

Bank of Ireland
Life



Secure Plus 10

Investing with peace of mind








Available until
11th June
2010

Investing with complete peace of mind...

Secure Plus 10 provides the growth potential of three asset classes - equities, bonds and commodities - with the security of knowing that whatever happens in the market, the money you originally invested is protected at the end of the investment term*.

Stock market volatility has currently driven valuations of different asset classes down across the globe. We believe that this has created 'value' for investors willing to take a medium term view.

At a glance

Secure Plus 10	
	100% Capital Security on maturity*
	60% of any growth from a diversified investment portfolio Subject to a maximum return of 33%**
	High diversification: <ul style="list-style-type: none"> • Asset Classes: Equities, Bonds & Commodities • Geographic areas include: Europe, USA & Asia
	Investment term of 3 years 11 months
	Low risk

* The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the Capital Security through a bespoke arrangement (the asset). The amount that Bank of Ireland Life will pay to customers on maturity (19th May 2014) will be based on the value of the asset and it is assumed that investors will receive, at a minimum, at the maturity date 100% of the amount originally invested.

**Subject to life assurance tax. This means the maximum annual return you could receive before tax is 7.6% p.a. It is important to note that this is not a promised return and that the actual return (if any) that you will receive is dependent on investment growth.

What is Secure Plus 10?

Many investors seek an investment that offers capital security while still delivering the potential for great returns. Secure Plus 10 can do this in the following way:

Security

- You are provided with 100% capital security at the end of the investment term. This means that no matter what happens in the market, your original investment is secure at the maturity date.

Growth

- You will benefit from 60% of any growth in an attractive diversified investment portfolio, subject to a maximum potential return of 33%*.

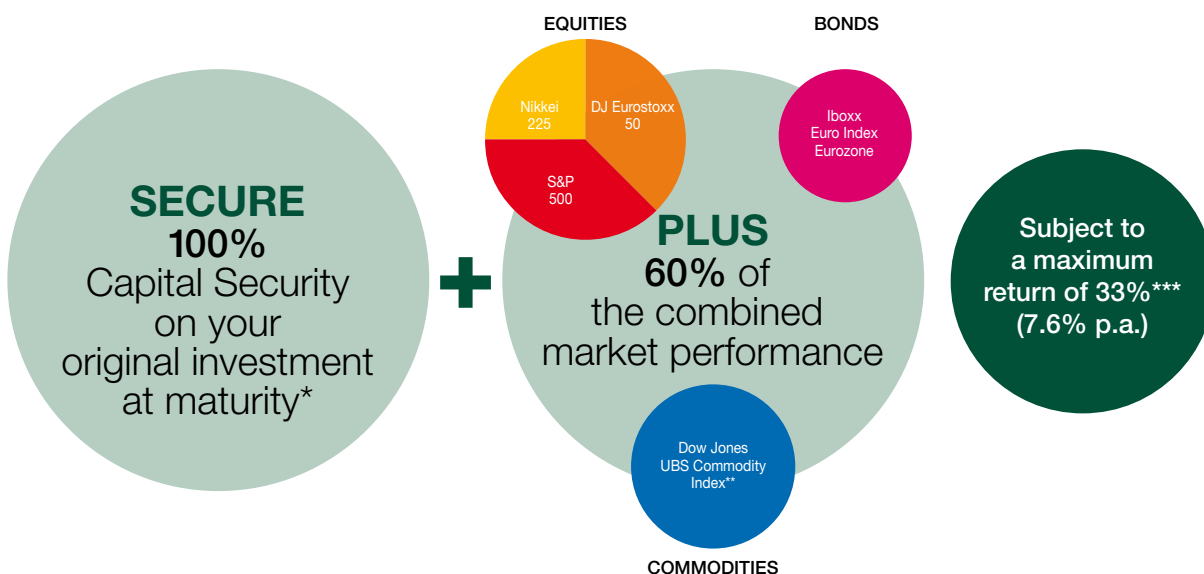
Diversification

- You will benefit from spreading your investment across a range of assets and geographic areas, so that all your eggs are not in one basket.

