



Irish Life

CORPORATE SOCIAL RESPONSIBILITY REPORT 2016/2017



CSR HIGHLIGHTS



National Workplace Wellbeing Awards,
where Irish Life was named
BEST LARGE EMPLOYER



**GAA
HEALTHY CLUB
PROGRAMME**

MENTORING
at Larkin College



**CHILDREN'S
CHRISTMAS PARTY**



Irish Life's **LONG SERVICE AWARDS**
in the Convention Centre Dublin

Staff charities donating
€170,000 to Children's
Medical Research Foundation
(CMRF) Crumlin and MS Ireland,
matched by Irish Life to
give a total of **€340,000**



**THE GREAT
IRISH LIFE
BAKE OFF**



**THE
ABSEIL**



The relocation of the
CHARIOT OF LIFE
statue to the front of
the Irish Life Centre



The **IRISH LIFE
CHOIR** raising
funds for Aidlink
accompanying Cathy
Davey in the NCH

Volunteering at the
Nazareth Ward in
**OUR LADY'S
HOSPITAL FOR
SICK CHILDREN**



Cooking meals for
families at Ronald
McDonald House

INTRODUCTION

Welcome to our 2016/2017 corporate social responsibility (CSR) report, the second report of its kind to be produced by Irish Life.

Corporate social responsibility (CSR) is very much embedded in the culture of Irish Life. It underpins our philosophy as a business and our approach to how we live our values of: Customer First; Integrity; Professional People and Respect & Reward.



As an organisation we have led the way in a range of CSR activities for a long time. In recent years, we decided to take a more structured approach to ensure our CSR activity had a strategic impact on beneficiaries.

A dedicated CSR Committee oversees and guides the direction of our CSR activities and ensures a two-way collaboration with the various employee groups such as Staff Charities, Sports & Social, and Health & Wellbeing.

The goals of Irish Life's CSR strategy are to improve the communities where we live and work, to help our people feel proud of the organisation they work so dedicatedly for and to be recognised as a company that acts in a socially responsible way.

Overarching all of this is a commitment to responsible management in the marketplace, in the workplace, in the community and in the environment.



In practice, this translates into promoting the health, wellbeing and development of our employees through events and programmes, providing volunteering opportunities and choosing two staff charities a year through an employee vote. The amount raised for charity by staff is matched by the company and has been steadily rising year-on-year.

We run two flagship volunteering programmes focused on supporting children and young people in local schools, Gaelscoil Scoil Chaoimhin and Larkin College, and have built up a strong relationship with both the Capuchin Day Centre in Smithfield and St Vincent de Paul.

In recognition of employee feedback of a strong desire to create a stronger connection with the charities we work with, 2017 saw the development of a more dedicated strand of volunteer work. This included opportunities for staff to give of their time and skills for our chosen charities for the year, Children's Medical and Research Foundation (CMRF) Crumlin and MS Ireland.

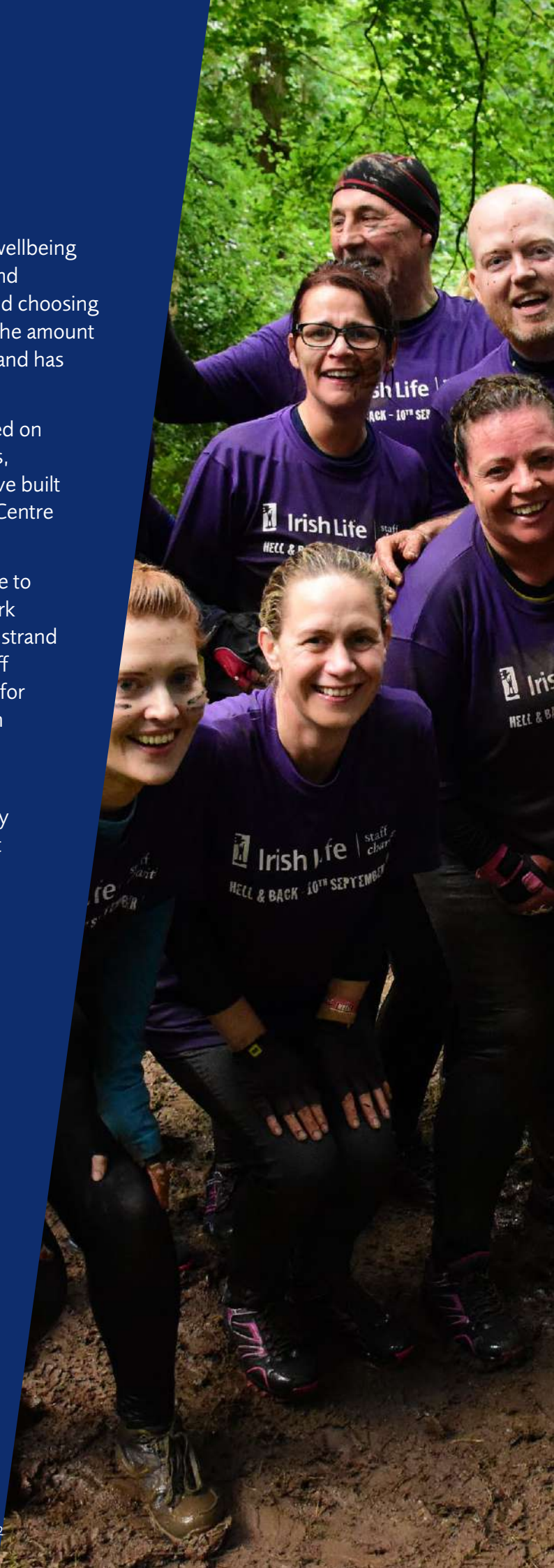
We demonstrate our commitment to broader society through partnerships with The Irish Longitudinal Study on Ageing (TILDA) and the GAA Healthy Club Project and by supporting the arts.

Looking to the green agenda and sustainability, we actively seek to minimise our environmental impact in various ways. Last year, the €10m upgrade of the Irish Life campus in Abbey Street was guided by environmental considerations. It represents a major enhancement of both our building and the surrounding area and our Chariot of Life statue has become a new Dublin landmark.

This report provides an overview of Irish Life's CSR activities for the 18-month period from June 2016 to December 2017. We are proud of the progress we have made to date and look forward to building on these strong foundations as our business continues to grow.

For additional details and up-to-date CSR news, please visit the CSR section on our website: www.irishlife.ie/about-irish-life/corporate-and-social-responsibility

We hope you enjoy reading this report.





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ABOUT IRISH LIFE

OUR PARENT GROUP

Irish Life Assurance plc is part of the Irish Life Group. The Irish Life Group has been helping people in Ireland look after their life insurance, pension and investment needs for over 75 years. As one of Ireland's leading financial services companies, with more than one million customers, the group empowers people to look to the future with greater certainty and confidence.

In July 2013, Irish Life Group became part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations. Great-West Lifeco and its subsidiaries – including the Great-West Life Assurance

Company, which was founded in Winnipeg, Canada more than a century ago – have around \$1.3 trillion in consolidated assets under administration. They are members of the Power Financial Corporation group of companies.

In 2016 the Irish Life Group launched Irish Life Health to offer a range of health insurance products and services. In addition, it harnesses the strength of its sister companies – Irish Life Investment Managers Limited, Canada Life Asset Management Limited and Setanta Asset Management Limited – to provide Irish Life Assurance plc with investment management services and expertise.



OUR STRUCTURE AND ACHIEVEMENTS

Irish Life Assurance operates through two main divisions: Irish Life Retail (Retail Life) and Irish Life Corporate Business (Corporate Life). Each division has a strategic plan to help us continually develop our businesses to meet the demands of an ever-changing market. We constantly review and enhance our strategic plans, always making sure they are in line with evolving customer expectations.

