



Irish Life









DUAL RETURN BOND 4

Closing date: 23 November 2012 (or earlier if over-subscribed).



Dual Return Bond 4

Aim		To give some of the potential growth in the EURO STOXX 50 Index, with your investment protected at the end of your investment period.
Funds available		One.
Time period		Four years 11 months – Part A. 12 months – Part B.
Risk		Low risk (We explain the risks for this product on pages 9 to 11).
Capital protected		Yes, at the end of your investment period. Please see page 9 for full details.
Jargon-free		Yes.

All information including the Terms and Conditions of your plan will be provided in English.
The paper in this booklet came from a managed forest.

The information in this booklet was correct on October 2012 but may change.

Contents

1. Introduction	2
2. How Dual Return Bond 4 works	5
3. Your investment	6
4. Important information and the main risks	9
5. Your questions answered	12
6. Your Dual Return Bond 4 service	15
7. Customer Information Notice	17
8. Application form	28



The closing date for applications is 23 November 2012 (this could be earlier if we receive too many applications). Your investment will start on 30 November 2012.

1

Introduction

Dual Return Bond 4 is a great investment option for the cautious investor. Over the long term, investing in shares can consistently give you the best rewards. Anyone can invest directly in stock markets. However, buying and selling shares can be expensive and you need a lot of time and money to invest in more than just a handful of shares. You will also know that shares can fall in value, sometimes by large amounts, and this risk may put people off investing in shares.

This is where Dual Return Bond 4 could provide the solution for you. We have designed this product so that your investment is protected. Plus, you also have access to the potential growth of the EURO STOXX 50 Index - Europe's leading index for the Eurozone.

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

Important information you should read

Dual Return Bond 4 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 page 5.

- We have highlighted who is providing the capital protection, fixed return and potential return on your investment and the main risks involved on pages 9 to 11.
- The most common questions asked are on pages 12 to 14 (including details of government taxes and levies that apply).

You should also get advice from your financial adviser before investing in this plan.



Suitability snapshot



This product could be suitable if you:

- ✓ want to invest for four years 11 months and are also looking to get back some of your investment after 12 months;
- ✓ have at least €20,000 to invest;
- ✓ are 75 or younger (next birthday);
- ✓ 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 possible counterparty risk that applies, in particular in relation to your capital protection. This is explained in more detail on pages 9 to 11.

This product is less suitable if you:

- ✗ want to invest for a different period and may need to withdraw your money (especially in the case of unexpected emergencies) before the end date;
- ✗ have less than €20,000 to invest;
- ✗ are over 75 (next birthday);
- ✗ want an investment that allows you to make 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 9 to 11.

2

How Dual Return Bond 4 works

Dual Return Bond 4 is designed to protect your amount invested even if the EURO STOXX 50 Index falls.

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, we use a percentage of your money to buy a bond from EBS Limited (EBS). We then use a portion of your money to buy options on the EURO STOXX 50 Index through BNP Paribas. 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 9 for full details.

3

Your investment

Choose the right investment

Dual Return Bond 4 has two parts. We explain each part clearly on the following pages to help you understand them.

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 (October 2012).



Part A - Four years 11 months

Investment start date: 30 November 2012
You cannot cash in your investment before: 30 October 2017

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

✓ **75% of your original investment amount**



✓ **50% of the potential growth in the EURO STOXX 50 Index (up to a maximum index growth of 60%). The maximum return you could receive is 30% of your investment.**

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 A would work in different stock market conditions, if you invested €100,000.

75% of your investment

Averaged performance of Eurostoxx 50	50% of that return	Your return (before tax) on €100,000 (€75,000) after four years 11 months
Index falls by 10%	0%	€75,000
Index grows by 5%	2.5%	€76,875
Index grows by 10%	5%	€78,750
Index grows by 30%	15%	€86,250
Index grows by 40%	20%	€90,000
Index grows by 70%	30%	€97,500

Part B - 12 months

Investment start date: 30 November 2012

You cannot cash in your investment before: 2 December 2013

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

✓ 25% of your investment



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

Here is an example of how Part B would work, if you invested €100,000.

25% of your investment amount

Your 7% before tax return on €100,000 investment (€25,000) after 12 months.

