



For *Money Marketing/Financial Adviser* October 29th 2009

METLIFE GOES FOR GROWTH AS GUARANTEES MARKET EXPANDS

- **Product enhancement and recruitment plans set stage for 2010 push**

MetLife Europe Limited (MetLife) is to launch a series of major enhancements to existing products as it steps up growth plans for 2010 in response to strong demand from advisers and clients.

It is building on the successful launch of its Income for Life bond, which offers a choice of step-ups on income and capital guarantees, with enhancements across its other products.

The overhaul of its award-winning Retirement Portfolio personal pension will be revealed before the end of the year with enhancements to its Trustee Investment Plan, which is strongly valued by SIPP and SSAS investors, following in 2010.

The commitment to growth is underlined by plans to expand its salesforce by half before the end of the year with US parent company MetLife Inc providing strong backing.

MetLife is recruiting up to 16 sales staff and a further Regional Sales Director taking the total salesforce to around 60 with all the new staff expected to be in place by the end of December for a major push in 2010. MetLife recruited throughout the summer taking sales staff to 40.

Extensive customer and adviser research has demonstrated demand for a choice of step-ups on guarantees and the use of index funds to ensure costs are kept as low as possible

plus increased income at key ages. Feedback has also shown a demand for products which are simple to understand and strong interest in term-related guarantees.

Dominic Grinstead, Managing Director of MetLife's UK Branch said: "Our recruitment plans are a massive vote of confidence in our strategy of developing the guarantee market and putting it firmly in the mainstream of retirement planning.

"Advisers and their clients are telling us that they want increased choice and simplicity and we need to respond with suitable products, which we have done with the launch of Income for Life. It should be seen as the template for future product launches.

"We now need to follow up with other products which address this important growth market. The message from clients is clear and we have to deliver."

Income for Life, which launched earlier this month, offers a choice of locking-in potential gains every year or every two-and-a-half years with the income and capital guarantees. The annual step-up offers growth potential of up to 10% suiting investors with a moderate outlook on future investment performance while the two-and-a-half year step-up is unlimited to suit those who expect a more significant investment return.

All investors are guaranteed to receive back at least their original investment less any withdrawals, and death benefits are also payable.

The simplified index portfolio range keeps charges highly competitive with investors choosing from: Defensive, offering 30% equity content; Conservative, offering 45% equity content; and Cautious, offering 55% equity content. These portfolios are mainly invested in UK assets with limited foreign asset exposure.

Investors can choose to rebase their investment after five years in order to increase the tax advantages of the bond. Minimum investments in the bond are £10,000 with a maximum of £1,500,000. The guarantees available range from 8 to 20 years.

The standard allocation rate is 100% for the onshore and offshore bonds and there is no establishment charge. The annual management charge for the onshore bond depends on the initial investment starting at 0.35% for investments of £250,000 and above rising to 0.75% for investments below £50,000. Guarantee charges vary depending on the portfolio chosen.

The maximum commission an adviser can take is limited to 6%. Advisers can choose how to take the commission, for example by reduced allocation or establishment fee. They can also choose a combination of initial and trail commission.

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 £314.1 billion (US\$ 509.5 billion) of total assets as of June 30, 2009.

Notes to Editors

MetLife Europe Limited

MetLife is the trading name of MetLife Europe Limited, an affiliate of the global financial organisation MetLife, Inc. MetLife Europe Limited is an Irish company authorised by the Irish Financial Services Regulatory Authority and subject to limited regulation by the Financial Services Authority. Details about the extent of MetLife Europe Limited's regulation by the Financial Services Authority are available from the company on request. MetLife Europe Limited operates under the MetLife brand name, and has the ability to do business in any of the EU member states. In the U.K., MetLife Europe Limited works solely with Financial Advisers to help deliver retirement and long-term savings solutions. Services are delivered from MetLife Europe Limited's head office in Ireland, and from U.K. offices in London and Salisbury. For more information about MetLife Europe Limited, please visit the company's website at www.metlife.co.uk.

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.

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