



Phoenix Life Limited
90% With-Profits Fund

ANNUAL REPORT TO WITH-PROFITS POLICYHOLDERS BY THE BOARD OF PHOENIX LIFE LIMITED FOR THE PERIOD 1 JANUARY 2010 TO 31 DECEMBER 2010

Purpose

We set out how we manage the Phoenix Life Limited with-profits funds in our Principles and Practices of Financial Management (PPFM). In this report we give details of how we have complied with the PPFM for 2010 for our 90% With-Profits Fund ('the fund').

Phoenix Life Limited has discretion in a number of areas, such as setting bonuses, policy payouts and surrender values, and in addressing any competing or conflicting rights of policyholders and shareholders. This report deals with how Phoenix Life Limited has exercised its discretion in these areas.

Background

The Phoenix Life Limited 90% With-Profits Fund consists of:

- former Swiss Life UK (SLUK) Ordinary Branch (OB) Fund policies;
- former Swiss Life UK (SLUK) Industrial Branch (IB) Fund policies;
- former Swiss Life UK (SLUK) Pension With-Profits Fund unitised with-profits policies; and
- former Britannic Unit Linked Assurance (BULA) With-Profits Fund policies that had previously been transferred to BULA from Allianz Cornhill.

Phoenix Life Limited has nine with-profits funds including the 90% With-Profits Fund. We manage each with-profits fund in accordance with its own section of our PPFM. The with-profits bonuses, policy returns and payouts for each with-profits fund reflect the financial position of that fund. The performance of each with-profits fund reflects the historic performance of the original with-profits funds and companies up to their respective transfer to Phoenix Life Limited, and then their performance within Phoenix Life Limited since that time.

The 90% With-Profits Fund is part of Phoenix Life Limited, along with eight other with-profits funds and a non-profit fund. The 90% With-Profits Fund is run as a separate ring fenced fund within Phoenix Life Limited but with the additional security that comes from being part of a large well capitalised company. In extreme circumstances one fund may have to provide financial assistance to another. However there are internal

arrangements to ensure that Phoenix Life Limited holds assets in excess of the requirements of our regulator and, because of this, it is extremely unlikely that a with-profits policy in one fund will be affected by losses from another fund.

We have produced separate reports for our other with-profits funds.

Our PPFM is available on our website at www.phoenixlife.co.uk, or you can ask us for a copy. We have produced a shorter guide called 'How we manage the Phoenix Life Limited 90% With-Profits Fund' and this can be obtained in the same way.

Independent review

The company formally consulted with, and took into account the opinions of the With-Profits Actuary and the With-Profits Committee (a committee that is independent by virtue of its majority of independent members) regarding all material changes during 2010. This included consultation on the changes to bonus rates, surrender values and the estate.

The funds transfer was subject to independent actuarial review and review by the Financial Services Authority. The funds transfer merger was approved by the High Court.

Summary

Payouts for with-profits policies depend on the discretion exercised by Phoenix Life Limited. The interests of with-profits policyholders are protected by the PPFM of the company.

Each year the Board will produce a report to you, the with-profits policyholders, summarising compliance with the PPFM and how any discretion has been used over the previous year.

The PPFM guiding principles cover the following areas.

- Legal requirements, that is, Phoenix Life Limited and its with-profits funds are managed in accordance with Phoenix Life Limited's then current understanding of all legal and regulatory requirements.
- Basic fund concept, that is, subject only to the legal requirements guiding principle, the interests of with-profits policyholders extend to, but are also limited to, the assets of the fund to which the policy belongs.
- Fair treatment, that is, Phoenix Life Limited aims to treat its with-profits policyholders fairly.

The guiding principles are presented here at a high level rather than in the full detail of the PPFM. These guiding principles are applied in managing Phoenix Life Limited and all of its with-profits funds. Guiding principles are considered when applying the other fund specific principles and practices set out in the PPFM. In the event of a conflict with other principles these guiding principles take priority.

In the Board's opinion, the guiding principles were applied in accordance with the PPFM.

The principles for the 90% With-Profits Fund cover the following areas.

