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**IFAS INCREASING KNOWLEDGE AND CONFIDENCE IN EXPLAINING GUARANTEES  
Research shows consumers receive clear information around benefits and risks  
of unit-linked guarantees, MetLife research shows**

IFAs are doing an excellent job explaining the details - including the risks and benefits - of products that include unit-linked guarantees, new consumer research\* from MetLife Europe Limited (MetLife) shows.

Up to 95% of existing MetLife clients buying unit-linked guarantee products say they are very or fairly satisfied they received clear information on the pros and cons of products from their advisers at the point of sale, research among MetLife customers shows.

Nearly three out of five (59%) say they are very satisfied and 36% say they are fairly satisfied. Only 3% say they are neither satisfied nor dissatisfied and 2% say they do not know. None were dissatisfied. Nearly all of the respondents (98%) say they are satisfied all of the benefits of the products were explained to them with 60% very satisfied and 38% fairly satisfied.

More than nine out of 10 (92%) are satisfied that any risks were highlighted, with 49% very satisfied and 43% fairly satisfied. Only 1% is not very satisfied with 4% saying they are neither satisfied nor dissatisfied and 3% do not know.

The research by ORC International for MetLife comes as the group steps up its programme of IFA masterclasses on unit-linked guarantees aimed at building adviser confidence and

knowledge. The research is part of MetLife's commitment to the FSA's Treating Customers Fairly initiative.

**Dominic Grinstead, Managing Director, UK, MetLife** said: "IFAs have clearly been successful in explaining how the guarantees work at a time when the market falls we have seen over the last two years have illustrated their value.

"Guarantees are firmly established in the mainstream for retirement planning and advisers have recognised their benefits as part of the range of solutions."

The research also shows that over three-quarters of customers are satisfied overall with their MetLife products and services, with 94% still pleased with their decision to take out a MetLife product.

MetLife aims to run up to 10 masterclasses throughout the year as part of its commitment to working closely with IFAs and supporting them in developing their businesses.

MetLife's range of retirement and long-term savings products include its award-winning Retirement Portfolio, the first personal pension to offer both capital and income guarantees, and its Guaranteed Investment Bond, which offers capital, withdrawal and death benefit guarantees

Retirement Portfolio provides unique guarantees which protect the clients fund value against markets falling, locks-in gains every three years when markets rise and guarantees income for life. For more information advisers should go to [www.metlife.co.uk/rp](http://www.metlife.co.uk/rp).

The minimum initial investment is £50,000 and clients have access to a range of MetLife Best of Breed and Index Funds, Managed and Index Portfolios chosen with the assistance of leading independent investment research company, Morningstar Associates Europe Limited.

MetLife is an affiliate of US-based MetLife, Inc. a leading global insurance and financial services organisation which counts the U.S.'s largest life insurer among its subsidiaries. The

organisation is renowned for its stability, financial strength and security, and had over approximately £327.6 billion (US\$ 491.4 billion) of total assets at 31<sup>st</sup> March 2009.

### **Notes to Editors**

Source: Based on a survey of 100 consumers carried out on (**PLEASE INSERT DATES**) by ORC International on behalf of MetLife

### **MetLife Europe Limited**

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MetLife, Inc., through its affiliates, serves approximately 70 million customers in the Americas, Asia Pacific and Europe. Affiliated companies, outside of the U.K., include the number one life insurer in the United States, with over 140 years of experience and relationships with over 90 of the top one hundred FORTUNE 500® companies. The MetLife companies offer life insurance, annuities, automobile and home insurance, retail banking and other financial services to individuals, as well as group insurance, reinsurance and retirement and savings products and services to corporations and other institutions.

***\*FORTUNE 500®, April 2006. FORTUNE 500® is a registered trademark of FORTUNE® magazine, a division of Time, Inc.***

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