fixed return before tax of 7% (Compound annual rate of 7%)

Here is an example of how Part A would work with an amount invested of €100,000 (after the government levy).

Your 7% before tax return on €100,000 (€25,000 in Part A) after 1 yr.
€26,750

## Part B - 4 years 11 months

Investment start date: 22 October 2012  
 You cannot cash in your investment before: 22 September 2017

At maturity, Part B is designed to provide you with the following, before tax.

✓ 75% of your original amount invested.	+	✓ 50% of the potential growth in the EURO STOXX 50 Index (with a fixed return of 5%, compound annual rate of 1%, and a maximum potential return of 35%)
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**Averaging protection:** In this part of your investment we aim to protect you from falls in the value of the EURO STOXX 50 index towards the end of your investment by smoothing out the ups and downs over the final 12 months. This can reduce the effect of any falls in the value of the index but can also reduce how much your investment grows in value.

Here are some examples of how Part B would work in different stock market conditions, with an amount invested of €100,000 (after the government levy).

Averaged performance of EURO STOXX 50	50% of that return (with a fixed return of 5% and a maximum potential return of 35%)	Your return (before tax) on €100,000 (€75,000 invested in Part B) after 4 years 11 months
Index falls by 10%	5%	€78,750
Index grows by 5%	5%	€78,750
Index grows by 15%	7.5%	€80,625
Index grows by 35%	17.5%	€88,125
Index grows by 70%	35%	€101,250
Index grows by 100%	35%	€101,250

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

**Warning: If you invest in this product you will not have access to your money for four years 11 months.**

**Warning: The potential returns are estimates only they are not a reliable guide to the future performance of this investment.**

# 3. Important information and the main risks

## Who provides the capital protection, fixed return and potential return and what are the main risks?

Irish Life has designed this product at the request of EBS with the aim of protecting your original investment from certain market risks (for example, ups and downs in investments and stock markets) by providing capital protection and a fixed return. However it does not guarantee to protect your original investment from counterparty risk which is a common feature of life assurance trackers and bonds.

A counterparty is an institution which provides the capital protection, fixed return or potential return on EBS Dual Protected Return Bond 7. The counterparties on EBS Dual Protected Return Bond 7 are EBS Limited (EBS) and Société Générale S.A.

### Counterparty risk

Counterparty risk is the risk that EBS or Société Générale S.A. (or both) cannot pay us what they owe. **This could mean that you receive less than the amount invested or less of the fixed return, and you may not receive some or all of the potential return.**

The risk can be measured on a scale which is an indicator of the extent of the counterparty risk itself (see page 11 for the ratings that apply to EBS Limited (EBS) and Société Générale S.A.).

Your contract is with us Irish Life Assurance plc (Irish Life). You do not have a contract with EBS or Société Générale S.A. EBS will provide you with the advice in relation to the product.

### Capital protection and fixed return

The capital protection and fixed return are provided to us by EBS Limited (EBS). It is important to note that we, Irish Life Assurance plc, are a separate company from EBS. Irish Life is contractually obliged to pass on the full value of the amounts we receive from EBS to you in respect of your investment. If for some reason EBS cannot pay Irish Life what they owe, you could lose some or all of your original investment. All the main Irish banks currently have a significant dependency on the Irish state for financial support. This means that any restructuring of the State's sovereign debt could impact on the financial strength of Irish banks. Should that happen, you could get back less than you invested, or the capital repayment date

could be deferred. Irish Life will not use any of our assets to make up a shortfall.

### Potential return

The potential return that could apply at maturity is provided to us by Société Générale S.A., 17 cours Valmy, 92987 Paris - La Defense Cedex. Registered Office: Société Générale, 29 Boulevard Haussmann, 75009 Paris, France (by Irish Life purchasing an option from Société Générale S.A., which is known as a derivative contract). Irish Life is also contractually obliged to pass on the full value of the amounts we receive from Société Générale S.A. to you in respect of your investment. If for any reason, Société Générale S.A. cannot pay us what they owe us, you could lose some or all of the potential return on this plan. Irish Life will not use any of our assets to make up any shortfall.

