



Don't let your  
lifestyle disappear.



 **Friends First**  
*Part of the EUREKO Group*  
Looking forward to your future

Income Protection

Pensions

**Protection**

Investments

Finance

## The Income Protection Specialists



What is your largest financial asset?

Is it your home?



Is it your business?



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Your income is an asset

Annual salary of €60,000, aged 40

Earnings to retirement = €2.1m

Based on retirement age of 65, using an inflation rate of 3% per annum

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## The Income Protection Specialists



What is your largest financial asset?

Your home

Your business

Your income



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# The Income Protection Specialists



Who will pay  
all these bills?



**SELF EMPLOYED NIL**

\*As at June 2009

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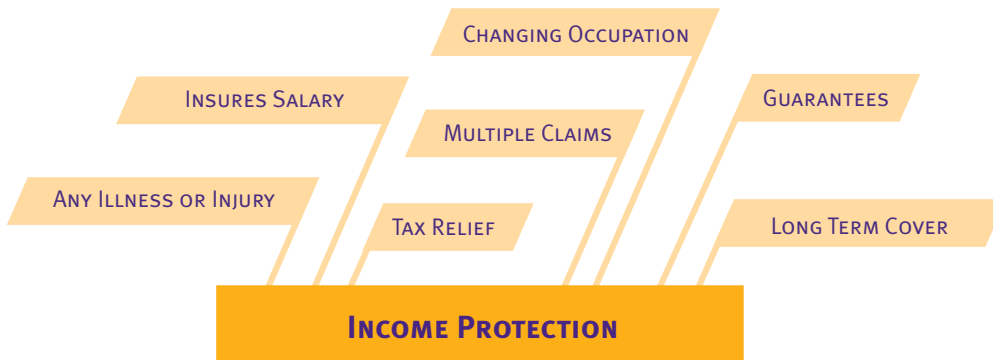
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# The Income Protection Specialists



## What does Income Protection do?





Why do I need it?

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### Workers confusion over sick pay



30%\* of workers believe their employer will provide sick pay indefinitely

\*Source: Lansdowne Market Research 2006



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### Over-optimism regarding State benefit

25%\* believe they could survive on the State benefit

MARRIED WITH  
2 DEPENDANTS:  
€20379 P.A.\*\*

SELF  
EMPLOYED

NIL

\* Source: Lansdowne Market Research 2006

\*\* As at June 2009



The statistics –  
how would you manage?

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The **need** has never been greater

- ▶ CSO statistics show that disability is on the **rise**
- ▶ Financial consequences of disability are **severe**
- ▶ More workers & families financially **unprepared**

Consumers need to take **greater responsibility**  
for their personal financial well being

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## What are the chances...

- ▶ Friends First paid out over €15m in claims in 2007
- ▶ Our average claim period is five and a half years
- ▶ 90% of disabling accidents & illnesses are not work related\*
- ▶ You are three times more likely to suffer a disability than die during your working life – have you life cover?\*

\*Source: Income Protection Conference Research 2007

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### Why do so few have Income Protection?

One reason: **myths and misperceptions** about disability

“It’s not going to happen to me”

“If it does happen,  
it won’t last long”

“It’s expensive and won’t  
pay anyway”

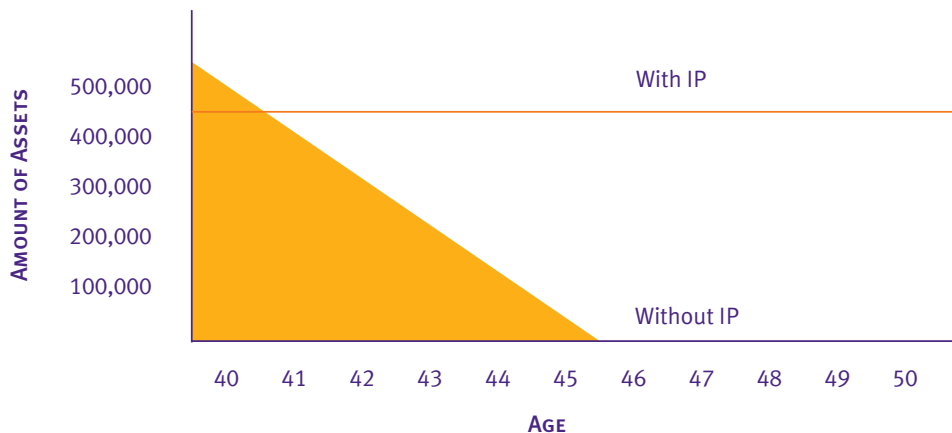
“My employer will take care  
of me – I think?”

“I’ll sell my assets and that  
will keep me going”

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## Asset Protection



This graph shows an example of a 40-year old with assets of €500,000 living without an income and how quickly those assets would be depleted if the assets were funding lifestyle spends.

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### Five questions everyone should ask

- ▶ What are my “necessary” monthly living expenses that would continue if my income stopped e.g. mortgage, utilities, food, medical insurance, etc?
- ▶ Would my personal savings pay for my “necessary” monthly expenses – for one month, three months, six months, longer?
- ▶ How long would my assets last if they were funding my day to day living expenses?
- ▶ What state benefit am I entitled to? Am I entitled to any benefit?
- ▶ Does my employer have a sick pay plan or long-term disability cover? How long would it pay me for?

Have a  
plan in  
place for  
disability

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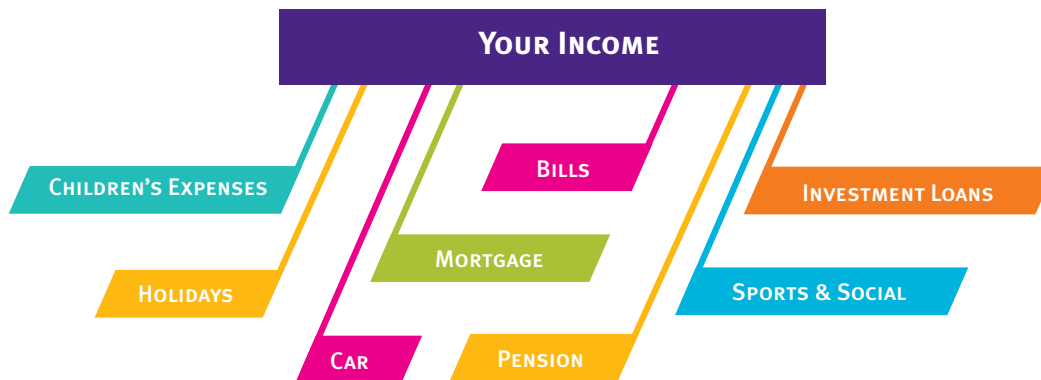
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## In Summary

## Don't leave it to chance



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Friends First Life Assurance Company Limited is regulated by the Financial Regulator.  
Terms and conditions apply.

PR007, June 2009

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