

## Sales up 79% at Standard Life Ireland

Standard Life, which operates two businesses in Ireland, recorded sales of £455m in Q1 2011, 79% higher than Q1 2010.

	<b>New business Q1 2011 (£m)</b>	<b>% change over 2010</b>
Standard life International	£267	93%
Standard Life Ireland	£188	62%
Total	£455	79%

Figures in PVNBP (present value of new business premia)

Standard Life International, which sells products predominately to UK investors, saw sales increase by 93% as the business developed new distribution channels.

Sales at Standard Life's domestic business increased by 62%." We have had a strong start to the year despite challenging market conditions," said Nigel Dunne, chief executive, Standard Life. "A variety of factors have coincided to produce a 'multiplier- effect' in increasing sales for the first three months of this year, according to Dunne, including:

- Irish consumers are looking for more security when it comes to making decisions about their pensions and investments. Our strong credit rating and 'policyholder protection'\* scheme provided by the UK Financial Services Compensation Scheme gives consumers more confidence."
- Sales of single premium investment bond sales rose by 50% as investors have continued to move money out of low interest bank accounts into longer term investment funds.
- Buy Out bond (Bobs) sales continue to be strong, unfortunately due to an increase in redundancies as the economy struggles.
- Standard Life's market share of single premium personal pensions has been boosted by strong demand for its recently launched PRSA product, as well as increased demand for retirement products.
- Investment performance by Standard Life Investments has been excellent across group pension managed, equity, fixed interest and absolute return fund categories, providing further reason to choose Standard Life products. In particular our Global Absolute Return Strategies Fund (GARS) continues to be a big seller across all products.

### Concerns about future pension contributions

Standard Life remains concerned about potential changes in tax relief that would make pensions less attractive.

"The risk is the government makes long term pension policy errors that materially damage the quality of life for generations of Irish people in retirement. The current income tax reliefs on pension contributions must be maintained to keep people saving.

One of the proposals is to introduce a levy of 0.5% on pension funds would also have long term impact on pension values. This levy could be substantially reduced if it was spread across all savings and investments products, including bank deposits .It doesn't make sense to impose a higher tax on pensions where saving levels are woefully inadequate. We're working with our industry bodies to provide a better all-round solution."

**\*Notes: The Financial Services Compensation Scheme (FSCS) in the UK**

As Standard Life in Ireland operates as a branch of our UK parent company, policies taken out since 1 December 2001 are covered by the UK's Financial Services Compensation Scheme in the event that Standard Life is in default.

This means that if you invest in a Standard Life pension or investment policy in Ireland, your policy is covered by the FSCS, which covers 90% of the claim, without any upper limit.

For more information visit the FSCS website, [www.fscs.org.uk](http://www.fscs.org.uk)

There is no equivalent Irish compensation scheme.