### Credit ratings

One of the ways to assess the level of counterparty risk is by reviewing the counterparty's credit ratings. Credit ratings are an assessment of how creditworthy an organisation is. They are based on the organisation's history of borrowing and repayment, as well as the level of assets and level of debts. They can be a useful way to compare the credit risk associated with different companies and related investments. They are provided by independent private companies known as Rating Agencies and are reviewed on a regular basis.

	Moody's	Ranking on Moody's scale (1-21)	Fitch	Ranking on Fitch's scale (1-22)
EBS Limited*	Ba2	12	BBB-	10
Société Générale S.A.**	A2	6	A+	5

**On the risk rating scales number 1 is 'Most Secure/Best' and the ratings at positions 21/22 on the scales are 'Most Risky/Worst'. A mid-table rating reflects positions between these two extremes. The ratings are correct at 28 August 2012.**

Remember these credit ratings can change at any time. It is not possible to anticipate what ratings may apply to EBS or Société Générale S.A. (or to any financial institution) over the terms of the bond.

\*EBS Limited is regulated by the Central Bank of Ireland.

\*\*Société Générale is authorised by the Autorité du Contrôle Prudentiel and subject to limited regulation by the Financial Services Authority.

## Some other risks on this plan which you should consider carefully.

- The Irish Government, through the Irish Deposit Guarantee Scheme, currently guarantees 100% of deposits up to €100,000. Because this plan is a life-assurance contract, it does not qualify for this protection.
- You may not receive the potential return as this depends on the performance of the EURO STOXX 50 Index.
- The potential return is based on the performance of one index only.
- Your personal circumstances may change and you may need to withdraw your money.
- We have structured your tracker bond to pay back 100% of capital invested in Part A after 1 year and we will pay you an amount of return on that part of 7%. This return is higher than market rates for similar amounts and terms, and is only possible because you are also investing a larger sum into a four year 11 month product. Please note that by paying you a return above the market rate at the end of year one on Part A of your investment, this has the impact of reducing the level of participation and lowering the maximum potential returns on Part B of your investment.

# 4. Your questions answered

## How long is this product available for?

The closing date for the investment is 12 October 2012 (but could be earlier if we receive too many applications). The investment will start on 22 October 2012.

## What is the smallest amount I can invest?

The smallest amount you can invest is €10,000.

## How am I protected against any fall in the index?

EBS Dual Protected Return Bond 7 is designed to protect your investment at the end of the investment period. This tracker is also designed to protect you from any fall in the index towards the end of your investment. We smooth out the ups and downs over the final 12 months of your plan so we reduce the effect of any fall of the index. However, this can reduce the growth in your investment if the index were to increase over this final period.

## What charges do I pay?

The charges you pay include our costs of setting up and running your investment. Please read the customer information notice for full details of the effect these charges will have on your investment.

## Can I cash in my investment early?

No. EBS Dual Protected Return Bond 7 is a fixed-term investment which lasts 4 years and 11 months. You cannot cash it in before the end of the investment period.

At your maturity date, Irish Life passes the value of the amounts it receives from EBS and Société Générale S.A. to you. Currently it can take up to 10 working days for a counterparty to send the amounts owed to Irish Life. This means that your cash-in value may not be available until 10 working days after the fund end dates.

## What happens at the end of the investment period?

At the end of your investment period, you can:

- cash in your investment; or
- take out a new investment (from a choice of other investments that will be made available at that time).

If you do not choose any of the options shown above, we will place the value of your investment (at the end of the investment term) into a cash fund.

For Part A, at the end of 12 months, we will send you a cheque for the amount invested in this part and a fixed return of 7% (less any tax due). It takes a few days from the maturity date before the cash-in value is available.

## What tax do I pay?

You must pay tax on any profit your investment in EBS Dual Protected Return Bond 7 makes.

The rate of tax is currently 33% (September 2012). We will pay this tax for you to the Revenue from any profit your investment makes. If the plan is owned by a company the tax rate that applies may be different. We will pay this tax (if it is due), when you:

- receive the payments from the EBS Dual Protected Return Bond 7 Part A after one year;
- cash in your investment after 4 years 11 months (EBS Dual Protected Return Bond 7 Part B);
- die; or
- transfer ownership of your EBS Dual Protected Return Bond 7 to someone else. There are some exceptions to this however; you must inform us if you transfer ownership of the investment to someone else.

