

FINALIST IN THE MONEYMATE AND KPMG AWARDS 2006, 2007 & 2008



INVESTMENT

PENSION

ARF/AMRF

6%

Deposit Interest
over 12 Months

BCP 50/50 SPLIT DEPOSIT BOND 3

50% placed in a 12 month **High Yield Deposit Account**
Paying a fixed deposit rate of 6% gross (6% AER)

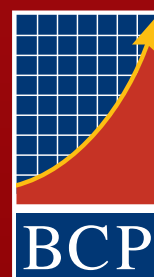
Plus 50% invested in a 4 year **Capital Secure Global Equity Bond**

CAPITAL SECURITY PROVIDED BY BANK OF IRELAND

BCP SERVING INVESTORS FOR OVER 40 YEARS

CLOSING DATE 9TH DECEMBER 2011

www.bcp.ie invest@bcp.ie



Asset Management

Serving investors since 1969

THE BCP 50/50 SPLIT DEPOSIT BOND 3

These innovative bonds offer investors a two tier investment package. 50% is placed in a 12 month high yield deposit account which assures investors of a 6% gross gain (6% AER). 50% is invested in a 4 year Capital Secure Global Equity Bond, with 2 versions to choose from.

HOW THE BONDS WORK

12 MONTH HIGH YIELD DEPOSIT ACCOUNT

50% of the BCP 50/50 Split Deposit Bond 3 is placed in a 12 month deposit account which assures investors of 100% capital security provided by Bank of Ireland and assures investors of a 6% gross gain (6% AER) on the deposit element.

At the end of 12 months, on 22nd December 2012, 50% of the investment amount along with interest of 6% gross (6% AER) will be paid out to investors. Where applicable, interest will be paid after deduction of Deposit Interest Retention Tax (DIRT) currently 27%.

200/100 GROWTH BOND

50% is allocated to the basket which is equally weighted between each of the 25 shares. At the end of the 4 year Investment period, the percentage performance (gain or loss) of each share is calculated (the increase in each share in the basket being limited to 40%). The average performance of the 25 shares is then calculated and this percentage will then be multiplied by 200% or 100% to determine the Interest to be added to the capital amount secured in each bond.

In order to protect the performance of the basket from short-term volatility in stock markets towards the end of the Term, the Final Price will reflect the average price of each share on a monthly basis over the final 6 months of the Term. The effect of averaging is to protect returns in a falling market but conversely it may restrict growth in a rising market.

THE BCP 200 GROWTH BOND

90% Capital Security provided by Bank of Ireland

The 200 Growth Bond will pay investors 200% of the average growth achieved by the equity basket of 25 shares, the return being capped at 70%, equivalent to 17.5% gross per annum (CAR 14.2%) over the 4 year investment Term.

Calculation of Return

50% of your investment is allocated to the basket which is equally weighted between each of the 25 shares. Whatever the growth in the shares in the equity basket up to 40% over the investment Term, the 200 Growth Bond will double the growth. This is added to the minimum amount (90% of this portion of your investment) that is capital protected. For example, if the basket performance is 40%, the return to investors will be 90% of the invested amount plus 80% (2 x 40%) to give the total maximum return of 70%. If the basket performance is less than 5% over the 4 year investment Term, you will receive back between 90% and 100% of this portion of your investment. In any event, Bank of Ireland will pay at least 90% of the portion invested in this part of the Bond.

EXAMPLE RETURN:

If the basket performance is 32% the return to investors will be 90% of the invested amount plus 64% (2 x 32%) giving a gross return of 54%, equivalent to 13.5% per annum (CAR 11.4%) (37.8% after DIRT at 30%).

WARNING: The basket performance figures used above are for example purposes only. They are not a reliable guide to the future performance of this investment. If you invest in the BCP 200 Growth Bond you could lose 10% of the money you put in.

THE BCP 100 GROWTH BOND

100% Capital Security provided by Bank of Ireland

For investors who want higher capital security, the 100 Growth Bond will return 100% of the average growth from the same basket of shares capped at 40%, equivalent to 10% gross per annum (CAR 8.8%) over the 4 year investment Term.

