

# Press release

5 January 2009



## Lincoln sees increase in demand for retirement products with flexible options

***Lincoln i2Live* sees a 30 per cent increase in enquiries as more people recognise  
the value of flexible retirement pension products**

**42 per cent of people admit to not knowing the risks to consider when buying an annuity**

Lincoln Financial Group has revealed a recent uplift in enquiries for its flexible retirement product *Lincoln i2Live*\*. Recent market turbulence has had a severe effect on UK pension pots and the increase in enquiries of *Lincoln i2Live* show that people are now seeing the value of retirement products that can offer a level of security through an income guarantee option.

Lincoln research\*\* shows that despite the growing interest in flexible retirement products 66 per cent are not aware of the options such as variable annuities available to them. The research also shows that 42 per cent do not understand the main risks that face them when choosing an annuity.

**Simon O'Connor, Head of Product and Marketing at Lincoln Financial Group**, said: *"As retirees have seen their pension pots dramatically decrease over the past six months they are now recognising the value of retirement products with income guarantees. Lincoln i2Live offers clients an Income Guarantee Option which can be turned on or off depending on market conditions, changing client needs and attitudes to risk.*

*"As more products are launched into the alternative retirement product space it is important that providers recognise the need to support advisers in their understanding of where these products fit in the market place. We have been committed to this since Lincoln i2Live's launch last year and we will continue to work with IFAs to educate them on the benefits and flexibility that these products can offer."*

Lincoln Financial Group offers customers a range of flexible options to take them through each stage of retirement planning, including a personal pension plan for consolidation, an income drawdown for income flexibility and an investment-linked flexible annuity to continue income and investment flexibility after age 75. *Lincoln i2Live* offers *i2Live Accumulator*, *i2Live Drawdown* and *i2Live Annuity* under one umbrella, and allows customers to move from one product to the next to suit their circumstances.

Since *Lincoln i2Live* was launched last year, Lincoln has made a number of improvements to the product following ongoing feedback from IFAs on the needs and requirements of customers. These include a smaller annual plan fee, lower minimum investment, wider age of entry for *i2Live* Annuity with the Income Guarantee Option, and greater flexibility of the Income Guarantee Option.

**This press release is intended for investment professionals and journalists and should not be relied upon by private investors or any other investors. *Lincoln i2Live* is a product range issued by Lincoln Assurance Limited. Full consumer product information can be found at [www.lincolnuk.co.uk](http://www.lincolnuk.co.uk).**

**Ends**

### **Notes to editors**

#### **Source**

\* *Lincoln i2Live* enquiries increased by 30% in November compared to the previous month

\*\*Opinium Research carried out an online poll of 2,226 British adults between 31 August and 2 September 2008. Results have been weighted to nationally representative criteria

#### **Contact:**

[Pressenquiries@lincolnuk.co.uk](mailto:Pressenquiries@lincolnuk.co.uk)

|  |                |
|--|----------------|
| Clare Maiden, Lincoln Financial Group  | 01452 637080   |
| Carol Watkins, Lincoln Financial Group   | 01452 637175   |
| Rachel O'Hare, Lansons Communications<br><a href="mailto:RachelO@Lansons.com">RachelO@Lansons.com</a>          | 0207 7294 3625 |
| Jennifer Comerford, Lansons Communications<br><a href="mailto:JenniferC@Lansons.com">JenniferC@Lansons.com</a> | 0207 7294 3678 |

### **About Lincoln Financial Group**

Lincoln Financial Group is the UK business name of Lincoln National (UK) PLC and its UK subsidiary companies.

Lincoln National Corporation, the parent group, is listed as LNC on the New York Stock Exchange and is one of the world's largest organisations, placed in the FT Global 500 in 2007. Lincoln National Corporation was founded in 1905 and has a proud heritage of over 100 years financial strength and security, with long term credit ratings\* (as at 27 August 2008) of 'A+' from Standard & Poor's, 'a' from AM Best, 'A+' from Fitch and has assets under management of more than \$221 billion (as at 30 June 2008) and more than \$10.6 billion in annual revenues (for the year ended 31 December 2007).

The UK operation dates back to 1934 with assets under management of £4.74 billion (as at 30 June 2008). Lincoln in the UK is passionate about doing the best for its customers at or in retirement, by bringing to the market reliable and flexible solutions which enable transition through retirement, protecting and enhancing wealth to enjoy an income for life. It serves the needs of customers nationwide either direct or through financial advisers and is dedicated to building excellent customer service.

In the UK, Lincoln Financial Group includes Lincoln Assurance Limited, Lincoln Investment Management Limited and Lincoln Unit Trust Managers Limited, which are each authorised and regulated by the Financial Services Authority. Any information offered will relate to the life assurance, pension and unit trust products and services of the Lincoln Financial Group, or may relate to other types of products or services of carefully selected partner companies not part of the Lincoln Financial Group. No personal financial advice or recommendations will be given.

\* All ratings have a “stable” or creditwatch positive outlook as defined by the respective agencies.