

40
YEARS
in
IRELAND

Memory Account

Series 7

...remembers previous years



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Summary Features

Potential Annual Return

- If the Final Price of the EURO STOXX 50 Index at each Year End Date is greater than the Start Price on the Start Date ('the Coupon Condition'), a Base Coupon of 5.75% gross interest will be paid for that year. Otherwise, no interest will be earned in respect of that year.
- Minimum total return is 0% (AER 0.0%)
- Maximum total return is 28.75% (AER 5.75%)

Memory Feature

- If the Coupon Condition is not satisfied at any one Year End Date but is satisfied at a subsequent Year End Date, the Interest payable in respect of the subsequent year will be the Base Coupon plus the Memory Coupon.
- The Memory Coupon is 5.75% gross interest multiplied by the number of previous year(s) since the Coupon Condition was last satisfied on a Year End Date or the Start Date, whichever is the later.

100% Capital Security at Maturity

- Regardless of the performance of the EURO STOXX 50 Index, 100% of your capital will be repaid at maturity.
- Capital security is provided by KBC Bank Ireland plc.

5 Year Investment Term

- No withdrawal may be made before the end of the investment term.

Warning: If you invest in this product you will not have any access to your money for 5 years.

Closing Date

- The Closing Date for fully completed applications is 12 July 2013.

Introduction



The turmoil in financial markets over the past four years has caused investors to become more risk averse. Wealth preservation has become the most important investment objective for many investors but they still have to place their money where they think it will achieve the best return for a given level of risk. The challenge, however, is to determine the level of risk that is commensurate with the potential return that may be achieved.

Structured deposits offer a solution to this by enabling investors to manage their risk exposure for a given level of potential return. The opportunity cost is the risk free rate of return that would otherwise be earned over the same investment term. Investors must therefore evaluate the trade-off between these returns in their quest for better performance.

Other factors that need to be considered include the underlying asset of the investment and the term of the deposit. Taking all of these factors into account, investors are increasingly using structured deposits as a separate component in the construction of their investment portfolios in order to produce a more optimal trade-off between risk and return.

Product suitability

This product is suitable for investors who:

- have a minimum of €25,000 to invest
- are satisfied with the creditworthiness of KBC Bank Ireland plc, a wholly owned subsidiary of Belgian-based KBC Bank NV
- have a low tolerance to capital risk (the Memory Account is 100% capital secure at maturity)
- have a medium tolerance to interest risk (the total potential return over the deposit term will be within a range of 0% to 28.75% (0.0% to 5.75% AER))
- are able to commit funds for 5 years and do not anticipate any need to withdraw that money before the Maturity Date, even in the case of an emergency



Investment Rationale

The economic policy dilemma

The western world is still suffering from the effects of the financial crisis and economic collapse in 2008. The fundamental problem continues to be the excessive level of debt that has accumulated over the past 30 years. The challenge facing governments and central banks is how to contain the debt crisis and at the same time maintain economic activity during the deleveraging process that is now taking place.

The US policy response

Optimism that the aggressive measures introduced by the Federal Reserve will sustain economic growth, has supported the US equity market which has been resilient despite expectations of a slower increase in corporate earnings. Similarly, ultra low US government bond yields have not deterred investors in the face of a continuing 'debt super cycle' and renewed scrutiny of the credit worthiness of the US government.

Euro crisis continuing

The complexity of the euro crisis that began as a banking crisis and extended into a sovereign debt crisis has yet to be resolved but the pronouncement of the European Central Bank that it is willing to do whatever it takes to preserve the euro has calmed investor nerves. The trade-off between fiscal austerity and economic growth is being increasingly challenged in the absence of reforms being agreed to deal with the fundamental shortcomings of the euro currency system.

Risk appetite increasing

Despite economic and budgetary difficulties, equity markets have been propelled by strong earnings and by abundant liquidity that has been recycled into government bonds, driving yields down and forcing investors to move up the risk curve in the quest for higher returns. The ongoing recapitalisation and deleveraging of the banking sectors in the US and Europe suggest that official interest rates will stay lower for longer and that equity markets may trade within a relatively narrow range.