- Amounts payable under a with-profits policy
- Annual bonus rates
- Final bonus rates
- Smoothing
- Surrender values
- Investment strategy
- Business risks
- Expenses and charges
- Estate management
- New business
- Equity between the fund and shareholders

These are expanded on in the sections below. In addition, there is a commentary on any changes to the PPFM, other significant events and communications to with-profits policyholders during the year.

Amounts payable under a with-profits policy

We aim to pay all policyholders their fair share of the profits that the fund has earned over the time they have held their policy. We pay the share of profits in the form of annual and final bonuses. When deciding what is a fair share we consider the underlying value of representative specimen policies (sometimes called the 'asset share') as a guide. The underlying value of policies reflects the premiums paid and the investment performance of the fund over the lifetime of the policies, after allowing for factors such as our costs, the tax we have to pay, the shareholders' share of profits, charges for death benefits and other profits and losses. This was the approach we used over 2010.

The outcomes we describe below relating to bonus rates, smoothing, surrender values and investment strategy are all measured by reference to representative specimen policies rather than to each actual policy.

In the Board's opinion, the methodology used to calculate the underlying value of policies has been in line with the PPFM. Further, in the Board's opinion, the discretion applied to the methods used to determine payouts on all policies during 2010 has been in line with the PPFM.

Annual bonus rates

We declared annual bonus rates for 2009 in March 2010 as part of the 2009 year end valuation. We maintained the same rates as those for 2008.

We reviewed annual bonus rates for 2010 in December 2010. We subsequently declared annual bonus rates in March 2011 as part of 2010 year end valuation. We maintained the same rates as those for 2009. The annual bonus rates for 2010 are shown in the table below.

Type of with-profits policy and bonus series	Annual bonus rate for 2010	
	On the basic sum assured	On previously added bonuses
Former SLUK OB:		
• Series A	1.70%	0.00%
• Series B	1.30%	1.30%
• Series C	1.30%	1.30%
• Stamford	1.50%	0.00%
• Blackburn	2.15%	0.00%
• Pioneer Life Simple	2.55%	0.00%
• Pioneer Life Double	5.10%	0.00%
• Pioneer Life Compound	2.55%	2.55%
Former SLUK IB:		
• Pioneer Mutual	9.00%	0.00%
• Stamford with periodic cash	2.25%	0.00%
• all others	4.50%	0.00%
Former BULA (ex Allianz Cornhill):		
• Life	2.50%	3.50%
• Pensions	3.25%	3.25%

For former Swiss Life unitised with-profits pensions, we declare annual bonus rates in advance and the rates from January 2011 are the same as the rates from January 2010.

Type of with-profits policy and bonus series	Annual bonus rate in advance	
	On the unit value	Applies from
Former SLUK Pension With-Profits Fund unitised with-profits pension addition to guaranteed bonus	0.00%	January 2011

We declared interim annual bonus rates for 2010 and 2011 at the same rates as the 2009 and 2010 annual bonus rates respectively.

The Board is satisfied that the approach taken in determining annual bonuses during the year was in line with the PPFM.

Final bonus rates

We changed final bonus rates on 1 January 2010 and 1 July 2010. We also reviewed final bonus rates to apply from 1 January 2011.

The Board is satisfied that the changes to final bonus rates resulted in changes to payouts that were consistent with the PPFM and were consistent with treating customers fairly.

Smoothing

We generally limit the changes in final bonuses to restrict differences in total maturity payouts (sum assured, annual bonus and final bonus) on similar maturing policies to 7.5% at each half yearly final bonus review and to 15% from one year to the next.

However, due to the improved investment conditions, for the January 2010 final bonus changes, we allowed an additional 5% increase in total maturity payouts before smoothing applied. This meant that we generally limited increases in total maturity payouts to 12.5% compared to similar maturity payouts in July 2009.

We also allowed an additional 5% increase in total maturity payouts for the 1 July 2010 final bonus changes. This generally limited increases in total maturity payouts to 12.5% compared to similar maturity payouts in January 2010.

We do not smooth changes in final bonuses due to the changes in the level of estate distribution. These changes are in addition to the normal changes in final bonus rates due to investment returns which are smoothed.

