

keyfacts[®]

KEY FEATURES OF LIFETIME+

The Financial Services Authority is the independent financial services regulator. It requires us, LV=, to give you this **important information** to help you to decide whether our LifeTime+ plan is right for you. You should read this document carefully so that you understand what you are buying, and then keep it safe for future reference.

LV=

KEY FEATURES OF LIFETIME+

If you'd like this document in Braille, large print, or audiotape, please contact us.

In this Key Features we try to help you, by giving you the key features of the plan. It doesn't contain the full terms and conditions which you will find in our Plan Conditions. LifeTime+ is underwritten by Liverpool Victoria Friendly Society Limited which is part of LV=.



Its Aims

- To pay a lump sum on death, to protect your family, or meet a potential Inheritance Tax liability on your estate.
- To insure yourself, yourself and someone else, or one or two other people.



Your Commitment

To meet your commitment under this plan you need to:

- Choose the amount and type of cover you need.
- Pay your premiums each month by Direct Debit.
- Answer all the questions when you apply carefully and to the best of your knowledge and belief. If you are insuring someone else, you need to ensure that they do the same.
- Tell us if there's any change to the information given when you apply, or any of the supporting documents provided, between the date your application was completed and the date your plan starts.



Risks

- If you don't tell us everything we ask for when you apply, or you don't tell us that the information given has changed before your plan starts, we may cancel it, or may not pay a claim.
- If you stop paying premiums, your cover will stop after 60 days.
- If you choose level cover, your cover is fixed when your plan starts and doesn't change. This means it won't keep up with the rising cost of living (inflation) and will mean the lump sum we pay out on a claim will buy less in the future.
- If the Government changes the tax treatment of protection products like LifeTime+, the amount of cover paid out could change.

WARNING – This plan has no cash-in value at any time.



Important:

When you apply for LifeTime+, it is vital that you answer all of the questions we ask you in the application honestly and in full.

We will cancel your plan if either you or anyone you are insuring act fraudulently, or deliberately provide untrue, inaccurate or misleading information, when you apply for the plan, or when making a claim.

We may also cancel your plan, or may not pay the amount of your cover in full, if had you answered all of the questions we asked you honestly and in full, it would have led us to a different decision about the amount of your cover.

If you're insuring someone else, this also applies to any part of the application that they complete.

If we cancel your plan you are not entitled to a refund of the premiums you have paid.

Questions & Answers

What am I covered for?

LifeTime+ is designed to pay out a cash lump sum when you die. If you're insuring someone else, the plan pays out when they die.

You can insure two people under one plan. If you do, we'll ask you to choose whether you want the plan to pay out:

- when one of the people insured dies (we call this 'first death'); OR
- when both of them die (we call this 'second death').

Remember – if you choose the first death option, and both of the people insured die, we'll still pay out. But if you choose the second death option, we won't pay out until both the people you've insured have died.

This plan covers you for a one-off payment. You can't make more than one claim on it.

Is there anything I'm NOT covered for?

No. LifeTime+ doesn't have any standard exclusions.

Can I apply?

To apply for LifeTime+, when your plan starts:

you must be a UK resident

AND aged 17 to 84.

If you're insuring someone else, they must meet these requirements. If you're insuring two people, they must both meet them.

You can only insure someone else if you'll suffer financially on their death. We call this 'insurable interest'. If you're insuring your spouse or civil partner you automatically have an insurable interest.

How much cover can I have?

The minimum amount of cover you can choose is £10,000, and the minimum premium is £10 a month.

When does my plan end?

LifeTime+ is a whole of life plan which means that unless you stop paying your premiums, your cover will continue until a claim is made.

However if you reach 100 years old, we believe that you will have paid your fair share of premiums. So we won't ask you to pay any more premiums from the plan anniversary after your 100th birthday, but your cover will continue for the rest of your life.

If you're insuring someone else, this applies after their 100th birthday. And if you're insuring two people, it applies when they've both reached 100!

We've explained this in more detail for you in Condition B5 of the Plan Conditions.

What types of cover can I choose?

You can choose:

Level cover

This means the amount of cover and the premium you pay is fixed when your plan starts, and doesn't change. This means it won't keep up with inflation and will be worth less in the future.

Inflation-linked cover

This means that the amount of cover and the premium you pay will both go up each year in line with inflation. By choosing inflation-linked cover you can help ensure that your cover will go up as the cost of living goes up.