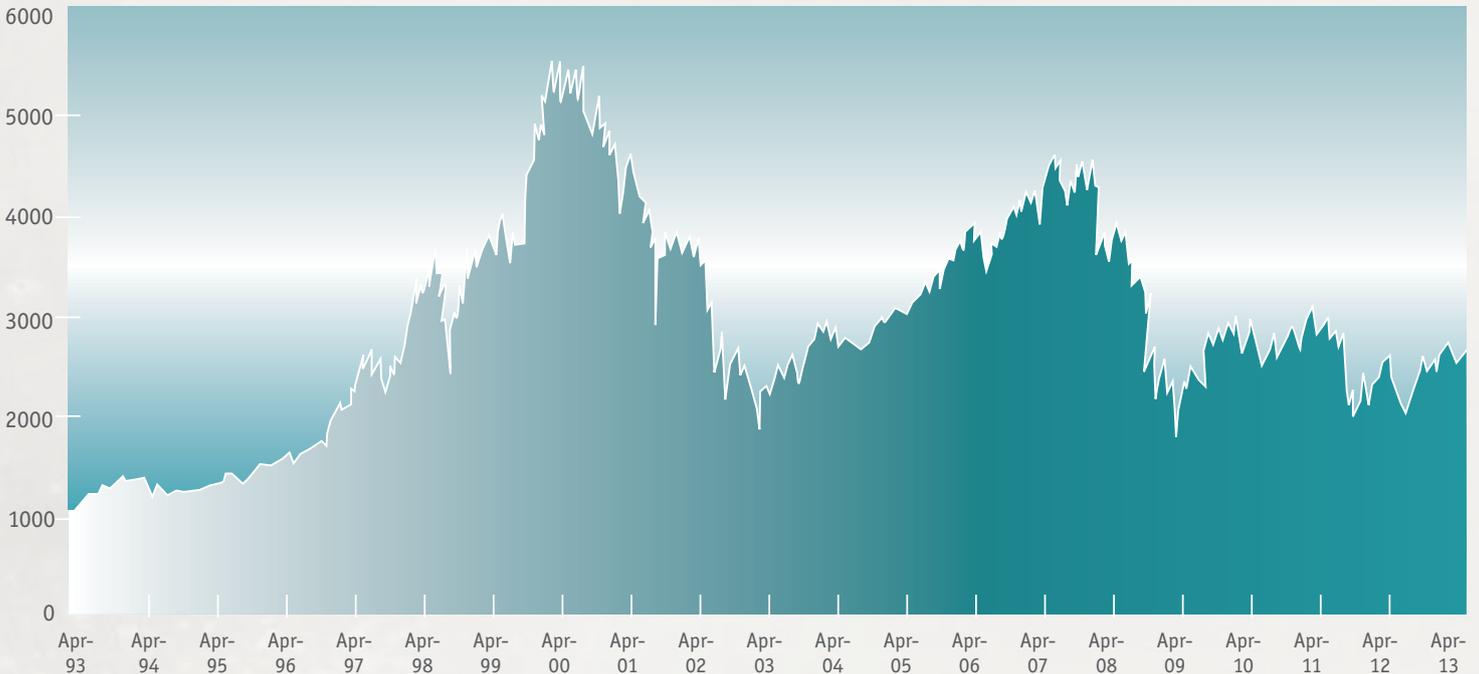
Linking the Coupon to the performance of the EURO STOXX 50 Index

At 30 April 2013, the Standard & Poor's 500 Index had rebounded by 136% from a low point in March 2009 to reach a new historical high level that is 2% above the high point previously achieved in October 2007. In contrast to this, the EURO STOXX 50 Index was 40% below its high point reached in July 2007 and had recovered by 50% since March 2009.

EURO STOXX 50 Index

Historical Perspective

The chart below shows the price movement of the Index over 20 years from the end of April 1993 to the end of April 2013.



Source: Bloomberg

Coupon Payment Analysis

The Condition to earn the Base Coupon (and potentially the Memory Coupon) is that the Final Price of the Index on a Year End Date is greater than the Start Price of the Index on the Start Date.

Looking at historical data over twenty years to 30 April 2013 and investing in the EURO STOXX 50 Index every day over that period -

- over every one year period, the Index was up on 3,203 out of 4,884 occasions (65.6% of the time)
- over every five year period, the Index was up on 1,803 out of 3,855 occasions (46.8% of the time)

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

Investment Returns

The Memory Account offers the potential to earn the Base Coupon if the Final Price of the EURO STOXX 50 Index at the end of each year is greater than the Start Price on the Start Date ('the Coupon Condition'). Otherwise, no interest will be earned in respect of that year.

The Memory Feature: If the Coupon Condition is not satisfied at any one Year End Date but is satisfied at a subsequent Year End Date, the Interest payable in respect of the subsequent year will be the Base Coupon plus the Memory Coupon. The Memory Coupon is 5.75% gross interest multiplied by the number of previous year(s) since the Coupon Condition was last satisfied on a Year End Date or the Start Date, whichever is the later. The table below illustrates how potential returns are calculated, based on a set of assumed interest payments and a DIRT rate of 33%.