€26,750

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

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

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

4

Important information and the main risks

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

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

A counterparty is an institution which provides the capital protection, fixed returns or potential return on Dual Return Bond 4. The counterparties on Dual Return Bond 4 are EBS and BNP Paribas.

Counterparty risk

Counterparty risk is the risk that EBS or BNP Paribas (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 the section on the next page titled "Credit Ratings" for the ratings that apply to EBS and BNP Paribas).

Your contract is with us Irish Life Assurance plc (Irish Life). You do not have a contract with EBS or BNP Paribas. BNP Paribas are not responsible for the structuring of this product, the performance of the EURO STOXX 50 Index, the performance of Irish Life Assurance plc and EBS, or the literature associated with this product.

Capital protection and fixed return

The capital protection and fixed return are provided to us by EBS Limited, 2 Burlington Road, Dublin 4.

It is important to note that we, Irish Life Assurance plc, are a separate company from EBS. We are contractually obliged to pass on the full value of the amounts we receive from EBS to you in respect of your investment. If for any reason EBS cannot pay us 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 your capital repayment date could be deferred. We will not use any of our assets to make up any shortfall.

Potential return

The potential return (excluding the fixed return above) that could apply at maturity are provided to us by BNP Paribas, 16 Boulevard des Italiens, 75009 Paris, France (by Irish Life purchasing an option from BNP Paribas, which is known as a derivative contract). We are contractually obliged to pass on the full value of the amounts we receive from BNP Paribas to you in respect of your investment. If for any reason, BNP Paribas cannot pay us what they owe us, you could lose some or all of the potential return on this plan. We 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
BNP Paribas**	A2	6	A+	5

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

**BNP Paribas is authorised and regulated by the French Regulator, Autorité des Marchés Financiers.

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 4 October 2012.

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

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 B after 12 months 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 after 12 months on Part B of your investment, this has the impact of reducing the level of participation and lowering the potential returns on Part A of your investment.

5

Your questions answered

How long is this product available for?

The closing date for the investment is 23 November 2012 (but could be earlier if we receive too many applications). The investment will start on 30 November 2012.

What is the smallest amount I can invest?

The smallest amount you can invest is €20,000.

How am I protected against any fall in the index?

Dual Return Bond 4 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. Dual Return Bond 4 is a fixed term investment. The term is four years 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 BNP Paribas 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.

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

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 you.

For part B, 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 Dual Return Bond 4 makes. The rate of tax is currently 33% (October 2012). We will pay this tax for you to the Revenue from any profit your investment makes.

We will pay this tax (if it is due) when you:

- ✓ receive the payments from the Dual Return Bond 4 Part B after 12 months
- ✓ cash in your investment after four years 11 months (Dual Return Bond 4 Part A): or

✓ die; or

✓ transfer ownership of your Dual Return Bond 4 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% (October 2012). We will pay this levy out of the money received from you. We will then add 1% extra to the amount you invest on your behalf into Dual Return Bond 4. This will be your amount invested.

What happens to my Dual Return Bond 4 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% (October 2012) on your profit if we pay a death benefit (See section "What tax do I pay?").

Who can invest in Dual Return Bond 4?

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

6

Your Dual Return Bond 4 Service

Can I change my mind?

We want to make sure that you are happy with your decision to invest in Dual Return Bond 4. 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 Dual Return Bond 4 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 Dual Return Bond 4. If you need an update on the performance of your Dual Return Bond 4 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

Website: www.financialombudsman.ie



How to contact us

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

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

You can also contact us in the following ways.

Email: customerservice@irishlife.ie

Fax: 01 704 1900

Write to: Customer service team, 1 Lower Abbey Street, Dublin 1.

Website 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.



Important notice

We have written this booklet to help you understand Dual Return Bond 4. 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.

7

customer information notice - CIN

CONTENTS

INTRODUCTION

A. INFORMATION ABOUT THE POLICY

1. Make sure the policy meets your needs!
2. What happens if you want to cash in the policy early or stop paying premiums?
3. How does the Dual Return Bond 4 tracker Bond work?
4. Where does my investment go?
5. What are the projected benefits under the policy?
6. What intermediary/sales remuneration is payable?
7. Are returns guaranteed and can the premium be reviewed?
8. Can the policy be cancelled or amended by the insurer?
9. Information on taxation issues

10. Additional information in relation to your policy

- » What are the benefits and options under this plan?
- » What is the term of the contract?
- » Are there any circumstances under which the plan may be ended?
- » How are the payments invested?
- » Is there an opportunity to change your mind?
- » Law applicable to your plan
- » What to do if you are not happy or have any questions?