* Subject to life assurance tax. This means the maximum annual return you could receive before tax is 7.6% p.a. It is important to note that this is not a promised return and that the actual return (if any) that you will receive is dependent on investment growth.

Secure Plus 10

Investment term: 3 years & 11 months
Investment start date: 18th June 2010
Investment will mature on: 19th May 2014



Secure Plus 10 - offers you:

- 100% Capital Security. That means that no matter what happens in the stock market over 3 years & 11 months, your original investment is secured at the maturity date.
- 60% of any growth from the combined market performance, subject to a maximum return of 33%***. This means the maximum annual return you could receive before tax at the maturity date is 7.6% p.a.

* The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the Capital Security through a bespoke arrangement (the asset). The amount that Bank of Ireland Life will pay to customers on maturity (19th May 2014) will be based on the value of the asset and it is assumed that investors will receive, at a minimum, at the maturity date 100% of the amount originally invested.

** Previously known as the Dow Jones AIG Commodity Index.

*** Subject to life assurance tax. This means the maximum annual return you could receive before tax is 7.6% p.a. It is important to note that this is not a promised return and that the actual return (if any) that you will receive is dependent on investment growth.

What does Secure Plus 10 invest in?

- **40% Equities**

While not a prediction for the future, equities have been proven to out-perform other asset classes over the longer term.

Tracks the performance of the following indices around the globe:

- 37.5% DJ Eurostoxx 50: 50 of the biggest Eurozone blue-chip companies by market capitalisation, including, Siemens (electronics), Nokia (telecommunications) and Renault (motors)
- 37.5% S&P 500: 500 large US corporations representing a broad spread of industries
- 25% Nikkei 225: 225 large Japanese companies

- **25% Bonds**

Tracks the iBoxx Euro Index. The iBoxx index is a diversified basket of top quality bonds issued by governments within the Eurozone area. This is potentially a lower risk investment with the aim of reducing the risk profile of the overall investment portfolio.

- **35% Commodities**

While demand for commodities has slowed in the short term, we believe that current valuations offer great value. Supply constraints, coupled with reduced demands from industry has resulted in lower commodity valuations. However, an improving global economic outlook over the term should increase the demand for commodities resulting in higher prices.

Tracks the performance of the Dow Jones UBS Commodity Index*. The Dow Jones UBS* is a diversified basket of commodities including; energy (e.g. oil and natural gas), agriculture (e.g. coffee and sugar), industrial metals (e.g. aluminium and copper) and precious metals (e.g. gold and silver).

Further Protection

Capital Security

Another key benefit of Secure Plus 10 is that investors are provided with 100% capital security** for their original investment at the maturity date. Their initial capital is repaid in full at the end of the term, even if the five indices have fallen.

Averaging

Returns are based on the simple average of the closing values of each of the assets taken at monthly intervals over the first six months and the final six months of the fund period. This protects investors from any volatility that may be experienced in stock markets at the start and at the end of the fund term. For example, if there is a sudden drop in the value of any assets just before maturity the performance to date will be largely protected. However, reducing risk in this way may limit performance should markets rise just before maturity.

* Previously known as the Dow Jones AIG Commodity Index.

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Secure Plus 10 – Your questions answered

- **Who can invest in Secure Plus 10?**

Anyone aged 18-74 years with €5,000 or more to invest.

- **Is this investment suitable for me?**

If you are looking for an investment that provides capital security and good growth potential then Secure Plus 10 is suitable for you.

- **What is the minimum amount that I can invest?**

The minimum amount you can invest is €5,000.

- **How long do I invest for?**

Secure Plus 10 enables you to invest for 3 years 11 months. The closing date for the investment is 11th June 2010 and the investment will start on 18th June 2010. The investment will mature on 19th May 2014.