The Board is satisfied that these movements in final bonuses and maturity payouts in 2010, were necessary to keep payouts reasonably in line with the underlying value of policies, to ensure fairness between groups of policyholders and to protect the financial position of the fund, and were in line with the PPFM.

Surrender values

During 2010, we broadly set surrender values with the aim of paying 100% of the underlying value less a 5% adjustment that gradually reduces to nil over the last 10 years to maturity. The adjustment is to protect the interests of continuing policyholders from bearing an increased share of the risks in the fund. We reviewed the way we calculate surrender values at the end of 2010 with revised surrender values applying from 1 January 2011. Surrender values include an allowance for final bonus and these final bonus allowances were revised from 1 January 2010, 1 July 2010 and 1 January 2011 in line with changes in final bonus rates.

For former SLUK unitised with-profits pension policies, we normally reviewed market value reductions on a monthly basis during 2010. We apply market value reductions to ensure fairness to all with-profits policyholders, so that surrender values are not unfairly higher than the policies' share of the underlying value of the fund's assets.

In the Board's opinion, the methodology used to determine surrender values has been in line with the PPFM.

Investment strategy

During 2010, we invested the fund in a mix of assets such as company shares (equities), fixed interest stocks (bonds, types of loan usually issued by the Government or companies) and cash deposits. The expected approximate asset mixes for with-profits policies for 2011 are shown below. The asset mix depends on whether policies are former Swiss Life OB, former Swiss Life IB, former Britannic Unit Linked Assurance or former Swiss Life unitised with-profits pensions.

Investment type	Former Swiss Life OB	Former Swiss Life IB	Former Britannic Unit Linked Assurance	Former Swiss Life unitised with-profits pensions
Company shares (equities)	45%	45%	30%	45%
Fixed interest stocks - issued by the UK government (gilts)	28%	28%	25%	28%
Fixed interest stocks – other (including corporate bonds)	27%	27%	32%	27%
Property	0%	0%	0%	0%
Cash	0%	0%	13%	0%
Other	0%	0%	0%	0%

For former Britannic Unit Linked Assurance policies, the expected proportion in cash for 2011 has increased substantially compared to 2010 to reflect that most of these policies mature in the next few years.

For former Swiss Life OB and IB traditional with-profits policies, the fixed interest assets attributed to a specimen policy will reflect the term remaining to that policy's maturity date.

Any yearly statement that we send to with-profits policyholders includes information about the mix of assets for with-profits policies.

The fund also contains investments which back the non-profit business, the cost of guarantees, the cost of smoothing and the estate.

The Board is satisfied that the approach taken in following the investment strategy during the year was broadly in line with the PPFM.

Business risks

There was an annual review by the Board of existing business risk exposure. In the opinion of the Board, appropriate measures were taken to limit the with-profits business exposure to risk to amounts which are fair.

The Board is satisfied that it has managed its business in line with the PPFM, that is, in a prudent manner, having regard to both the risks and rewards of which it is aware.

Expenses and charges

During 2010, expense charges made to the fund have been based on the following principles.

- For former Swiss Life policies, expense charges are levied in line with the requirements of the 2009 Scheme.
- For former Britannic Unit Linked Assurance policies, expense charges reflect as closely as reasonably practical the costs of administering those policies, subject to the terms of the 2009 Scheme.

During 2010, investment management services for the fund were provided by Ignis Asset Management. The charges made for investment management were in accordance with the 2009 Scheme.

We made an appropriate allocation of expense charges to the underlying value of with-profits policies in the fund.

The Board is satisfied that we apportioned a fair share of the direct and other costs we incurred to the fund and that these were in line with the PPFM.

Allocation of taxation

We allocated a share of the provisional amount of tax we incurred to the fund, in line with the PPFM. We calculated this by treating the fund as though it was our only fund. Once we have agreed our tax charge with HM Revenue & Customs (HMRC), we will review the amount of tax we have allocated to the fund to ensure it is fair.

We made an appropriate allocation of tax to the underlying value of with-profits policies in the fund.

Estate management

The fund's estate provides working capital for the fund and supports the running of the fund. The estate is the excess assets that are not needed to support the fund's current and future liabilities. Profits and losses arising from policies in the fund affect the estate, including the cost of providing the guarantees and the cost of smoothing.