Calculation of Return

50% of your investment is allocated to the basket which is equally weighted between each of the 25 shares. In this case, whatever the growth in the shares in the equity basket up to 40% over the investment term, this growth is used to calculate the return in the Bond. Again, if the average performance is 40%, the return to investors will be 100% of the invested amount plus 40% to give the total maximum return of 40%. Even if the equity performance is negative over the Term of the Bond, Bank of Ireland will pay 100% of the portion invested in this part of the Bond.

EXAMPLE RETURN:

If the basket performance is 32% the return to investors will be 100% of the invested amount plus 32% giving a gross return of 32%, equivalent to 8% per annum (CAR 7.2%) (22.4% after DIRT at 30%).

WARNING: The basket performance figures used above are for example purposes only. They are not a reliable guide to the future performance of this investment.

Note: CAR is the Compound Annual Return and illustrates what the gross interest would be if the Interest was paid and re-invested each year.

TAXATION

Under current legislation, the gross interest earned on the high yield deposit account will be paid after deduction of Deposit Interest Retention Tax (DIRT) at 27%, and the gross interest earned on the 200/100 Growth Bond will be paid after deduction of DIRT at 30%. This will apply at maturity and will be deducted at source. However, certain non resident investors, credit unions, charities, pensions and companies may apply to receive returns gross without deduction of tax.

The Finance Act 2007 (as amended by the Finance Act 2011), allows the operation of DIRT free accounts for investors aged 65 years or over, whose income is under €18,000 (or €36,000 for married couples). Investors should satisfy themselves in relation to Revenue reporting requirements and the implications of non-disclosure where required.

MINIMUM INVESTMENT €10,000

EXCELLENT TRACK RECORD

BCP Asset Management has specialised in Capital Secure Bonds for over 18 years and its track record in this field is excellent.

PERFORMANCE OF BCP SPLIT DEPOSIT BONDS

BOND NAME	LAUNCHED	CAPITAL SECURITY	EQUITY BASKET GROWTH	GROSS INTEREST
Split Deposit Bond 1	Sept. 2008	100%/90%	0%	0%
Split Deposit Double 2	Nov. 2008	100%	13%	27%
Split Deposit Quadruple 2	Nov. 2008	90%	13%	53%
Split Deposit Double 3	Dec. 2008	100%	10%	21%
Split Deposit Quadruple 3	Dec. 2008	90%	10%	41%
Split Deposit Double 4	Mar. 2009	100%	13%	27%
Split Deposit Quadruple 4	Mar. 2009	90%	13%	54%
Split Deposit Double 5	June 2009	100%	11%	22%
Split Deposit Quadruple 5	June 2009	90%	11%	44%
Split Deposit Double 6	Sept. 2009	100%	1%	2%
Split Deposit Quadruple 6	Sept. 2009	90%	1%	5%
Split Deposit Double 7	Nov. 2009	100%	1%	1%
Split Deposit Quadruple 7	Nov. 2009	90%	1%	2%
Split Deposit Bond 8	Dec. 2009	100%/90%	0%	0%
Split Deposit Bond 9	Mar. 2010	100%/90%	0%	0%
Split Deposit Double 10	June 2010	100%	3%	5%
Split Deposit Quadruple 10	June 2010	90%	3%	10%
Split Deposit Double 11	Aug. 2010	100%	9%	19%
Split Deposit Quadruple 11	Aug. 2010	90%	9%	38%
Split Deposit Double 11B	Sept. 2010	100%	8%	15%
Split Deposit Quadruple 11B	Sept. 2010	90%	8%	30%
Split Deposit Double 12	Nov. 2010	100%	5%	11%
Split Deposit Quadruple 12	Nov. 2010	90%	5%	21%
Split Deposit Double 14	Dec. 2010	100%	1%	2%
Split Deposit Quadruple 14	Dec. 2010	90%	1%	4%
Split Deposit Double 14B	Dec. 2010	100%	1%	2%
Split Deposit Bond 15	Apr. 2011	100%/90%	0%	0%
Split 50:50 (100%) Bond 1	Jun. 2011	100%	6%	6%
Split 50:50 (200%) Bond 1	Jun. 2011	90%	6%	11%

