

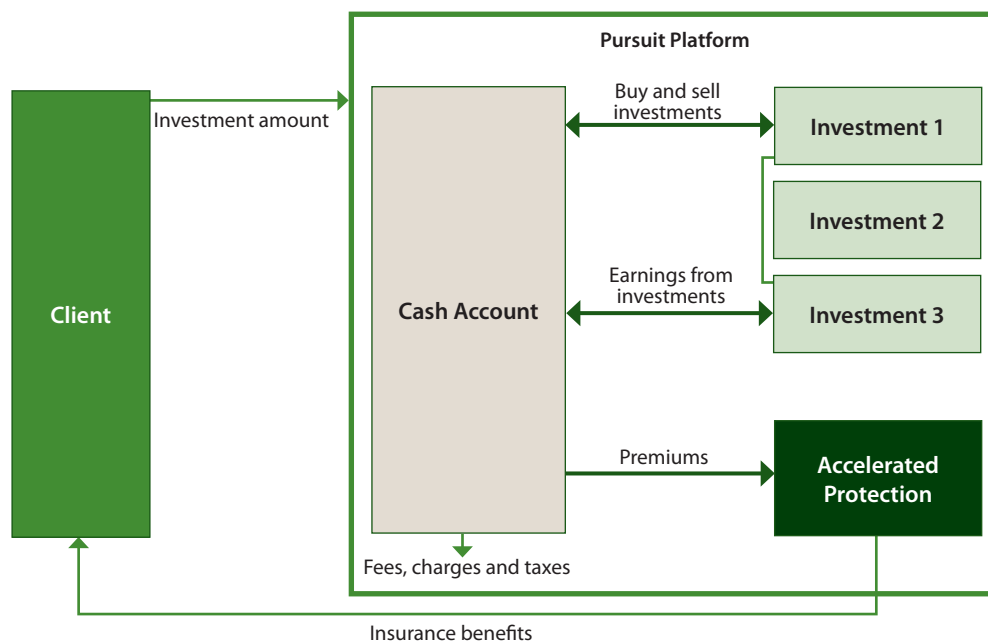
Accelerated Protection for Investment Platforms

Accelerated Protection for Investment Platforms is available on the multi-award winning IOOF Pursuit platform.

With Accelerated Protection for Investment Platforms, you can now integrate TOWER’s award winning insurance policy options with IOOF’s Pursuit superannuation and investment platform. This not only provides a holistic view of individual client portfolios, it can help streamline practice management and reporting, and maximise the tax effectiveness of insurance for your clients.

How it works

Premium payments for individual Accelerated Protection policies can now be made from a Pursuit platform account –super or non-super. Comprehensive insurance cover can be included with the rest of your client’s portfolio as illustrated in the diagram below:



The benefits

The following are just some of the reasons why Accelerated Protection for Investment Platforms through Pursuit can significantly benefit your clients and advisory practice.

1. Access to award-winning comprehensive cover

With Accelerated Protection, your clients receive a tailored insurance solution. Choices include:

- a variety of protection levels for life, TPD, critical illness and income protection
- an extensive range of additional options – such as cover reinstatement after claims and waiver of premiums.

Premium payment options:

- The complete comprehensive Accelerated Protection product range can be funded from your client’s non-super investment accounts – i.e. life, critical illness, TPD, income protection and business expense insurance.
- Life, TPD and income protection products can be funded through superannuation making the insurance premiums more affordable and tax effective for your client.

Accelerated Protection was recently recognised for its excellence by the Plan For Life/AFA Life Company of the Year Awards 2010, winning the product awards for income protection and critical illness insurance, and being named finalist in the life and TPD award category. At the same awards, TOWER won the platinum Life Company of the Year Award.

2. Ease of management and reporting

With the convenience of the single-view platform framework, IOOF's Portfolio Online allows you to:

- see individual client reporting all in one place
- send clients one tax report instead of many
- save time on practice management and administration.