- **How is my capital secured and protected?**

The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the Capital Security through a bespoke arrangement (the asset). The amount that Bank of Ireland Life will pay to customers on maturity (19th May 2014) will be based on the value of the asset and it is assumed that investors will receive, at a minimum, at the maturity date 100% of the amount originally invested.

- **What if I change my mind?**

You have a cooling off period of 30 days commencing on the date of issue by Bank of Ireland Life of your policy document. Within this period if you change your mind, you can close your Secure Plus 10 policy and your money will be refunded to you (less any adjustment for adverse market movements).

- **What are the charges?**

The cost of setting up and maintaining your policy are implicit in the terms on offer.

- **Can I access my money before the maturity date?**

Secure Plus 10 is a fixed term investment of 3 years 11 months. You are not able to access your money before the maturity date, apart from the payment of a death benefit in the event of the death of the life insured (or in the case of a joint life policy both lives assured) before the maturity date.

- **What happens to my money at the maturity date?**

At the maturity date, you can:

- cash in your investment and
- we can provide you with a further investment option at that time.

- **What happens to my investment if I die?**

If the life insured dies during the term of the policy then a benefit based on the then notional market value of the policy is payable. This benefit will be at least equal to the amount you invested (if death occurs before the maturity date). In the case of a joint life policy the death benefit is payable in the event of the death of the second to die of the lives insured.

The payment of the death benefit is subject to an exit tax payable on the excess, if any, of the policy value over the premium paid. The rate of tax is currently 28% (correct as at April 2010).

- **Taxation of benefits**

Secure Plus 10 is a life assurance policy. All gains are subject to taxation in the event of a chargeable event which includes the maturity of the policy. The rate of tax payable is currently 28% (correct as at April 2010) and applies to all gains only. Bank of Ireland Life will deduct all tax due and pay the Revenue on your behalf.

Next Steps

To find out more about Secure Plus 10 please call into your local Bank of Ireland branch and talk to an Insurance & Investments Manager

Alternatively, phone

1890 309 309[†]

www.bankofirelandlife.ie

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

Warning: You cannot choose to cash in your investment before 19th May 2014.

[†] Lines are open from 8.00am to 6.00pm, Monday to Friday. For service, verification and training purposes incoming and outgoing calls may be recorded. Call charges may vary depending on your service provider.

Terms and conditions apply. Where relevant, life assurance tax applies.

While great care has been taken in its preparation, this document is of a general nature and should not be relied on in relation to a specific issue without taking appropriate financial, insurance, investment or other professional advice. The information has been taken from sources we believe to be reliable, however we do not guarantee their accuracy or completeness and any such information may be incomplete or condensed. All opinions and estimates constitute best judgement at the time of publication and are subject to change without notice. The content of this document is for information purposes only and does not constitute an offer or recommendation to buy or sell any investment or to subscribe to any investment management or advisory service. If there is any conflict between this document and the Policy Conditions, the Policy Conditions will apply. Please note that mention of specific stocks/shares or investments is not a recommendation to trade in those stocks/shares or investments.

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New Ireland Assurance Company plc trading as Bank of Ireland Life is regulated by the Financial Regulator. Bank of Ireland Insurance & Investments Limited and Bank of Ireland are regulated by the Financial Regulator and are tied agents of New Ireland Assurance Company plc. A member of Bank of Ireland Group.

April 2010

Application Form

Secure Plus 10

Please complete in BLOCK CAPITALS and tick all appropriate boxes

1. Personal details

	First Life	Second Life																																
Title:	Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Other <input type="checkbox"/>	Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Other <input type="checkbox"/>																																
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If Yes, Policy Number:	<input type="text"/>	<input type="text"/>																																

	Proposer 1 (if other than life insured)	Proposer 2 (if other than life insured)																																
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2. Investment details

Amount to be invested € Secure Plus 10

Warning: You cannot choose to cash in your investment before 19th May 2014

The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the Capital Security through a bespoke arrangement (the asset). The amount that Bank of Ireland Life will pay to customers on maturity (19th May 2014) will be based on the value of the asset and it is assumed that investors will receive, at a minimum, at the maturity date 100% of the amount originally invested.