TABLE 1: Illustrated Calculation of Investment Returns

	Scenario 1		Scenario 2		Scenario 3		Scenario 4		Scenario 5		Scenario 6	
	Coupon Condition Satisfied	Total Interest Paid										
Year 1	Yes	5.75%	Yes	5.75%	No	0%	No	0%	Yes	5.75%	No	0%
Year 2	No	0%	Yes	5.75%	No	0%	Yes	11.50%	No	0%	No	0%
Year 3	No	0%	No	0%	Yes	17.25%	No	0%	Yes	11.50%	No	0%
Year 4	No	0%	No	0%	No	0%	Yes	11.50%	No	0%	No	0%
Year 5	No	0%	No	0%	No	0%	No	0%	Yes	11.50%	Yes	28.75%
Total Interest Before Tax		5.75%		11.50%		17.25%		23.00%		28.75%		28.75%
AER Before Tax		1.18%		2.38%		3.44%		4.59%		5.62%		5.18%
Total Interest After Tax		3.85%		7.71%		11.56%		15.41%		19.26%		19.26%
AER After Tax		0.78%		1.58%		2.31%		3.08%		3.79%		3.58%

Source: KBC Bank Ireland

Total Interest Paid for a year refers to the sum of the Base Coupon payable for that year (if any) plus the Memory Coupon payable for that year (if any).

- Minimum interest: If the Coupon Condition is not satisfied in any year, no interest will be earned (AER 0.0%)
- Maximum potential interest: If the Coupon Condition is satisfied in each year, interest earned will be 28.75% (AER 5.75%)

In the exceptional circumstance where the Coupon Condition is not satisfied in the first four years but is satisfied in the fifth year, the interest earned will be 28.75% (AER 5.18%).

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

Key Features

How does the Memory Account work?

1. The Product Producer is:

KBC Bank Ireland plc, Sandwith Street, Dublin 2.

2. Brief Description of the Benefits of the Account:

The Memory Account is a 5 year deposit based product that commences on the Start Date and potentially pays an annual Coupon depending on the future performance of the EURO STOXX 50 Index.

If the Final Price of the Index at each Year End Date is greater than the Start Price on the Start Date ('the Coupon Condition'), a Base Coupon of 5.75% gross interest will be paid in respect of that year. Otherwise, no interest will be earned in respect of that year.

If the Coupon Condition is not satisfied at any one Year End Date but is satisfied at a subsequent Year End Date, the Interest payable in the subsequent year will be the Base Coupon plus the Memory Coupon.

The Memory Coupon is 5.75% gross interest multiplied by the number of previous year(s) since the Coupon Condition was last satisfied on a Year End Date or the Start Date, whichever is the later.

The minimum return that may be earned on the Account is 0% (AER 0.0%). The maximum potential return that may be earned on the Account is 28.75% (AER 5.75%). All interest earned will be payable on the Coupon Payment Date to which it relates.

100% capital security is provided on the Account by KBC Bank Ireland plc.

3. Dividends:

The Memory Account will not be directly invested in securities which are constituents of the Index and by investing in the Account, neither you, as an investor in the Account, nor the Bank will benefit from any dividends paid on those securities.

4. Currency Risk:

The performance of the Index is calculated according to the change in its nominal level and there is consequently no exposure to exchange rates in the Account.



Where does my investment go?

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

- 100% of your investment will be held on deposit with the Bank. In relation to Interest payable on the Account, you will be entitled to the payment of such Interest annually after deduction of tax (if applicable) in addition to the return of 100% of your investment at maturity.
- The Bank may, on its own account, enter into a swap arrangement with a third party whereby the Bank may agree to exchange the income stream generated by the deposit of your investment for such sums as may be necessary to pay any Interest due on the Account. Any such swap arrangement made by the Bank will not affect the obligation of the Bank with regard to any Interest payable to you under the terms of issue of the Account.
- Any benefit that the Bank receives by its use of the proceeds from your investment over and above the Interest that is payable to you under the terms of the Memory Account will be for the Bank's own account. In the event that the Memory Account is distributed through an appointed intermediary of the Bank, a distribution fee up to 2% of the investment sum will be payable by the Bank to that intermediary. Any intermediary remuneration will not affect the allocation of your investment in the Memory Account or any Interest payable to you under the terms of issue of the Account.

Do I have access to my investment?

Your investment is for the fixed term of the Account and is intended only for investors who do not require access to their investment prior to its maturity. No withdrawal may be made before the end of the Term. The ongoing cost of funding the underlying structure that will pay any interest to you during the investment term means that the capital secure portion of the Account is only payable within 5 business days of the Maturity Date. During the investment term, it may be difficult to obtain reliable information about its value or the extent of the risks to which it is exposed.

What happens if I die before the Account matures?