3. Flexible insurance remuneration

TOWER's full suite of upfront, hybrid and level commission structures are available – it's whatever works best in your circumstances.

4. Choice of policy ownership

You can split the policy ownership between super and non-super (IDPS) investments. Premiums are automatically deducted from your client's respective accounts.

Ownership benefits explained

Superannuation account premium payments	IDPS account premium payments
<ul style="list-style-type: none"> ✓ Tax effective – superannuation contributions and earnings are concessional taxed ✓ Tax effective – the fund can claim a tax deduction for the cost of the premium relating to Death, TPD and Income Protection benefits. This deduction is passed on to the member ✓ Death benefits may be paid as a tax-free lump sum to dependants ✓ Frees up your client's everyday cash flow ✓ TPD payments are concessional taxed ✓ Risk of policy lapsing is reduced as payments are automatically deducted from your client's account ✓ Linking is available to reduce premiums 	<ul style="list-style-type: none"> ✓ Income Protection premium payments are tax deductible ✓ Lump sum payments are tax free ✓ Risk of policy lapsing is reduced as payments are automatically deducted from your client's account ✓ Complete product range is available ✓ Linking is available to reduce premiums

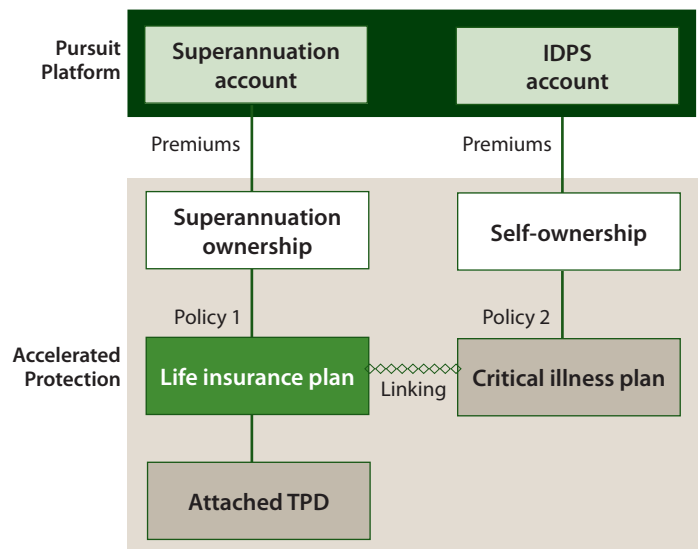
5. Maximise tax benefits via 'linking'

Accelerated Protection's leading 'linking' option allows you to maximise the tax effectiveness of insurance while benefiting your clients with reduced premium rates.

Linking explained

With linking, a claim on the ancillary policy that is funded from the IDPS account reduces the benefit amount of the cover inside super. Only one policy fee applies and a reduced premium applies. This is an easy solution to maximise the tax effectiveness and affordability of insurance in superannuation.

As shown in the diagram below, the life and TPD premium can be paid from your client's superannuation account and the critical illness from the IDPS account.



6. Choice of premium structures

Both level and stepped premium rates are available. Level premiums regulate payment amounts so they are evenly spread over the life of a policy, which avoids the often-sudden increases common with stepped rate premiums.

With Accelerated Protection, TOWER guarantees the underlying Life cover level premium rate, so you can recommend with certainty the rate for your clients to age 65.

7. Makes business easier

TOWER provides a fast and effective service with your choice of online or paper applications; supported by innovative technology, a leading sales and service delivery model and an underwriting team dedicated to helping you find the right solutions.

TOWER and IOOF are focussed on making business easier, by being easy to do business with.

The IOOF Pursuit platform

IOOF's Pursuit platform offers a range of flexible superannuation, pension and investment products designed to meet your clients' current and future needs, and comes in two models – Select and Core:

- Select has a large range of features and a flexible pricing structure, which is suited to clients who require a more sophisticated investment solution
- Core is suited to clients with simpler investment needs, and allows them to move up to Select as their balance increases and their needs change.