If you do not cash in your investment when it matures, we will transfer it into a cash fund available at that time. If you have not cashed in your plan on the eighth anniversary of your investment, tax will be payable on any profit made on the investment at that date, and every eight years after that.

### Life Assurance Levy

We will collect any government taxes or levies and pass them directly to the Revenue Commissioners. The current government levy on life assurance payments is 1% (September 2012). We will pay this out of the money received from you. We will then invest the rest of your money in EBS Dual Protected Return Bond 7. This will be your investment amount.

## What happens to my EBS Dual Protected Return Bond 7 investment if I die?

If you die or, for joint-life cases, if either investor dies while the investment is still in force, we will switch the fund value into a cash fund when we receive notice of the death. The death benefit (before tax) we pay will be:

- the amount invested (adjusted for any amount paid out after 12 months);  
or
- 100.1% of the value of your fund at that stage; whichever is higher.

We will pay this on the date we receive all documents we need for a death claim. Under law we will have to pay tax at 33% (September 2012) on your profit if we pay a death benefit (See section “What tax do I pay?”).

## Who can invest in EBS Dual Protected Return Bond 7?

You must be living in the Republic of Ireland and aged between 18 and 74 (75 next birthday). In the case of joint life policies, both investors must be aged 74 (75 next birthday) or under.

## What happens after I apply?

When we receive your application, we will send you;

- an investment schedule which sets out the details of your investment;
- an investment document which sets out the terms and conditions of your investment;
- a copy of this booklet; and
- a detailed customer information notice.

# 5. EBS Dual Protected Return Bond 7 service

## Can I change my mind?

We want to make sure that you are happy with your decision to invest in EBS Dual Protected Return Bond 7. As a result, you will have 30 days from the day that we send you your investment documents to change your mind and cancel the investment. If you decide to cancel at that stage, we will give you back the amount invested in the EBS Dual Protected Return Bond 7 less any reduction in the value of your investment that may have happened while the investment was in place.

## How will you tell me about the progress my investment has made?

We will write to you each year with an update on your EBS Dual Protected Return Bond 7. If you need an update on the performance of your EBS Dual Protected Return Bond 7 at any other time, you can call our customer service team.

## If you have any problems

If you have any problems we will do our best to sort out your complaint fairly and as soon as possible through our internal complaints procedures. However, if you are not happy with our response to your complaint, you should contact the Financial Service's Ombudsman at:

3rd Floor,  
Lincoln House,  
Lincoln Place,  
Dublin 2.

Phone: 1890 882 090 (this is a lo-call number which means it will only cost you the price of a local call wherever you phone from).

Fax: 01 662 0890  
E-mail: [enquiries@financialombudsman.ie](mailto:enquiries@financialombudsman.ie)  
Website: [www.financialombudsman.ie](http://www.financialombudsman.ie)

## Get in touch

If you have any questions about your plan we are here to help. You can contact us in many different ways. It's your choice.

**Call us on:** 01 704 1010  
Our lines are open:  
8am to 8pm Monday to Thursday  
10am to 6pm Friday  
9am to 1pm Saturday

You can also contact us by:

**Email:** ebs@irishlife.ie  
**Fax:** 01 680 3303  
**Write to:** The EBS Team  
Irish Life  
Lower Abbey Street  
Dublin 1

**Website:** [www.irishlife.ie](http://www.irishlife.ie)

You can check your plan value online, send us a question, ask us to call you back or send us your feedback.

In the interest of customer service we will record and monitor calls.

### Important notice

We have written this booklet to help you understand EBS Dual Protected Return Bond 7. We cannot include all the specific details which apply to your investment. You will find these details in your terms and conditions booklet which is the legal contract with us. This contract is provided by Irish Life Assurance plc, and Irish law applies.