3. Signing Authority

(applies to joint life investments where the lives insured are also the proposers)

The Company shall obtain a full and effective discharge for payment of any withdrawal under the Policy if made in accordance with the instructions of:

Both Proposers Either of the Proposers The Proposer nominated* below

If none of these options are selected, we will require the signature of both policyholders in order to carry out any transaction in respect of the investment.

For policies written under trust, the signatures of all proposers and trustees are required.

*Name of Proposers nominated:

4. Declaration of receipt of disclosure information and policy replacement

DISCLOSURE DECLARATION

Please ensure you complete this section before signing this Bank of Ireland Life Secure Plus 10 application.

DECLARATION under regulation 6(3) of the life assurance (provision of information) regulations, 2001.

WARNING

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

Declaration of Insurer or Intermediary

I hereby declare that in accordance with Regulation 6(1) of the Life Assurance (Provision of Information) Regulations, 2001, the applicant has been provided with the information specified in Schedule 1 to those Regulations and that I have advised the applicant as to the financial consequences of replacing an existing policy with this policy by cancellation or reduction, and of possible financial loss as a result of such replacement.

Signed: _____
Insurance Intermediary

Date:

D	D	M	M	Y	Y	Y	Y

Declaration of Client

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

Signed: _____
Proposer

Date:

D	D	M	M	Y	Y	Y	Y

Signed: _____
Proposer 2 (if applicable)

Date:

D	D	M	M	Y	Y	Y	Y

5. Data Protection/Other Declarations

I declare that all the information given by me on this application whether in my handwriting or dictated by me, is true and complete, and will form the basis of the contract between me and Bank of Ireland Life. The proposer, if other than the life/lives insured, hereby declares that an insurable interest exists in Life 1 and Life 2 to the full extent of the premium being paid.

I understand that there is no contract until you have accepted my application, even if I pay a contribution or sign and take a copy of a trust form.

Attitude to Risk

I confirm that I have carefully considered and discussed my investment requirements and the various investment options available to me with my Insurance and Investments Manager, ranging from a Low Risk investment to a Very High Risk investment. I confirm that my chosen attitude to investment risk is 'Low Risk' as stated in my financial review.

To the extent that my actual fund choice is inconsistent with the funds considered by Bank of Ireland Life as appropriate to my chosen Attitude to Investment Risk as stated in my financial review, I confirm my revised Attitude to Investment Risk as indicated by my actual fund choice.

Understanding your investments: I confirm that the information shown on page 9 in the Understanding Your Investment section has been explained to me and I understand it.

5. Data Protection/Other Declarations (continued)

Section 30: I confirm that where relevant I have received the receipt in accordance with section 30 of the Investment Intermediaries Act 1995 as amended by Section 27 of the Insurance Act 2000.

Data Protection/Definitions

Data Protection Declaration

I understand and consent that the Company may hold and process my personal data in accordance with the consents that I have already provided to the Insurance & Investments Manager at the beginning of the Point of Sale process.

The "Data Controller" for the purposes of the Data Protection Acts 1988 - 2003 is New Ireland Assurance Company plc trading as Bank of Ireland Life. The personal data being collected on this form is for the purposes of processing your application and may be disclosed in accordance with and to other parties as identified and consented to in the paragraphs below.

"Information" means any information including medical and non-medical given by me or on my behalf in connection with this application or any further information which may be given at a later stage either in writing, by email, at a meeting or over the telephone.

"Marketing" means direct marketing and cross-selling of the services and/or products provided by Bank of Ireland Life and/or any company within the BOI Group or arranged by the BOI Group with a third party.

"BOI Group" means the Governor & Company of the Bank of Ireland and any subsidiary company.