We are passionate about helping people build better futures. Every day, all over the country, our Financial Advisers and Distribution Partners give sound financial advice to individuals, SMEs and corporates. And we are there for people when they need us most. We pay out more claims for serious illness or death, and pay more pensions, than any other company in Ireland.

We have spent many years supporting our policyholders and listening to their feedback. So we know and understand our

customers, their interests, concerns and their ambitions for themselves and their families. Our customers depend on us. That's why looking after these relationships is our number one priority.

Our passion for innovation and customer service strengthens our ability to anticipate challenges and find fresh ways to overcome them. Our goal is to give our customers greater security and certainty so we develop pioneering products and support them with the highest standards of customer service.

We are a leader in our industry, our community and wider society and we are working hard to build on that. Our strategy centres on three pillars: customers, staff and financials. Maintaining and further developing a collaborative, innovative culture that equips us to meet our customers' changing needs throughout their lives remains a key driver within our business.

Figures correct as of March 2018



LONG-TERM VIEW



An employee of Irish Life for over 30 years, David Harney took over as Group CEO from Bill Kyle in 2016. We speak to him about what CSR means to him and to his personal vision for Irish Life.

What does CSR mean to you?

As a business, our role within the modern economy and wider society is very important and this brings with it a significant CSR responsibility. Our mission and purpose is to work for our customers to build better financial futures. We do that by encouraging people to save for retirement and to have proper financial protection in place when things go wrong. If you look back through history, the biggest causes of poverty in the Western World were when people didn't have money in retirement and if there were deaths in families. The birth of the insurance industry was about addressing the worst sort of poverty by providing options in these areas. When it comes to CSR, I think companies do have a responsibility to do more than their core business. We believe a lot in what we do as a business, and work hard to further increase our positive impact through our CSR programme.

What differentiates Irish Life's approach to CSR from other organisations?

The three main areas we have picked to focus on are important. These are Staff Charities, The Irish Longitudinal Study on Ageing (TILDA) and the GAA Healthy Club initiative. TILDA links in with our interest across generations and ages, and the retirement work we do as a company. Promoting healthy clubs shows we are serious about trying to make people healthier to enjoy life to the full with a focus on wellness. I think probably the most special area though is Staff Charities. This is where our CSR programme really

comes to life. It is tapping into something fundamental in our desire to do more as an organisation than just our core business. It is different to other CSR programmes in terms of just how active our staff are; the amount of money they raise and the fact that the company matches that amount. We have a vote every year to pick the two charities to give people a voice in the process and to ensure that our staff charity focus comes from the interest areas and passion of our people.

In what ways would you say the approach to CSR at Irish Life has evolved in the past few years?

Our approach to CSR has become more structured and strategic. We have a very good committee that oversees and guides the programme. CSR has its own strategy that makes sense and is well aligned with our business objectives. As a business focused on the long-term, we have chosen areas we can participate in for a long period. We have been involved since the start with TILDA, which has been running for 10 years and will probably run for another 20 years. Although the GAA Healthy Club initiative is only in place a few years, it has long-term potential. The democratic selection process for our Staff Charities ensures employees are keen to get more and more involved every year.

Do you think you have managed to strike the balance between economic and social value?

I don't think this is difficult to achieve - I honestly don't see a conflict between economic and social value. We spend close to €1m a year on CSR, and are comfortable with that level of spend for a company of our size, so it is just about how we work to ensure we maximise the benefit and positive impact of that investment. The amount of money our employees raise for charity has been increasing over the past few years and we are delighted to match that amount given the work they put in. By working together we have expanded the scale and scope of our CSR work and continue to see it go from strength to strength.

Have you faced any challenges in measuring the social value created in Irish Life?

It can be hard to quantify some of the work we do. Intuitively, we know we are getting good value from TILDA as it creates a data source for decisions around pensions and ageing that can, and should, influence public policy. With GAA Healthy Clubs, we can see the numbers of people participating and the huge potential it has to grow. Anything we can do to make people more active is a good thing for the economy. Our Staff Charities provide concrete examples of the difference that can be made through CSR. It is hard for government or a system to meet all needs in society. Charities play a huge role here and that is why we feel the contribution we can make to that is very important and beneficial both to us and to the charities we work with.

How important is sustainability to Irish Life stakeholders?

It is massively important as we are trying to make our customers' livelihoods sustainable through pensions, which is a job that is done with people over decades. Climate change and sustainability continue to be high on our own and stakeholders' agendas. Their engagement on these issues is critical as understanding their perspectives helps us to shape our own policies. It allows us to continue to educate our people on working sustainably and efficiently day-to-day. With Great-West Lifeco, we have the backing of a parent company that values sustainability responsibilities highly and understands the link between being good corporate citizens and the long-term viability of its businesses.

How does CSR fit with Irish Life's long-term vision?

As we start to think about it more, even though our mission is very long-term, our job is actually short-term in nature as we have to encourage people to take action today to build a better financial future. Saving for retirement is an easy thing to put off and when people have no health problems, they may not be inclined to think about protecting themselves if something does go wrong. We went through an exercise with our staff mapping out our mission and purpose and the values that go behind that. The age that we're in, technology is hugely important and this presents an opportunity for us. While our core job is always the same, we want to be as inventive as we can in terms of just how we do that in the best way possible.

In our CSR programme we have to have a good balance between what is happening now as much as in the long-term. Both TILDA and GAA Healthy Clubs have this long-term aspect, while Staff Charities is about collecting and raising money now.

What are the most important changes affecting CSR in 2018 and beyond?

CSR is a differentiator for businesses. Not only are investors and customers aware of it, but it is something potential employees increasingly look out for when choosing an organisation they want to be part of. Having a strong CSR programme and a culture that values good corporate citizenship is vital in terms of attracting and retaining talent.

Our employees continue to drive our CSR direction, from choosing who we support through our Staff Charities, to suggesting groups to volunteer with, to having an impact on environmental policy, this really is an embedded approach to both employee engagement and CSR.

I believe we're in a good place - we have a programme that has a fair bit of longevity behind it already and the areas we have chosen to focus on have a long way to go. This says a lot about where the programme is and that it has been successful. We look forward to continued success and investment in our CSR work.

OUR VISION AND VALUES

At Irish Life we use our experience, financial strength and global reach to secure better futures for our customers and their families.

We work together with integrity and ambition to deliver on our promises and our people are valued for their contribution.

We are recognised as trusted business partners and take pride in supporting the communities where we live and work.

DEFINING OUR VALUES

A collaborative engagement programme was utilised to define our Vision and Values. A small strategy and implementation team prepared an initial draft, which was then sent out to working groups who refined it further. The objective throughout was that all employees in Irish Life would personally input into our shared Values and that elements would be recognised as "employee-owned" from the outset. This speaks to our Irish Life approach of embedding consultation and engagement throughout our business.

The entire company was engaged between April and June 2015 to take part in live voting and feedback sessions on the draft Vision and Values.

The final four Vision and Values (Customer First, Integrity, Professional People, Respect and Reward) have been selected by every single one of our employees and are principles that Irish Life has always lived and breathed. However, up until this point they had never been committed to paper.



DIVERSITY AND INCLUSION

At Irish Life, we are committed to creating an environment of inclusion to help people to achieve their potential and feel valued, and where diversity of thought and perspective are celebrated.

We define diversity as the unique experiences we all have, our talents and the value of different voices and perspectives contributing at all levels of our organisation.

For us, inclusion is about how every one of our employees is empowered to be their whole selves in work, how we create a special sense of belonging and pride in our company and how we are all enabled to realise our potential.

In essence, inclusion is about how we use our diversity and each of our unique capabilities and perspectives to build a stronger, more successful and more innovative business for us and our customers.