As the fund is closed, we aim to ensure a fair and orderly distribution of all the fund's assets including the estate, over the remaining lifetime of the policies in force. While making sure that we have enough working capital to cover the risks in the fund, we expect the estate to run down to zero over time, broadly in line with the remaining lifetime of the policies in the fund.

We have been distributing the fund's estate through a temporary increase in the underlying value of policies that we use to determine bonus rates and surrender values. We reviewed the level of these estate distributions following each half yearly valuation.

In the Board's opinion, the methodology used to calculate the estate has been in line with the PPFM. Furthermore, in the Board's opinion, the distribution of the estate has been in line with the PPFM.

New business

The fund is no longer actively seeking new business. The Board is satisfied that this is in line with the PPFM.

Equity between the fund and shareholders

Our shareholders received a share of the distributed profits equal to one ninth of the value of bonuses we distributed to with-profits policyholders. We charged the fund for any tax arising from the distribution of profits from the fund to the shareholders. The shareholders' share of distributed profits for 2010 was £0.8m.

The Board is satisfied that the shareholders' share of the distributed profits for 2010 is in line with the PPFM.

Changes to the PPFM during 2010

We include a description of the recent changes to the PPFM with any annual statement we issue to with-profits policyholders.

Funds transfer

In February 2011 we transferred the policies of our sister company Phoenix & London Assurance Limited to Phoenix Life Limited. The policies were transferred into a new with-profits fund in Phoenix Life Limited. None of the transferring policies were transferred to the 90% With-Profits Fund. This transfer has not changed the way we manage the 90% With-Profits Fund or the with-profits policies in it.

The funds transfer was subject to reports by the Head of Actuarial Function and the With-Profits Actuary. It was also subject to a report by an independent actuary and the Financial Services Authority did not object. The funds transfer was approved by the High Court.

The February 2011 PPFM for Phoenix Life Limited was updated to allow for this transfer. Changes were made to take account of the transfer, related events and to create a consistent style and presentation. Apart from these changes, the February 2011 Phoenix Life Limited PPFM reflected the existing Phoenix Life Limited PPFM and the PPFM of Phoenix & London Assurance Limited.

Communications to with-profits policyholders

During 2010, we provided with-profits policyholders with key information concerning annual bonuses, investment mixes and changes to the PPFM with their annual statement.

For former Swiss Life IB policies where we do not provide annual statements, we provide this information on request.

Conclusion

It is the opinion of the Board that Phoenix Life Limited including the 90% With-Profits Fund was, in all material respects, managed in accordance with the PPFM over 2010.

The With-Profits Committee has reviewed this annual report to with-profits policyholders and does not wish to make any additional or separate reports.

The Directors of Phoenix Life Limited

June 2011

Report to with-profits policyholders by the With-Profits Actuary of the Phoenix Life Limited 90% With-Profits Fund for the period 1 January 2010 to 31 December 2010

Purpose

The Principles and Practices of Financial Management (PPFM) for Phoenix Life Limited ('the company') is a detailed document which sets out how the company manages its with-profits business.

The company has discretion in a number of areas, such as setting bonuses, policy payouts and surrender values, and in addressing any competing or conflicting rights of policyholders and shareholders.

The purpose of my report to the company's with-profits policyholders of the 90% With-Profits Fund is to give my opinion, as required by the rules of the Financial Services Authority, as to whether the company has taken the interests of these with-profits policyholders into account in a reasonable and proportionate manner in exercising this discretion during 2010.

Conclusion

In my opinion, the company has taken the interests of the with-profits policyholders of the 90% With-Profits Fund into account in a reasonable and proportionate manner in exercising this discretion during 2010.

My opinion is based on the information that the company provided to me during the year.

The Board of Actuarial Standards has published a number of Technical Actuarial Standards (TASs). My report, when considered alongside the information in the company's own report to which my report is annexed, together with other information provided to policyholders in relation to 2010, is intended to comply with TAS R (which relates to the reporting of actuarial information), TAS M (which relates to modelling) and TAS D (which relates to data).

Andrew Burke
Fellow of the Institute of Actuaries
With-Profits Actuary
June 2011

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