Other key features

- Capped fees for balances above \$500,000* and competitive pricing below \$500,000.
- Flexible remuneration structure. A complete fee-for-service structure together with the flexibility of an adviser service fee (so advice directly relating to the account can be deducted from the account balance).
- Fee aggregation, allows family members to link up to four Pursuit Select accounts (conditions apply) to gain a reduction in the Administration Fee that applies to each account.
- Quality investment menu, made up of a well-researched and carefully-selected list of investment managers, providing a choice of term deposits, direct shares and in excess of 200 managed funds.

*The fee cap applies to the Pursuit Select administration fee only.

Pursuit's award winning service and product

The Pursuit platform is rated No.1 product overall and No.1 in six key categories, by Wealth Insights Platform Service Level Report 2010.

Pursuit rated No.1 overall and No.1 in six key categories:

No.1 for BDM support

No.1 for administration support

No.1 ease of doing business

No.1 for technical support

No.1 for value

No.1 for satisfaction

Pursuit Select

- 5 Heron Quality Stars 2011
- 4 Apples Chant West 2011
- SuperRatings Gold 2011

Pursuit Core

- 5 Heron Quality Stars 2011
- 4 Apples Chant West 2011
- SuperRatings Gold 2011

Set up in three easy steps

Step 1

Set up an IOOF Pursuit investment or superannuation account for your client.

Step 2

In Accelerated Protection's quote system, select:

- Platform Super Fund as owner for superannuation policies or
- Life Insured as owner for ordinary policies.

Step 3

Add your client's account name and number in the payment details section of the application.

We do the rest

- ✓ Policies are placed in-force immediately upon underwriting acceptance
- ✓ Premiums will be debited from your client's account on the 28th of each month
- ✓ Insurance policy schedules are issued by TOWER
- ✓ Annual statements are issued by IOOF
- ✓ All your client's financial details are available in the one place – IOOF's Portfolio Online.

How to find out more

Contact TOWER:

- To register for Accelerated Protection
- For help with the insurance application process, product features (including commissions), procedures and underwriting assessments.

TOWER Adviser Service Centre
80 Alfred Street
Milsons Point NSW 2061

www.toweraustralia.com.au

Phone 1300 286 937
Monday to Friday 8.00am – 7.00pm (AEST)
Email IOOFRetail@toweraustralia.com.au
Fax 1300 351 133

Contact IOOF:

- To register for the IOOF Pursuit platform
- For consolidated reporting
- For help using the platform

IOOF Adviser Services
GPO Box 264
Melbourne VIC 3001

www.ioof.com.au

Phone 1800 659 634
Monday to Friday 8.00am – 6.00pm (AEST)
Email adviserservices@ioof.com.au
Fax 1800 558 539

Important Information

This information has been prepared for use by advisers only and is not intended to be provided to clients. Before making any decision about Accelerated Protection, advisers and their clients should consider the Accelerated Protection for Investment Platforms Product Disclosure Statements and/or Policy Documents. If there is any inconsistency between this document and the Product Disclosure Statement or Policy Document, the terms of the Policy Document will prevail to the extent of the inconsistency. This document is issued by TOWER Australia Limited ABN 070 050 109 450 AFSL 237 848 (TOWER). The products available under the Pursuit platform are offered by IOOF Investment Management Limited (IOOF) ABN 53 006 695 021 as trustee of the IOOF Portfolio Service Superannuation Fund ABN 70 815 396 818 and the issuer of the Pursuit range of Investor Direct Portfolio Service. Before making an investment decision about a product under the Pursuit platform advisers and their clients should consider the relevant Product Disclosure Statement/IDPS Guide available from the IOOF website, www.ioof.com.au

This document is not intended to represent financial or taxation advice. Neither IOOF nor TOWER are registered tax agents.

Current as at 31 March 2011.