

A CAPITAL SECURE BOND THAT PROVIDES ACCESS TO A LEADING GLOBAL EQUITY INDEX

- Tracks the performance of the MSCI World Minimum Volatility Index
- Underlying Index has outperformed the MSCI World Index by +14% over the last 10 years
- Capital Security of 100% or 95%
- Investment Term 4 years 6 months

Closing Date 18th October 2013

Capital Security provided by Bank of Ireland

BCP SERVING INVESTORS FOR OVER 40 YEARS www.bcp.ie invest@bcp.ie





MSCI GLOBAL EQUITY INDEX BOND

GLOBAL EQUITY INDEX BOND | PROTECTED AND GROWTH VERSIONS

This innovative bond provides investors with access to the performance of one of the leading Global Equity Indices, the MSCI World Minimum Volatility Index ('Index'), but with the added benefit of capital security provided by Bank of Ireland. There is no limit to the maximum return that can be earned in these Bonds. There are 2 versions to choose from, the Protected and the Growth Version.

▶ HOW THE BONDS WORK

GLOBAL EQUITY INDEX BOND | PROTECTED VERSION

100% CAPITAL SECURITY PROVIDED BY BANK OF IRELAND

For investors who want full capital security, the Protected Version will return 80% of the Performance from the MSCI World Minimum Volatility Index over the 4 year 6 month investment term. Even if the Index performance is negative over the term of the Bond, 100% of the amount invested in the Bond will be returned. Capital Security at maturity is provided by Bank of Ireland.

EXAMPLE RETURN:

If the Index Performance is 50% the return to investors will be 100% of the invested amount plus 40% (50% x 80%) giving a gross return of 40%, equivalent to 8.9% per annum (CAR 7.8%) (25.6% after DIRT at 36%).

WARNING: These figures are estimates only. They are not a reliable guide to the future performance of your investment. The value of your investment may go down as well as up. If you invest in this product you will not have any access to your money for 4 years 6 months.

GLOBAL EQUITY INDEX BOND | GROWTH VERSION

95% CAPITAL SECURITY PROVIDED BY BANK OF IRELAND

The Growth Version will pay investors 120% of the Performance achieved by the MSCI World Minimum Volatility Index over the 4 year 6 month investment term. This Performance is added to the minimum amount (95% of your investment) that is capital protected. If the Index Performance is less than 4.17% over the 4 year 6 month investment term, you will receive back between 95% and 100% of your investment. In any event, 95% of the amount invested in the Bond will be returned. Capital Security at maturity is provided by Bank of Ireland.

EXAMPLE RETURN:

If the Index Performance is 50% the return to investors will be 95% of the invested amount plus 60% (50% x 120%) giving a gross return of 55%, equivalent to 12.2% per annum (CAR 10.2%) (35.2% after DIRT at 36%).



WARNING: These figures are estimates only. They are not a reliable guide to the future performance of your investment. The value of your investment may go down as well as up. You may get back less than you invest. If you invest in the BCP MSCI Global Equity Index Bond - Growth Version you could lose 5% of the money you invest. If you invest in this product you will not have any access to your money for 4 years 6 months.

PERFORMANCE PROTECTION

In order to protect the performance of the Index from short-term volatility in stock markets towards the end of the term, the Final Price will reflect the average level of the Index on a monthly basis over the final 9 months of the Term. The effect of averaging is to protect returns in a falling market but conversely it may restrict growth in a rising market.

Note: CAR is the Compound Annual Return.

