

News Release

27 February 2014

Friends Provident International further enhances award-winning protection proposition

Friends Provident International announced today that the enhanced version of their award-winning protection solution - International Protector Middle East - has received formal approval from the UAE Insurance Authority, which regulates the products offered by licensed insurance companies.

A new Decreasing Term Assurance variant of International Protector Middle East will therefore be available shortly, and will complement the range of coverages offered by the existing multi-award-winning product including life, critical illness and total and permanent disability benefit.

Decreasing Term Assurance is a cost effective solution for customers who may have a protection requirement that will reduce over time.

Matthew Waterfield, Friends Provident International's General Manager, Middle East and Africa said:-

"Friends Provident International is part of a group that has been helping people to protect the things they value most since 1810. This enhancement to International Protector Middle East illustrates our ongoing commitment to use the expertise and insight we have gained over the last 200 years to continually develop compelling protection solutions, to meet a range of needs.

A good example of where the Decreasing Term Assurance variant of International Protector Middle East is suitable is the currently buoyant housing market in the UAE. The vast majority of banks in the region require their mortgage customers to

have life insurance in place as a condition of the loan, and Decreasing Term Assurance is an extremely cost effective way of meeting this requirement.”

International Protector Middle East is available through financial advisers holding terms of business with Friends Provident International and its bank distribution partners.

Matthew Waterfield, commented:-

“We have been working on this product enhancement for some time and are delighted to have received formal sign off from the regulator. This means that the most flexible protection plan available in the region now offers an even greater range of coverage for our customers.

We are proud that International Protector Middle East is consistently recognised as one of the best protection products available across the life insurance industry in the Middle East. We are delighted to be able to strengthen the product further with the addition of Decreasing Term Assurance.”

- Ends -

Journalists requiring further information should contact:

James Bishop	Hill +Knowlton Strategies james.bishop@hkstrategies.com	+9714 3344930
Tim Hughes	Friends Provident International tim.hughes@fpinternational.com	+9714 4362883
Catherine Smith	Head of Communications Friends Provident International catherine.smith@fpiom.com	(t) +44 (0)1306 746 743 (m) +44 (0)7900 700 438

Ref: NI003

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 35 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.

Telephone: +44 (0)1624 821 212 Fax: +44 (0)1624 824 405 Incorporated company limited by shares.

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

Friends Provident International Limited's branch office:
Friends Provident International Limited
Emaar Square, Building 6, Floor 5, PO Box 215113,
Dubai, United Arab Emirates

Telephone: +9714 436 2800 Fax: +9714 438 0144

Email: dubaiservicing@fpinternational.com

Website: www.fpinternational.com/me

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.

Copyright© 2014 Friends Provident International. All rights reserved