

Regular Saver from Aviva

Work your savings harder



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Saving – the good habit

Whatever financial goals you set for yourself, getting there will require a certain amount of saving. And now is a good time to start. So, whether you want to build up a lump sum for yourself, or give your children a flying start in life - by putting a little away each month you might be surprised just how soon you can achieve that goal.

Is there something
you have in mind
for a lump sum?



Look what you can
invest with just
€200 a month

€200

 x12 months
€2,400 a year

 €2400 a year

 x5 years
€12,000 after 5 years

And remember,
that's before
you factor in any
potential growth
on your
investment!

Here are some tips to help you get started

1 Set yourself a goal

It's vitally important to know what you're saving for or the amount you are trying to achieve. It will keep you focused and reward you in the end.

2 Keep long-term saving separate

Don't let your savings plan get confused with ad-hoc expenses that will always arise eg. car maintenance. Before you set up your savings plan, ensure you have an emergency fund in place so that you are not tempted to 'dip into' your long term savings.

3 Take responsibility for your own saving

Don't leave having a 'nest egg' in the future to chance. Take control of building up that lump sum yourself, because unless you win the lottery, no one else will do it for you.

4 Make a habit of it

So often we think we can't afford to save. But once you've started, you'll soon get used to it and before long you might not even notice that regular saving amount going out each month.

5 Sit back and watch your savings grow

Check your savings regularly, but remember, depending on how your money is invested, that value will rise and fall. The important thing is to 'keep a level head', save for the long term and talk to your financial adviser regularly.

Talk to your Financial Adviser today and start saving for tomorrow.

Regular Saver from Aviva - the simple solution

Save regularly from only €150 a month.

Give your regular savings a boost by investing a lump sum at the start of your plan.

Regular Saver is a savings plan where your money is invested in a range of leading investment funds. Regular Saver gives you access to:

- A wide range of over 30 funds,
- Some of the best performing funds in Ireland,
- Some of the World's leading fund managers,
- Different risk & reward ratings – to match most needs.

You can decide when to withdraw your money anytime after the first year. There is no fixed end date or encashment penalty. However, to get the most value from your savings plan, history has shown that you should remain saving for the medium to longer-term.

You can increase, decrease, even stop and restart your savings at anytime.

Regular Saver can be in your own name or held jointly.

You could also have your plan 'written under trust', where you can specify exactly who you would like to receive the benefit on your death.

See page 8 for further details on Regular Saver.

Why choose Aviva?

In today's uncertain times, it's important to be able to trust the companies that you deal with. The financial strength of Aviva makes us one of the most secure companies in Ireland - a safe place for your money.

However, don't just take our word for it - the independent rating agencies agree with us.[†] Moody's rates Aviva as Aa3 or 'excellent', while Standard & Poor rates Aviva as AA- or 'very strong'. These compare very favourably with our peers currently based in Ireland.

[†] Source: Standard & Poor and Moody's websites August 2009.

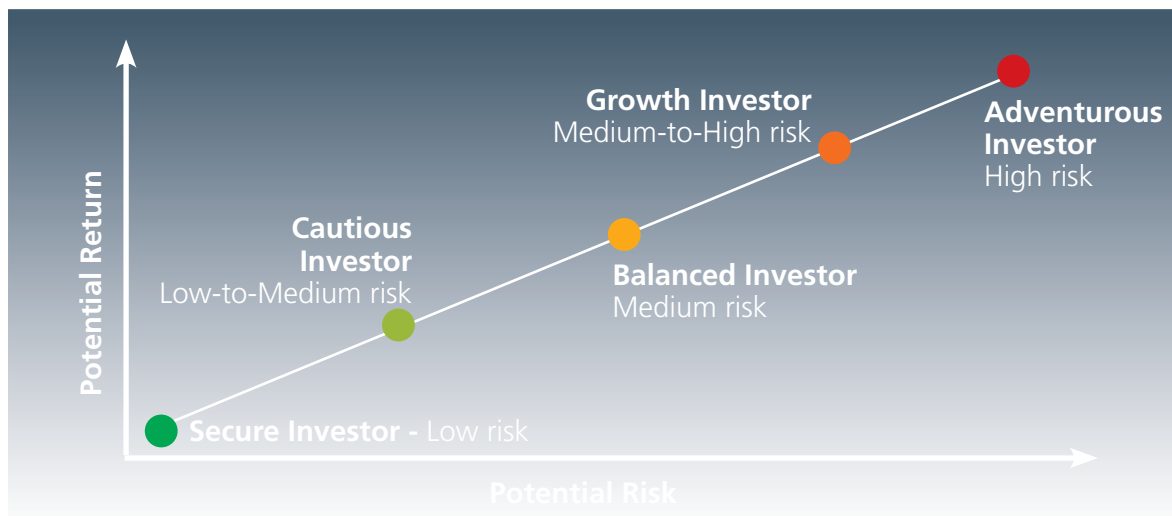


Investing your money - some simple rules to follow.

