

The Asda Over 50s Life Cover Funeral Benefit Option

**£300
EXTRA**
towards funeral
expenses



In partnership with



**MOST
TRUSTED**
LIFE INSURANCE
COMPANY

ASDA money

The Asda Over 50s Life Cover Funeral Benefit Option

Many of our customers choose to use their Over 50s Life Cover plan to help pay towards the cost of their funeral.

If that's what you're thinking of doing then the Funeral Benefit Option is a great way to:

- Guarantee an additional £300 contribution (funeral must be conducted by a Dignity Funeral Director).
- Ease the financial cost for your family.
- Make things easier for your loved ones.
- Costs no extra and quick and easy to set up.

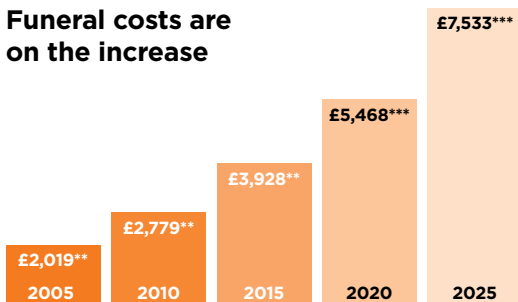
The Funeral Benefit Option has been designed specifically to help pay towards funeral costs. There's no need to worry if your funeral costs less than your cash lump sum as the difference will be paid to your estate. **Please be aware that if you have already taken out the Funeral Benefit Option on a previous plan, you may not be able to take out this option on further plans.**

The rising cost of funerals

Many people underestimate how expensive funerals can be. Our research has shown that the average cost of even a basic funeral in the UK in May 2016 was £4,229.** However, there are many extras to think about, such as a church service, flowers and funeral cars for family members. In 2016, this could have pushed the cost of a funeral up to as much as £5,144.**

Even more worryingly, as the chart below shows, we estimate that this figure will increase to £7,533 by 2025.***

Funeral costs are on the increase



** Source: LV= cost of a funeral research – Breaking Blue Research, May 2016 (based upon a sample of 100 UK Funeral Directors).

***This is a projection based on the rise of funeral costs between 2005 & 2016, using a yearly rate of 6.63%. Please be aware that this is only a projection based on the LV= cost of a funeral research, May 2016 (this figure could increase or decrease based on market conditions).

Why choose the Funeral Benefit Option?

- ✓ Guarantee an additional £300 contribution towards your funeral (funeral must be conducted by a Dignity Funeral Director)
- ✓ Eases the financial worry for your family
- ✓ Makes things easier for your loved ones
- ✓ Won't cost you a penny extra

Why we chose Dignity...

Dignity is one of the UK's leading providers of funeral related services. With more than 770 branches across the UK, they are at the heart of many local communities. Last year alone they conducted over 73,500 funerals, taking pride in the fact that each service was uniquely tailored to the individual and their loved ones.

in partnership with



...and what happens when you select the Funeral Benefit Option

- You choose to charge your plan to Dignity
- Within 28 days, Dignity sends you a Welcome Pack containing all the information you and your family will need. Your family then only need to make one call, enabling a Dignity Funeral Director to make all the arrangements
- Your cash lump sum is paid directly to the Dignity Funeral Director and Dignity add an additional £300 contribution towards the cost of your funeral
- If your cash lump sum is more than the cost of the funeral, Dignity's additional £300 contribution will be deducted from the actual cost of the funeral

The Funeral Benefit Option - FAQs

Can my loved ones use any funeral director and still receive the Funeral Benefit Option?

No, to receive the Funeral Benefit Option from Dignity on your cash lump sum you have to use a Dignity Funeral Director. But there are over 770 Funeral Directors throughout the UK, many of whom have served their local communities for generations.

Should I tell my loved ones I have taken out this Funeral Benefit?

Yes, it's important to let people know your intentions. If your funeral is organised with an alternative provider, your loved ones will not receive the additional £300 contribution from Dignity. The money that would have gone to Dignity will go to your estate instead.

What if I decide the Funeral Benefit Option isn't right for me?

You can change your mind at any time by simply contacting Dignity. The charge on your plan will be released and your Asda Over 50s Life Cover plan would continue as normal (without the Funeral Benefit Option from Dignity).

Can I 'charge' more than one plan to Dignity?