ALSO AVAILABLE TO

PENSION &



ARF/AMRF





A DESCRIPTION OF THE INDEX

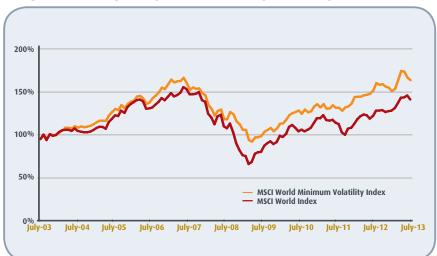
The Index seeks to create a portfolio of stocks from the parent index (MSCI World Index) which has the lowest volatility subject to certain constraints. The Index employs a portfolio optimisation strategy which considers the volatility of each stock and the correlations between stocks. The optimisation process results in overweight positions in low volatility stocks and underweight positions in high volatility stocks. Constraints are applied within the optimisation process to control country, sector and style exposures relative to the parent index. Stock level constraints ensure sufficient portfolio diversification. As a result of this process the Index is similar to the parent index in terms of country and sector weights and provides investors with broad exposure to the performance of the Global equity market.

WHY MINIMUM VOLATILITY?

Recent research has shown that low/minimum volatility stocks have produced higher risk-adjusted returns than portfolios with high-volatility stocks in most markets studied. This anomaly contradicts the markets previous understanding of the relationship between risk and return. The market has an unreasonably high expectation for the performance of high volatility stocks and over time it is in fact the lower volatility stocks that have provided stronger long term performance.

As illustrated in the chart below the MSCI World Minimum Volatility Index has outperformed the MSCI World Index by +14% over the last 10 years, and with lower volatility. The Minimum Volatility Index has also outperformed the World Index by +7% over the last 5 years.

INDEX LEVELS - 10 YEAR PERFORMANCE



Performance is shown from July 1st 2003 to June 30th 2013 in Euro. The MSCI World Minimum Volatility Index was launched on April 14, 2008. Data prior to the launch date is back-tested data (i.e. calculations of how the index would have performed over that time period had the index existed). Source: MSCI.



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

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

BCP | CAPITAL SECURE BOND SPECIALISTS

Over the past 44 years, BCP Asset Management has established itself as a specialist independent investment group with over €1.5 billion of assets now under management. Since 1992, BCP has specialised in Capital Secure Bonds. These Bonds have had growing appeal among investors seeking downside protection on their investments whilst retaining strong upside potential. BCP applies a very rigorous approach in the selection of the underlying assets in these Bonds. BCP's own investment team's experience and expertise is combined with that of well-respected International investment companies including Goldman Sachs and Standard & Poor's.

SUITABILITY

The Bonds are not suitable for investors who require regular income or require access to their capital before maturity. The Bonds are suitable only as a capital growth investment. The return will depend on the performance of the underlying Index. No withdrawals may be made before the maturity of the BCP MSCI Global Equity Index Bond on 30th April 2018. The MSCI World Minimum Volatility Index tracks the equity market performance of shares in the Index and therefore does not benefit from the dividends paid by the companies in the Index.

CHARGES

BCP Asset Management receives a fee for the design, manufacture and ongoing administration of the BCP MSCI Global Equity Index Bond. This fee is covered within the terms offered on each Bond.

NO CURRENCY RISK

The BCP MSCI Global Equity Index Bond is not exposed to foreign currency hence there will be no currency risk.

CAPITAL SECURITY

The BCP MSCI Global Equity Index Bond is a deposit based investment and capital security is provided by Bank of Ireland.

TAXATION

Under current legislation, the gross interest earned on the BCP MSCI Global Equity Index Bond will be paid after deduction of DIRT at 36%. This will apply at maturity and will be deducted at source. However, certain non resident investors, credit unions, charities, pensions and companies may apply to receive returns gross without deduction of tax.

The Finance Act 2007 (as amended by the Finance Act 2011), allows the operation of DIRT free accounts for investors aged 65 years or over, whose income is under €18,000 (or €36,000 for married couples). Investors should satisfy themselves in relation to Revenue reporting requirements and the implications of non-disclosure where required.



APPLICATION FORM

(Please complete in Block Capitals)



BCP Asset Management was a finalist in the European Pension Awards – Ireland 2012 and 2013. BCP was shortlisted in the categories of Innovation Award (Provider) and Alternatives Investment Manager of the Year in recognition of its dynamic and diversified product range.

