

August 29, 2011

Standard Life in Ireland repositions its brand

- Extensive research and customer insight behind brand positioning
- Improved, user-friendly consumer website www.standardlife.ie
- New €600,000 advertising campaign

Standard Life in Ireland announces the repositioning of its brand with a significantly enhanced consumer website www.standardlife.ie and a fully integrated marketing campaign which includes a radio, press and online advertising campaign to the value of €600,000.

“Our brand repositioning is a strong signal of our commitment to listen to and meet the needs of our customers and to support financial advisers. We are performing strongly and are determined to build on this success by growing and developing our business in Ireland,” said David Nish, chief executive, Standard Life group.

New improved customer website standardlife.ie:

- Easy to follow videos including an animated short film called “*Pensions*” (90 seconds duration). This aims to explain pension products in a jargon-free, simple way.
- “*Having enough money when you retire*” interactive section reveals whether you’re saving enough to reach the retirement standard of living you want. Be prepared to discover you may need to hike your pensions savings to reach your target.
- Consumers can also check out their investment risk appetite by completing an online Risk Questionnaire.

Brand re-positioning and advertising campaign

The repositioned brand is based on extensive research and insight, which reveals customers want

increased flexibility and choice when choosing a pension/investment provider. They also want to understand their pension choices better. The advertising campaign begins today and continues until the end of October.

“We support financial advisers and their customers in Ireland by building products and providing services that meet their changing needs,” said Nigel Dunne, chief executive, Standard Life in Ireland. “We aim to make it as easy as possible for people to plan their long term savings and investments with Standard Life, to help them feel more confident about the future”.

Standard Life Ireland is also refreshing its visual identity (see attached jpeg) to reflect the repositioned brand. This is the first time the visual identity has altered since 1993.

- Ends -

Notes for editors:

- Standard Life runs two businesses in Ireland including Standard Life Ireland - a domestic pensions and investments business and Standard Life International which sells offshore bonds to predominantly UK investors.
- The recently announced new business figures for the Irish businesses showed a 63% (APE) increase for the domestic business when the overall market was up only 3%.
- Standard Life Ireland is part of Standard Life group a FTSE 100 company. Established in 1825, the company is a leading provider of long term savings and investments to around 6 million customers worldwide. Headquartered in Edinburgh, Standard Life has around 9,000 employees internationally. It operates across UK, Canadian and European markets and has Chinese and Indian Joint Venture businesses. At the end of June 2011 Standard Life group had total assets under administration of £200bn.

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