In the event of the death of a sole investor or surviving joint account holder prior to the expiry of the Term, the Account will continue to the Maturity Date in the name of the executor or administrator. On the death of a joint Account holder, the money standing to the credit of the Account will be paid to or to the order of the survivor(s) within 5 business days of the Maturity Date.

What about tax?

Interest payable on the Account is subject to Deposit Interest Retention Tax ("DIRT") where applicable and is currently payable at 33%. On any such interest, DIRT will be deducted prior to any Interest being paid. You should include this interest amount, before DIRT, in your income tax return for the year in which it is received. Both the rate of tax and tax rules are subject to change without notice.

Some Irish resident investors, such as individuals over 65 and those who are permanently incapacitated, may be entitled, in certain circumstances and subject to the completion of certain declaration forms, to be paid interest without the deduction of DIRT. Companies, pension funds, non-resident investors and registered charities may be entitled, in certain circumstances, to be paid interest without deduction of DIRT. It is the responsibility of investors to obtain any tax relief that may apply. Tax reliefs are those currently applying, are subject to change without notice and apply directly to the customer.

Terms and Conditions

1. Definitions

The following definitions apply to these Terms and Conditions and the contents of this brochure:

'Bank' means KBC Bank Ireland plc and its successors, assigns and transferees.

'Account' or 'Memory Account' means the Memory Deposit Account Series 7 which commences on the Start Date.

'You/your' means the person(s) (natural or corporate) depositing money in an account in accordance with these Terms and Conditions and includes their successors.

'Financial Advisor' means a regulated firm that is authorised by the Central Bank of Ireland to give investment advice and which is an appointed agent of the Bank.

'Start Date' means 25 July 2013.

'Maturity Date' means 25 July 2018.

'Year End Date' means 25 July 2014, 24 July 2015, 25 July 2016, 25 July 2017 and 25 July 2018.

'Term' means the duration of the Account.

'Index' means the EURO STOXX 50 Index (Bloomberg: SX5E <Index>).

'Start Price' means the official closing Index level on the Start Date.

'Final Price' means the official closing Index level on a Year End Date.

'Base Coupon' means 5.75% gross interest.

'Memory Coupon' means 5.75% gross interest multiplied by the number of previous year(s) since the Coupon Condition was last satisfied on a Year End Date or the Start Date, whichever is the later.

'Coupon Condition' means if the Final Price of the Index at each Year End Date is greater than the Start Price on the Start Date.

'Coupon Payment Date' means the anniversary of the Start Date in 2014, 2015, 2016, 2017 and 2018.

'Interest' means the gross interest payable in accordance with Clause 6.

'Business Day' means a day (other than Saturday or Sunday) on which banks in Ireland are generally open for business.

'AER' means Annual Equivalent Rate, calculated as the gross rate of interest adjusted for 365 days in a year.

2. Availability

(a) The Account is open to persons (aged 18 or over) opening an account in their own name or joint accounts in joint names. Pension funds, companies, charities and other institutions may also open an Account. The minimum deposit is €25,000.

(b) The Closing Date for receipt of applications (i.e. completed application form(s) plus cheque payments and any other appropriate documentation if required) is 12 July 2013. Applications will not be accepted after the Closing Date. The Bank accepts no responsibility for applications until they are physically received by the Bank.

(c) The Bank reserves the right to close the offer of the Account at any time prior to the Closing Date. Prior to submitting your application, please confirm with your Financial Advisor that the offer is still available.

(d) No interest will be paid in relation to the period up to the Start Date. Cheques or

drafts received by the Bank will be presented for payment no more than 10 business days before the Start Date.

(e) Electronic fund transfers must be cleared on or before 19 July 2013. Cheque payments must be cleared on or before 23 July 2013.

(f) All payments in relation to the Account will be denominated in Euro. Cash cannot be accepted in any circumstances.

3. Account Opening Documentation

(a) If you are not investing in the Account on an execution only basis, your Financial Advisor is required to obtain and maintain sufficient information regarding your financial circumstances in order to enable it to fulfil its obligations in assessing the suitability of this product for your needs. In addition, you will need to satisfy the anti-money laundering requirements set out in the Criminal Justice (Money Laundering and Terrorist Financing) Act 2010.

(b) Prior to any transaction being entered into, a fully completed Application Form together with all relevant documentation must be received.

4. Joint Accounts

Where the Account holder comprises more than one person then -

(a) the obligations of the joint Account holder to the Bank under these Terms and Conditions, in respect of all operations on the Account, will be joint and several.

(b) any single applicant may issue an instruction without the consent or knowledge of the other applicant(s).

(c) on the death of a joint Account holder, the money standing to the credit of the Account will be paid to or to the order of the survivor(s) of the joint Account holder without prejudice to the Bank's rights of set off or any other rights of the Bank acquired by operation of law. Any such money will be paid only at maturity.