B. INFORMATION ON SERVICE FEE.

C. INFORMATION ABOUT THE INSURER/ INSURANCE INTERMEDIARY.

D. INFORMATION TO BE SUPPLIED TO THE POLICYHOLDER DURING THE TERM OF THE INSURANCE CONTRACT.

Introduction

This notice is designed to highlight some important details about this investment and, along with the Dual Return Bond 4 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 in your welcome pack. It is important that 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 sales adviser or your insurer Irish Life, who will deal with your enquiry at our Customer Services Team, Lower Abbey Street, Dublin 1.

A. INFORMATION ABOUT THE POLICY

1. MAKE SURE THE POLICY MEETS YOUR NEEDS!

Dual Return Bond 4 is a lump-sum investment that offers a fixed investment term 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 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 sales adviser will advise you as to the financial consequences of such replacement and of possible financial loss as a result. You will be asked at the beginning of your application form 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 sales 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 Dual Return Bond 4 before the relevant fund end dates.

The fund end date for Dual Return Bond 4 Part A is 30 October 2017. At this date, your Dual Return Bond 4 investment will be transferred into a cash fund. It may be cashed in at any stage after that time.

The fund end date for Dual Return Bond 4 Part B is 2 December 2013. At this date, the value of this part of your investment will be paid out to you.

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

3. HOW DOES THE DUAL RETURN BOND 4 TRACKER BOND WORK?

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

75% of your investment amount will go into Dual Return Bond 4 Part A.

25% of your investment amount will go into Dual Return Bond 4 Part B.

Dual Return Bond 4 Part A

75% of your investment amount will be invested in this fund and its aim is that you will get back a minimum of 100% of the original amount invested in Dual Return Bond 4 Part A on 30 October 2017. If the stockmarket index rises on average over the term of the investment, the value of your potential returns before tax will be 50% of the growth in the stockmarket index subject to a maximum return of 30% 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.

For your investment amount of €20,000 after the government levy, €15,000 will be invested in Dual Return Bond 4 Part A. Your capital protected amount will be €15,150. This corresponds to a minimum compound annual rate of return (CAR) of 0.2% a year. This means that even if the value of the stockmarket index falls over the term of your investment you will still receive back 100% of the original amount invested. If the value of the stockmarket index increases you will receive 50% of this growth, subject to a maximum return of 30% of the amount invested, allowing for averaging of the stockmarket index.

Dual Return Bond 4 Part B

25% of your investment amount will be invested in this fund. On 2 December 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 Dual Return Bond 4 Part B and you will receive a promised return before tax of €5,403.50 on 2 December 2013. This corresponds to a compound annual rate of 2.02% a year on your investment amount.

Averaging

Averaging is applied to Dual Return Bond Part A only. 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 Dual Return Bond 4 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 stockmarket index and not any dividends paid. As such, Dual Return Bond 4 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 Dual Return Bond 4 bond.

4. WHERE DOES MY INVESTMENT GO?

The following table sets out how your investment amount will be used for a typical Dual Return Bond 4 investment.

Premium amount paid in: €20,200

1% government levy payable: €200

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

In addition, Irish Life will invest an extra amount equal in value to the government levy you pay. In the examples that follow, the promised payments and returns allow for this extra investment by Irish Life.

Dual Return Bond 4 – Part A and Part B

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

€17,929	This is 89.65% of your proposed investment and will be used to secure the following promised payments: <ul style="list-style-type: none">• €5,403.50 payable after 12 months. This is equivalent to a promised return on your investment of 2.02% a year on your total investment.• €15,150 payable after 4 years 11 months. This is equivalent to a promised return on your investment of 0.20% a year before tax on your total investment. This means that even if the stockmarket index falls over the term of your investment you will still receive back the amount invested.
€829	This is 4.14% of your proposed investment and will be used to secure the potential returns which may be payable after 4 years 11 months. The potential return will be 50% of the growth before tax in the stockmarket index subject to a maximum return of 30%, as described in your Terms and Conditions booklet.
€1,242	This is 6.21% of your proposed investment and will be taken in charges.
€20,000	Total

If the potential returns are zero, the promised payment will represent a return of 2.02% a year and 0.20% a year over 12 months and 4 years and 11 months respectively on your investment, before any tax is deducted. This means that even if the value of the stockmarket index falls over the term of the investment you will still receive back the amount invested.

