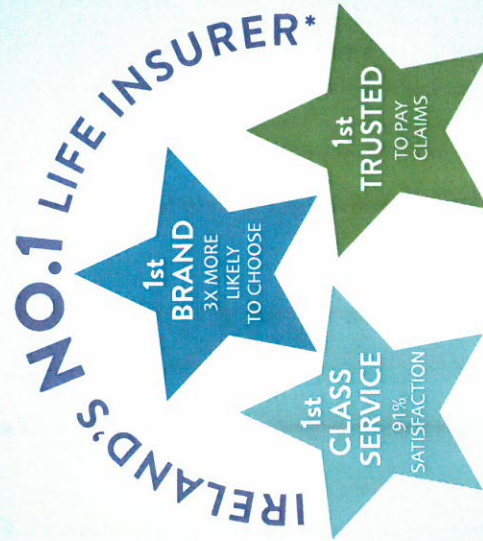


Under covered Ireland!

As Ireland's Number 1 Life Insurer, we're well placed to give a clear picture of how protected Ireland is... or not, as the case may be.

But, there are big opportunities ahead in 2018, meaning there's never been a better time to promote family protection.



*Irish Life is number 1 based on market share 2017. Trust in claims - Coyne Research 2017, Brand preferred versus our nearest competitor - Red C 2017, 91% Satisfaction for protection new business 2017.

Ireland UNDER COVERED



adults don't have any life cover

THAT'S 1.3 MILLION PEOPLE WITH NO COVER



Unprotected PARENTS 3 in 10

parents with children have no life cover

Impact of DEATH, SERIOUS ILLNESS OR INJURY ON FINANCES



say their household would struggle if anything was to happen to them



could only maintain standard of living for 3 months or less

Great intentions FOR 2018

OVER 2 in 5

intend to start Life Insurance in 2018



Of these

1 in 2

have kids less than 18 years - that's nearly 750,000 PARENTS!



Accessible AND RELEVANT LIFE INSURANCE



Showing positive benefits of life cover

3X MORE powerful than negative emotion in advertising

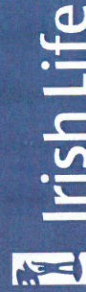


want it to be easier to understand



want it more widely available

1 in 5



There's never been a better time to promote the benefits of family protection