# 6. Customer information notice

# EBS Dual Protected Return Bond 7

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2. **What happens if you want to cash in the policy early or stop paying premiums?**
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  - What are the benefits and options under this investment?
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## Introduction

This notice is designed to highlight some important details about this investment and, along with the EBS Dual Protected Return Bond 7 booklet, is meant to be a guide to help you understand your investment. Full details of the specific benefits and options that apply to you will be contained in your investment schedule, Terms and Conditions booklet and personalised customer information notice which you will receive when the contract is in place. You should read these carefully when you receive them as certain exclusions and conditions may apply to the benefits and options you have selected.

## Any Questions?

If you have any questions on the information included in this customer information notice you should contact your EBS adviser or your insurer Irish Life, who will deal with your enquiry at our EBS Customer Services Team, Lower Abbey Street, Dublin 1.

## A - Information about the policy

### 1. Make sure the policy meets your needs!

EBS Dual Protected Return Bond 7 is a lump-sum investment that offers fixed investment terms at the end of a 4 year 11 month investment period.

Unless you are fully satisfied as to the nature of this commitment having regard to your needs, resources and circumstances, you should not enter into this commitment.

**Your EBS Financial Adviser must indicate whether paragraph a) or paragraph b) below applies.**

■ **A.** This investment replaces in whole or in part an existing investment with Irish Life, or with another insurer. Your EBS adviser will advise you as to the financial consequences of such replacement and of possible financial loss as a result. You will be asked during your application to confirm this in writing. Please ensure that you have completed this section of the form and that you are satisfied with the explanations provided by your EBS adviser before you complete the rest of the application form.

■ **B.** This investment does not replace in whole or in part an existing investment with Irish Life or with any other insurer.

### 2. What happens if you want to cash in the policy early or stop paying premiums?

**You cannot cash in your EBS Dual Protected Return Bond 7 before the fund end date.**

The fund end date for EBS Dual Protected Return Bond 7 Part A is 22 October 2013. At this date, the value of this part of your investment will be paid out to you.

The fund end date for EBS Dual Protected Return Bond 7 Part B is 22 September 2017. At this date, your EBS Dual Protected Return Bond 7 investment will be transferred into a cash fund. It may be cashed in at any stage after that time.

After the lump sum investment at the start of the plan, no further payments can be made.

### 3. How does the EBS Dual Protected Return Bond 7 work?

EBS Dual Protected Return Bond 7 is a lump-sum investment with a 4 year 11 month investment period.

25% of your investment amount will go into EBS Dual Protected Return Bond 7 Part A.

75% of your investment amount will go into EBS Dual Protected Return Bond 7 Part B.

#### **EBS Dual Protected Return Bond 7 Part A**

25% of your investment amount will be invested in this fund. On 22 October 2013 your capital protected amount and fixed return will be 107% of the amount invested in this fund less any tax that may be due.

For your investment amount of €20,000 after the government levy, €5,000 will be invested in the EBS Dual Protected Return Bond 7 Part A and you will receive a promised return before tax of €5,350 on 22 October 2013. This corresponds to a compound annual rate of return of 7.0% on your investment amount in Part A.

#### **EBS Dual Protected Return Bond 7 Part B**

75% of your investment amount will be invested in this fund and its aim is that you will get back a minimum of 105% of the amount invested in EBS Dual Protected Return Bond 7 Part B on 22 September 2017. If the stockmarket index rises on average over the term of your investment, the value of your investment before tax will be 50% of the potential growth in the stockmarket index subject to a maximum return of 35% and the fixed return of 5% of the amount invested in EBS Dual Protected Return Bond 7 Part B.

The growth after 4 years 11 months is adjusted to reflect the average growth in the stockmarket index taken every month over the final 12 months of the investment period.

For your investment amount of €20,000 after the government levy, €15,000 will be invested in EBS Dual Protected Return Bond 7 Part B. Your capital protected amount and fixed return will be €15,750. This corresponds to a minimum compound annual rate of return (CAR) of 1% a year on your investment amount in Part B. This means that even if the value of the stockmarket index falls over the term of your investment you will still receive back 105% of the amount invested. If the value of the stockmarket

index increases you will receive 50% of this growth, subject to a maximum return of 35% of the amount invested, allowing for averaging of the stockmarket index, and the fixed return of 5%.