STRATEGIC APPROACH

While promoting diversity and inclusion (D&I) has been important to Irish Life for a long time, we have recently taken a more formalised approach to this area by strategically aligning it with our new focus on employee experience.

Building a positive employee experience is a key objective for Irish Life – keeping employees engaged is good for them, for our customers and is an essential element of maintaining the good working relationships we enjoy in our business.

We value a working environment that is based on trust and respect for employees and we are continuously assessing how to measure, manage and improve our employee experience. The strategic realignment is allowing us to review our employee experience policies and procedures through a D&I lens.

DEDICATED PROGRAMME

Following extensive consultation with our employees, Irish Life introduced a dedicated D&I Programme in the early part of 2017. It came about as we identified that increasing the number of women in senior roles and having a more inclusive culture very much mattered to our employees.

The aim of the programme is to visibly show that we embrace gender balance, different age groups, the lesbian, gay, bisexual and transgender (LGBT) community, people with disabilities, both seen and unseen, and people from all cultural backgrounds.

Throughout the year, we combined headline events with smaller interactive sessions such as Lunch n' Learn sessions and Business Clubs as part of our Learning & Development programme.

In February 2018, we outlined our D&I strategy to our employees to illustrate how serious we are about pursuing this important agenda. It details our D&I plans for six specific workstreams: Achieve Your Potential; Value and Support Each Other; Be Your True Self; HR; External Perspectives & Research and Engagement & Communications.

For example, under Achieve Your Potential, we are reviewing and proposing changes to modernise our leave policies for multiple cohorts of people in various different life stages and situations. This will initially cover paid and unpaid leave, maternity and paternity, parental and carer leave.

Irish Life participated in Pride for the first time in June 2017. We had a parade float and 200 staff at a family-friendly day. We aim to build on this further in 2018 under the 'Be Your True Self' banner by having a campus celebration of Pride with various activities, including employees sharing their experiences and perspectives on LGBT.

One of our D&I angles for 'Value and Support Each Other' is to run focus groups to understand what we can do better to support people with disabilities, following our Disability Lunch 'n Learn event in December 2017 to mark International Day of Persons with Disabilities. We are looking at a pilot scheme to recruit talented people with disabilities through workplace internships or fixed-term contracts.

DIVE IN

Demonstrating our intention to be an exemplary thought leader in the D&I space, in 2017 Irish Life led on the coordination of 'Dive In' – the industry-wide inclusion event that shines a spotlight each year on relevant topics of interest. The focus of Dive In last year was on building bridges in an intergenerational workforce. Ben Butler, who has helped to grow the Dublin-based European headquarters of e-payments company Stripe from four to 100 people, spoke at the event to highlight the multigenerational aspect of diversity.

CSR PRINCIPLES

Head of HR and Head of the CSR Committee Simone MacLeod-Nairn joined Irish Life in October 2017. Here, she provides an overview of the company's all-encompassing approach to CSR and our keen focus on always doing the right thing.

IRISH LIFE'S CSR VISION AND GOALS



- Improving the communities where we live and work
 - Our staff are proud to work here
 - To be recognised as a company that acts in a socially responsible way
-

CORE PRINCIPLES

- We support the fundraising activities of our staff
- We support education and health initiatives in our communities
- We commit to good governance, communication and reporting of our CSR activities
- We actively seek to improve our impact on the environment
- We support the arts to enrich people's lives

What is Irish Life's approach to CSR?

Irish Life has been passionate for a long time about what we do in the area of CSR both as individuals and also as an organisation. In recent years, we looked at all we were doing in terms of CSR and decided to focus our efforts more strategically to build on historic positives. So many people were doing such positive work, it made sense to bring it all together – the whole being so much greater than the sum of the parts. This made it easier for us to prioritise so we can have a big impact on a regular basis to our chosen charities, initiatives and the events we feel passionate about.

What is the role of the CSR Committee?

The CSR Committee is well-established within Irish Life. It is made up of a cross-functional, cross-level group of 12 people who are very passionate about making sure we are doing the right thing; that our approach is consistent and that also we are involving employees as much as we can in the organisation. We meet on a bi-monthly basis to discuss priorities, budget allocation and new proposals.

There is a huge appetite for doing more under our CSR programme, and finding ways to deliver greater impact for our charities. My personal commitment is to continue to lead a best-in-class CSR programme, ensure everything we do aligns with our Values and that a strategic CSR approach is embedded into our wider business objectives.

With our CSR and diversity and inclusion work, employees really see that we invest in our values in a very pragmatic and tangible way.

Can you give examples of new propositions the committee is considering?

Environmental sustainability is a key priority for us, so we always have an eye on how we can innovate to do more, and enable us to scan the horizon for future opportunities and to also ensure we are having an even greater impact. Whenever new ideas and proposals are brought to us we evaluate how we would need to change and what is realistic and possible. There always needs to be a well thought-through plan in place before we engage in any new activity.

We heavily invest and are passionate about supporting young people in our area. Recently, a group of children from our local school - Scoil Chaoimhin - spent a morning with us to get a sense of our work and gain insight into our business. Through our Time to Read and Mentoring programmes we hope to broaden horizons, develop skills and encourage participation in education in the long-term. With this in mind, we're currently exploring the idea of a work-experience initiative for Leaving Cert students. We are conscious that this should be about a lot more than simply work experience, but also making sure that all young people have the confidence they need to maximise their potential.

How does Irish Life go about implementing governance in CSR?

As with any objective, there has to be structure and governance. It is about checking ourselves to make sure we're doing the right thing in the right way at the right time. We have a CSR budget and look at how to allocate it and how to ensure transparency and fairness. That was why we introduced the process around Staff Charities, as the successful charities each year are chosen through a simple vote by employees. Once they are chosen, we focus on what we're going to do to raise funds for those charities for the coming year.

How does the CSR Committee ensure standards remain high?

I'm a strong believer in benchmarking and metrics. It allows us to compare what we're doing with CSR activity outside the organisation and to assess what we are doing well and whether we need to do anything differently.

With this in mind, we will be looking at applying for the Business Working Responsibly Mark, which is the only independently audited standard for CSR and sustainability in Ireland. We do so much so well in this area that there would be a sense of pride across the organisation if we achieved that certification as well.

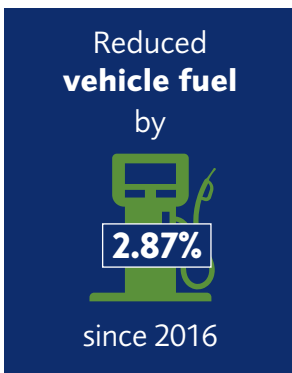
Why is transparency so important in relation to CSR?

It is important that employees and stakeholders have an awareness of what we're doing and that there is accountability in all that we do. We take that very seriously. Transparency is all about communication and the involvement of employees – we want to make CSR real for people. It is closely tied in with our Vision and Values.

Employees at Irish Life have a hunger to know more about CSR and the fact that we are so strong in this area is a key factor in attracting and retaining talent. Ongoing communication is critical to ensure that our employees, customers and stakeholders trust that we are doing the right thing.

FOR THE ENVIRONMENT

2017 HIGHLIGHTS



FACILITIES

All the public areas of Irish Life Centre were upgraded in 2017 keeping the environment very much in mind. The modernisation of the plaza in front of the building was a major part of this work. It involved the whole area being repaved and the Chariot of Life statue by Oisín Kelly being relocated to a more prominent position at the front of the site. It is now in a more dramatic setting incorporating a waterfall and glass wall to give prominence to this important piece of Irish art. Commissioned in the late 60s, the statue has been given a new lease of life and has taken on a refreshed position as a key Dublin landmark. Walking tours and bus tours now stop at the front of Irish Life Centre to view the piece and more people than ever are enjoying it.