CUSTOMER INFORMATION (PLEASE COMPLETE)

(Select 'No' if you	are placing business through an intermediary or br	UKEI)	Yes 🖵	No 🖵
	nt knowledge is			
3. I/We authorise m	y/our advisor to view details of my/our account or	nline		
4. I/We agree to rec	eive valuations online and/or by email			
I/We hereby apply for	the BCP MSCI Global Equity Index Bond with BCP As	sset Management Limited in the name	/s of	
(a) Name (Mr/Ms) _				
Date of Birth	Occupation			
(b) Name (Mr/Ms) _				
Applicant (if different f	rom above)			
Address				
Tel: Day	Mobile	Email		
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WARNING: These figures are estimates only. They are not a reliable guide to the future

performance of your investment.

WARNING: The value of your investment may go down as well as up. You may get back less than you invest (Growth Version only).

WARNING: If you invest in this product you will not have any access to your money for 4 years 6 months.

WARNING: If you invest in the BCP MSCI Global Equity Index Bond - Growth Version you could lose 5% of the money you invest.



MSCI GLOBAL EQUITY INDEX BOND

KEY FEATURES

HOW THE BONDS WORK

he product producer of the BCP MSCI Global Equity Index Bond is BCP Asset Management Limited, 71 Upper Leeson Street, Dublin 4. 100% is invested in a 4 year 6 month Bond which tracks the performance of the MSCI World Minimum Volatility Index. At the end of the 4 year 6 month Term, the percentage performance (gain or loss) of the Index is calculated. This performance will then be multiplied by 80% or 120% to determine the interest to be added to the capital amount secured in each bond. The MSCI Global Equity Index Bond - Protected and Growth Versions offer 100% and 95% capital security respectively. In order to protect the performance of the Index from short-term volatility in stock markets towards the end of the term, the Final Price will reflect the average Index level on a monthly basis over the final 9 months of the term.

The effect of averaging is to protect returns in a falling market but conversely it may restrict growth in a rising market.

Neither bond suffers exposure to foreign currency hence there will be no currency risk.

These bonds are not suitable for investors who require regular income or require access to their capital before maturity. The bonds are suitable only as capital growth investments. The return on the BCP MSCI Global Equity Index Bond will depend on the performance of the underlying Index and will only be determined at the end of the term. No withdrawals may be made before the maturity of the Bond on 30th April 2018.

Your money is not invested in the shares of the companies in the Index and, therefore, you do not benefit from any dividends paid by these companies.

WHERE DOES MY INVESTMENT IN THE BCP MSCI GLOBAL EQUITY INDEX BOND - PROTECTED VERSION GO?

The paragraph below displays how the investment is structured for a hypothetical €10,000 investor. The Protected Version provides 100% capital security by placing 86.42% or €8,642 of your investment amount on deposit. This amount will grow to 100% or €10,000 by the end of the 4 year 6 month Term.

The Protected Version offers a potential return of 80% of the Performance of the underlying Index. 9.83% or €983 of your investment amount will be used to purchase this potential return. If the Performance of the Index is negative at the end of the 4 year 6 month Term, you will receive 100% of your investment. This payment represents a 0% gain on your investment over the period.

BCP will manufacture, distribute and administer the MSCI Global Equity Index Bond - Protected Version. For this BCP will receive a fee of 1.75% or €175 and intermediaries will receive a fee of 2.0% or €200.

WHERE DOES MY INVESTMENT IN THE BCP MSCI GLOBAL EQUITY INDEX BOND - GROWTH VERSION GO?

The paragraph below displays how the investment is structured for a hypothetical €10,000 investor.

The Growth Version provides 95% capital security by placing 80.98% or

€8,098 of your investment amount on deposit. This amount will grow

to 95% or €9,500 at the end of the 4 year 6 month

The Growth Version offers a potential return of 120% of the Performance of the underlying Index, less the 5% capital at risk. 15.23% or €1,523 of your investment amount will be used to purchase this potential return.