### Averaging

The growth at the end of your investment is adjusted to reflect the average growth in the stockmarket index taken every month over the final 12 months of the investment period. Doing this will protect the value of your investment if the stockmarket index falls in value over the final 12 months. However, it will also reduce the growth in your investment if the value of the stockmarket index rises over the final 12 months.

For example, if the stockmarket index performs very strongly in the months before your investment matures; this growth will only be partially reflected in the maturity value you receive. If the stockmarket index performs poorly in the months before your investment matures, you will benefit in that the fall will only be partially reflected in the maturity value you receive.

### Dividends

The fact that the EBS Dual Protected Return Bond 7 bond tracks the performance of the EURO STOXX 50 Index without directly investing in equities means that you will not receive any dividend payments on your investment. Your benefit tracks the stockmarket index, the value of which only reflects the capital growth of the underlying shares and not any dividends paid. As such, EBS Dual Protected Return Bond 7 is suitable only as a capital growth investment. It is not suitable if you require a regular withdrawal from your investment.

### Currency

There is no currency risk associated with your EBS Dual Protected Return Bond 7 bond.

#### 4. Where does my investment go?

The following table sets out how your investment amount will be used for a typical EBS Dual Protected Return Bond 7 investment.

Premium amount paid in: €20,200

1% government levy payable: €200

Your investment amount: €20,000 (after the government levy)

Irish Life will invest 100% of your investment amount.

#### EBS Dual Protected Return Bond 7 – Part A and Part B

Your proposed investment of €20,000 will be used, at the date of investment, as follows:

€17,968	This is 89.84% of your proposed investment and will be used to secure the following promised payments: <ul style="list-style-type: none"><li>• €5,350 payable after 1 year. This is equivalent to a promised return on your investment of 7.0% a year, before tax, over 1 year on your investment in Part A.</li><li>• €15,750 payable after 4 years 11 months. This is equivalent to a promised return on your investment of 1% a year, before tax, on your investment in Part B.</li></ul>
€664	This is 3.32% of your proposed investment and will be used to secure the potential return which may be payable after 4 years 11 months. The potential return will be 50% of the growth before tax in the stock market index subject to a maximum return of 35%. This means that if the stock market index has a return higher than 70%, you will receive a maximum return of 35% before tax.
€1,368	This is 6.84% of your proposed investment and will be taken in charges.
€20,000	Total.

If the potential returns are zero, the promised payments will represent a return of 7.0% a year on your investment amount in Part A, and 1% a year on your investment amount in Part B, after the government levy is deducted.

## 5. What are the projected benefits under the policy?

The following tables set out the costs and benefits for a typical EBS Dual Protected Return Bond 7 investment.

Premium amount paid in: €20,200

1% government levy payable: €200

Your investment amount: €20,000 (after the government levy)  
(see Column A below)

Irish Life will invest 100% of your investment amount.

### Projected benefits

**4 year 11 month investment period** – assumes 25% of your money is invested in EBS Dual Protected Return Bond 7 Part A and assumes 75% of your money is invested in EBS Dual Protected Return Bond 7 Part B.

**TABLE (A):**

	A	B	C	D	E	F = A+B-C-D-E
Year	€	€	€	€	€	€
	Total amount of premiums paid into the policy to date	Projected investment growth to date	Projected expenses and charges to date	Taxation to date	Projected withdrawals to date before tax	Projected policy value after payment of taxation
1	20,000	650	1,368	0	5,350	13,932
2	20,000	1,161	1,368	0	5,350	14,443
3	20,000	1,692	1,368	107	5,350	14,867
4	20,000	2,242	1,368	288	5,350	15,236
4 years, 11 months	20,000	2,764	1,368	461	5,350	15,586

**Warning: These figures are estimates only. They are not a reliable guide to the future performance of your investment.**

**IMPORTANT: THIS ILLUSTRATION ASSUMES AN INCREASE OF 3.0% PER ANNUM IN THE STOCKMARKET INDEX THIS INVESTMENT TRACKS. THE GROWTH OF THE STOCKMARKET INDEX DETERMINES THE RETURN YOU WILL RECEIVE ON YOUR INVESTMENT ON THE FUND END DATE. THIS GROWTH RATE IS FOR ILLUSTRATION PURPOSES ONLY AND IS NOT GUARANTEED. ACTUAL GROWTH MAY BE MORE OR LESS THAN ILLUSTRATED.**

**Note:** The investment values for years one to four are notional cash-in values which are shown for illustration purposes only. It is not possible to cash in this bond before the end of 4 years and 11 months.