(d) any limitation you wish to impose on the operation of the Account should be advised on the Application Form.

5. Your Investment

Your investment is placed in a fixed term deposit account in your name with the Bank who is the ultimate provider of the capital secure portion of this investment. The Bank undertakes to repay 100% of your original investment at the end of the Term and pay Interest in accordance with Clause 6.

6. Interest

(a) You shall be entitled to the Interest payable, if any, on each Coupon Payment Date.

(b) If the Coupon Condition is satisfied on a Year End Date, you will be entitled to the Interest payable on the related Coupon Payment Date. This will be paid within five Business Days of that Coupon Payment Date.

(c) If the Coupon Condition is not satisfied on a Year End Date, you will not be entitled to any Interest in respect of that year on the related Coupon Payment Date or any future Coupon Payment Date.

(d) The amount of Interest payable on each Coupon Payment Date is determined as follows:

(i) If the Coupon Condition is not satisfied on a Year End Date, the Interest payable in respect of that year will be nil;



(ii) If the Coupon Condition is satisfied on the Year End Date in 2014, the Interest payable in respect of that year will equal the Base Coupon;

(iii) If the Coupon Condition is satisfied on any other Year End Date and was satisfied on the Year End Date of the previous year(s), the Interest payable in respect of that year will equal the Base Coupon.

(iv) If the Coupon Condition is satisfied on any other Year End Date and was not satisfied on the Year End Date of the previous year(s), the Interest payable in respect of that year will equal the Base Coupon plus the Memory Coupon. Any Interest payable under this clause (iv) is paid as Interest in respect of the year ended on the relevant Year End Date and is not paid as Interest for any previous year(s).

(e) The Coupon entitlement will be dependent on fluctuations in financial markets that are outside the Bank's control. Historical performance is no indication of future return.

(f) In the event of a corporate or other action fundamentally affecting the availability or valuation of the Index, the Bank will be entitled to substitute the Index or to make any adjustment that it deems appropriate in relation to any Interest applicable to Account.

(g) Interest payable is subject to Deposit Interest Retention Tax where applicable. This is currently payable at 33%.

7. Maturity

(a) The proceeds of your investment in the Account will be paid within five business days of the Maturity Date. No interest will be paid in relation to the period between the Maturity Date and the payment date.

(b) The Bank will contact you before the Account matures, advising you of the forthcoming maturity and seeking your instructions. If, for any reason, the Bank receives no specific instructions by the time the Account matures, the proceeds will be transferred to the Bank's Standard Demand Deposit Account in your name and the then prevailing terms and conditions of the Bank's Standard Demand Deposit Account will apply.

8. Withdrawals

(a) Your investment is a fixed investment for the Term of the Account and is intended only for investors who do not require access to their investment prior to its maturity. No withdrawal may be made before the end of the Term.

(b) In the event of the death of a sole investor or surviving joint account holder prior to the expiry of the Term, the Account will continue to the Maturity Date in the name of the executor or administrator.

9. Right to Terminate Contract

You have the right to cancel this contract prior to the Start Date. If you wish to cancel, notice must be received in writing by KBC Bank Ireland plc, Sandwith Street, Dublin 2 before 25 July 2013.

10. Variation

The Bank reserves the right to amend these Terms and Conditions during the Term of the Account where the Bank, in its absolute discretion, deems it necessary and appropriate or where there is a material legal, tax or regulatory change

affecting these Terms and Conditions. Any such changes will be consistent with our obligation to act honestly, fairly and professionally in your best interests. We will notify you, where possible, of any changes at least 30 days in advance of such changes taking effect.

11. Bank Remuneration

(a) Any benefit the Bank receives from your investment will be for the Bank's own account and will not affect any Interest payable to you under these Terms and Conditions.

(b) No fees, charges or expenses are levied by the Bank when processing your investment.

12. Confidentiality

The Bank observes a duty of confidentiality about your financial affairs. We will not disclose details of your account or your name and address to anyone else, other than to any confidentially appointed agents acting on our behalf or where:

- We are permitted or compelled by law to do so.
- Disclosure is made at your request and with your consent.

13. Unforeseen Events

(a) The Bank reserves the right not to proceed, for whatever reason, with this Account and to refund your investment.

(b) Neither the Bank nor its agent(s) will be liable for any loss you may suffer if the Bank or its agent(s) is prevented from providing services to you as a result of industrial action or other cause beyond the reasonable control of the Bank or its agent(s).

14. Representation

The Account is not sponsored, endorsed, sold or promoted by any of the companies included in the Index or by the Index sponsor, STOXX Limited. Neither any of these companies nor STOXX Limited has any obligation or liability in connection with the promotion or administration of the Account.