If the Performance of the Index is negative at the end of the 4 year 6 month Term you will receive 95% of your investment. This payment represents a 5% loss on your investment over the period.

BCP will manufacture, distribute and administer the MSCI Global Equity Index Bond - Growth Version. For this BCP will receive a fee of 1.79% or \leq 179 and intermediaries will receive a fee of 2.0% or \leq 200.

DO I HAVE ACCESS TO MY INVESTMENT?

No withdrawals may be made before the maturity of the Bond on 30th April 2018.

WHAT HAPPENS IF I DIE?

In the event of the death of a sole investor prior to the expiry of the Term:

- a) the Bond may be transferred into the names of the deceased investor's personal representatives or of any other person nominated by such personal representatives, or
- b) the Bond may be redeemed, subject to normal probate regulations, at its realisable value as determined by BCP based on a calculation by the Bank. The redeemable amount will be calculated primarily by reference to the market value of the assets, the remaining term to maturity, and the prevailing interest rates at

the time. The amount redeemed may be more or less than the capital secure amount.

Where the Bond is held in joint names it will, upon the death of one of the investors and upon production of such evidence of death as BCP or the Bank may require, be transferred into the name(s) of the surviving investor(s).

Where an investment is made on behalf of a self directed or self administered pension plan, in the event of death of a member prior to the expiry of the Term, the Bond may be redeemed at its realisable value as determined by BCP based on a calculation by the Bank which may be more or less than the capital secure amount. The proceeds from such redemption will be paid to the trustees of the plan, or the investing Life Company as appropriate.

WHAT ABOUT TAX?

Under current legislation, the gross interest earned on the BCP MSCI Global Equity Index Bond will be paid after deduction of DIRT at 36%. This will apply at maturity and will be deducted at source. However, certain non resident investors, credit unions, charities, pensions and companies may apply to receive returns gross without deduction of tax.

The Finance Act 2007 (as amended by the Finance Act 2011), allows the operation of DIRT free accounts for investors aged 65 years or over, whose income is under €18,000 or €36,000 for married couples.

Investors should satisfy themselves in relation to Revenue reporting requirements and the implications of non-disclosure.

BCP Asset Management Limited

71 Upper Leeson Street, Dublin 4, Ireland | Tel: (01) 668 4688 Fax (01) 668 4246 | Email: invest@bcp.ie | Web: www.bcp.ie

BCP Asset Management Limited is regulated by the Central Bank of Ireland. Bank of Ireland is regulated by the Central Bank of Ireland.



TERMS & CONDITIONS

1. DEFINITIONS

- 1.1 'you/your/investor' means the customer(s) who is/are investing funds in the BCP MSCI Global Equity Index Bond.
- 1.2 'the Bond' means the BCP MSCI Global Equity Index Bond -Protected and/or Growth Version provided by BCP in accordance with these Terms and Conditions.
- 1.3 'the Term' means the duration of the investment which is placed in a 4 year 6 month Bond commencing on 31st October 2013 and maturing on 30th April 2018.
- 1.4 'Interest' means the gross interest calculated in accordance with Section 7 below.
- 1.5 'the Bank' means The Governor and Company of the Bank of Ireland and its successors, assigns and transferees.
- 1.6 'BCP' means BCP Asset Management Limited and its successors, assigns and transferees.
- 'the Index' means the MSCI World Minimum Volatility Index listed in this brochure, which has a Bloomberg ticker of M9WOVOE.
- 1.8 'the Performance' is as defined in 7.3 below.

2. CONFIRMATION OF IDENTITY - NEW & EXISTING CLIENTS

Further to the money laundering provisions of the Criminal Justice (Money Laundering & Terrorist Financing) Act 2010 clients must provide with their application (1) copy passport or full drivers licence certified by one of the following: Garda Siochána / Accountant / Solicitor / Notary Public / Embassy-Consular Staff Member/ Authorised Financial Service Provider and (2) original address verification (e.g. utility bill) dated within the last 6 months. Please note this applies to existing as well as new clients. Additional documentation will be required for corporate, pension and charitable organisation applicants.