5. WHAT ARE THE PROJECTED BENEFITS UNDER THE POLICY?

The following table set out the costs and benefits for a typical Dual Return Bond 4 investment.

Premium amount paid in: €20,200

1% government levy payable: €200

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

In addition, Irish Life will invest an extra amount equal in value to the government levy you pay. In the example that follows, the projected policy values allow for this extra investment by Irish Life.

Projected benefits

4 year 11 month investment period – assumes 75% of your money is invested in Dual Return Bond 4 Part A and assumes 25% of your money is invested in Dual Return Bond 4 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 after tax	Projected policy value after payment of taxation
1	20,000	668	1,242	0	5,404	14,023
2	20,000	1,196	1,242	0	5,404	14,551
3	20,000	1,744	1,242	166	5,404	14,933
4	20,000	2,312	1,242	353	5,404	15,314
4 years 11 months	20,000	2,852	1,242	531	5,404	15,675

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 premiums shown in Column A do not include any extra allocation. The projections shown in the other columns do include the extra allocation.

The above return corresponds to an annual compound growth rate (CAR) of 0.20% before tax on your total investment amount in Part A over 4 years 11 months.

The payment you receive after 12 months corresponds to an annual compound growth rate (CAR) of 2.02% a year before tax on your total investment.

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 1.70% 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) .

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.

Year	€	€
	Premium payable in that year	Projected total intermediary / sales remuneration payable in that year
1	20,000	575
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 returns and potential returns in respect of your investment in this fund. EBS Limited (referred to as EBS below), provides the capital protection and fixed returns. The potential returns are provided to us by BNP Paribas. Irish Life does not provide the capital protection and fixed returns or potential returns on this fund.

The fund returns explained

Capital protection and fixed returns

EBS has contracted to provide to us the capital protection and fixed returns amounts for Dual Return Bond 4. This means they will provide to Irish Life the capital protection of 100% in Dual Return Bond 4 Part A at the end of 4 years 11 months and the capital protection and the fixed return of 107% in the Dual Return Bond 4 Part B at the end of 12 months.

Growth potential – potential returns

If, over the 4 year 11 month term, the Dual Return Bond 4 Part A returns are greater than the capital protection and fixed returns, then BNP Paribas has contracted to provide to us the potential returns for the fund. This means that at the end of the investment period BNP Paribas are to provide to Irish Life 50% of the growth that takes place in the stockmarket index subject to a maximum return of 30%. 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 B after 12 months and we will pay you an amount of return on that part of 7%. This fixed 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 12 months on Part B your investment, this has the impact of reducing the level of participation and lowering the potential returns on Part A of your investment.

Your contract is with us, Irish Life Assurance plc (Irish Life). Separately Irish Life has contracted with EBS and BNP Paribas to provide the capital protection and fixed returns or potential returns 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 BNP Paribas in respect of your investment. Our commitment to you is restricted to the amounts we actually receive from them. No other assets of Irish Life will be used to meet these commitments. This means that if either EBS or BNP Paribas are unable to meet their commitment to Irish Life, then you may not receive the capital protection and fixed returns amount or potential returns. Both EBS and BNP Paribas commitment is restricted to their contract with Irish Life. You do not have a contract with EBS or BNP Paribas.

8. CAN THE POLICY BE CANCELLED OR AMENDED BY THE INSURER?

If the cost of administering your Dual Return Bond 4 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 Dual Return Bond 4 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 (October 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 Dual Return Bond 4 Part B after 12 months.
- When you cash in your investment after 4 years 11 months (Dual Return Bond 4 Part A).
- 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 partner. 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.

Any levies imposed by the government will be collected by Irish Life.

We recommend that you seek independent tax advice in respect of your own specific circumstances. Please contact your Financial Adviser or Irish

Life if you do not fully understand the likely tax treatment of any benefits payable in connection with your investment. 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 plan?