I understand and consent that Bank of Ireland Life and its duly authorised agents may hold and use the Information on computer file, in any other dematerialised form or in written hard copy on its own behalf and on behalf of other companies within the BOI Group and may use or pass the Information to any company within the BOI Group or third parties for administration, regulatory, customer care and service purposes.

1. **I agree** that Bank of Ireland Life or a duly authorised agent of Bank of Ireland Life may contact me in person, by phone, or by letter if it considers that my financial planning arrangements need to be reviewed or my level of cover needs to be revised. Yes No
2. **I agree** that the Information may be held and used by Bank of Ireland Life and/or any other company within the BOI Group or arranged by the BOI Group with a third party for Marketing purposes. Yes No

I understand that I may write at any time and advise Bank of Ireland Life or any other company within the BOI Group to cease to hold and use the Information for Marketing purposes.

First Life

Your Signature

Date

D	D	M	M	Y	Y	Y	Y

Second Life

Your Signature

Date

D	D	M	M	Y	Y	Y	Y

First Proposer

Your Signature (if other than life assured)

Date

D	D	M	M	Y	Y	Y	Y

Second Proposer

Your Signature (if other than life assured)

Date

D	D	M	M	Y	Y	Y	Y

6. Understanding your investment

This fact sheet has been written to ensure that you have a clear understanding of your investment in the Bank of Ireland Life Secure Plus 10. The key features of your investment are as follows:

1. Money received by Bank of Ireland Life for Investment in Secure Plus 10 will be invested on 18th June 2010.
2. No partial or full encashments may be taken from your policy prior to maturity on 19th May 2014.
3. The investment term of your policy is 3 years 11 months.
4. **Provider of the Security**

The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the Capital Security through a bespoke arrangement (the asset). The amount that Bank of Ireland Life will pay to customers on maturity (19th May 2014) will be based on the value of the asset and it is assumed that investors will receive, at a minimum, at the maturity date 100% of the amount originally invested.

5. **Taxation for Personal Customers**

Under current legislation a tax will be applied to any investment gains, on the happening of a chargeable event. This tax is currently 28% (correct as at April 2010). Further information is contained in your policy documents.

Bank of Ireland Life will make these payments from your fund on your behalf. Personal investors resident in Ireland normally have no further liability to Income Tax or Capital Gains Tax on investment returns. We suggest you take independent tax advice if appropriate.

6. **Taxation for Corporate Customers**

Companies investing in the Bank of Ireland Life Secure Plus 10 are advised to seek independent tax advice.

7. For corporate investors the application form must be completed in accordance with the company's Memorandum and Articles of Association e.g. signed by two directors.

7. Contact Referral

Source of Referral (Please tick as appropriate)

1. Branch Referral Name of referrer: (first name)
 (surname)
2. Existing Customer
3. Initiated by Customer

Customer Declaration (Please sign where appropriate)

1. I understand that I was referred for this meeting by (name of referrer)
from Bank of Ireland (branch name)

Customer Signature _____

(First Life)

(Second Life)

2. I confirm that I am an existing customer of Bank of Ireland Life.

Customer Signature _____

(First Life)

(Second Life)

3. I confirm that I have initiated contact with a Bank of Ireland Insurance & investments Manager and I agree that a Bank of Ireland Insurance & Investments Manager or Bank of Ireland Life may contact me by phone, letter or in person to discuss further my insurance and/or investment needs.

Customer Signature _____

(First Life)

(Second Life)

8. Internal use only

Adviser Name:

Adviser No.:

Branch: Agency No.:

Final Check List:

- Application Form/Disclosure/Contact Referral – Signed by Customer and Adviser (pages 8, 9 and 10)
- ID x 2 OR completed INFOCUS
- Draft/Cheque – Made payable to “Bank of Ireland Life”
- Factfind (Original to go to Head Office, Customer to receive a copy)
- Sample Quotation (to be given to customer(s))
- Trust Form (if applicable)
- Correct copy of Section 30 receipt (if applicable)
- Signed Reasons Why Letter (Original to go to Head Office, Customer to receive a copy)

If you have any queries relating to the completion of this Application Form, contact Bank of Ireland Insurance & Investments Limited on 1890 309 309[†].