Before you decide what funds to invest your savings into there are a few important facts we think you should consider.

1. Understand your attitude to risk and return

Investing typically involves a trade-off between risk and return. You may be a cautious investor and are willing to accept a lower level of return for less risk. On the other hand, you may be a more adventurous investor and are willing to accept a higher level of risk for the potential of a greater level of return. Or you may sit somewhere in the middle and want to spread your investments between a mix of cautious and higher risk funds. All the investment funds available under your Regular Saver have a risk rating (see page 6) which allows you to choose funds that match your attitude to risk.



2. Don't put 'all your eggs in one basket'

We have all heard the old saying; don't put all your eggs in one basket. The same can be said of your investments. 'Spreading the risk' or 'diversifying your investments' involves selecting funds that include options from different asset classes, sectors and regions. As there is no way of predicting what asset class will be the star performer each year, this type of diversification is key. By balancing risk and return through diversification, you can:

- Participate in market gains,
- Minimise the effect of market downturns on any one asset class, sector or region,
- Achieve more consistent and steadier returns over the long-term rather than 'chasing winners',
- Reduce the risk profile of your portfolio.

Find out what type of investor you are by talking to your Financial Adviser today.

3. Take a long-term view

Setting financial goals and staying the course during market highs and lows can help you achieve your investment aims.

Of course we would all like to sell our shares when the market has peaked, just before it starts to fall – and then buy them back again at the bottom of the market, just before the recovery begins. However, getting the timing exactly right is virtually impossible, even for the most experienced investors.

4. Don't ignore inflation

Inflation is simply a measure of the increase in the price of goods and services in a region. However, despite its simplicity, it can have a serious effect on your investments. Inflation can erode the purchasing power of your investments. Investing in equity, natural resources and property assets has historically provided the best insulation against the impact of inflation. However, past performance should not be regarded as a guide to future performance.

5. 'Averaging' can boost the value of your savings...

Saving regular monthly amounts means that you could turn stockmarket volatility to your advantage. This is because your contributions buy more units when prices are low. So, provided that the market subsequently improves, all the units purchased by your plan will benefit from this recovery. The hypothetical example below shows the extra benefit of paying contributions of €500 a month during a 6-month period of stockmarket volatility.

| Month | Contribution paid | Unit price | Units purchased |
|---------------|-------------------|----------------------|-----------------|
| 1 | €500 | €5.00 | 100 |
| 2 | €500 | €4.50 | 111 |
| 3 | €500 | €4.00 | 125 |
| 4 | €500 | €4.00 | 125 |
| 5 | €500 | €4.50 | 111 |
| 6 | €500 | €5.00 | 100 |
| Totals | €3,000 | Average €4.50 | 672 |

The benefit

Someone investing a lump sum of €3,000 at the outset would have bought 600 units at €5 each. As the unit price at the end of 6 months is the same €5 as at the outset, the value of the units would be €3,000. However, due to the fluctuations in unit price over the 6-month period, a regular saver contributing €500 a month (€3,000 in total) would have bought 672 units. At a unit price of €5, the regular saver's plan would therefore be worth €360 more than the lump sum investor's!

A wide and varied fund choice

With help from your financial adviser, you can create a diversified range of investments, which means that you can spread your money in a way that suits your needs. You can choose to invest in funds that concentrate on specific sectors, geographical regions or asset classes.

As well as choosing from different asset classes, you can access even greater variety by choosing different investment managers and styles. At Aviva, not only do we offer you funds from the Aviva Group's own investment managers, Aviva Investors – but we've also teamed up with some of the best known names in investment management to offer you a large number of additional funds. These include funds from companies like:

- BlackRock,
- Merrion Investment Managers,
- AIB Investment Managers, and
- Bank of Ireland Asset Managers.