3. YOUR INVESTMENT

- 3.1 BCP will lodge your investment in the Bond to a clearing account at the Bank. The funds will then be swept to a client asset account with the Bank in the name of BCP. You will receive a confirmation from the Bank of your investment in the Bond.
- 3.2 At the end of the Term, on advice from BCP, the Bank will pay (1) 95% of the original capital invested in the Growth Version and/or (2) 100% of the original capital invested in the Protected
- Version, together with any Interest earned.

 3.3 The Bond is not sponsored, endorsed, sold or promoted by MSCI Inc. or by any of the companies included in the Index described in this brochure. These companies have no obligation or liability in connection with the administration, marketing or trading of
- 3.4 Your money is not invested in the shares of the companies in the Index and, therefore, the investment does not benefit from any dividends paid by the companies.

4. AVAILABILITY

- 4.1 The closing date for applications is 18th October 2013, or earlier if fully subscribed (the 'Closing Date').
- 4.2 The minimum investment is €20.000
- 4.3 The Bond is available to individuals who are aged 18 or over investing on their own behalf, credit unions, charitable bodies, companies and pension funds. Individuals under 18 may be facilitated by way of a flexible trust.

5. COOLING OFF PERIOD

You have the right to cancel this contract prior to the Closing Date of the Bond. If you wish to cancel, written notice must be received by BCP Asset Management Limited at 71 Upper Leeson Street, Dublin 4 within two weeks of your application but no later than 18th October

6. WITHDRAWALS

- 6.1 No withdrawals may be made from the Bond before the end of the Term
- 6.2 In the event of death of a sole investor prior to the expiry of
 - (a) the Bond may be transferred into the names of the deceased investor's personal representatives or of any other person nominated by such personal representatives, or (b) the Bond may be redeemed, subject to normal probate regulations, at its realisable value as determined by BCP and the Bank, which may be more or less than the capital secure amount.
- 6.3 Where the Bond is held in joint names, it will, upon the death of one of the investors and upon production of such evidence of death as BCP or the Bank require, be transferred into the name(s) of the surviving investor(s)
- 6.4 Where an investment is made on behalf of a self directed or self administered pension plan, in the event of death of a member prior to the expiry of the Term, the Bond may be redeemed at its realisable value as determined by BCP and the Bank which may be more or less than the capital secure amount. The proceeds from such redemption will be paid to the trustees of the plan, or the investing Life Company as appropriate.

7. INTEREST

7.1 The Interest credited by the Bank to the 4 year 6 month deposit on maturity is based on the Performance of the Index from 25th October 2013 to 25th April 2018. In respect of the Growth Version the Interest will be 120% of the Performance of the Index.
In respect of the Protected
Version the Interest will be

80% of the Performance of

the Index. This Interest, if positive, will be added to the capital

- secure amount in each Bond to calculate the return.
 7.2 If the Performance of the Index is negative, you will receive 100% of the amount invested in the Protected Version and 95% of the amount invested in the Growth Version
- 7.3 Performance of the Index is calculated as [Final Price Initial Price]/Initial Price where (1) the Initial Price will be the closing level of the Index on 25th October 2013 or the next business day; (2) the Final Price is the simple average of the closing values of the Index taken at monthly intervals from and including 25th July 2017 to and including 25th April 2018 or the next business day. Where a closing level cannot be obtained due to market disruption affecting the Index on any of the above dates, the closing level of the affected Index will be taken on the next
- business day unaffected by market disruption.
 7.4 Should any event occur during the Term which in BCP's absolute discretion constitutes a substantial change to the Index, force majeure or hedging disruption, BCP shall be entitled to substitute the Index with another index, to unwind the Bond at the then current market value or to suspend operations of the Bond during any period in which such event continues and thereafter until the end of the Term. On suspension, the Bank shall arrange for the investment accrued to be placed on deposit for the aforesaid period, on terms to be agreed between BCP and the Bank at their absolute discretion. BCP will notify the investors of the occurrence of any such event in such manner as BCP deem appropriate. Neither BCP, the Bank, nor their agent(s) shall be liable for any loss howsoever suffered by the investor if there is any total or partial failure of performance resulting from any such event or any other causes beyond the control of BCP, the Bank or their agent(s).
- 7.5 Should an adjustment event occur during the Term which affects the Index, BCP shall be entitled, after consultation with the Bank and at its absolute discretion, to adjust any relevant terms of the Bond to preserve the economic equivalent of your investment prior to the occurrence of such event.
- 7.6 Interest will be paid after deduction of Deposit Interest Retention Tax ('DIRT') where applicable. DIRT to be deducted will be calculated in accordance with the appropriate tax legislation and at the rate prevailing on maturity, currently 36%.
 7.7 Unless by special arrangement for sums in excess of €100,000,
- no interest will be paid to you in relation to the period up to 31st October 2013.