15. Information

(a) The Terms and Conditions represent the terms of the contract between you and the Bank. You acknowledge that your application is made on the basis of and is subject to these Terms and Conditions and that you have not relied on any representations or other information (whether oral or written) other than as set forth herein.

(b) All information that we supply to you and all communications with you will be in English. Information contained in this brochure is correct as of 13 May 2013.

16. Jurisdiction

The Terms and Conditions shall be governed by and construed in accordance with the laws of Ireland and the Courts of Ireland shall have exclusive jurisdiction to resolve any disputes in connection with these Terms and Conditions.

17. Severability

If, for any reason, a court of competent jurisdiction finds any provision of these Terms and Conditions, or portion thereof, to be unenforceable, that provision shall be enforced to the maximum extent permissible and the remainder of these Terms and Conditions shall continue in full force and effect.

Investor Information

Following the progress of your investment

The Bank will write to you on an annual basis, informing you of the performance of your investment. On request, the Bank will provide you with an updated statement of your Account.

Data Protection

Your Information: The details provided in this application form, together with any other information that is furnished to us in connection with this application or your account ("Information"), will be retained and processed by KBC Bank Ireland plc and its subsidiary companies ("we"/"us") for the following purposes:-

- processing and assessing the application(s);
- administrating your account;
- verifying the Information and otherwise meeting our legal and compliance obligations (which include those relating to the prevention of money laundering, financing of terrorism and fraud);
- quality control and group reporting and management; and
- if you have consented, for marketing purposes.

Sensitive Data Consent: Sensitive personal data (such as health or criminal conviction data) will be obtained and administered only where necessary to process your application or account.

Disclosures: We may disclose Information in the following circumstances:

- to other companies within the KBC Bank Group;
- to our agents, advisers, service providers and contractors for the above purposes;
- to other persons connected with your account (e.g. company directors, partners etc) and to your financial advisers or other intermediaries;
- in the context of a sale of our business; or
- where we are required by any regulatory body, law enforcement agency, court or other legal process.

Electronic Communications and Phone Calls: Your Information will be processed, recorded and retained by us in electronic form. You agree that KBC Bank Ireland may communicate with you electronically in relation to your accounts, and that it may rely on such electronic communications, records, originals and documents in any dealing with you. We may monitor and record telephone calls made to and from us for fraud and crime prevention, to assist in improving customer services, to evidence instructions or to prevent or resolve disputes.

Right of Access: You have the right to receive a copy of all personal data (within the meaning of the Data Protection Acts 1988 and 2003) relating to you which is held by us following a written request (for which a small fee will be charged) and to have any inaccuracies in your personal data corrected. You may be required to provide us with sufficient information to verify your identity and locate your data.

By signing the General Declaration section of the Application Form, you confirm that you consent to the use of the Information in the manner described above and, if applicable, that you have obtained the consent of all other persons identified in the form or associated with the application.

Early Closing

The Bank reserves the right to close the offer of the Account at any time prior to the Closing Date.

Complaints Procedure

We aim to provide a friendly and efficient service to our customers and it is our policy to ensure that all your concerns are dealt with promptly. If you have any complaint, please contact your Financial Advisor in the first instance or, alternatively, the Personal Banking Department at KBC Bank Ireland, Sandwith Street, Dublin 2. If you are dissatisfied with the outcome of our efforts to resolve your complaint you may refer your complaint to:

The Financial Services Ombudsman's Bureau,
3rd Floor, Lincoln House, Lincoln Place, Dublin 2.
Lo Call: 1890 88 20 90 Telephone: (01) 6620899
Fax: (01) 6620890 email: enquiries@financialombudsman.ie

Step by Step Guide to Account Opening

3 simple steps to help you complete this form

In order to open your account successfully, please follow the simple steps and submit all documentation required.

How to proceed

1. Complete the Application Form in block capitals, tick the appropriate boxes and sign where indicated.
2. The following documentation is required to be provided by personal investors for anti-money laundering and tax purposes:

✓ Proof of Identity

Copy of passport or full driver's licence certified by your Financial Advisor (if you have had face to face contact) or by one of the following: Garda, Accountant or Solicitor.

✓ Proof of Address

Two original utility bills, bank statements or Revenue documentation as appropriate, less than 6 months old.

✓ Verification of Tax Reference Number (PPSN)

An original document issued by the Revenue Commissioners or the Department of Social Protection bearing your PPS number (or a copy of same certified by your Financial Advisor).

Relevant documentation will be required for tax-free status in the case of qualifying individuals aged over 65 and non-Irish residents.