Access to this variety of asset classes, funds and investment managers ensures that regardless of what happens in the future, you will be giving yourself the best opportunity to have all the investment angles covered.





















Our risk ratings

| | | |
|-----------------------------|----------|---|
| Secure Investor | 1 | There is no risk to capital – but the purchasing power of your capital may be eroded by inflation. |
| Cautious Investor | 2 | There is a low risk of negative returns over the medium-term, but the potential for higher returns than leaving money on deposit. |
| Balanced Investor | 3 | The capital value and the returns are both likely to fluctuate regularly. Investing in either high quality commercial property or a spread of holdings (typically equities, bonds, property and cash), the returns are not guaranteed and you may not get back the full amount invested. |
| Growth Investor | 4 | The fluctuations in capital value could be greater than with other types of fund. The returns are not guaranteed and you may not get back the full amount invested. A high exposure to the stockmarket or a concentration on a particular asset class enhances the potential returns – and the accompanying risk of loss. |
| High Growth Investor | 5 | There is a high degree of risk to capital – and, as a result, the potential for significant gains. These funds are only suitable for investors who are comfortable with a significant degree of volatility – or who are looking to add a higher risk fund to a diversified portfolio. The returns are not guaranteed and you may not get back the full amount invested. |

Our range of funds

At Aviva, we have the largest fund range available in Ireland, but to make your life easier, we have outlined a small selection for you. If you want a complete list, please speak to your Financial Adviser or click onto www.aviva.ie

All our funds are colour coded to indicate their level of investment risk and reward.

| | |
|----------------------------|--|
| Cash |  Cash Fund Series 2 |
| Protected |  Protected Growth Fund |
| Bonds |  Bond Fund |
| |  Blue Chip Corporate Bond Fund |
| Property |  UK Property Fund Series 2 |
| |  Irish Property Fund Series 2 |
| |  European Commercial Property Fund |
| Managed |  Balanced Managed Fund |
| |  AIBIM Managed Fund |
| |  BIAM Managed Fund |
| Equities |  High Yield Equity Fund |
| |  International Equity Fund |
| |  Regional Equity Funds |
| Specialist Equities |  BlackRock European Absolute Return Strategies Fund |
| |  Asia Pacific High Yield Equity Fund |
| |  Latin American Equity Fund |
| Natural Resources |  BlackRock World Gold Fund |
| |  BlackRock World Mining Fund |
| |  BlackRock World Energy Fund |
| |  BlackRock New Energy Fund |

All the above funds begin with the prefix 'Aviva Irl'.

Can I switch my fund selection?

You can switch your investment between available funds at any time. The first fund switch in each policy year is free of charge. Any other switches made within the policy year are charged at €30 each.

Regular Saver - the details

What is it?

Regular Saver is a savings plan which allows you to save on a monthly basis and offers you the opportunity to give your savings a boost by investing a lump sum at the start.

Who can have one?

Anyone between the age of 18 and 85 can invest in Regular Saver. The savings policy can be opened in a single name or joint names.

How much can I contribute?

It is up to you how much you want to pay into a Regular Saver. There are two options, **Option A** and **Option B** - which each have different minimum contribution amounts. Your financial adviser will be able to help you decide which option suits you best.

Regular Saver Option A has a minimum contribution of €150 per month.

Regular Saver Option B has a minimum contribution of €500 per month.

You can inflation proof your plan by adding the indexation option.

Both options allow you to start your policy with a lump sum. The minimum lump sum you can contribute is €5,400 while the maximum lump sum is €50,000.

Life Assurance Premium Levy

In accordance with the Stamp Duties Consolidation Act 1999 (as amended) a levy is payable on life assurance premiums (currently 1%). Aviva will pay this levy out of the money received from you and the balance will be invested in your Regular Saver Plan.

How flexible can my saving contributions be?

You can increase or decrease the amount you save as often as you wish, just remember to stay within the minimum contribution levels. You can also take a 'savings holiday' by stopping your contributions for a while and re-starting them at a later stage. During your 'savings holiday' your existing contributions will continue to remain invested in your chosen fund(s).

What happens to my savings?

To ensure that all Regular Saver investors are treated equally - and fairly - each fund is divided into a number of identical units. Each of your contributions will be used to buy units in your chosen fund (or funds) - and the value of each unit will move up and down, in line with the market value of the fund's investments.

Can I access my money when I want without penalty?