Your Dual Return Bond 4 bond is an investment which aims to meet your medium-term investment needs with investment options that offer potential returns at the end of 4 years 11 months (Part A) and a fixed return at the end of an 12 month period (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 original amount invested adjusted for any amounts already paid out (after 12 months).
- 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 Dual Return Bond 4 Part A investment is 4 years 11 months.

The term of your Dual Return Bond 4 Part B investment is 12 months.

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

Your Dual Return Bond 4 investment will end if you die.

How are the payments invested?

Your Dual Return Bond 4 is a unit-linked investment. In return for your investment amount we allocate units to your Dual Return Bond 4 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 will 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 down as well as up 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 the Irish Life Customer Services 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

Insurer

Dual Return Bond 4 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. 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.

No delegated or binding authority is granted by Irish Life to your financial 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.

8

Application form

Dual Return Bond 4

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

LARC No.

For Office Use Only

Branch No. Date

Single Joint

I.D. and address inspected and verified by

1ST PROPOSER DETAILS (PLEASE USE BLOCK

CAPITALS)

Title Surname

First name(s)

Male Female

Date of birth

Occupation

Phone number

Relationship status Single Married

Registered Civil Partnership

Separated Divorced Widowed

Home address

Nationality Country of Residence

2nd Proposer Details

Title Surname

First name(s)

Male Female

Date of birth

Occupation

Phone number

Relationship status Single Married
 Registered Civil Partnership
 Separated Divorced Widowed

Email

Home Address

Country of Residence

Nationality

We will not accept a 'care of' address. We only accept addresses in the Republic of Ireland.

We will assume that you are taking out this plan on your own behalf and for your own benefit unless you tell us otherwise. If this is not the case, please fill in the following details:

Name of other party

Relationship or connection to you (if any)

1st Life Assured (if different from 1st proposer)

Name

Date of birth

Gender Male Female

2nd Life Assured (if different from 2nd proposer)

Name

Date of birth

Gender Male Female

INVESTMENT DETAILS

I want to invest the amount shown below in Dual Return Bond 4

€ DR04/GD04

Minimum investment €20,000, maximum investment €1,000,000.

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

The capital protection and fixed return that applies at maturity on Dual Return Bond 4 are provided by EBS Limited. The potential return that could apply at the fund end date is provided to us by BNP Paribas.

NOTE: Please enclose your cheque made payable to Irish Life Assurance plc. We will need the following documents to fulfil money laundering regulations: An original valid Irish/UK driver's licence (full or provisional) or valid Passport and original recent utility bill with your name and address. These documents will be returned to you immediately.

SOURCE OF FUNDS

Personal cheque from proposer(s) bank account

3rd Party Cheque

EFT

Direct Debit from proposer(s) bank account

3rd Party Direct Debit

Bank Draft

Please give details of account drawn from

Name and address of bank:

Account holders name:

Account holders number: Sort code

Bank account number

Or

Encashment/Maturity proceeds of existing policy

Other (eg Employer's Payroll scheme, Postal or Money order etc)

Please give details

SOURCE OF WEALTH

Please complete for all Bonds and single premium top ups on Savings plans of €2,500 or more.

To comply with the current Anti Money laundering and Terrorist Financing legislation, Irish Life Assurance plc is required to ask you about the original source of your wealth in respect of this application. Please tick the relevant box(es) and indicate the source of your investment amount.

Source of Wealth

Please tick
as appropriate

- | | |
|--|--------------------------|
| 1. Salary, bonus or regular savings | <input type="checkbox"/> |
| 2. Early retirement or redundancy payment | <input type="checkbox"/> |
| 3. Proceeds from the sale of investments or other assets | <input type="checkbox"/> |
| 4. Proceeds from maturity / encashment of Irish Life plan | <input type="checkbox"/> |
| 5. Proceeds from maturity / encashment of plan with another life assurance company | <input type="checkbox"/> |
| 6. Inheritance | <input type="checkbox"/> |
| 7. Windfall /compensation payments | <input type="checkbox"/> |
| 8. Other (give details) <input type="text"/> | |
| <input type="text"/> | |

DECLARATION UNDER REGULATION 6(3) OF THE LIFE ASSURANCE

(Provision of Information Regulations, 2001)

Please complete this section by ticking the appropriate box.