Warning: You cannot choose to cash in your investment before 19th May 2014

[†]Lines are open from 8.00am to 6.00pm, Monday to Friday. For service, verification and training purposes incoming and outgoing calls may be recorded. Call charges may vary depending on your service provider.

Bank of Ireland Life is a trading name of New Ireland Assurance Company plc.

Bank of Ireland and Bank of Ireland Insurance & Investments Limited are tied agents of New Ireland Assurance Company plc.

New Ireland Assurance Company plc, trading as Bank of Ireland Life is regulated by the Financial Regulator and is a member of the Bank of Ireland Group.

Bank of Ireland Insurance & Investments Limited is regulated by the Financial Regulator.

Bank of Ireland is regulated by the Financial Regulator.

Secure Plus 10 Important Information

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A – Information about the policy

Make sure the policy meets your needs!

Taking out a Secure Plus 10 policy is an important decision. Before making this decision we want you to fully understand the details of the contract, which you are entering into. This document sets out to provide that information.

Your Secure Plus 10 is a Single Premium investment policy. No Regular Premiums or further Single Premiums are allowed. Your policy has a fixed term of three years and eleven months. It is not a protection policy – if that is what you require then your Insurance and Investments Manager can recommend another type of Bank of Ireland Life policy which better suits your needs. The policy provides a death benefit equal to 100.1% of the notional market value of your policy on the day after we receive written notification of death. This Benefit will be at least equal to the amount you invested if death occurs before the maturity date. The policy will terminate on payment of a death benefit, or when it matures after three years and eleven months.

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

Every care is taken to ensure that the information in this booklet is clear and accurate. However, no responsibility is taken for errors or omissions. If any conflict arises between this booklet and the Policy Conditions, the Policy Conditions will apply. Policy Conditions will be supplied to you when your policy is issued.

What happens if you want to cash in the policy early?

Cashing in the policy

You cannot encash part or all of your policy before 19th May 2014 (subject to the payment of a benefit on death). At this date, your investment will mature and must be encashed.

How does the Secure Plus 10 tracker bond work?

Benefits of the Secure Plus 10 policy:

Your Secure Plus 10 policy is for a term of three years and eleven months. You will receive your initial investment amount when your policy matures on the 19th May 2014. If the value of the basket of indices tracked by Secure Plus 10 has increased on maturity (19th May 2014), your investment before tax will be equal to 100% of your initial investment amount plus 60%* of any growth in the basket of indices.

Should you die before the maturity date then the benefit payable on death will be at least equal to your original investment amount (in the case of a joint life policy the death benefit is payable in the event of the death of the second to die of the lives insured).

The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the Capital Security through a bespoke arrangement (the asset). The amount that Bank of Ireland Life will pay to customers on maturity (19th May 2014) will be based on the value of the asset and it is assumed that investors will receive, at a minimum, at the maturity date 100% of the amount originally invested.

Compound annual rate:

For an initial investment amount of €30,000, your capital security amount at maturity would be €30,000. This corresponds to a minimum compound annual rate of return (CAR) of 0% a year.

Averaging:

The growth in the basket of indices over the first six months and the final six months of the investment will be averaged. This means that, if the value of the basket of indices decreases over either the first six months or the final six months, the averaging will help to protect the value of your Secure Plus 10. However if the value of the basket of indices increases over either the first six months or the final six months, this will reduce the value of your Secure Plus 10 investment.

Dividends:

Secure Plus 10 is suitable only as a capital growth investment and will not benefit from dividends in the basket of indices.

Currency:

There is no currency risk associated with your Secure Plus 10 investment.

* Subject to a maximum overall return of 33%. Subject to Life Assurance tax.

Where does my investment go?

The following table sets out how your investment amount will be used for your Secure Plus 10 investment.

