

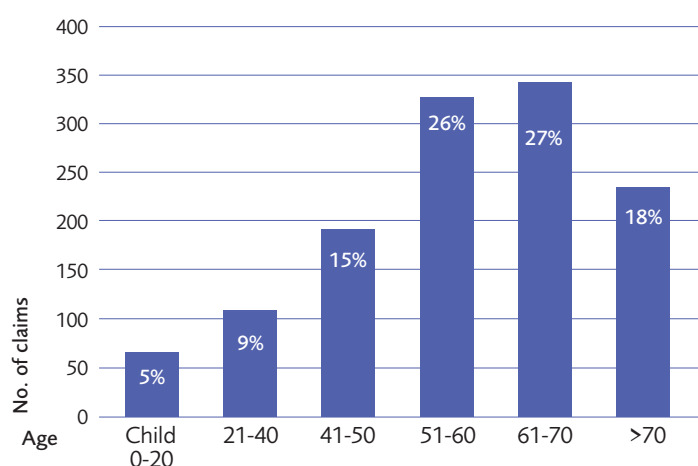
Life cover

Irish Life Retail Claims 2009

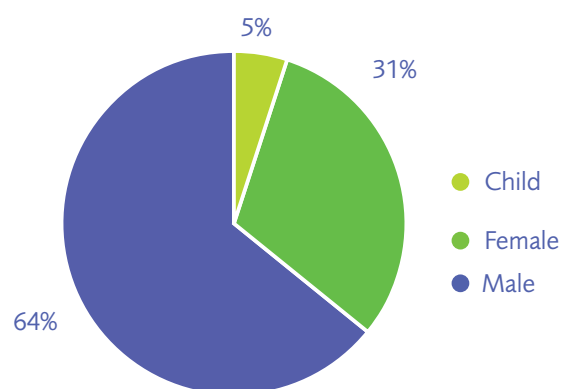
The number of Life cover claims paid in 2009	1284
The amount paid out in Life cover claims in 2009	€80.2 million
The average Life cover claim paid in 2009	€62,484
The average age of customers who claimed	58 years
The average duration a Life cover plan was in force when a claim occurred:	13 years.

See overleaf for details of accidental deaths

Age of customers who have claimed



Analysis of Life cover claims paid in 2009



A sample of actual claims paid by Irish Life in 2009

Age	Gender	Cause of claim	Benefit Paid	Occupation	Duration of cover before the claim
62	Male	Cancer – Hodgkins Lymphoma	€938,000	Engineer	8 yrs
40	Male	Road Traffic Accident	€758,000	Drinks Industry	5 yrs
47	Female	Lung Cancer	€115,100	Home maker	3yrs
51	Male	Heart Attack	€67,200	Postal worker	9yrs
61	Male	Work related accident	€292,000	Foreman	3yrs
36	Male	Stroke	€23,600	Warehouse worker	8 months
29	Male	Road Traffic Accident	€200,000	Fitter	3 days
39	Female	Cervical Cancer	€411,000	Special Needs Assistant	16 months
55	Female	Stroke	€153,000	Nurses Aid	21 weeks
45	Female	Stroke	€372,000	Teacher	5 yrs



Death is so often unexpected - which highlights the importance of having life assurance protection for you and your family.

- We paid out more than €17 million on 162 Life cover claims for accident related or 'unintended' deaths in 2009. 43 of these were road traffic accidents.
- Infact we paid out more than €5 million in death benefits for road traffic accidents.
- The average age of adult accidental death cases was just 44 years of age.
- 50% of all Life cover claims for claimants under 40 were results of accidents.
- 62% of the accidental death claims were on male lives.
- Almost 1 in 4 of our death claims were on plans less than 5 years in force.
- 24% of all death claims were on lives aged under 50 years of age.
- Almost 50% of death claims were as a result of malignant cancer.



Make sure your family is fully covered.

Potential weekly income generated from average claim amount of €62,484	€ 74.44
State widow/widower's contributory pension	€ 201.50
Combined income	€ 275.94

Could your family live on this amount weekly?

The average Life cover amount that Irish Life Retail paid out in 2009 to protection customers was €62,484. If this full amount was invested as a lump sum in a deposit account, it would generate a weekly income of €74.44 for 20 years (assuming 3% deposit interest p.a. for 20 years, with no remaining capital at the end of the 20 years and 25% dirt tax on interest). The state widow/widower's contributory pension is currently only €201.50 each week. Combined, this would give your family a weekly income of only **€275.94**. Could you cover your family's day-to-day living expenses on **€275.94 a week**? If not, talk to us today about your Protection options.

It really is so important to have the right amount of Life cover to protect your family's standard of living. Speak to your financial adviser TODAY to increase your life cover and make sure your family is financially secure.



Irish Life