As part of our €10m upgrade, Northumberland Square has been reopened to the public, the railway arches have been made more visible and a pathway was created through the centre. Both the public and private gardens have been replanted and reinvigorated. Working with the existing design, we thinned out some of the more vibrant, overgrowing bushes and planted new flowers and shrubs to give colour and variety through all the seasons. We also put pods in the staff garden for outdoor meetings.

Making Data Cool

We have introduced a hot aisle/cold aisle layout at our data centre. This is designed to take in cold air via the front of the unit and exhaust hot air out the back. The units are positioned so that the fronts of the servers face each other, which reduces energy loss through the fans by 20-25% and prolongs the life of the servers.

"We have recently started a Workplace of the Future project, which is focused on creating the best environment possible for our employees. As well as the workplace itself, the project is also taking policies, processes and technology into consideration. Energy efficiency and the use of sustainable materials are top priorities when we engage in any refurbishment of our buildings and spaces,"

– Simone Macleod-Nairn, Head of HR and Head of CSR Committee, Irish Life.

SUSTAINABILITY INITIATIVES

ISO14001

In 2010 we were awarded the ISO14001 for our corporate headquarters. Audited annually by S.G.S, this certification sets out the criteria and maps out a framework that Irish Life follows for our effective environmental management system. It requires us to consider all environmental issues, including waste management, soil contamination, and effective use of our resources and efficiencies.

This delivers more efficient ways of working and helps to bring down the costs of running our buildings. We regularly review our sustainability objectives and targets.

Waste management

There is a colour-coded recycling station on every floor of the Irish Life campus and staff are encouraged to segregate their waste. On top of this, our waste contractor uses an additional extraction process to sift through waste and remove elements, which are then turned into a format that can be used as fuel in the cement industry.

Our staff restaurant uses two dehydrating machines that reduce food waste into a compost-like material for use in horticulture. All employees are issued with a travel mug for tea and coffee when they join Irish Life. This has cut down on the use of paper or plastic cups dramatically.

Training

Once a year, an e-learning ISO Training Course is held for Irish Life employees on the Abbey Street campus to ensure everyone is educated in the importance of recycling and energy efficiency. This gives our employees the opportunity to get hands-on experience in how to reduce energy usage and increase Irish Life's energy efficiency. The course is tailored each year to include the latest methods and initiatives.

Bike to Work scheme

At Irish Life we operate the Bike to Work scheme to encourage employees to use this environmentally-friendly mode of transport. This Government-supported scheme has made it very affordable for staff to purchase a good quality bike and all the corresponding gear. It has proved very popular with staff, with the numbers availing of the scheme rising year-on-year. As well as being kind to the environment, cycling is also good for our employees' general health.

A greener future

At Irish Life, we realise that sustainability and energy efficiency is a long road and we are committed to implementing and improving our strategies year-on-year. We are committed to carbon reduction and will, over time, introduce a number of initiatives to help us to deliver on this. As we refurbish our campus, the buildings are fitted with the most energy efficient lighting, heating and technologies available. We will continue to reduce our waste, water and paper consumption and engage with our employees on the most energy efficient ways of working.

IN THE MARKETPLACE

OVERVIEW

Being responsible in the marketplace is a key driver of our business. It is our view that institutions that operate ethically, take care of their customers and successfully manage risk distinguish themselves in the long-term. This includes operating in an ethical manner, influencing better outcome, shaping industry and ensuring improved results for our customers and society.

GOVERNANCE

Irish Life is committed to best practice Corporate Governance. The Board of Directors of Irish Life Group Limited is responsible for the governance of the Irish Life Group and is supported in this regard by an experienced senior management team.

In our business, relationships with our customers and stakeholders are based on one priority: trust. This is achieved by adhering to our Values of Customer First, Integrity, Respect and Reward and Professional People and by ensuring all Irish Life businesses operate with the highest ethical standards, which are set out in our enterprise-wide Code of Conduct which is approved by the Board. The Irish Life Board oversees compliance with the Code through our Group Compliance team who monitor that the code is being adhered to.

CODE OF CONDUCT

We require all of our employees and Directors to confirm that they have read, understood and accept our Code of Conduct every year.

The code is in place to ensure we uphold the high standards of conduct that our customers expect.

These include:

- Commit to integrity and ethical behaviour;
- Support and protect internationally proclaimed human rights;
- Minimise environmental impact;
- Make positive contributions to our communities;
- Report wrongdoing;
- Avoid conflicts of interest and prohibit corruption;
- Protect the information entrusted to us;

The full code can be found online at:

<https://www.greatwestlifeco.com/who-we-are/code-of-conduct.html>

ANTI-BRIBERY AND CORRUPTION

We take a zero-tolerance policy approach to bribery, corruption, fraud or money laundering, which all our Irish Life team must comply with. At a minimum, this means adhering to legislative requirements and industry regulations but for us it also means going one step further and having a Group-wide policy that prohibits any form of corruption, which is constantly monitored and updated. All our Irish Life team are trained in making decisions around situations that may arise and how to avoid and report them.

SPEAKING UP

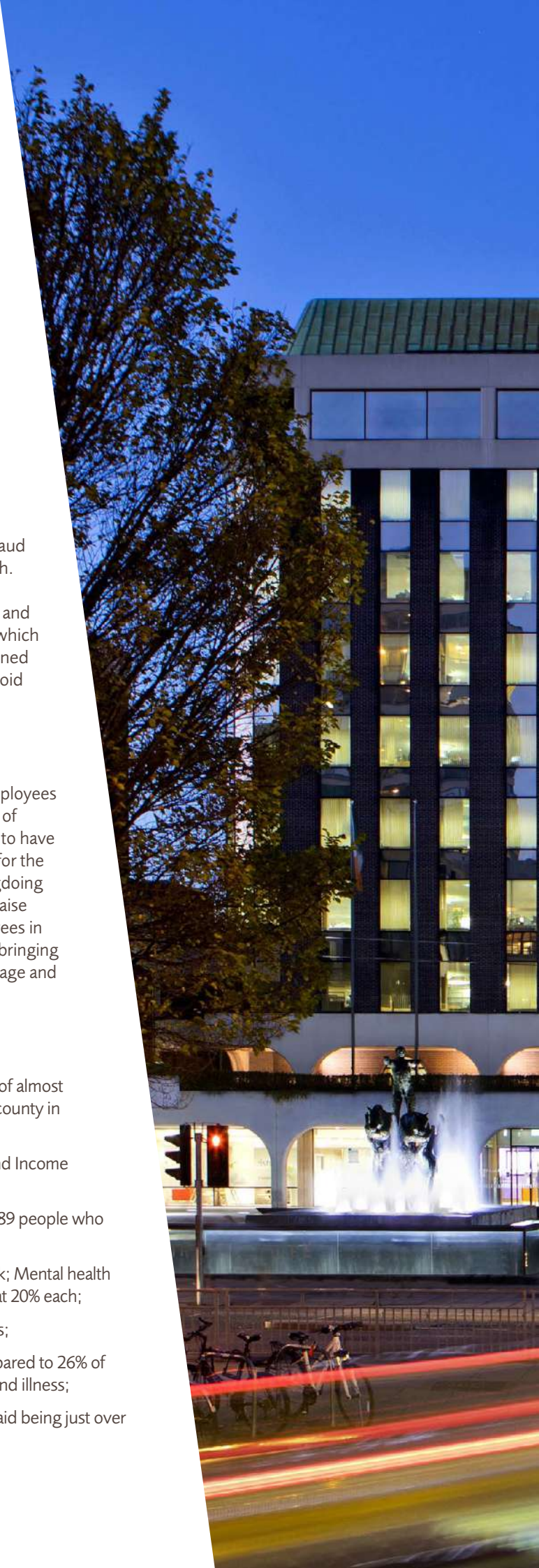
Irish Life has a Speaking Up policy, which is available to all of our employees via our internal intranet. We are committed to the highest standards of openness, integrity, accountability and compliance so it is important to have a process, which allows all staff and other people who work with or for the Group, to raise any concerns they may have about suspected wrongdoing within Irish Life. We understand that it might not always be easy to raise an issue or concern so we train our managers to support our employees in speaking up and ensure that they do not suffer any repercussions if bringing their concern to light. Our Speaking Up policy is intended to encourage and enable workers to raise concerns rather than overlook them

OUR CLAIMS REPORT

Irish Life paid out over €589.8 million* in claims in 2017 – an average of almost €11.5 million per week – helping over 100,000 families across every county in Ireland affected by illness and death.