Yes, this plan is replacing an Irish Life (or Progressive Life) plan

Yes, this plan is replacing a plan form another life company

No, this plan is not replacing another plan

WARNING

If you propose to take out this plan in complete or partial replacement of an existing plan, please take special care to satisfy yourself that this plan meets your needs. In particular, please make sure that you are aware of the financial consequences of replacing your existing plan. If you are in doubt about this, please contact your insurer or insurance intermediary.

Ref. Plan Number

Declaration of Insurer or Intermediary

I hereby declare that in accordance with Regulation 6(1) of the Life Assurance (Provision of Information) Regulations, 2001

(Client name and address)

has been provided with the information specified in Schedule 1 to those Regulations and that I have advised the client as to the financial

consequences of replacing an existing plan with this plan by cancellation or reduction, and of possible financial loss as a result of such replacement.

Signed

Date

Irish Life Assurance plc

Declaration of Client

I confirm that I have received in writing the information specified in the above declaration.

Signature of customer

Signed (Joint signature)

Date

DATA CONSENTS

I consent to Irish Life Assurance plc (Irish Life):

- A. Processing and holding (online or otherwise) all information disclosed by me, or on my behalf, including personal data for the purposes of issuing and administering all aspects of the plan.
- B. Disclosing my personal data to persons necessary in connection with the above purposes, to regulatory authorities or as required by law, to other companies in the Irish Life Group and to any person to whom the plan may be assigned. We will use this information you give here to process your application. You have the right to access, update and rectify your personal details by writing to the Customer Service Team at Irish Life, Lower Abbey Street, Dublin 1.
-

DECLARATION

(If this is a joint application, please both read and sign the declaration below).

I/we acknowledge and agree that my/our investment will not begin until Irish Life Assurance plc has received and accepted a fully completed application form, any other documentation or information requested and until it has received the investment proceeds. The investment will not occur until 30 November 2012. I/We have read and understood the contents of this booklet, terms and conditions and customer information notice. I understand that this declaration, together with the other declarations and consents I have given in this application, is my application for a plan and will form the basis of any contract accepted by Irish Life. I understand and agree that my contract with Irish Life will be based on:

- The declarations and consents in this application
- All personal details given by me, and which will be recorded and sent to me on my Plan Schedule
- The plan terms and conditions
- Payment by me of the agreed premium (s)

Please note that if you are signing on behalf of a company you should precede your signature with 'for and on behalf of 'company name'.

Signature of Proposer

Signature of joint proposer (if applicable)

Date

YOUR PLAN COMMUNICATIONS

How would you like to receive your plan communications from us? (for example, your welcome pack, letters and regular statements).

Please tick one option:

Online at www.irishlife.ie

By paper post

Your plan communication will be securely stored in your personal online account at www.irishlife.ie. You will be notified by text and email when communications are added to your account. If you do not choose an option we will assume you want to receive communications by paper post.

DIRECT MARKETING CONSENTS (ONLY TO BE COMPLETED IF THE PRODUCT IS BEING TAKEN OUT THROUGH AN IRISH LIFE FINANCIAL ADVISER OR TIED AGENT)

Based on the information you provide in your application form or during a Financial Review, we may use your data to give you information and marketing materials about other products and services offered by the Irish Life group of companies which may be appropriate to you. For this purpose, we may pass your information to other companies within the group.

I agree you may give me this information by:

Post	<input type="text"/> <input type="text"/>
Phone - landline	<input type="text"/>
Phone - mobile	<input type="text"/>
e-mail	<input type="text"/>
Text	<input type="text"/>

The option to decline this service may be exercised at any time in the future (even if you do not tick this box) by simply writing to the Irish Life Customer Service Centre, Finnabair Business Park, Dundalk, Co. Louth.



Irish Life

Contact us

Phone: 01 704 10 10
8am to 8pm Monday to Thursday
10am to 6pm on Fridays
9am to 1pm on Saturdays

Fax: 01 704 19 00

e-mail: customerservice@irishlife.ie

Website: www.irishlife.ie

Write to: Irish Life Assurance plc, Lower Abbey Street, Dublin 1.



From sustainably managed forests -
For more info: www.pefc.org

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

In the interest of customer service we will record and monitor calls.
Irish Life Assurance plc, Registered in Ireland number 152576, Vat number 9F55923G.