How will I know if I have enough cover in the future?

It's a good idea to check your plan each year to make sure you have enough cover, as your financial or personal circumstances might change. Remember that if you choose level cover, inflation will mean that the amount of cover you choose now will buy less in the future. Your financial adviser will be able to help you with this.

Can I increase my cover?

Yes. You can increase your cover at any time. Normally, increases will depend on your health at the time you want to increase your cover and the terms and conditions that apply at that time. But in some circumstances you can increase your cover without having to complete a new application. We've explained this in more detail in Condition B2 of the Plan Conditions.

What if I can't pay my premiums?

We give you 60 days from the due date for you to pay a premium. Normally, if you stop paying your premiums, your cover will stop and you won't get anything back.

However, you may be able to insure your premiums, if you wish. We call this Waiver of Premium. Please see the section on Waiver of Premium cover later on in this document for more information.

What about claiming?



We understand that this will be a stressful time for your friends and family, so we've tried to make this as easy as we can.

The person claiming can do so at any time after your death. However, we do recommend that they let us know about a claim as soon as possible, so we can pay them quickly. They can make a claim by phoning 0800 028 6333 (for Textphone, dial 18001 first). We may record and/ or monitor calls for training and audit purposes. Or, they can write to us at: Claims Department, LV=, Pynes Hill House, Rydon Lane, Exeter, EX2 5SP



If you're insuring someone else, you can claim when they die, using the same contact details given above.

Who gets the money?

Who we pay out the lump sum to on death depends on how you set up your plan. We've explained each scenario in the table below.

Who's insured?	Who normally gets the money?
Just you	It goes to your estate.
You and someone else (on a first death basis) if you apply as joint owners	It goes to the surviving plan owner.
You and someone else (on a second death basis) if you apply as joint owners	It goes to the estate of the second person insured when they die.
Someone else	It goes to you.
Two other people (on a first death basis)	It goes to you when one of the people insured dies.
Two other people (on a second death basis)	It goes to you when both of the people insured have died.

Of course, if you put your plan in trust then the money will go to the trustees, and if you've given it away it will go to the new owners.

How is the payment from this plan taxed?

Inheritance Tax – This depends on how you've set up your plan. If you're insuring yourself, the lump sum we pay out when you die will usually go into your estate. This means that Inheritance Tax could apply to the part of your estate that is worth more than £325,000. But the good news is, if your estate is less than £325,000 it won't apply! Remember that £325,000 is the amount that applies for tax year 2009/10, and for tax year 2010/11 too.

Your estate is the total value of your all your assets (for example your home, your savings, and your personal belongings) less any debts you owe (for example a mortgage or outstanding credit card bill). It can also include assets you've already given away.

The following example may help you work out how much Inheritance Tax would need to be paid when you die.



Brian is divorced. He owns his own home, worth £300,000. His personal belongings – including antique furniture, a car, and his designer watch – are worth £100,000 in total. Brian also has savings of £75,000 and a LifeTime+ plan with cover of £10,000. He has no debts.

When Brian dies in May 2010, he leaves everything to his daughter, Sally, in his will.

Brian's total estate is worth £485,000.

$(£300,000 + £100,000 + £75,000 + £10,000)$.

As this is more than £325,000, Sally will have to pay Inheritance Tax on part of Brian's estate.

The amount of the estate that Inheritance Tax applies to is £160,000.

$(£485,000 - £325,000)$.

Inheritance Tax is currently 40%. So Sally will have to pay £64,000 Inheritance Tax before she receives the money and property from Brian's estate.

$(£160,000 \times 40\%)$.



Inheritance Tax can be pretty complicated. If you think your estate might be affected, it's a good idea to ask your financial adviser about it.

If you're insuring someone else, the lump sum we pay out will go straight to you, because you're the owner of the plan. This means that it isn't included in the estate of the person insured, so no Inheritance Tax will apply.

Of course, if you're insuring two people, it's not so simple! Your financial adviser will be able to advise you on how Inheritance Tax will apply to your personal circumstances.

Income Tax and Capital Gains Tax – Income tax and capital gains tax won't apply to the payment we make.

How much tax you pay depends on your personal circumstances. Any references to tax are based on our understanding of the current laws and HM Revenue & Customs practice. However, the Government does change things and any changes could affect your plan!

Are there any charges?

Your premium includes a monthly administration charge of £2.00.

How much will the advice cost?

