

Key Information Document

Concept K Series 1 - Investment Bond

Option A



Purpose

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

Product

The Investment Bond, is issued by Aviva Life & Pensions Ireland dac, registered in Ireland No. 165970. The website is aviva.ie and the phone number is (01)8987950. Aviva Life & Pensions Ireland dac is regulated by the Central Bank of Ireland. Alert: You are about to purchase a product that is not simple and may be difficult to understand.
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What is this product?

Type

The Investment Bond is a unit-linked investment product offering access to a range of investment funds. The investor may choose the investment fund or investment funds in which he/she wishes to invest. You have chosen the Concept K Series 1 Fund.

Objectives

Concept K is an investment fund which aims to produce long term growth but with less of the volatility usually associated with stock market investing.

Intended retail investor

This fund is designed for customers who are seeking an investment consistent with the fund objectives as outlined above and are comfortable with the possible performance scenarios outlined below.

Insurance benefits and costs

The death benefit under the product is 100.1% of the value of the policy on the date immediately following the date we are informed of the death (less any exit tax due).

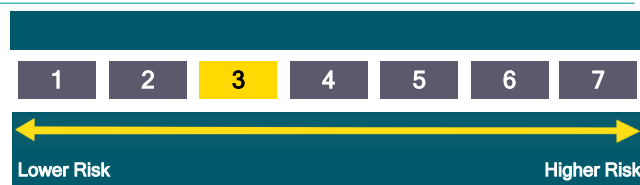
What are the risks and what could I get in return?

Summary Risk Indicator (SRI)

The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because we are not able to pay you.

We have classified this product as 3 out of 7, which is a medium-low risk class.

This rates the potential losses from future performance at a medium-low level, and poor market conditions are unlikely to impact our capacity to pay you. You are not entitled to receive back a minimum percentage of your capital. The amount you will receive will be related to the value of the funds at the time of death or surrender which depends on future market performance and is uncertain. This product does not include any protection from future market performance so you could lose some or all of your investment. If we are not able to pay you what is owed, you could lose your entire investment.



The risk indicator assumes you keep the product for 7 years. The actual risk can vary significantly if you cash in at an early stage and you may get back less.

Performance Scenarios

Investment: €10,000

| Scenarios | | 1 year | 4 years | 7 years (Recommended holding period) |
|------------------------------|--|---------|---------|---|
| Stress scenario | What you might get back after costs | €5,620 | €8,210 | €8,083 |
| | Average return each year | -43.80% | -4.81% | -2.99% |
| Unfavourable scenario | What you might get back after costs | €8,880 | €8,926 | €9,032 |
| | Average return each year | -11.20% | -2.80% | -1.44% |
| Moderate scenario | What you might get back after costs | €9,575 | €10,337 | €10,965 |
| | Average return each year | -4.25% | 0.83% | 1.32% |
| Favourable scenario | What you might get back after costs | €10,270 | €11,939 | €13,290 |
| | Average return each year | 2.70% | 4.53% | 4.15% |

This table shows the money you could get back over the next 7 years, under different scenarios, assuming that you invest €10,000.

The scenarios shown illustrate how your investment could perform. You can compare them with the scenarios of other products.

The scenarios presented are an estimate of future performance based on evidence from the past on how the value of this investment varies, and are not an exact indicator. What you get will vary depending on how the market performs and how long you keep the investment/product.

The stress scenario shows what you might get back in extreme market circumstances, and it does not take into account the situation where we are not able to pay you.

The figures shown include all the costs of the product itself, but may not include all the costs that you pay to your advisor or distributor. The figures do not take into account your personal tax situation, which may also affect how much you get back.

What happens if Aviva Life & Pensions Ireland dac is unable to payout?

There is no Irish investor compensation or guarantee scheme that would apply to losses under this product.

What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. The total costs take into account one-off, ongoing and incidental costs.

The amounts shown here are the cumulative costs of the product itself, for three different holding periods. They include potential early exit penalties. The figures assume you invest €10,000. The figures are estimates and may change in the future.

Costs over time

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

Investment: €10,000

| Scenarios | If you cash in after 1 year | If you cash in after 4 years | If you cash in after 7 years |
|--|-----------------------------|------------------------------|------------------------------|
| Total costs | €954 | €1,867 | €3,225 |
| Impact on return (RIY) per year | 9.54% | 4.27% | 3.80% |

Composition of costs

The table below shows:

- The impact each year of the different types of costs on the investment return you might get at the end of the recommended holding period;
- The meaning of the different cost categories.

This table shows the impact on return per year

| | | | |
|------------------|-----------------------------|-------|---|
| One-off costs | Entry costs | 0.29% | The impact of the costs you pay Aviva when entering your investment. This is the most you will pay Aviva and you could pay less. This includes the costs of distribution of your product. |
| | Exit costs | 0.00% | The impact of the costs of exiting your investment after the Recommended Holding Period. |
| Ongoing costs | Portfolio transaction costs | 0.19% | The impact of the costs of us buying and selling underlying investments for the product. |
| | Other ongoing costs | 2.38% | The impact of the costs that are taken each year for managing your investment and other recurring costs. |
| Incidental costs | Performance fees | 0.94% | The impact of the performance fee. Where applicable, we take this from your investment if the product outperforms its benchmark. |
| | Carried interests | 0.00% | Carried Interests are not relevant to this product and therefore will not be deducted. |

How long should I hold it and can I take my money out early?

Recommended holding period in years: 7

The Recommended Holding Period has been selected to be long enough to smooth out the variation in returns over time. This product is intended as an open-ended investment. You may access the fund value at any time but may be charged a percentage fee for doing so. The exit fee applicable in Year 1 is 5%, in Year 2 is 4%, in Year 3 is 3%, in Year 4 is 2% and in Year 5 is 1%. Please refer to the table in the Costs over Time section of this Key Information Document for clarification of the impact of such fees and penalties for different holding periods.

How can I complain?

Please contact our Customer Relations Manager by writing to Aviva Life & Pensions Ireland dac, Building 12, Cherrywood Business Park, Loughlinstown, Dublin 18. Alternatively you can contact us on 1890 646 464 or email us at csc@aviva.com.

Other relevant information

The investment returns shown in the Performance Scenarios above are calculated from the actual returns over a recent period of at most 5 years. Please see www.Aviva.ie/kids for information on the extent to which returns have varied over other 4-year and 7-year periods in the past.

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**You should retain this document carefully with your Policy Schedule and Policy Conditions.
This document is intended to provide some key practical information and is not a part of the contract.**

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