BCP will contact you before the Bond matures to advise of repayment and reinvestment opportunities available at that time. At maturity on 30th April 2018, BCP will, following receipt of your instructions, instruct the Bank to issue and send individual customer cheques to BCP amounting to the capital sum secured together with any interest earned OR reinvest the proceeds as instructed. If for any reason Interest on the Bond cannot be determined by the maturity date, the Bank will pay the capital sum secured and Interest, 2 days after the Interest can be determined.

9. CONFIDENTIALITY

BCP and the Bank observe a strict duty of confidentiality about your financial affairs. Save at your request or with your consent, neither BCP nor the Bank will disclose any details relating to your investment to anyone else other than in the following circumstances:

- to comply with a Court Order.
- to comply with a direction or request from a statutory or regulatory body entitled to such details.
- in accordance with any applicable legislation.

10. DATA PROTECTION

Both BCP and the Bank are registered under the Data Protection Acts 1988 and 2003 and your personal data held by BCP and the Bank will be maintained in accordance with the obligations of the Acts and subsequent legislation.

11. CANCELLATION

If total funds received from investors at the Closing Date are deemed to be insufficient, BCP reserves the right not to proceed with the Bond issue and to repay investors.

12. ASSIGNMENTS

Investor(s) may not transfer (either by assignment or by novation) or create any security over any or all its rights, interests and obligations in the Bond without the prior written consent of BCP.

These Terms and Conditions may be changed if a decision, recommendation or change is made by a Court, Regulator, Ombudsman or by legislation. BCP will notify you personally of any changes and will endeavour to give you at least 1 month's

14. CLIENT ASSET ACCOUNTS

These Bonds are deposit products and Bank of Ireland is the underlying deposit taker. Investors will receive confirmation from Bank of Ireland of their investment. On maturity funds can only be paid to Investors. Client asset accounts contain funds which are pooled with other clients' funds. Investors have a claim against the client assets pool in a specific account. Funds are not afforded protection under the Client Asset Requirements until they are swept from the clearing account at the Bank into the BCP client asset

15. BOND OPERATION

Neither BCP, the Bank nor their agent(s) will be liable for any loss you may suffer if BCP, the Bank or their agent(s) is prevented from providing any service as a result of industrial action, power failure or other cause beyond the reasonable control of BCP, the Bank or their agent(s). The Bank acts as deposit taker and is not liable for the responsibilities of BCP to you in relation to the Bond or for any information provided to you by BCP. The Bank is not offering financial or tax advice to BCP or investors. It does not make any representation, express or implied, as to the investment terms or the performance of the Bond. Any such statements herein, as well as all other statements regarding the Bond, are the sole responsibility

16. MSCI WORLD MINIMUM VOLATILITY INDEX

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BCP Asset Management Limited

71 Upper Leeson Street, Dublin 4, Ireland | Tel: (01) 668 4688 Fax (01) 668 4246 | Email: invest@bcp.ie | Web: www.bcp.ie