The above return corresponds to an annual compound growth rate (CAR) of 1% before tax on your investment amount in Part B after the government levy is deducted over 4 years 11 months.

The payment you receive after 1 year corresponds to an annual compound growth rate (CAR) of 7.0% before tax on your investment amount in Part A after the government levy is deducted over 1 year.

The premiums shown in Column A do not include the government levy.

**Based on the assumed growth in the stockmarket index above, the effect of the expenses and charges shown is to reduce the assumed return on your investment by 1.85% per annum.**

The charges shown in column C of Table (A) include the cost of intermediary/sales remuneration incurred by Irish Life, as described in section 6.

The value shown in column A includes the cost of all charges, expenses, intermediary remuneration and sales remuneration associated with your investment.

The value shown in column A is a single payment at the start of your investment. No future payments are allowed into the investment.

Exit tax of 33% is assumed in Table (A).

**Note:** Certain categories of policyholders may not be liable to tax if the requirements for tax-exempt status are satisfied.

## 6. What intermediary/sales remuneration is payable?

### Illustrative table of intermediary/sales remuneration

The levels of payment are based on the typical investments outlined in section 5 above. The figures for your specific investment will be shown in your welcome pack.

Year	€ Premium payable in that year	€ Projected total intermediary/sales remuneration payable in that year
1	20,000	554
2	0	0
3	0	0
4	0	0
5	0	0

**The projected intermediary/sales remuneration shown above includes the costs paid by Irish Life in giving sales advice, service and support for the investment. These costs are included in the investment charges set out in column C of the illustrative table of projected benefits and charges in section 5.**

## 7. Are returns guaranteed and can the premium be reviewed?

**The values illustrated are not guaranteed.** What you get back depends on how the value of the stockmarket index this investment tracks changes over the term of the investment. You could get back more or less than these projected benefits.

However, there is capital protection and fixed return and potential returns in respect of your investment in this fund. EBS Limited (referred to as EBS below), provides the capital protection and fixed return. The potential returns are provided to us by Société Générale S.A. - referred to as Société Générale on the following page.

Irish Life does not provide the capital protection and fixed return or potential returns on this fund.

## The fund returns explained

### Capital protection and fixed return

EBS has contracted to provide to us the capital protection and fixed return amounts for EBS Dual Protected Return Bond 7. This means they will provide to Irish Life the capital protection and fixed return of 107% of the amount invested in the EBS Dual Protected Return Bond 7 Part A at the end of year 1 and the capital protection and fixed return of 105% of the amount invested in EBS Dual Protected Return Bond 7 Part B at the end of 4 years 11 months.

### Growth potential – potential returns

If, over the 4 year 11 month term, the EBS Dual Protected Return Bond 7 Part B returns are greater than the capital protection and fixed return, then Société Générale has contracted to provide to us the potential returns for the fund. This means that at the end of the investment period Société Générale are to provide to Irish Life 50% of the growth that takes place in the stockmarket index subject to the fixed return of 5% described above which is provided by EBS and a maximum of 35% of the amount invested. The growth after 4 years 11 months is adjusted to reflect the average growth in the stockmarket index taken every month over the final 12 months of the investment period.

This averaging will protect the value of your investment if the value of the stockmarket index falls over the final 12 months. However, it will also reduce the growth in your investment if the value of the stockmarket index rises over the final 12 months.

We have structured your tracker bond to pay back 100% of capital invested in Part A after 1 year and we will pay you a fixed return on that part of 7%. This return is higher than market rates for similar amounts and terms, and is only possible because you are also investing a larger sum into a 4 year 11 month product. Please note that by paying you a return above the market rate at the end of year one on Part A of your investment, this has the impact of reducing the level of participation and lowering the maximum potential returns on Part B of your investment.