- 6,505 claims paid across Life Insurance, Specified Illness Cover and Income Protection;
- Over €129 million paid out in Life Insurance for the families of 1,689 people who died;
- €57 million paid in Income Protection to 3,323 people too ill to work; Mental health and Back pain/Musculoskeletal were the biggest causes of claims at 20% each;
- Over €53 million was paid to 853 Specified Illness Cover claimants;
- Among Life Cover claimants, 43% of women died of cancer, compared to 26% of men – who had significantly higher rates of heart related deaths and illness;
- 40 Terminal Illness claims were paid – with the average amount paid being just over €109,000.

*Figures include Retail, Corporate Business and Irish Life Health



IN THE MARKETPLACE

OUR CUSTOMERS

Our customers are at the centre of our business agenda. When we say 'Helping People Build Better Futures' we mean it and we are constantly adapting our business to fit current and newly emerging customer needs. To constantly improve our service we invite feedback from our customers. We have seen that there is a growing hunger for financial independence. We see our role to be the provider of trusted, informed, current information and guidance to support people in making sound financial planning decisions.

CUSTOMER EXPERIENCE

'Doing best what matters most to our customers'

Our award winning Customer experience programme is called Intouch and it has been running since 2003. It is based on the 'perfect experience' model which looks at how specific actions and behaviours can drive a better customer experience and increase satisfaction.

In order to establish how customers view the service they receive, six key customer touch-points are surveyed weekly or monthly depending on the touchpoint.

- Customer getting financial advice
- Buying a product
- Contact with Customer Service
- Using online services
- Customer making a claim/withdrawal
- Making a complaint

Priorities for improvement are identified and actioned for each touch-point so the programme is a continuous cycle of service enhancements, amendments and staff engagement. The commitment of our customer service teams to the programme over the years is further evidence of how we live our values and how our customers are at the centre of what we do.

Our scores have been steadily increasing, in 2017 our highest ever score of 87% was achieved. This meant we reached our target of entering into the top quartile of companies in the Customer Satisfaction Index as measured and maintained by our research partner.

PROTECTING OUR CUSTOMERS

As the world becomes more and more digitised, we are committed to ensuring that our customers' data is secure at every step of the way. Our customers have the right to expect that their personal information will be kept private and treated with care so we utilise the best security systems and implement a data protection section in our Code of Conduct that all colleagues must adhere to. Each business area has detailed data protection procedures in place to support these policies. Every year, the policy is reviewed, updated and reviewed by our board.

CUSTOMER LOYALTY

The metric for measuring our customer loyalty is the Net Promotor Score (NPS), which shows how willing a customer is to recommend Irish Life to a family member or friend. This allows us to see how we compare against competitors and see where we can improve our customer experience. In 2017 we rated particularly strongly with a client NPS of 38.2%.

SUPPORTING THE ARTS

A strong artistic environment helps to strengthen the economy, improves communities' quality of life, leads to higher community engagement and sparks fresh thinking and innovation.

We are long-time supporters of the arts in Ireland and are proud to be involved in a diverse range of artistic and cultural activities that serve broad community audiences. Our aim is to continue to support the great individuals and arts organisations on our doorstep and nationally.

BUSINESS TO ARTS

As a founding member of Business to Arts, we have been supporting collaboration between businesses and arts organisations for over 30 years. These mutually beneficial partnerships have resulted in numerous creative projects which have enhanced brand development, employee engagement and innovation as well as enriching local communities.

Our patron membership involves an annual donation. We see this as a way to leverage our overall commitment to supporting the arts. The benefits derived from supporting the arts are worth ten times the investment. In 2017 we took advice from Business to Arts on the relocation of the Chariot of Life statue by Oisín Kelly to a more prominent position at the front of Irish Life Centre on Abbey Street. Irish Life has held a position on the Business to Arts' Board of Directors for some 13 years. Our new Head of HR and CSR Committee Chair, Simone MacLeod-Nairn, has recently stepped into this role to continue to build on this positive relationship.

"Art and culture are part of Ireland's DNA. For such a small country, we have so many painters, writers and musicians that are known around the world. The arts are important to our employees and it is critical that we as a company show our support through monetary contributions and direct involvement," – Simone MacLeod-Nairn, Head of HR, Irish Life.

THE ABBEY THEATRE

As a corporate sponsor of the Abbey Theatre, we provide the institution with an annual grant of €12,000. Projects that this funding has supported include the Engage & Learn programme, which helps to cultivate and develop the next generation of theatre-goers.



Irish Life



OUR CSR PILLARS



STRATEGIC PARTNERS

We work with a small number of strategic partners that have a countrywide impact



VOLUNTEERING

We provide volunteering opportunities for our staff



WELLBEING

We encourage a diverse and inclusive workforce and support the wellbeing of our employees



STAFF CHARITIES

We are committed to supporting the work of the Irish Life Staff Charities committee



- TILDA
- GAA Healthy Clubs



- Time to Read
- Mentoring at Larkin College
- Capuchin Day Centre







STRATEGIC PARTNERS

22 TILDA

23 GAA Healthy Clubs



TILDA

Irish Life renewed its partnership with TILDA in 2017, demonstrating our desire to contribute to addressing the global challenge of population ageing and help to create a better future for everyone in retirement

As Ireland's leading provider of pensions, managing the financial needs of more than 1.3 million Irish customers, Irish Life is acutely aware of the need to identify opportunities and anticipate the potential difficulties to society being presented by an ageing population.

This is one of the main drivers behind our CSR partnership with The Irish Longitudinal Study on Ageing (TILDA), which is being carried out by researchers at Trinity College Dublin.

In 2006, Irish Life joined TILDA as a founding partner under a 10-year agreement and in 2017 we committed to renew the partnership by providing a further €1.6m in support over the next five years.

TILDA is a population-based, representative, multi-disciplinary longitudinal study of community-dwelling adults in Ireland aged 50 and older and their partners. The study's overarching aim is to make Ireland the best place in the world to grow old by collecting comprehensive, internationally comparable baseline data on older people and ageing in Ireland.

For over ten years, 8,500 people have been participating in TILDA. Every second year they complete an assessment which provides information on their physical and mental health. They also attend a clinic every four years to test things such as cardiovascular capability, mobility and vision.

TILDA allows us to plot how this cohort of people has progressed over time across a whole range of data points. The data is shared with other similar longitudinal studies comparing ageing patterns across different countries. To date, TILDA research has been cited by 160 institutions in 48 different countries and has been mentioned by 100 different media outlets internationally.

A fundamental shift has been happening in the Irish population over the past five years. According to TILDA, a 65-year-old woman in Ireland has a 50% chance of living beyond 91, while a man aged 65 years has a 50% chance of living beyond 87. This means that by 2046 the number of Irish people over 65 years of age will have almost doubled to around one fifth of the total population.

