

News Release

Date 2 October 2012

Friends Provident International launches Premier Advance

Friends Provident International (FPI) has launched an improved version of Premier, its flagship regular savings product, for the Middle East and Africa region.

Premier Advance has been designed to build on the most attractive features of Premier, and offers some key improvements including enhanced allocations, loyalty bonus, AED currency option and automatic lifestyle investment strategies.

Omar Shelbaya, FPI's Regional Sales Director, Middle East and Africa said:-

"The launch of Premier Advance marks a key milestone in FPI's product development roadmap. We have listened to our customers and distributors and taken on board what they liked about the Premier plan, and the enhancements they would like to see in the new product. We have been able to incorporate the features required to make a world class product even better."

Premier Advance is the ideal investment vehicle for anyone making plans to secure their financial future. It offers access to a range of more than 200 investment funds, suitable for any investment strategy and attitude to risk.

Omar Shelbaya went on to say:-

"Premier Advance offers investors an opportunity to save regularly for the things that matter to them the most, such as the education of their children or grandchildren, a wedding, a comfortable retirement or simply for a rainy day."

For further information advisers should contact their FPI regional sales manager or visit www.fpinternational.com/me

- Ends -

Journalists requiring further information should contact:

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Notes to Editors

About Friends Provident International:

Friends Provident International provides competitive life assurance, pensions and investment products for Asia, Middle East, Europe, UK and other selected markets, and is part of the Friends Life group.

Friends Provident International benefits from a strong relationship with the Friends Life group, sharing a heritage that dates back over 200 years, a reputation of trust, commitment and integrity in providing financial solutions to customers throughout their lives.

We have more than 30 years of international experience, offices in the United Arab Emirates, Hong Kong, Singapore and the Isle of Man, and more than 400 staff worldwide.

See www.fpinternational.com for further information on Friends Provident International.

IMPORTANT INFORMATION

Friends Provident International Limited. Registered & Head Office: Royal Court, Castletown, Isle of Man, British Isles, IM9 1RA.

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Registered in the Isle of Man No. 11494. Authorised by the Isle of Man Insurance and Pensions Authority.

Provider of life assurance and investment products.

United Arab Emirates

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Registered in the United Arab Emirates as an insurance company (Registration No.76) and as a foreign company (Registration No. 2013).

Authorised by the United Arab Emirates Insurance Authority to conduct life insurance and savings business.

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