Your proposed investment of €30,000 will be used, at the date of investment, as follows:	
€26,508	or 88.36%, will be used to secure the promised payment of €30,000 payable after 3 years and 11 months. This is equivalent to a promised return on this part of your investment of 3.21% p.a., before tax is deducted.
€2,574	or 8.58%, will be used to secure the cash bonus which may be payable after 3 years and 11 months.
€918	or 3.06% will be taken in charges.
€30,000	TOTAL
If the cash bonus is zero, the promised payment will represent a return of 0% pa on your total investment over the period to the date of the promised payment, before any tax is deducted.	

What are the projected benefits under the policy?

The illustrative table below shows possible future values for a sample Secure Plus 10 policy.

This illustration is based on the following typical details:

Lives Insured:	Single Premium:
Life 1: Male, aged 35 next birthday	€30,000

Sample illustrative table of projected benefits and charges:

Year	A Total amount of premiums paid into the policy to date €	B Projected investment growth to to date €	C Projected expenses and charges to date €	D Taxation to date €	E Projected policy value after payment of taxation €
1	30,000	843	918	0	29,925
2	30,000	1,711	918	222	30,571
3	30,000	2,604	918	472	31,214
Maturity	30,000	3,445	918	708	31,820

The above corresponds to an annual compound growth rate (CAR) of 2.09% before tax. You cannot encash your Secure Plus 10 before maturity on the 19th May 2014.

Important:

This illustration assumes an investment return of 4% per annum in the indices this investment tracks. The growth on the indices determines the return you will receive on your investment on the fund maturity date. This growth rate is for illustration purposes only and is not guaranteed. Actual investment growth on the indices may be more or less than illustrated.

The projected investment growth shown in Column B is determined by the assumed growth on the indices, the Capital Security, the participation rate and the effect of averaging.

The deductions for expenses and charges shown in Column C have the same effect as reducing the assumed investment growth rate by 0.8% p.a.

The Single Premium payable for your policy includes all charges, expenses, and intermediary/sales remuneration. The value shown in column E is after the payment of taxation.

What intermediary/sales remuneration is payable?

The projected remuneration figures below are based on the sample policy described above.

Year	Premium payable in that year €	Projected total intermediary/sales remuneration payable in that year €
1	30,000	370
2	0	6
3	0	6
Maturity	0	6

Similar schedules of expected future values and intermediary/sales remuneration, specific to your own proposed policy will be provided automatically when your policy is issued.

An arrangement exists between Bank of Ireland Life and the employees of Bank of Ireland Insurance and Investments Limited whereby the sales remuneration is increased if the employee attains certain targets in respect of the amount of Bank of Ireland Life business they place. The likely level of this payment is reflected in the previous table.

Are returns secure?

The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the Capital Security through a bespoke arrangement (the asset). The amount that Bank of Ireland Life will pay to customers on maturity (19th May 2014) will be based on the value of the asset and it is assumed that investors will receive, at a minimum, at the maturity date 100% of the amount originally invested.

Can the policy be cancelled or amended by the insurer?

Bank of Ireland Life reserves the right, in the event of changes in taxation or other legislation affecting your policy, to make such amendments as in the Actuary's opinion are necessary to take account of such changes. Under certain circumstances, Bank of Ireland Life can make changes to the policy charging structure.

Information on taxation issues

The premiums payable under the policy do not qualify for any tax relief.

The payment of a death benefit is a chargeable event i.e. tax may be payable. The rate of tax is currently 28% (correct as at April 2010) and is payable on the excess, if any, of the encashment value before tax over the cumulative premiums paid*. Any exit tax due will be deducted by Bank of Ireland Life and remitted to the Revenue Commissioners.

*This is amended to reflect any previous chargeable events.

An assignment of the policy, except as provided for by legislation (e.g. assigning the policy to a bank or building society for a loan) gives rise to a tax liability and is treated in the same manner as an encashment.