From a CSR point of view, Irish Life is investing in this globally recognised study so that as a country and a society we can better understand the challenges that lie ahead as a result of this demographic change. It also gives us a unique insight into people's changing financial and health needs as they age so we can tailor our offering to that.

With around 60% of private sector workers currently without a workplace pension, there is a major deficit in the system.

In order to address this, the Government is putting proposed measures on auto-enrolment out to public consultation in the second quarter of this year. TILDA findings can help to guide public policy in this area as it gives policymakers and stakeholders a better understanding of the spending and consumption patterns of Irish people in retirement.

TILDA MAKING A DIFFERENCE

TILDA has helped to address the problem of older people struggling to cross the road in the time allotted by pedestrian lights. The research showed this was a cause of stress and anxiety for some older people. TILDA provided data collected on older people's gait speeds to town planners to determine how much time they need to cross a road safely and without stress. Most County Councils took up TILDA's recommendations and adjusted the length of time the green man stays green.



STRATEGIC PARTNERS

GAA HEALTHY CLUBS

We know Irish life.



Partnering with the GAA on its progressive Health Club initiative allows Irish Life to enable and support people to live healthier lives in communities across the country.

Irish Life has been a supporter of the GAA Healthy Clubs Project since it began in 2013 along with the HSE, National Office for Suicide Prevention and Healthy Ireland.

For us, this CSR initiative is very much about how the GAA is embedded in the community and an integral part of Irish life, as are we. It aligns with our vision to help people build better futures and our objective to promote a healthy society for everyone.

This innovative project aims to turn GAA clubs into hubs for health and wellbeing in their local communities. To date, 60 clubs have taken part – at least one in each county – and a further 90 are expected to be added as part of Phase 3 of the project, which started in January 2018.

Each club that is selected receives training around the building blocks of a 'Healthy Club' and appoints a health and wellbeing officer and project team. Clubs engage with their members and community before identifying the health themes and topics of interest to the local community.

The most common themes include healthy eating, physical activity for non-playing members, emotional wellbeing, engaging older members of the community, youth development and gambling, drug, and alcohol education.

The 60 participating clubs have truly embraced the concept by running events and activities to appeal to different age groups and sections of the community. Initiatives have ranged from introducing no-bullying policies to 'Operation Transformation' style events and healthy eating classes.

12,000
people have
benefitted from
physical activity
programmes



1,000
people have
engaged with mental
health and wellbeing
programmes



50%
of Healthy Clubs
are now
smoke-free zones



55%
Healthy Clubs have
delivered healthy
eating programmes
targeting teenagers
in particular.



Irish Life has invested €1m in the project since it began and has committed to a further €1.4m investment over the next four years. To mark the start of Phase 3, we joined a national roadshow in 2017 to showcase the work of current clubs and inspire others to get involved. Camogie player Anna Geary, hurler Michael Fennelly and Gaelic football manager Mickey Harte were on hand to raise awareness of what it takes to be a 'Healthy Club'.

In November 2016, our partnership with the GAA Healthy Clubs Project won the Best Corporate Social Responsibility Initiative in Sport Award at the Sports Industry Awards. The project is being independently evaluated by a team from Waterford Institute of Technology's Centre for Health Behaviour Research.





VOLUNTEERING

- 26** Volunteering in our communities
- 27** Building future skills
- 27** Co-ordinating with charities



VOLUNTEERING IN OUR COMMUNITIES

As a business, we not only invest money in our communities but also our time and expertise. Our commitment to investing in the communities we operate in is demonstrated in numerous projects, which allow Irish Life employees to share their skills and experience. This is part of our strong commitment to our value of Professional People and empowering people to be the best they can be.

2017 HIGHLIGHTS



Irish Life has been running two flagship volunteering programmes, Time to Read and Mentoring at Larkin College in Dublin 1 for several years. We also have a long-standing relationship with Capuchin Day Centre.

In 2017, volunteering at Irish Life took on a new dimension as opportunities were opened up to staff to give of their time and skills for our chosen charities for the year, Children's Medical and Research Foundation (CMRF) Crumlin and MS Ireland.



VOLUNTEERING

BUILDING FUTURE SKILLS

Mentoring at Larkin College

Through our mentoring project, Irish Life employees provide support, guidance and encouragement on a one-to-one basis to students as they approach the Leaving Cert. The 20 volunteers meet with the young people in Larkin College on Cathal Brugha Street once a month during term time. They discuss the students' ambitions after school and offer practical advice on things like the points needed for specific college courses and how to fill out CAO forms.

The ongoing support provided through the mentoring project helps the fifth and sixth year students to stay focused on achieving their goals and pursuing the career best suited to them. The mentors are role models for many students.

Every year, we host an event to allow the mentors and students to bond. This has included treasure hunts and mystery tours. This interaction, which is focused solely on their personal development over time, has helped the students' confidence to grow. In some cases, it has meant students decide to stay on and do the Leaving Cert who otherwise would have left.

With this project we are living our Professional People value – helping to support and enable the future ambitions of young people in our immediate community.

Time to Read

Our Time to Read programme provides an opportunity for Irish Life employees to support primary school children in Gaelscoil Scoil Chaoimhin on Marlborough Street with their English reading. Volunteers worked with 14 children on a one-to-one basis over a 20-week period in 2017. In addition, a team of ten staff spent a day refurbishing the school library and making it fit for purpose.





VOLUNTEERING

COORDINATING WITH CHARITIES

In 2017, we enabled our staff to spend a half day or day's volunteering for our chosen charities, CMRF and MS Ireland. This has helped to make the charities come to life for staff and has built a connection between their sites and our campus.

There was a great response with teams of people working together on various projects. On five different days, groups of between 10 and 15 staff went to Our Lady's Hospital for Sick Children, Crumlin to paint different areas. Three other crews went out to tend to the neglected gardens, while a group of four people cooked food for families living outside Dublin in Ronald McDonald House. At Christmas, our in-house choir sang in the hospital's reception to welcome Santa on his Christmas visit. The choir also recorded a CD and donated the proceeds of sales to our chosen charities.

We worked closely with the charities to establish what types of support would be appropriate and whether the necessary tools would be provided. Teething problems were quickly sorted and the word spread on social media that this type of volunteering was fun. It really made a difference to employees to physically be in the place where their money was going to be spent, such as Nazareth Ward in Our Lady's Hospital for Sick Children.

Most of the charity-related volunteering happened in Crumlin, however, three different crews did go to MS Ireland's large premises in Bushy Park in Rathfarnham to get the garden there back into shape.

CAPUCHIN DAY CENTRE

Every Wednesday morning two volunteers from Irish Life go down to the Capuchin Day Centre in Smithfield to make up food parcels for 1,200 people who need help with grocery supplies. We have an online rota system set up so staff can include volunteering around their schedule on a regular basis to maintain this important connection.





WELLBEING

- 30** Health & Wellbeing
- 32** Sports and Social
- 33** Learning & Development



HEALTH AND WELLBEING

At Irish Life, we believe to live and work well, you must be well too, so we have stepped up our activities to show how important the health and wellbeing of our employees is to us.

In March 2017, our ongoing commitment to the health and wellbeing of our employees was recognised at the National Workplace Wellbeing Awards, where Irish Life was named best large employer. The Irish Heart Foundation has awarded Irish Life its Gold Standard Active@Work Award for our efforts to boost employee physical activity levels, while the GAA has also presented the company with a Healthy Club Award.

There is a wealth of recreational facilities open to every employee at Irish Life through our Health and Wellbeing programme. Our on-site wellness centre has a 20m swimming pool, gym, spinning room, weights room and fully equipped dressing rooms. Classes, including yoga, Pilates, spinning and Metafit (a type of circuit training) are free for gym members and there is a nominal charge for non-members.