The above gross interest figures exclude the interest earned on the 12/18 month fixed deposit portions of each Split Deposit Bond. The above gross interest figures are not indicative of the returns that may be earned on the maturity of the new bonds offered. The return on each bond shown above is calculated by adding gross interest to the capital secure amount. Figures are stated gross of DIRT, where applicable. The above table shows gross interest as at 4th July 2011. Source: BCP Asset Management Limited.

BASKET OF COMPANIES

COMPANY	BUSINESS SECTOR
Allergan	Health Care
Belle International	Consumer
Cardinal Health	Health Care
China Merchants Bank	Financials
Coca Cola	Consumer
ConocoPhillips	Energy
Cummins	Industrials
EMC	Technology
Fanuc	Industrials
General Electric	Industrials
ICBC	Financials
Johnson & Johnson	Health Care
JP Morgan	Financials
Komatsu	Industrials
Microsoft	Technology
Monsanto	Agricultural
Qualcomm	Technology
Royal Dutch Shell	Energy
Samsung	Technology
Schlumberger	Energy
Siemens	Industrials
Syngenta	Agricultural
Unilever	Consumer
Vale	Materials
Xstrata	Materials

Blue Chip Equity Basket

The basket provides you with a readymade portfolio of 25 high quality companies that represent our investment team's 'best picks' today. The selection focuses on large cap companies with strong cashflows, exposure to both Developed and Emerging Markets and with sustainable long term growth prospects. The basket is invested in blue chip industry leaders which we believe offer attractive investment opportunities.

Suitability

The Bonds are not suitable for investors who require regular income or require access to their capital before maturity. The Bonds are suitable only as a capital growth investment. The return on the part invested in the 200 and/or 100 Growth Bond will depend on the performance of the underlying equity basket. No withdrawals may be made before the end of the 12 month and 4 year Terms (22nd December 2012 and 22nd December 2015 respectively).

Charges

BCP Asset Management receives a fee for the design, manufacture and ongoing administration of the BCP 50/50 Split Deposit Bond 3. This fee is covered within the terms offered on each Bond.

No Currency Risk

The BCP 50/50 Split Deposit Bond 3 is not exposed to foreign currency hence there will be no currency risk or hedging cost.

Capital Security

The BCP 50/50 Split Deposit Bond 3 is a deposit based investment and capital security is provided by Bank of Ireland.

AWARDS

This success enjoyed by investors has been formally recognised. BCP were finalists in both the KPMG and the Moneymate Investment awards for 2006, 2007 and 2008.



WARNING: Past performance is not a reliable guide to future performance.
WARNING: The value of your investment may go down as well as up. You may get back less than you put in.

PENSION

ARF/AMRF

VERSIONS ALSO AVAILABLE

CLOSING DATE: 9TH DECEMBER 2011

TERMS & CONDITIONS

1. Definitions

- 1.1 'you/your/investor' means the customer(s) who is/are investing funds in the BCP 50/50 Split Deposit Bond 3.
- 1.2 'the Bond' means the BCP 50/50 Split Deposit Bond 3 provided by BCP in accordance with these Terms and Conditions.
- 1.3 'the 12 month Term' means the duration of 50% of the Investment which is placed in a 12 month high yield deposit account commencing on 22nd December 2011 and maturing on 22nd December 2012.
- 1.4 'the 4 year Term' means the duration of 50% of the Investment which is placed in a 4 year 200 and/or 100 Growth Bond commencing on 22nd December 2011 and maturing on 22nd December 2015.
- 1.5 'Interest' means the gross interest calculated in accordance with Section 7 below.
- 1.6 'the Bank' means The Governor and Company of the Bank of Ireland and its successors, assigns and transferees.
- 1.7 'BCP' means BCP Asset Management Limited and its successors, assigns and transferees.
- 1.8 'The Equity Basket' means the 25 shares listed in this brochure.

