



Capital protection of all types of investments has moved mainstream in the Irish investment product market.

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How do you improve on an award winning fund? This was the problem that faced New Ireland Life Assurance Company plc* in the early part of 2005. Their "Guaranteed Evergreen Fund" was a model of consistency with a proven track record for delivering outstanding returns. However, New Ireland wished to increase investor interest in the product by creating a capital protected version. Working in conjunction with the Product Development Team in New Ireland, our Global Products Team designed a fund management solution to achieve the desired result.

The solution was based on investments being made in Fixed Income instruments and in the Guaranteed Evergreen Fund itself. The intention was to maximise the investment in the Guaranteed Evergreen Fund while at the same time ensuring that, at the end of a six year period, the value of the assurance policy would be no less than the initial amount invested.

In the event that the investment policy was not to return the capital protected amount, Bank of Ireland Global Markets would provide the capital protection.

The Guaranteed Evergreen Fund has been an unqualified success and has become an integral part of the New Ireland Assurance product offering. The first tranche was launched in October 2005 to strong investor demand and has been followed by a new issue every month since then.

While the challenge faced in this case was quite specific, the key principles used to solve it may be applied to your business. If your business distributes investment product, whatever the asset class, Bank of Ireland Global Markets can work with you to provide a capital protected version of that investment.

* Bank of Ireland and Bank of Ireland Insurance & Investments Limited are tied agents of New Ireland Assurance Company plc.