Your contract is with us, Irish Life Assurance plc (Irish Life). Separately Irish Life has contracted with EBS and Société Générale to provide the capital protection and fixed return (EBS) and potential returns (Société Générale) to Irish Life in relation to the fund in which we invest your money. Irish Life's commitment to you is to pass on the full amounts it receives from EBS and Société Générale in respect of your investment. Our commitment to you is restricted to the amounts we actually receive from them. No assets of Irish Life will be used to meet these commitments. This means that if either EBS

or Société Générale are unable to meet their commitment to Irish Life, then you may not receive the capital protection and fixed return amount and potential returns. Both EBS and Société Générale's commitment is restricted to their contract with Irish Life. You do not have a contract with EBS or Société Générale.

## 8. Can the policy be cancelled or amended by the insurer?

If the cost of administering your EBS Dual Protected Return Bond 7 investment increases unexpectedly we may need to increase the charges on your investment. Also, we can alter the investment (or issue another investment in its place) if at any time it becomes impossible or impracticable to carry out any of the rules of your investment because of a change in the law or other circumstances beyond our control. If we alter your EBS Dual Protected Return Bond 7 investment (or issue another in its place), we will send a notice to your last known address explaining the change and your options.

## 9. Information on taxation issues

Any taxes or levies imposed by the government will be collected by Irish Life and passed directly to the Revenue Commissioners.

Under current Irish tax law (September 2012), tax is payable on returns made on this investment. The tax rate is currently 33%. We will pay you the after tax amount. If the plan is owned by a company the tax rate that applies may be different.

Tax is payable on your investment returns (if it is due):

- When you receive the payments from the EBS Dual Protected Return Bond 7 Part A after 1 year.
- When you cash in your investment after 4 years 11 months (EBS Dual Protected Return Bond 7 Part B).
- If we pay the benefit amount when you die
- If you transfer all or part of your investment to someone else. There are some exceptions to this however you must inform us if you transfer ownership of the investment to someone else.
- If your benefit amount is not cashed in on the fund end date, it will be transferred to a cash fund available at that time. If your policy is still invested on the eighth anniversary of your initial investment, tax will be payable on any profit made on the investment at that date. Tax will be payable on each subsequent eighth anniversary. Where tax is deducted

from your fund on each eighth anniversary, it can be offset against any tax that is payable on a subsequent full encashment.

Tax legislation means Irish Life must deduct the correct amount of tax payable. Irish Life retains absolute discretion to determine, in accordance with all relevant legislation and guidelines, its application and interpretation, the tax treatment of this investment.

In some circumstances, additional tax may be due after death. For example, if the death benefit is paid to your estate, your beneficiaries may have to pay inheritance tax. There is no inheritance tax due on an inheritance between a married couple or registered civil partners. In certain circumstances inheritance tax due may be reduced by any tax paid on a death under this investment.

If payments are made by anyone other than the legal owner of the investment, for example from a company or business account, there may be other tax implications.

Please contact your EBS Adviser or Irish Life if you do not fully understand the likely tax treatment of any benefits payable in connection with your investment.

We recommend that you seek independent tax advice in respect of your own specific circumstances. You should ensure that you have met your revenue reporting requirements and understand the implications of non-disclosure to the Revenue Commissioners.

## 10. Additional information in relation to your policy

### What are the benefits and options provided under this investment?

Your EBS Dual Protected Return Bond 7 bond is an investment which aims to meet your medium-term investment needs with investment options that offer a fixed return at the end of a 1 year period (Part A) and a fixed return and potential returns at the end of 4 years 11 months (Part B).

Your investment will end if you die (or, for a joint life case, when the first of the investors dies). If this occurs the death benefit (before tax) we pay will be the higher of:

- The amount invested; or
- 100.1% of the value of your fund at that stage.

The procedure for paying the benefits on death is set out in your Terms and Conditions booklet.

### What is the term of the investment?

The term of your EBS Dual Protected Return Bond 7 Part A investment is 1 year.

