



Life cover

Irish Life Retail Claims 2011

The number of Life cover claims paid in 2011

1311

The amount paid out in Life cover claims in 2011

€81.5 million

The average Life cover claim paid in 2011

€62,158



See overleaf for details of accidental deaths

The average age of customers who claimed

61 years

The average duration a Life cover plan was in force when a claim occurred

14 years

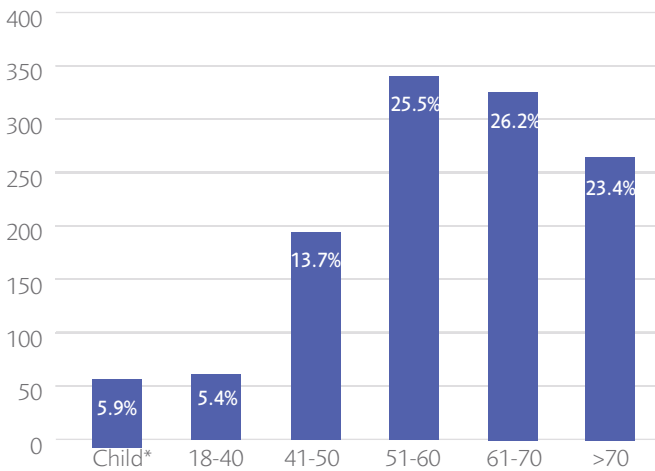
55% of claims were on lives under 60 years of age

60

We paid 52 death claims for amounts over

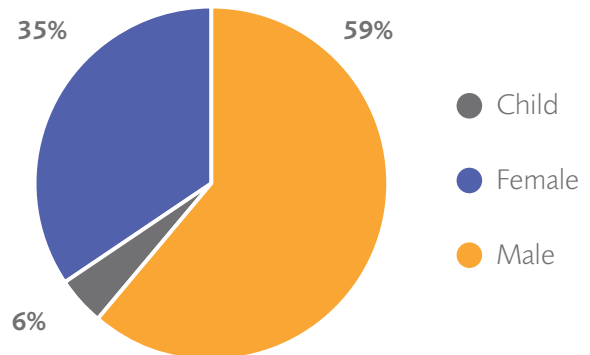
€250,000

Age of customers who have claimed - 2011



*NB This is a free benefit associated with childrens cover, for further details please see the terms and conditions.

Analysis of Life cover claims paid in 2011



A sample of actual claims paid by Irish Life in 2011

Age	Gender	Cause of claim	Benefit Paid	Occupation	Duration of cover before the claim
31	Male	Heart Attack	€135,500	Builder	3.5 years
36	Female	Gastric Cancer	€120,000	Home maker	9 weeks
56	Male	Lung Cancer	€700,000	Company Director	4.5 years
42	Female	Sudden Adult Death	€126,900	Home maker	10 years
52	Male	Motor Neuron Disease	€130,400	Farmer	8.5 years
30	Female	Viral Infection	€426,900	Accountant	4.5 years
51	Female	Ovarian Cancer	€202,000	Nurse	6.5 years
47	Male	Stroke	€89,374	Factory worker	9 weeks
44	Male	Heart Attack	€500,000	Farmer	3 years



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

- We paid 141 life cover claims that were as a result of an accident
- 11% of all Protection Death Claims paid were as a result of an accident
- €15.1 million was paid in respect of accident related death
- The average age of the 123 adult accidental death cases was 49
- 44% of all life cover claims for claimants under 40 were results of accidents
- 5 death claims were as a result of a work place accident
- 20 Protection Death claims (€1.2m paid) were as a result of a road traffic accident
- The average age for a road traffic accident claim was: 41 for a male and 27 for a female



Make sure your family is fully covered.

Potential weekly income generated from average claim amount of €65,000	€73.05
State widow/widower's contributory pension	€230.30
Combined income	€303.35

Could your family live on this amount weekly?

The average Life cover amount that Irish Life Retail paid out in 2011 to protection customers was €62,158. If this full amount was invested as a lump sum in a deposit account, it would generate a weekly income of €73.05 for 20 years (assuming 3% deposit interest p.a. for 20 years, with no remaining capital at the end of the 20 years and 30% dirt tax on interest). The state widow/widower's contributory pension is currently only €230.30 each week. Combined, this would give your family a weekly income of only **€305.35**. Could you cover your family's day-to-day living expenses on **€305.35** 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.