If your Funeral Benefit Option is an additional £300 contribution, you can charge multiple Asda Over 50s Life Cover plans to Dignity but you will only receive one £300 contribution on the first plan that you charge to Dignity.

If your Funeral Benefit Option is a fixed contribution of up to 10%, you cannot charge any further Asda Over 50s Life Cover plans to Dignity as this Funeral Benefit Option is no longer available. However, if you would like to take out another Asda Over 50s Life Cover plan, the cash sum paid when you die can still be used to help towards the cost of your funeral. Your family could use this to pay any outstanding balance directly to the Dignity Funeral Director.

Please note, if you have an Over 50s plan with more than one company within the LV= Group brands, you will only be able to charge one of your plans to Dignity. These brands include; Asda, Readers Digest, RAC, Standard Life and Great Deal. If you're not sure if a plan is eligible for Funeral Benefit please call us on 0800 202 8106 and we'll be happy to help.

What happens if I die within the first 12 months?

Whilst you can charge your Asda Over 50s Life Cover plan today, you won't be entitled to your Funeral Benefit until you've held your plan for 12 months. If you were to die within 12 months of your Asda Over 50s Life Cover plan starting, we may only pay out what you've paid in, without interest. In this instance Dignity would release the 'charge', and the proceeds of your plan would be paid to your estate and not to Dignity. However, if your loved ones arrange your funeral with a Dignity Funeral Director, Dignity would still be happy to offer the additional £300 contribution, but your Next of Kin would need to pay for your funeral at the time.



The Funeral Benefit is provided by Dignity Funerals Limited, a company registered in England and Wales. No. 00041598. VAT registered No. 486 6081 14. Registered Office: 4 King Edwards Court, King Edwards Square, Sutton Coldfield, West Midlands, B73 6AP Telephone No. 0121 354 1557. Fax No 0121 355 8081. Part of Dignity plc. A British Company. The funeral service is provided by Dignity who is not regulated by the Financial Conduct Authority or the Prudential Regulation Authority, but is a member of the National Association of Funeral Directors.

To choose this option, tick the Funeral Benefit Option box on the application form

Asda that LV= may pass on my personal information to the relevant authorities for the purpose of processing and administering the plan. I have read the enclosed materials and I am aware that this is subject to the laws of England and Wales.

Please confirm your choice by ticking one of the boxes below and signing your name.

I wish to charge my Asda Over 50s Life Cover plan to my credit card.

I do not wish to charge my Asda Over 50s Life Cover plan to my credit card.

Signature _____

You don't complete the date above we'll be happy to receive it.

Direct Debit Information

Does your partner also qualify?

Yes, my partner also qualifies for the plan.

No, my partner does not qualify for the plan.

ASDA SQUEEZING YOUR MONEY EVERY DRY

Why Asda Over 50s Life Cover makes sense...

All this is Guaranteed:

- ✓ Guaranteed acceptance for UK residents aged between 50 and 80
- ✓ No medical and no intrusive questions
- ✓ You're covered in full after just 12 months
- ✓ Choosing the Funeral Benefit Option means an additional £300 contribution - at no extra cost to you
- ✓ Family access to our Care Line before and after your death

Things to consider

- You need to bear in mind that the cover is fixed, so inflation means it will buy less in the future
- Your plan will only pay out the premiums you've already paid in if a claim is made within the first 12 months
- This isn't a savings plan, so there is no cash-in value
- If you cancel your policy at any time, you won't get any money back and there will be no claim when you pass away
- With our uncapped option it is possible to pay in more than is paid out
- To ensure that you never pay more than is paid out, you can choose our guaranteed (capped) plan. Prices start from £15 depending on age, and premiums stay fixed for the duration of your plan

Asda Money is a trading name of Asda Financial Services Limited. Asda Financial Services Limited uses a selection of companies to provide its products and services. Please refer to www.ASDA.com/money for details of our product partners and the relevant terms and conditions for each of our products and services.

Liverpool Victoria Friendly Society Limited: County Gates Bournemouth BH1 2NF.

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Just fill in the application form
Call 0800 202 8106
or Visit Asda.com/over50s

For textphone, dial 18001 first.

You can get this and other documents from us in Braille and large print by contacting us. Lines open 9am to 5pm Monday to Friday. Calls may be recorded and/or monitored for training and audit purposes.