Power
LIFE & PENSIONS LIMITED

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Then vs Now

"The only constant in life is change" -
Heraclitus of Ephesus
(c. 535–475 BCE)

In February 2007 we published the company's very first newsletter. A lot has changed in 19 years but the one thing that remains constant is the human desire to protect the things in life that matter most to us. Below we'll take a brief look at the major changes over the years regarding Life Assurance and what that means for you and your loved ones in 2026.

Life Without You?

Taking care of your family is part of our everyday lives. Providing our loved ones with financial security is one way of looking after them. But what would happen if you or your partner were to die suddenly? It may be an uncomfortable thought, but it is easy to put your mind at rest, by ensuring you have adequate Life Assurance Cover. Believe it or not there is still tax relief available on Life Assurance premiums for Self-employed, Co. Directors & senior employees via pension term assurance. The table below is from 2006, it shows how long your Life Assurance cover would have lasted, based on different monthly income requirements.

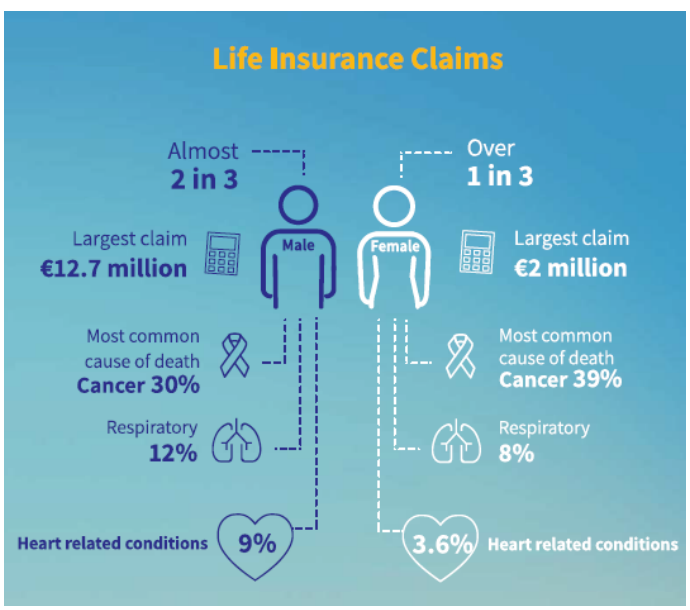
Monthly Income Needed	Capital Sum Required *									
	€100,000	€200,000	€300,000	€400,000	€500,000	€600,000	€700,000	€800,000	€900,000	€1,000,000
€1,500	6 Yrs	13 Yrs 4 Mths	22 Yrs 8 Mths	35 Yrs 5 Mths	55 Yrs 9 Mths	110 Yrs 6 Mths				
€2,000	4 Yrs 5 Mths	9 Yrs 6 Mths	15 Yrs 6 Mths	22 Yrs 8 Mths	31 Yrs 9 Mths	44 Yrs 1 Mth	63 Yrs 5 Mths	110 Yrs 6 Mths		
€3,000	2 Yrs 10 Mths	6 Yrs	9 Yrs 6 Mths	13 Yrs 4 Mths	17 Yrs 8 Mths	22 Yrs 8 Mths	28 Yrs 6 Mths	35 Yrs 5 Mths	44 Yrs 1 Mth	55 Yrs 9 Mths
€4,000	2 Yrs 1 Mth	4 Yrs 5 Mths	6 Yrs 10 Mths	9 Yrs 6 Mths	12 Yrs 4 Mths	15 Yrs 6 Mths	18 Yrs 11 Mths	22 Yrs 8 Mths	26 Yrs 11 Mths	31 Yrs 9 Mths
€5,000	1 Yr 8 Mths	3 Yrs 6 Mths	5 Yrs 4 Mths	7 Yrs 4 Mths	9 Yrs 6 Mths	13 Yrs 9 Mths	14 Yrs 2 Mths	16 Yrs 10 Mths	19 Yrs 7 Mths	22 Yrs 8 Mths
€6,000	1 Yr 5 Mths	2 Yrs 10 Mths	4 Yrs 5 Mths	6 Yrs	7 Yrs 9 Mths	9 Yrs 6 Mths	11 Yrs 4 Mths	13 Yrs 4 Mths	15 Yrs 6 Mths	17 Yrs 8 Mths
€7,000	1 Yr 2 Mths	2 Yrs 5 Mths	3 Yrs 9 Mths	5 Yrs 1 Mth	6 Yrs 6 Mths	8 Yrs	9 Yrs 6 Mths	11 Yrs 1 Mth	12 Yrs 9 Mths	14 Yrs 7 Mths
€8,000	1 Yr	2 Yrs 1 Mth	3 Yrs 3 Mths	4 Yrs 5 Mths	5 Yrs 7 Mths	6 Yrs 10 Mths	8 Yrs 2 Mths	9 Yrs 6 Mths	10 Yrs 11 Mths	12 Yrs 4 Mths
€9,000	11 Mths	1 Yr 10 Mths	2 Yrs 10 Mths	3 Yrs 11 Mths	4 Yrs 11 Mths	6 Yrs	7 Yrs 2 Mths	8 Yrs 4 Mths	9 Yrs 6 Mths	10 Yrs 9 Mths
€10,000	10 Mths	1 Yr 8 Mths	2 Yrs 7 Mths	3 Yrs 6 Mths	4 Yrs 5 Mths	5 Yrs 4 Mths	6 Yrs 4 Mths	7 Yrs 4 Mths	8 Yrs 5 Mths	9 Yrs 6 Mths

Source: Caledonian Life Assurance 01/10/2006 * These values assume the life assurance policy payout is invested returning a growth of 6% per annum and that income requirements will increase in line with inflation of 3% per annum. Assumes first monthly income is taken after one month.

Looking back on the original table from 2006 which was produced by Caledonian Life, rebranded in 2014 as Royal London, the assumed growth rate of investment on the capital sum figure required was about 6% per annum. In 2006, deposit rates in Ireland were rising, driven by ECB hikes, with regular saver accounts reaching up to 5.25% by mid-year. Rates increased further by year-end, with some specialized savings products offering rates as high as 6%.
Whereas now, the growth rate is effectively 50% less in 2026, meaning the length of time your money is going to last is also halved - a sobering thought.
There are also changes in life expectancy. During the period 2005-2007, life expectancy at birth was 76.8 years for males and 81.6 years for females. Based on projections for 2026, Ireland's total life expectancy at birth is expected to be approximately 82.9 years, with males at 81 years and females at 84.9 years. If we're living longer, we need additional income to maintain a comfortable standard of living.

The graphs below are taken from 2025 claim stats published by Irish Life. What's surprising is the average claim amount being €88,942 which would last about 2 years if we were looking to replace a monthly income of €3,000.

The message here is that we need to constantly be reviewing levels of life cover and investment growth rates now more than ever.



Did you know?

Children are **covered under** many of **their parent's plans**.

Because we do not ask for any medical evidence for children when a plan is taken out, certain **restrictions apply to children's cover**. Please ensure to check the plan conditions for full details of children's cover and the amount we pay if a claim arises.

Children are not covered in the first 6 months under some plans unless the death is accident related.

98.7% of death claims paid

Number of claims paid	2,831
Total amount paid out	€265.7 million
Average age of person claiming	68
Average claim amount	€88,942

Source for all claims statistics is Irish Life 2025. Information correct as at January 2026.