The information in this section is a general summary of the taxation implications of your policy, based on our understanding of current legislation. Owing to the individual nature of each case, we recommend that customers establish all tax implications with their professional advisers.

Additional Information in relation to your policy

If you have second thoughts

If, when you receive your Secure Plus 10 policy, you feel that it is not suitable for your needs then you may cancel it by instructing us in writing and returning the policy documents to us, provided that the instruction and policy documents are received not later than 30 days after the date of issue of the policy documents. The policy will terminate immediately on receipt of this instruction at Bank of Ireland Life's Head Office. Any single premium remitted to Bank of Ireland Life will be refunded less an adjustment for any downward movement in prices from the date of policy commencement to the date of cancellation.

Legislation governing the contract

The laws of Ireland govern this contract.

If you have a problem or complaint

Bank of Ireland Life will try to resolve any complaints fully to your satisfaction. However, in the event of an unsettled dispute the policy allows for the dispute to be referred to arbitration under the provisions of the Arbitration Act 1954 to 1998, as amended.

An official complaints body exists through the office of the Financial Services Ombudsman. Decisions of the Financial Services Ombudsman are binding on both parties subject to a right of appeal to the High Court.

The Financial Services Ombudsman may be contacted at 3rd Floor, Lincoln House, Lincoln Place, Dublin 2, Telephone: (01) 662 0899.

B – Information on service fee

Some pension and insurance contracts include a regular service fee, payable each year to the insurance agent. However, with Bank of Ireland Life Secure Plus 10 no service fee is payable by you to the Insurance Agent.

C – Information about the insurer/insurance intermediary/ sales employee

About the Insurer

Insurer

Bank of Ireland Life Secure Plus 10 is provided by New Ireland Assurance Company plc, trading as Bank of Ireland Life a public limited company. New Ireland is part of the Bank of Ireland Group, one of Ireland's largest financial institutions and a quoted company on the Irish Stock Exchange. New Ireland is licensed under the Insurance Act 1936 and authorised under the European Communities (Life Assurance) Regulations 1984 to transact business in the Republic of Ireland. Our contact details are as follows:

Address:	Bank of Ireland Life, Grattan House, 50-55 Lower Baggot Street, Dublin 2.
Telephone number:	1890 309 309†
Fax number:	(01) 662 0823
Website address:	www.bankofirelandlife.ie
Email address:	info@bankofirelandlife.ie

Insurance Intermediary

The policy is being sold through an insurance intermediary, Bank of Ireland Insurance & Investments Limited. Their contact details are as follows:

Address of Head Office:	Bank of Ireland Insurance & Investments Limited, Grattan House, 50-55 Lower Baggot Street, Dublin 2.
Telephone number:	(01) 703 9500
Fax number:	(01) 662 0811
Email address:	info@boi-ii.com

† Lines are open from 8.00am to 6.00pm, Monday to Friday. For service, verification and training purposes incoming and outgoing calls may be recorded may be recorded. Call charges may vary depending on service provider..

Bank of Ireland Life is a trading name of New Ireland Assurance Company plc. New Ireland Assurance Company plc trading as Bank of Ireland Life is regulated by the Financial Regulator and is a member of Bank of Ireland Group. Bank of Ireland Insurance & Investments Limited and Bank of Ireland are regulated by the Financial Regulator and are tied agents of New Ireland Assurance Company plc.

D – Information to be supplied to the policyholder during the term of the contract

During the term of your policy we will provide you with information in a number of circumstances:

- If there is any change in the name, address or legal form of Bank of Ireland Life
- If there is any alteration to the terms of the Policy Conditions which results in a change to any of the information provided by this document in the section “Additional Information in relation to the policy”.

In addition we will provide you with regular statements to keep you informed of the performance of your Secure Plus 10 policy.

1890 309 309[†]

www.bankofirelandlife.ie

[†]Lines are open from 8.00am to 6.00pm, Monday to Friday. For service, verification and training purposes incoming and outgoing calls may be recorded.
Call charges may vary depending on your service provider.

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