3. Ensure that this Form, together with appropriate funds and all relevant documentation, is received by your Financial Advisor no later than the Closing Date, 12 July 2013.

A separate Application Form as well as other documentation will be required for pension, corporate, charitable and other institutional applicants. Please refer to your Financial Advisor for more details.

Personal Application Form (Page 1 of 4)



I/We hereby apply for the Memory Account Series 7 and for that purpose

I/we hereby request you to open an account with KBC Bank Ireland plc in the name(s) of:

Personal Details 1st Applicant (BLOCK CAPS PLEASE) Please complete all sections						Personal Details 2nd Applicant (BLOCK CAPS PLEASE) Please complete all sections							
Title						Title							
Full Name						Full Name							
Maiden Name (if applicable)						Maiden Name (if applicable)							
Address						Address							
Home Telephone						Home Telephone							
Mobile Telephone						Mobile Telephone							
Email						Email							
Date of Birth	D	D	M	M	Y	Y	Date of Birth	D	D	M	M	Y	Y
Place of Birth (e.g. County/City)						Place of Birth (e.g. County/City)							
Country of Birth						Country of Birth							
Nationality						Nationality							
Occupation						Occupation							
PPS Number						PPS Number							
Employment Status	PAYE					<input type="checkbox"/>	Employment Status	PAYE					<input type="checkbox"/>
	Self-Employed					<input type="checkbox"/>		Self-Employed					<input type="checkbox"/>
	Other (please specify)					<input type="checkbox"/>		Other (please specify)					<input type="checkbox"/>
Source of Funds:	Savings					<input type="checkbox"/>	Source of Funds:	Savings					<input type="checkbox"/>
	Sale of Assets					<input type="checkbox"/>		Sale of Assets					<input type="checkbox"/>
	Gift/Inheritance					<input type="checkbox"/>		Gift/Inheritance					<input type="checkbox"/>
	Windfall Gain					<input type="checkbox"/>		Windfall Gain					<input type="checkbox"/>
	Settlement/Compensation					<input type="checkbox"/>		Settlement/Compensation					<input type="checkbox"/>
	Other (please specify)					<input type="checkbox"/>		Other (please specify)					<input type="checkbox"/>

Warning: If you invest in this product you will not have any access to your money for 5 years.

Personal Application Form (Page 2 of 4)



Your Investment

Please confirm the following:

My/Our investment objective is:

Capital security

Capital growth

Income generation

I/We wish to invest € in the Memory Account Series 7. Minimum €25,000.

Please make cheques payable/arrange funds transfer to KBC Bank Ireland plc. Account details as follows:

Bank:	Ulster Bank	Account Number:	12254215
Address:	33 College Green, Dublin 2	Sort Code:	98-50-10
Account Name:	KBC Bank Ireland plc Deposit Account	BIC:	ULSBIE2D
Account Reference:	Client Name / Memory Account	IBAN:	IE18ULSB98501012254215

Bank Account Details for Interest Payments

Your Bank Account details are required in order to facilitate interest payments.

Bank Name:

Bank Address:

Account Number:

Sort Code:

IBAN:

Account Name:

Account Reference:

Joint Accounts

Please select **one** of the following:

Statements and/or correspondence are to be sent to: jointly, to the first address

individually, to each address

Please state any limitations that you wish to place on the Account:

.....

.....

Warning: In the absence of instructions to the contrary, the Bank may act on the instruction of any single Joint Account Holder without the knowledge of any other Joint Account Holder.



Customer Declarations

Deposit Guarantee Scheme

Are you an employee of KBC Bank Ireland? Yes No

If **Yes**, please provide details:

Are you connected professionally or related to an employee of KBC Bank Ireland? Yes No

If **Yes**, please provide details:

Professional Assistance

I/We have received professional investment assistance in relation to this application

If **'Yes'**, go directly to **General Declaration**.

**Y
E
S**

If **'No'**, please sign the following Execution Only Declaration:

I/We acknowledge that I/we have requested information on the Memory Account and confirm that I/we do not wish to provide information in respect of my/our financial history and investment objectives to determine the suitability of this investment for my/our purposes but wish to proceed with the investment on an execution only basis. By doing so I/we acknowledge that I/we are waiving my/our right(s) as a Consumer in relation to the suitability of this product. I/We have not obtained any assistance in the choice of product from the Intermediary.