Your financial adviser will give you details about the cost. The amount will depend on the size of the premium. The cost of the advice you receive is included in your monthly premium.

Can LV= change the premium I pay?

No. Your premium is guaranteed. This means it will not change, unless you have chosen inflation-linked cover. If you have chosen inflation-linked cover, then both your premium and your amount of cover will only increase by inflation each year.

What is Waiver of Premium?

Waiver of Premium insures your premiums if you are unable to work because of accident or sickness. This means that your Lifetime+ premiums would continue to be paid on your behalf if you suffered an accident or sickness which left you unable to work for longer than the waiting period you have chosen. Or, if you're insuring someone else, it'll pay your premiums if the person insured is unable to work.

There are three ways we can measure whether you are unable to work; we call these Own Occupation, Suited Occupation and Work Tasks cover.

Own Occupation cover means we will pay the premiums on your behalf if, because of an accident or illness, you are unable to do your normal job. You would not be expected to go back to work in a different job – for as long as you are unable to do your normal job, we'll continue to pay out.

Suited Occupation cover means we will pay the premiums on your behalf if, because of accident or illness, you are unable to do your normal job. The difference is that after we have paid a claim for 26 weeks, we would stop paying it, if you are well enough to return to work in an occupation that you are suited to because of your skills or training. This is despite the fact that you may still not be well enough to do your normal job.

Work Tasks cover means we will pay the premiums on your behalf if, because of an accident or illness, you are totally unable to carry out 3 or more tasks from a list of everyday activities.

The cover we can offer depends on your job when you take out Waiver of Premium. We'll confirm your type of cover when you apply. You can apply for Waiver of Premium on your Lifetime+ application.

Full details of this cover are included in our Waiver of Premium Policy Summary and Waiver of Premium Policy Conditions.

Could LV= cancel my plan?

Whilst the vast majority of our customers are honest, we do have to protect ourselves (and our customers) against the effect of fraudulent claims.

We will cancel your plan if either you or anyone you are insuring act fraudulently, or deliberately provide untrue, inaccurate or misleading information when you apply for Lifetime+, or when making a claim.

This means we can cancel your plan, or not pay the amount of your cover in full, if we determine that you would have known, or ought to have reasonably known, the true answer to a question we ask you, but have deliberately provided a false answer.

So, when you apply, please take care to answer all of the questions as accurately as you can.

We've explained when we can cancel your plan in more detail in Section B11 of the Plan Conditions.

Can I change my mind?

Yes, you can cancel your plan at any time. If you change your mind within 30 days of it starting, we'll refund your premiums. If you cancel at any other time, your cover will end and you won't get anything back. Your plan has no cash-in value at any time.

To cancel your plan please call us on 0845 640 5723 (for textphone dial 18001 first). We may record and/ or monitor calls for training and audit purposes. Or you can write to us at LV=, Pynes Hill House, Rydon Lane, Exeter, EX2 5SP

How do I complain?

If you have a complaint about any part of the service you receive from us, it's important that we know about it, so we can help put things right. You can let us know by calling us on 01202 292333 (for textphone, dial 18001 first). Or, you can write to us at: Box 2, LV=, County Gates, Bournemouth. BH1 2NF. Your complaint will be dealt with promptly and fairly and in line with the Financial Services Authority's requirements, and if you want more information on how we handle complaints, please contact us.

We hope that we will be able to resolve any complaint that you have, but if you aren't happy with the outcome you can refer your complaint to the Financial Ombudsman Service. If you make a complaint it won't affect your right to take legal action.

FURTHER INFORMATION

Retail Clients

We are required by our regulator, the Financial Services Authority, to categorise our customers to determine the level of protection they will receive. If you take out the LifeTime+ plan described in this Key Features document we will treat you as a retail client. This gives you the highest level of protection available under the Financial Services Authority rules.

What would happen if LV= got into financial trouble and wasn't able to pay out?

We've been in business since 1843, and take great care to manage our affairs sensibly. If we ever did get into financial trouble and couldn't honour our commitments, you would be entitled to compensation from the Financial Services Compensation Scheme.

The compensation you could get depends on the type of product you have. For this type of plan, the scheme covers 90% of the claim.

For more information go to www.fscs.org.uk or call 020 7892 7300. For life assurance, the scheme's first responsibility is to seek continuity of cover rather than to pay compensation.

Law

LifeTime+ is governed by the law of England and Wales and the courts for that part of the UK where you live. We will always communicate in English.

