







Fixed Return Fund

Option 1 - 18% Return Fund

Option 2 - 16% Return Fund PLUS

The Fixed Return Funds offer investors two options to choose from:

Minimum Return at Maturity		Option 1	Option 2
		18% gross of tax	16% gross of tax
Security		100% Capital security at maturity*	
Investment Term		5 years 11 months (Matures on 7th June 2016)	
Bonus		Option 1	Option 2
		N/A	Potential to earn a bonus of 7% (gross of tax) at maturity
Who is this for?		Customers who are looking for a secure and fixed return	
Risk		Low Risk	

Option 1: Fund Description

Bank of Ireland Life's 18% Return Fund is a life assurance policy that is designed to return to policyholders their original investment plus 18% on maturity, gross of taxation and net of charges.

The benefits to investors

- 100% Capital Security
- A great return - 18% over 5 years and 11 months (gross of tax).

*Security of the Investment

Security of the original investment and the fixed return of 18% at maturity is provided by Bank of Ireland to Bank of Ireland Life.

What happens at maturity?

At the maturity date 7th June 2016 you must:

- Cash in your investment and
- We can provide you with other investment options available at that time.

Can I access my money before the maturity date?

No, the 18% Return Fund is a fixed term life assurance policy, which lasts 5 years and 11 months. You cannot cash it in before the end of the investment term.

Available until
2nd July 2010
May close early if
over subscribed

Option 2: Fund Description

The Bank of Ireland Life 16% Return Fund PLUS is a life assurance policy that is designed to return to policyholders their original investment plus 16% on maturity, gross of taxation and net of charges. This policy also provides the chance for customers to earn another 7% (gross of tax and net of charges) at maturity.

Benefit

- 100% Capital Security - secures your original investment at the maturity date
- A minimum return - 16% over 5 years and 11 months (gross of tax)
- Potential to earn 23% (gross of tax and net of charges) at maturity

*Security of the Investment

Security of the original investment and the fixed return of 16% at maturity is provided by Bank of Ireland to Bank of Ireland Life.

7% Bonus

If over the term of the investment, economies do well, you should have a chance to share in that recovery and this is how we have built the 16% Return Fund PLUS. A good indicator of how economies are doing is the performance of the leading companies in that region. For example, a well established measure of this for the Eurozone is the DJ Eurostoxx 50 Index.

How it will work

The bonus will be based on the performance of the DJ Eurostoxx 50 Index over the next 5 years and 11 months. The DJ Eurostoxx 50 Index is an independently calculated and widely used measure of the performance of the top 50 eurozone companies, as measured by market size. If the DJ Eurostoxx 50 Index beats your secure return of 16%, we will add an extra 7%, bringing your final return to 23% (gross of tax and net of charges) at maturity. Your original capital and 16% return are 100% secure at the maturity date.*

How the bonus will be calculated?

The growth of the Eurostoxx 50 Index from the 7th July 2010 (the investment date of the Fund) to 7th June 2016 (the maturity date of the Fund) is measured after maturity. If the growth of the Index at the end of this period exceeds 16%, you will receive a 7% bonus, bringing the final return to 23% (gross of tax and net of charges).

Can I access my money before the maturity date?

No, the 16% Return Fund PLUS is a fixed term life assurance policy, which lasts 5 years and 11 months. You cannot cash it in before the end of the investment term.

What happens at maturity?

Following maturity (7th June 2016):

- You cash in your investment and
- We can provide you with other investment options available at that time

*The Governor and Company of the Bank of Ireland provides Bank of Ireland Life with the 100% Capital Security and security of return through a bespoke investment (the asset). It is the value of this asset that Bank of Ireland Life will pay to customers on maturity and it is assumed that investors will receive a minimum of 116% (gross) of their original investment if invested in the 16% Return Fund PLUS, or 118% (gross) of their original investment if invested in the 18% Return Fund. For the avoidance of doubt the underlying bespoke investment is not covered under the Government's ELG scheme.

**For more information, talk to the Insurance & Investments Manager
in your Bank of Ireland branch or call 1890 309 309 today**

WARNING: YOU CANNOT CHOOSE TO CASH IN YOUR INVESTMENT BEFORE 7th JUNE 2016.

WARNING: THE VALUE OF YOUR INVESTMENTS MAY GO DOWN AS WELL AS UP.

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. The rate of tax is currently 28%.

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