2. Confirmation of Identity (New & Existing Clients)

Further to the money laundering provisions of the Criminal Justice (Money Laundering & Terrorist Financing) Act 2010 clients must provide with their application (1) copy passport or full drivers licence certified by one of the following: Garda Síochána/Accountant/Solicitor/Notary Public/Embassy-Consular Staff Member/Authorised Financial Service Provider and (2) original address verification (e.g. utility bill) dated within the last 6 months. Please note this applies to existing as well as new clients. Additional documentation will be required for corporate, pension and charitable organisation applicants.

3. Your Investment

- 3.1 BCP will lodge your investment in the Bond to a clearing account at the Bank. The funds will then be swept to a client asset account with the Bank in the name of BCP. You will receive a confirmation from the Bank of your investment in the Bond.
- 3.2 At the end of the 12 month Term, the capital placed in the high yield deposit account together with 6% gross interest (6% AER) will be returned less DIRT if applicable. At the end of the 4 year Term, on advice from BCP the Bank will pay (1) 90% of the original capital invested in the 200 Growth Bond and/or (2) 100% of the original capital invested in the 100 Growth Bond, together with any Interest earned.
- 3.3 The Bond is not sponsored, endorsed, sold or promoted by any of the companies included in the Equity Basket described in this brochure. These companies have no obligation or liability in connection with the administration, marketing or trading of this product.
- 3.4 Your money is not invested in the shares of the companies in the Equity Basket and, therefore, the investment does not benefit from any dividends paid by the companies.

4. Availability

- 4.1 The closing date for applications is 9th December 2011, or earlier if fully subscribed.
- 4.2 The minimum investment is €10,000.
- 4.3 The Bond is available to individuals who are aged 18 or over investing on their own behalf, credit unions, charitable bodies, companies and pension funds. Individuals under 18 may be facilitated by way of a flexible trust.

5. Cooling Off Period

You have the right to cancel this contract prior to the Closing Date of the Bond. If you wish to cancel, written notice must be received by BCP Asset Management Limited at 71 Upper Leeson Street, Dublin 4 within two weeks of your application but no later than 9th December 2011.

6. Withdrawals

- 6.1 No withdrawals may be made from the Bond before the end of the 12 month and 4 year Terms.
- 6.2 In the event of death of a sole investor prior to the expiry of the 12 month or 4 year Term:
 - (a) the Bond may be transferred into the names of the deceased investor's personal representatives or of any other person nominated by such personal representatives, or
 - (b) the Bond may be redeemed, subject to normal probate regulations, at its realisable value as determined by BCP and the Bank, which may be more or less than the capital secure amount.
- 6.3 Where the Bond is held in joint names, it will, upon the death of one of the investors and upon production of such evidence of death as BCP or the Bank require, be transferred into the name(s) of the surviving investor(s).
- 6.4 Where an investment is made on behalf of a self directed or self administered pension plan, in the event of death of a member prior to the expiry of the Terms, the Bond may be redeemed at its realisable value as determined by BCP and the Bank which may be more or less than the capital secure amount. The proceeds from such redemption will be paid to the trustees of the plan, or the investing Life Company as appropriate.

7. Interest

- 7.1 The Interest credited by the Bank to the 12 month high yield deposit at maturity will be 6% gross (6% AER). This deposit will mature on 22nd December 2012. The Interest credited by the Bank to the 4 year deposit on maturity is based on the average performance (gains & losses) of each of the 25 shares from 16th December 2011 to 16th December 2015 subject to a maximum gain of 40% on each share. In respect of the 200 Growth Bond the Interest will be 200% of the average performance of the Equity Basket. In respect of the 100 Growth Bond the Interest will be 100% of the average performance of the Equity Basket.
- 7.2 The maximum rate of return that may be earned is 70% gross (i.e. a maximum return of 90% capital repayment plus 80% from the Equity Basket) equivalent to a return of CAR 14.2% on the 200 Growth Bond and 40% gross (i.e. a maximum return of 100% capital repayment plus 40% from the Equity Basket) (CAR 8.8%) on