The wellness centre also features two squash courts and there is an Irish International Squash coach on hand to help people to improve their game. These sessions are subsidised by Irish Life. The gym boasts a treatment room where there is a qualified beautician, massage therapist and physiotherapist for employees who want professional, subsidised treatments.

WELLBEING MONTH 2017 HIGHLIGHTS



staff engagements



531
flu vaccinations



708
mini medicals



32
chair massages

150 attendees at
Dr Harry Barry seminar



25
participants in
free yoga class



60
people at
Dublin Buddhist
Meditation Session



WELLBEING MONTH

Held in October each year, Wellbeing Month is now a long-standing fixture in our Health and Wellbeing programme. Last year, we engaged 1,756 staff with the various activities throughout the month such as mini medicals and flu vaccinations – which always have a very high uptake – and the newly introduced meditation session run by the Dublin Buddhist Centre.

Thanks to our partnership with GAA Healthy Clubs, Cork camogie player and 'Dancing with the Stars' contestant Anna Geary and Donegal Gaelic footballer Kevin McMenamin came into Irish Life offices to launch Wellbeing Month.

Irish Life makes a point of always involving qualified and professional people in events for staff and we are committed to providing a high standard of governance for health and wellbeing. For example, cognitive behavioural therapist and author of 'Anxiety and Panic: How to Reshape your Anxious Mind and Brain', Dr Harry Barry, held a seminar on 10 October for World Mental Health Day, which was attended by 120 of our people.

HEALTHY EATING

Our restaurant subsidised by the company has been awarded the Irish Heart Foundation 'Healthy Eating at Work' award. This awards excellence in food quality, preparation and health focus and audits both menu choice and catering practice.

Food choices available to staff for the past three years are in line with national healthy eating guidelines that advise lower fat, sugar and salt content. There is a 'Chip Free Day' once a week and a variety of healthy options every day. Our goal is to make the 'healthier choice the easier choice'. For Workplace Wellbeing Day in October Mullingar-born ironman Gerry Duffy came in to give a motivational talk in the restaurant on nutrition and encouraging staff to join in on walks and runs on the day.

PROMOTING POSITIVE MENTAL HEALTH

In the month of May last year, an information flier and Green Ribbon to promote positive mental health were distributed to our 2,500 Irish Life staff. This was to remind everyone of the confidential employee assistance programme that is available to all staff and provide a list of other counselling services. Employees were invited to wear the Green Ribbon for 'National Time to Talk Day' on 19 May and have free tea or coffee in the restaurant while they had a chat.

Throughout 2017, a total of 136 staff attended eight different mental wellbeing courses.



SPORTS & SOCIAL CLUB

In 2017 there were 696 members of 16 different clubs, including activities as varied as golf, wine tasting, board games, running and photography. Three new clubs – for paddle boarding, bridge and table tennis – were started in 2018.

There were 5,348 engagements in terms of staff attending social and club events last year. These activities create a feeling of team spirit and camaraderie leading to improved employee morale within the workplace. They provide a great opportunity for staff to meet and mix with colleagues from across the group.

The biggest social event each year is the Children's Christmas Party. Last December, 1,594 people enjoyed the festive afternoon which involved Palmerstown House Estate, Co Kildare being turned into a magical winter wonderland. The Sports & Social Club held our first-ever summer barbeque in August in the Trinity City Hotel on Pearse Street. It was a great success with 224 people attending and food, drinks and live music from The Harleys Band.

The Sports & Social Club is all about having as much variety as possible to get people together and enhance the working environment. One of the quirkiest events during the summer last year was a classic film evening. Roddy Doyle's 'The Snapper' was shown on screens in the conference rooms and there was a chip van on the plaza serving burgers and chips during the interval. Walks around Dublin with the Irish Georgian Society were also fully subscribed last year.

It was a busy year for Irish Life's in-house choir called 'Life'. Led by musical director Jenny O'Connell who works in the Corporate Business division, the 60-member ensemble came second in the Workplace Choir of the Year 2017 competition, run in association with RTE Lyric FM. Among its many gigs were accompanying Irish singer-songwriter Cathy Davey in the National Concert Hall to raise funds for Aidlink and a performance at Irish Life's Long Service Awards in the Convention Centre Dublin. Closer to home, Life also performed a lunchtime concert in Irish Life's offices as part of Wellbeing Month.

2017 HIGHLIGHTS

696 MEMBERS	118 staff abseiled down our building	Irish Life 'Style' Fashion Show 130 attendees	Spanish Wine Tasting Evening 100 attendees
CLASSIC FILM EVENING - The Snapper 57 attendees	TASTE OF DUBLIN 100 attendees	SUMMER BBQ 224 attendees	Craft Beer and Food Evening 100 attendees
PADDLE BOARDING 32 attendees	Health & Wellbeing Month 1756 engaged	Once the Musical 100 attendees	CHILDRENS CHRISTMAS PARTY 1594 attendees
		Georgian Society Walk 30 attendees	



LEARNING AND DEVELOPMENT

To ensure the continued quality and performance of all our people, we develop our workforce through annual training courses, financial support for study, and mentoring and coaching. This includes e-learning courses in subjects ranging from anti-money laundering, customer services and financial planning, as well as accredited study such as performance management training, Qualified Financial Adviser (QFA) tutorials and broker training.

2017 HIGHLIGHTS



440 Managers completed **5,218 HOURS** of Leadership Development



99% of employees completed at least one course



50,185 HOURS of learning completed

TAKING THE LEAD

- **910** staff took part in **6,325** hours of development



In excess of **600** Qualified Financial Advisers

EDUCATION SUPPORT

We manage and administer around 450 QFA exam registrations each year and continue to support the business with Professional and Spare Time Education funding/loans through our Education Support Scheme. More informal lunchtime learning courses and business clubs are also a regular occurrence throughout the year. In 2017, the percentage of employees undergoing at least one targeted training session reached an all-time high of 99%.

COVEY GREAT LEADERS PROGRAMME

Irish Life commits significant resources to ensuring future leadership talent is in place to meet our strategic business objectives. Since we introduced the Covey Great Leaders programme in 2015, the numbers of employees taking part across middle to senior management have been steadily increasing – from 435 in 2016 to 588 in 2017.

This programme is based on the premise that the very best leaders bring both great character and competence to their leadership style. It looks at the whole person paradigm around four different dimensions – what drives them, how they think, how they perceive reward and how they relate to others. It then looks at how these dimensions match with the company's leadership imperatives of inspiring trust, clarity of purpose, aligning systems and unleashing talent. Taking this approach to leadership training helps our people to adapt their style to work in a better way with teams while increasing motivation and engagement.

TAKING THE LEAD

While the Covey Great Leaders programme is geared towards leaders with direct reports, our Taking the Lead programme is open to any employee at any level across the organisation. It gives all Irish Life team members the opportunity to step up and develop their skills through development programmes, informal business clubs, e-learning and support for a range of professional courses. The programme is designed to help leaders and managers to guide their people when having performance management conversations with them.

Last year was our biggest yet for Taking the Lead. There were 3,400 attendances in total, 94 workshops and seminars and 16 business clubs. The overall satisfaction rating was 88%. We ran two versions of the programme over two three-week periods. In addition to the core offering covering skills such as influencing, presentation and negotiation, there were also more focused themed offerings dictated by business priorities. The two themes were 'Change and Resilience' and 'Innovation and Creativity'. A new suite of online courses was made available to complement the programme and 694 people signed up to them.