The term of your EBS Dual Protected Return Bond 7 Part B investment is 4 years 11 months.

### Are there any circumstances under which the investment may be ended?

Your EBS Dual Protected Return Bond 7 investment will end if you die.

### How are the payments invested?

Your EBS Dual Protected Return Bond 7 is a unit-linked investment. In return for your investment amount we allocate units to your EBS Dual Protected Return Bond 7 investment from the relevant funds according to your choice of options. The value of your investment is linked to the value of these units. The value of a unit may go down as well as up over time, depending on how the underlying assets perform. You do not own the units. Unit-linking is simply a method of working out the value of your investment at any date. The value of your investment at any date will be equal to the total of the number of units allocated to your investment from the funds multiplied by the unit price for units of that fund on that date. The value of your investment will therefore go up and go down over time as the unit prices change to reflect the value of the underlying assets.

### Is there an opportunity to change your mind?

When your welcome pack is issued you will have an opportunity to cancel the investment if you are not satisfied that the benefits meet your needs. You may do this by writing to the Customer Services Team at Irish Life within 30 days of the date we send you details of your investment. On cancellation all benefits will end and Irish Life will refund your investment amount, subject to taking off any losses that may have been incurred as a result of falls in the value of assets relating to the investment during the period it was in force.

### Law applicable to your investment

Irish Law governs the investment and the Irish Courts are the only courts that are entitled to settle disputes.

### What to do if you are not happy or have any questions?

If for any reason you feel that this investment is not right for you, or if you have any questions, you should contact our Customer Service Team, Lower Abbey Street, Dublin 1 who will deal with your enquiry. Our Customer Services Team also operate an internal complaints procedure and any complaints you may have will, in the first instance, be fully reviewed by them. If you feel we have not dealt fairly with your complaint, you should contact the Financial Services Ombudsman at 3rd Floor, Lincoln House, Lincoln Place, Dublin 2.

## B - Information on service fee

There are no charges payable to Irish Life other than those set out in your table of benefits and charges and in your Terms and Conditions Booklet.

## C - Information about the insurer/ insurance intermediary/sales employee

### Insurer

EBS Dual Protected Return Bond 7 is provided by Irish Life Assurance plc, a company authorised in Ireland. Irish Life Assurance plc is regulated by the Central Bank of Ireland. You can contact us at Irish Life Centre, Lower Abbey Street, Dublin 1, by telephone at 01 704 1010, by fax at 01 704 1900 and by e-mail at [customerservice@irishlife.ie](mailto:customerservice@irishlife.ie). In the interest of customer service, we will record and monitor calls.

### Insurance Intermediary

The financial adviser should insert details of their name, legal status, their address for correspondence and a contact telephone number/fax number or e-mail address and where relevant the companies with whom agencies are held.

EBS Limited is a tied insurance agent of Irish Life Assurance plc. EBS Limited is regulated by the Central Bank of Ireland. Irish Life Assurance plc. is regulated by the Central Bank of Ireland.

EBS Limited, 2 Burlington Road, Dublin 4.

Telephone: 01 665 9000

Fax: 01 665 8118

Email: [ebs@irishlife.ie](mailto:ebs@irishlife.ie)

No delegated or binding authority is granted by Irish Life to your EBS Adviser in relation to underwriting, claims handling or claims settlement.

## D - Information to be supplied to the policyholder during the term of the insurance contract

We at Irish Life are obliged by law to tell you if any of the following events occurs during the term of your contract:

- we change our name;
- our legal status changes;
- our head office address changes;
- an alteration is made to any term of the contract which results in a change to the information given in paragraph A(8) of this document.

notes



# EBS

**EBS Limited**

The EBS Building  
2 Burlington Road  
Dublin 4  
Ireland.

Registered number:  
Registered in Ireland, No. 500748.



**For more information or to apply,  
drop into your local EBS office,  
call 1850 654 321 or visit  
[www.ebs.ie](http://www.ebs.ie)**



From sustainably managed forests -  
For more info: [www.pefc.org](http://www.pefc.org)

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For full terms and conditions please contact your local EBS office or call 01 704 1010. In the interest of customer service, we will record and monitor calls.