Principal Signature: Date:

Second Signature: Date:

General Declaration

1. I/We hereby request and authorise you to open and administer the Memory Account for me/us with KBC Bank Ireland plc until the end of the Term.
2. I/ We declare that the details above are correct.
3. I/We are over 18.
4. I/We were offered the facility of having a full financial review performed and, in such circumstances, were afforded the opportunity to avail of having a third party present during the investment sales process.
5. I/We understand and accept (1) the Terms and Conditions and (2) the Data Protection paragraphs set out in this brochure.
6. I/We explicitly consent to the use, retention and reproduction of sensitive personal data (e.g information about your health) and acknowledge that if I/we do not permit such processing, it will not be possible to provide me/us with this product.
7. I/We have sufficient other funds available in the event of an emergency arising to cover any expenses (such as medical and long-term care) that may occur during the investment term.
8. I/We understand that the investment will not be deemed to have been made until the application has been accepted by the Bank and that, if and when accepted by the Bank, the investment will commence on 25 July 2013.
9. I/We understand there is no access to the funds invested until maturity.
10. I/We understand that capital security is provided by the Bank.

Principal Signature: Date:

Second Signature: Date:



To Receive Promotional Communications

From time to time, KBC Bank Ireland may notify you of promotional offers, competitions and information on further identified products and services. KBC Bank Ireland offers individuals a wide range of credit /loan and insurance related products.

The information given on this form may be used to send you marketing material or to electronically communicate with you or to telephone you about products and services available from KBC Bank Ireland and carefully selected third parties. In order to receive these communications, please tick this box:

If you later decide that you do not want to receive this information you can write to Marketing Department, KBC Bank Ireland plc, Sandwith Street, Dublin 2 or e-mail: marketing@kbc.ie

KBC Bank Ireland offers individuals a wide range of investment related products (including both business and personal related products).

The information given on this form may be used to send you marketing material or telephone you about these products and services. If you do not wish to receive this information please tick this box:

If you later decide that you do want to receive this information you can write to Marketing Department, KBC Bank Ireland plc, Sandwith Street, Dublin 2 or e-mail: marketing@kbc.ie

Intermediary Declaration

I have met the above applicant(s) face to face Yes No

I, the undersigned, declare that –

1. I have sighted all original relevant money laundering documentation in respect of the applicant(s) as per the Criminal Justice (Money Laundering & Terrorist Financing) Act 2010 (the "AML Act") and any codes/instructions issued or approved by the Central Bank of Ireland or any other appropriate body, and have provided copies of the original documentation to KBC Bank Ireland plc. I certify that I will retain same for the required period of time taking into account the AML Act, any codes/instructions issued or approved by the Central Bank of Ireland or any other appropriate body and all other relevant legislation including but not limited to the Companies Acts 1963-2012 and the Statute of Limitations 1957-1991.

2. if the applicant(s) has/have obtained assistance in relation to this investment, appropriate fact-find and suitability obligations have been performed.

3. Where, during discussions with the applicant(s), you have identified any vulnerabilities, please advise the nature of the vulnerability:

4. if the application is being made on an Execution Only basis, the applicant(s) has(ve) been warned in writing that I do not have the information necessary to determine the suitability of this product for the applicant(s).

Advisor Name:

Advisor Signature:

Intermediary Company:

Date:

About KBC



Headquartered in Brussels, KBC Group is an integrated bancassurance group catering mainly for retail customers and small and medium-sized enterprises.

It occupies leading positions in its home market of Belgium and in the Czech Republic, Slovakia, Hungary and Bulgaria, where it offers a comprehensive range of banking, asset management, life and non-life insurance products and services. Apart from Ireland, it has a limited presence elsewhere in the world, primarily to support corporate clients based in core markets.

KBC Group is positioning itself as a well-capitalised and risk-aware entity that is capable of maintaining (from 2013) a common equity ratio under Basel III guidelines of at least 10% of total risk-weighted assets. The Group tier-1 ratio was 13.8% (Basel II) at 31 December 2012.

With a current stock market capitalisation of €12.5 billion, KBC Group is one of the 25 largest financial organisations in Europe, employing some 37,000 staff worldwide and serving 9 million customers through 1,648 branches.

The banking unit within KBC Group is KBC Bank NV which has a current long term credit rating of A- from Standard & Poor's.

KBC Bank Ireland plc ('KBCI')

KBCI is a wholly owned subsidiary of KBC Bank NV. It has a strong presence in Ireland where it has been operating for 40 years providing business and personal banking services to customers.

We are committed to delivering innovative personal banking solutions to our customers. With 700 employees, you can be secure in the knowledge that you are dealing with a bank that understands your needs and is supported by a financially sound parent.

KBCI had a tier-1 ratio of 11.1% (Basel II) at 31 December 2012 and currently has a long term credit rating of BBB- from Standard & Poor's.

The Bank is registered with the Companies Registration Office under registration number 40537. Its Value Added Tax number is 8F86824G.

KBC Bank Ireland plc is regulated by the Central Bank of Ireland.

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www.kbc.ie

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