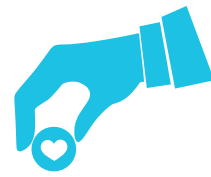
THE ADVISER ACADEMY

A new initiative in 2017, we launched our Adviser Academy in May. This is focused on bringing people into the business to become financial advisers who may not have the usual background. Over a six-month period, 11 people went through a professional up-skilling programme. This intensive programme included formal training in the National College of Ireland, induction with sales and product teams, time spent in branches and mentoring and coaching. These 11 people have since been successfully placed as financial advisers within the organisation.

TEAM EFFECTIVENESS

In 2017 we started the roll-out of a new programme focused on team effectiveness. The main objective was to help staff members to develop an understanding of their team's strengths and weaknesses and what constitutes an effective team. During a half-day session complete teams went off-site to explore these areas with a view to developing an action plan to improve overall team effectiveness. Each team member filled out a questionnaire based on the 'GRPI' model (Goals, Roles, Processes and Interpersonal Relationships) and the results were analysed. Three months later participants filled out the questionnaire again and a positive shift was evident across all areas. A total of 450 staff from the Retail and Customer Service divisions took part in 23 workshops. The programme is being extended to senior teams in 2018.





STAFF CHARITIES

- 36** An overview of Staff Charities
- 37** 2017 Charities



OVERVIEW

Our structured and democratic approach to raising money for charity is one of the aspects of our CSR strategy that sets Irish Life apart. Helping to build secure futures in the wider community is of huge importance to our vision and values and is something we are proud to be part of. We give funding to worthwhile causes in the belief that by helping to build stronger communities, we are building stronger markets for our business.

2017 HIGHLIGHTS

Every **EURO** raised by our employees is **MATCHED** by the company



785 employees donate an annual total of



through a monthly salary deduction to our selected charities

Cheques presented to our **CHOSEN CHARITIES** at a Christmas lunch for staff.

Anyone wearing a **CHRISTMAS JUMPER** donated €2



Senior managers donated tickets to rugby matches, rock concerts, plays and pantomimes as **RAFFLE PRIZES FOR STAFF**

1,751 employees voted for 2017's **chosen charities**



VOLUNTEERING chosen charities was introduced and teams of staff got involved in various projects, from painting to gardening (see page 26).



Since the Irish Life Staff Charities programme started in 1995, more than €2.51m has been donated to 45 charities. To engage our employees we choose the charities we support through a democratic process.

Every January, all members of staff are invited to nominate a charity close to them. Employees then vote and the top two charities are chosen to benefit from fundraising initiatives.

There were 43 charities nominated in 2017 and the two that captured the hearts and minds of staff were Children's Medical Research Foundation (CMRF) Crumlin and MS Ireland. Our staff raised a phenomenal €170,000 for these two charities. This was matched by Irish Life to give a total of €340,000.

LOCAL CHARITIES

In addition to our two chosen charities each year, Irish Life maintains our long-standing relationships with the Capuchin Day Centre in Smithfield and St Vincent de Paul as these are very important to our community and staff. We run a Christmas Tree Appeal for St Vincent de Paul where staff members buy gifts for local children.

Our support to the Capuchin Day Centre involves staff members helping to pack food parcels for 1,200 people once a week as well as crates of food supplies being donated to the centre at Christmas.



2017 CHARITIES

CMRF CRUMLIN

Robert Keogh, a software engineer in Irish Life Corporate Business, nominated CMRF as he was so impressed with the life-saving heart surgery and care his baby son Myles received at Our Lady's Children's Hospital, Crumlin.

CMRF funds initiatives, projects and research that aim to save more lives, improve the quality of life for children and help enhance their experience when they are patients and away from the normal family routine.

As well as inviting employees to volunteer, CMRF consulted Staff Charities on where to direct our donation. Members of the Staff Charities committee visited the hospital and saw first-hand the outdated facilities – in particular that there were no facilities to allow parents to stay comfortably with their children over night.

The 2017 donation is going towards the €2m renovation of the Nazareth Ward. When the new ward is complete, it will have 20 spacious individual rooms.

MS IRELAND

IT Consultant in Irish Life Corporate Business Ann Garrigan put MS Ireland forward following her husband Brendan's diagnosis with multiple sclerosis (MS) in 2016. She wanted to help to fund a research paper on the condition, which hadn't been done before, to create a legacy for Brendan. The paper is currently being scoped by Trinity College Dublin researchers, supported by Irish Life funding.

One in every 500 people in Ireland lives with MS. In addition to going towards the research paper, staff donations are helping to fund the National Respite Care Centre in Dublin, as well as supporting regional service provision.

"This partnership will help to provide vital nationwide services that allow people living with MS to sustain caring relationships; continue to work, prevent crises and live the life of their choice to their fullest potential."

– Paul Halpin, Senior Fundraising Executive, MS Ireland.

"The money raised by Irish Life Staff Charities will support tiny patients at Crumlin hospital to have small victories every day over their life-limiting and often lifelong chronic illnesses. Thanks to this funding, sick children will live better lives, get home to their families sooner and survive against all the odds."

– Lisa Nicole Dunne, chief executive, CMRF Crumlin.



Irish Life

FUNDRAISING ACTIVITY

Fun is at the heart of all charity fundraising activities at Irish Life and is crucial to their success. We do three major events each year in addition to various smaller activities such as raffles for concert tickets and darts competitions. Irish Life staff are also given the option of a monthly salary deduction.

The Abseil

In July 2017, 120 members of staff abseiled from the tenth floor of the Irish Life building on Abbey Street, raising €110,000 in the process. To mark the event, the company held a party on the plaza so staff could cheer on their colleagues.

The Great Irish Life Bake Off

Around 300 cakes were baked by Irish Life employees from all divisions across the campus. Seventeen champion bakers then went head-to-head in a bake-off competition judged by five of our senior management team. This was held as part of a company-wide cake sale, which raised €10,000 for our chosen charities.

My Big Fun Table Quiz

Last November, 400 people took part in a table quiz with prizes, food and entertainment in the Irish Life restaurant. This raised €10,000 for our charity partners.



RATINGS AND AWARDS

OUR RATINGS

Financial ratings are an assessment of the strength and resources of an organisation. These ratings are provided by independent private companies known as Rating Agencies and are reviewed on a regular basis. These are based on Irish Life's history of borrowing and repayment, as well as the level of assets and level of debts. Two of the major ratings agencies are Standard & Poor's and Fitch.

- Irish Life Assurance is rated A+ by Standard and Poor's which is labelled as a 'Strong' rating.
- Irish Life Assurance is rated AA- by Fitch. The AA rating definition is 'Very High Credit Quality'.

Both ratings are considered strong and are further evidence that our business is secure, low risk company with very strong capital reserves.

Information correct as of March 2018

OUR AWARDS

Integrated Marketing Award for the launch of Irish Life Health,
All Ireland Marketing Awards (AIMS)

Silver for Retention & Loyalty strategy, An Post Smart Awards

Best in Financial services, Digital Media Awards

IBA Service Excellence award, IBA

Best Pension Product, Irish Brokers Association

Best Sales & Marketing, Irish Brokers Association

Best Claims, Irish Brokers Association

Investment Manager of the Year, Irish Pension Awards

Equities Manager of the Year, Irish Pension Awards

Property Investment Fund Manager of the Year, Property Industry
Excellence Awards

Gold Standard Active@Work Award, Irish Heart Foundation

Healthy Club Award, GAA





Photographs by Declan Garvey

"I joined Irish Life 18 years ago and have worked in various roles within ILFS customer service. I have been interested in photography for about 9 years and helped set up the staff sports and social photography club which has been very successful and a rewarding experience. Since then I have had the opportunity to take photos of all things Irish Life from staff charity abseiling events on the rooftop of the building to cake sales to large staff expo style events. In a workplace like Irish Life there are always interesting and fun things to photograph."

Irish Life Assurance plc is regulated by the Central Bank of Ireland.