

Have you recently reviewed your Serious Illness Cover?

Have you thought about **'What if...the unexpected happens?'**

Read the following facts from New Ireland's research to find out more about the importance of Serious Illness Cover!

Financial protection when you need it most

- Lump sum payment to you and your family if you're diagnosed with any one of the critical illnesses we cover, such as cancer, heart attack or stroke.
- Protect your current lifestyle into the future, especially if you have dependants.
- You can use the lump sum to meet your mortgage repayments, household bills, medical expenses or to pay off any outstanding loans.

1 in 6 of our
claimants last year were
aged 39 or under

We paid out almost
€26 million in specified
illness claims in 2009

46% of claims
occurred in the first 10 years
of the policy

Snapshot of claims paid to customers in 2009

	Male	Female
Of 100% claims paid, gender split was	59%	41%
Average claim amount	€76,000	€76,000
Average age of clients who claimed	51	47
% of claims cancer related	45%	67%
% of claims heart related	29%	6%

From 1st January 2009 to 31st December 2009

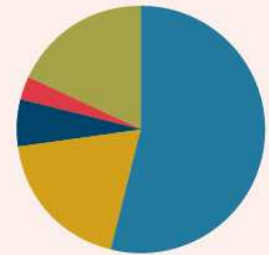
Some examples of specified illness claims paid in 2009.

Age	Sex	Illness claim	Illness type	Amount
27	F	Cancer	Breast	€240,000
46	F	Cancer	Breast	€115,000
46	M	Cancer	Colon	€140,000
45	F	Neurological	Multiple Sclerosis	€55,000
47	F	Stroke	Stroke	€90,000
59	M	Heart	Ischaemic Heart Disease	€140,000
30	M	Cancer	Stomach	€105,000
41	M	Neurological	Multiple Sclerosis	€250,000
35	F	Cancer	Breast	€95,000
38	F	Cancer	Leukaemia	€155,000

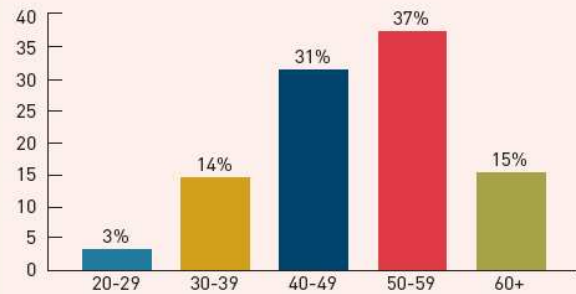
All tables and illustrations are approximate values

Reason for claim*

Cancer	54%
Heart	19%
Stroke	6%
Multiple Sclerosis	3%
Other	18%



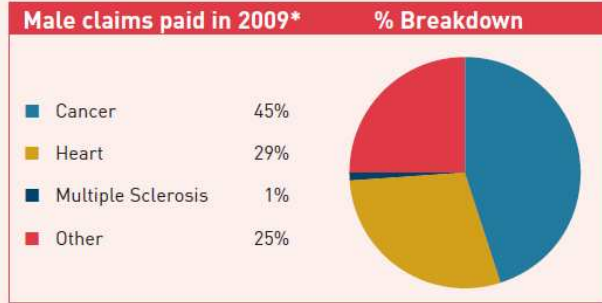
Age of clients who claimed in 2009



Male Claims

In 2009, we paid out over €15 million to our male clients in specified illness claims.

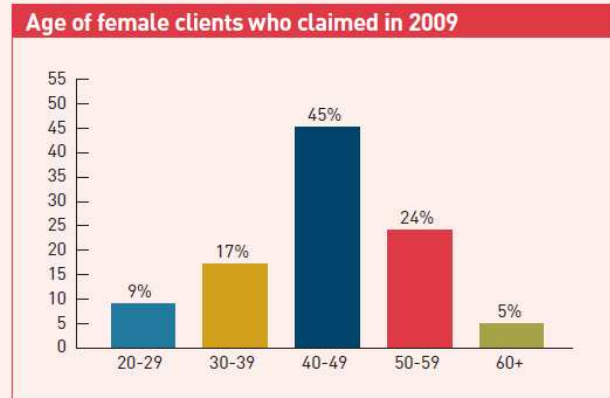
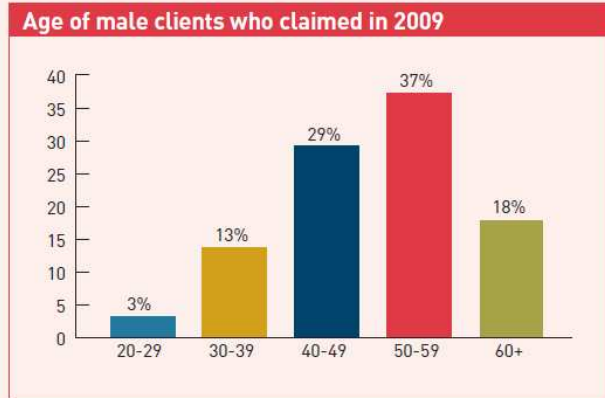
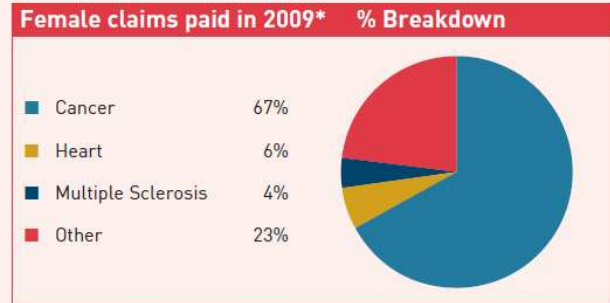
- Average claim amount €76,000
- Highest claim amount €600,000.



Female Claims

In 2009, we paid out over €10.5 million to our female clients in specified illness claims.

- Average claim amount €76,000
- Highest claim amount €440,000.



For more information on Serious Illness Cover, call Áine O'Toole on 059 9183000 or email aotoole@laloroshea.ie