Yes. You can withdraw part or all of your savings at any stage (after the 1st year), by providing Aviva with your written instruction. Please read the section on Tax in this brochure.

What happens to my investment if I die?

In the event of death while your policy is still in force, the amount payable will be 100% of the value of the units in the policy upon notification of death. If the policy is in joint names the payment will be made on the second of the two lives to die.

What charges do I pay?

Unlike some other regular saving contracts, the Regular Saver from Aviva has no bid/offer spread.

Allocation rates

This is the amount of your money that is used to purchase units in your chosen fund(s). Your financial adviser will tell you what allocation rate applies to your policy.

Policy fee

There is a monthly policy fee of €2.50 (as at January 2010).

Annual management charge

The annual management charge varies according to the choice of funds. The majority of funds are managed by Aviva Investors and have a 1.25% p.a.[§] charge. Some exceptions are:

| Fund | Annual Management Charge [§] |
|--|---------------------------------------|
| Aviva Irl Protected Growth Fund | 1.9% p.a. |
| Aviva Irl Irish Property Fund (Series 2) | 1.5% p.a. |
| Aviva Irl UK Property Fund (Series 2) | 1.5% p.a. |
| Aviva Irl European Commercial Property Fund | 1.9% p.a. |
| Aviva Irl Geared European Commercial Property Fund | 2.65% p.a. [†] GAV |
| Aviva Irl Geared High Yield Equity Fund | 1.75% p.a. [†] GAV |
| Aviva Irl AIBIM Multimanager Fund | 2.1% pa plus third party fees* |
| Aviva Irl Asia Pacific High Yield Equity Fund | 1.5% p.a. |
| Aviva Irl Merrion European Value Fund | 1.5% p.a. |
| Aviva Irl Euro Financials Fund | 1.5% p.a. |
| Aviva Irl BlackRock European Absolute Return Strategies Fund | 2.1% p.a.** |
| Aviva Irl BlackRock World Gold Fund | 1.9% p.a. |
| Aviva Irl BlackRock World Mining Fund | 1.9% p.a. |
| Aviva Irl BlackRock World Energy Fund | 1.9% p.a. |
| Aviva Irl BlackRock New Energy Fund | 1.9% p.a. |

New funds with different annual management charges may be added from time to time.

[§] This includes an Administration Charge of 0.25% p.a. which is deducted from the policy by unit deduction on a monthly basis. The balance is a fund management charge incorporated in the unit price.

[†] On some of our geared funds we apply the fund management charge to the gross asset value of the fund, i.e. to the policyholder money and any borrowings made by the fund. These funds are denoted by the term (GAV).

* Third Party Fees: The AIBIM Multimanager Fund invests in an underlying fund that benefits from the expertise of a number of third party investment managers. Fees are paid to these investment managers by the underlying fund. The underlying fund generally avoids initial investment charges and receives substantial reductions in investment management fees with all rebates generally being credited to the fund. The net management fee payable to the fund through the third party funds chosen is currently expected to be no more than 0.60% p.a. but may change over time due to the funds chosen and the asset allocation policy.

** A performance fee may be payable for investing in the Aviva Irl BlackRock European Absolute Return Strategies Fund. This fee is described in the 'Investing in Absolute Return Funds' brochure.

Under Aviva's agreement with BlackRock the Aviva Irl BlackRock unit linked funds described herein are not available for distribution to, or investment by, US residents or citizens. They may not be directly or indirectly offered or sold in the USA or any of its territories or possessions or areas subject to its jurisdiction or to or for the benefit of a US Person.

Tax information

The current tax position

In accordance with the Taxes Consolidation Act, 1997 (as amended), a tax liability – levied on any profit that the policy has achieved – may arise as and when:

- a withdrawal is made from the policy (subject to the terms of your policy)
- you cash-in the policy
- the value of the policy is paid out on death (subject to the terms of your policy)
- the policy, at any time during its lifetime, is assigned* or transferred to another party,
- the policy is assigned into a trust after the inception date or the trust attaching to the policy is revoked,

OR

- the expiration of 8, 16, 24 or any other multiple of 8 years that has occurred since your policy commenced.

All tax deductions will be made automatically from the policy, at the prevailing rate for life assurance policies (currently 28%).

**Other than in certain cases, such as when the assignment is to provide security for a borrowing - or the assignment is between spouses.*

Regular Saver is right for me, what's next?

To get your savings started, you should:

- Talk with your financial adviser to choose the product options that you want.
- Decide with your financial adviser what fund options are most appropriate to meet your investment goals while satisfying your attitude to risk and return.
- Fill out the Regular Saver application form – your financial adviser can help you complete this.

Once Aviva has received your application and it has been accepted, we will issue you with:

- Your policy document, and
- A disclosure statement.

The policy document, along with your application, forms your legal contract with Aviva.

Ensure the policy meets your needs

You will have a cancellation period of 30 days from the date on which your investment document is issued to change your mind. Should you wish to cancel the arrangement, simply return the documents and a signed notice of cancellation to the: The Customer Services Manager, Aviva Life & Pensions Ireland Limited, One Park Place, Hatch Street, Dublin 2.

Please note that Aviva will return all of the regular payments that you have made, we will deduct from any initial single payment made any fall in the value of the investment up to the time of cancellation.

Ongoing support

We will send you a statement issued each year on the policy anniversary. This will provide details on the value of your policy. You can also request a valuation of your policy at any time.

Fund Centre on www.aviva.ie

On our new fund centre on www.aviva.ie you can keep up-to-date on your funds performance. Here you can:

- Download monthly fund factsheets
- View daily performance updates
- Chart the performance of your funds
- View unit price changes on a daily basis

Key contacts

If you have any questions about your Regular Saver policy you should contact your financial adviser or our customer service team.

In writing

Customer Service Centre,
Aviva Life & Pensions Ireland Limited,
One Park Place,
Hatch Street,
Dublin 2.

By phone

1890 64 64 64

By email

csc@aviva.ie

A commitment to quality service

Aviva is committed to the provision of the highest possible standards of customer service. However, if you are ever dissatisfied with any aspect of our service, do please let us know. We take all complaints very seriously – and aim to rectify any shortcomings as speedily as possible.

If you wish to complain about any aspect of the service you have received, please contact Aviva directly. If your complaint is not dealt with to your satisfaction, you may refer your complaint to:

Financial Services Ombudsman's Bureau

Address: 3rd Floor, Lincoln House, Lincoln Place, Dublin 2

Lo-call: 1890 88 20 90

Fax: (01) 662 0890

E-mail: enquiries@financialombudsman.ie

Website: www.financialombudsman.ie

Full details of the remit of the Financial Services Ombudsman's Bureau can be obtained directly from their office.

To enable Aviva to assess the quality and consistency of its customer service, phone calls to and from our office may be recorded from time to time.

Notes applying to Investment funds

1. From time to time, some of the funds may also hold a proportion of their assets in cash
2. Investment values and unit prices are not guaranteed; they can fall as well as rise, as a result of stock market and/or currency fluctuations – and you may not get back the full amount invested.
3. Property investments cannot be sold as easily or quickly as equities or bonds – so, in order to protect the interest of the remaining investors, in some circumstances, encashment of units from funds that invest directly or indirectly in property may be deferred for a period not exceeding six months. For all other funds, encashment of units may be deferred for up to 3 months. Please see a copy of the policy conditions for further information.
4. There may be circumstances where the number and/or amount of investor withdrawals from the fund leads to a need to sell a proportion of the underlying assets. In such circumstances, Aviva Life & Pensions Ireland Limited reserves the right to adjust the unit price of the funds, to reflect the costs involved in selling the necessary assets. As a result, investors withdrawing money would bear the costs of realising all or part of their investment. For funds holding a significant proportion of property-related assets, given the costs associated with buying and selling properties, this adjustment can be significantly higher than that applying to funds invested in other asset classes.
5. We reserve the right to change the fund charges and fees subject to any legislative limits. Should any change in the fund charges and fees occur you will be given 1 month's notice of such a change. The fund charges apply to the value of the investments and are deducted daily from the fund and/or taken monthly by cancellation of units. Aviva Life & Pensions Ireland Limited may from time to time close or merge the funds or offer the opportunity to invest in new funds not listed previously. These new funds may have fund charges different to those shown previously.

WARNING: Past performance is not a reliable guide to future performance.

WARNING: The value of your investment may go down as well as up.

WARNING: This product may be affected by changes in currency exchange rates.

WARNING: Withdrawals and switches from funds investing directly or indirectly in property may be deferred for up to 6 months.

WARNING: Withdrawals and switches from all other funds may be deferred for up to 3 months.



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www.aviva.ie

Telephone calls may be recorded for quality assurance purposes.