- the 100 Growth Bond. If the average performance of the 25 shares is negative, you will receive 90% of the portion invested in the 200 Growth Bond and 100% of the portion invested in the 100 Growth Bond.
- 7.3 Performance (gains and losses) for each share is calculated as [Final Price - Initial Price]/Initial Price where (1) the Initial Price of each share will be the closing level of the share on 16th December 2011 or the next business day for that share; (2) the Final Price is the simple average of the closing values of each share taken at monthly intervals from and including 16th June 2015 to and including 16th December 2015 or the next business day for that share. Where a closing level cannot be obtained due to market disruption affecting a share(s) on any of the above dates, the closing level of the affected share(s) will be taken on the next business day unaffected by market disruption.
- 7.4 In the event of a corporate or other action fundamentally affecting the availability or valuation of a share, the share may be substituted by another share or subject to an appropriate adjustment to its valuation as determined by the Bank and BCP.
- 7.5 Interest will be paid after deduction of Deposit Interest Retention Tax (DIRT) where applicable. DIRT to be deducted will be calculated in accordance with the appropriate tax legislation and at the rate prevailing on maturity, currently 27% on the high yield deposit and 30% on the 200/100 Growth Bond.
- 7.6 Unless by special arrangement for sums in excess of €100,000, no interest will be paid to you in relation to the period up to 22nd December 2011.

8. Maturity

BCP will contact you before the Bond matures to advise of repayment and reinvestment opportunities available at that time. At maturity on 22nd December 2012 and 22nd December 2015, BCP will, following receipt of your instructions, instruct the Bank to issue and send individual customer cheques to BCP amounting to the capital sum secured together with Interest earned OR reinvest the proceeds as instructed. If for any reason Interest on the 200/100 Growth Bond cannot be determined by the maturity date, the Bank will pay the capital sum secured and Interest, 2 days after the Interest can be determined.

9. Confidentiality

BCP and the Bank observe a strict duty of confidentiality about your financial affairs. Save at your request or with your consent, neither BCP nor the Bank will disclose any details relating to your investment to anyone else other than in the following circumstances:

- to comply with a Court Order.
- to comply with a direction or request from a statutory or regulatory body entitled to such details.
- in accordance with any applicable legislation.

10. Data Protection

Both BCP and the Bank are registered under the Data Protection Acts 1988 and 2003 and your personal data held by BCP and the Bank will be maintained in accordance with the obligations of the Acts and subsequent legislation.

11. Cancellation

If total funds received from investors at the closing date are deemed to be insufficient, BCP reserves the right not to proceed with the Bond issue and to repay investors.

12. Assignments

Investor(s) may not transfer (either by assignment or by novation) or create any security over any or all its rights, interests and obligations in the Bond without the prior written consent of BCP.

13. Variation

These Terms and Conditions may be changed if a decision, recommendation or change is made by a Court, Regulator, Ombudsman or by legislation. BCP will notify you personally of any changes and will endeavour to give you at least 1 month's notice.

14. Client Asset Accounts

Funds are not afforded protection under the Client Asset Requirements until they are swept from the clearing account at the Bank into the BCP client asset account. Client asset accounts contain funds which are pooled with other clients' funds. You do not have a claim against a specific sum in a specific account; your claim is against the client assets pool in general.

15. Bond Operation

Neither BCP, the Bank nor their agent(s) will be liable for any loss you may suffer if BCP, the Bank or their agent(s) is prevented from providing any service as a result of industrial action, power failure or other cause beyond the reasonable control of BCP, the Bank or their agent(s). The Bank acts as deposit taker and is not liable for the responsibilities of BCP to you in relation to the Bond or for any information provided to you by BCP. The Bank is not offering financial or tax advice to BCP or investors. It does not make any representation, express or implied, as to the investment terms or the performance of the Bond. Any such statements herein, as well as all other statements regarding the Bond, are the sole responsibility of BCP.

16. Governing Law and Jurisdiction

These Terms and Conditions are governed by and shall be construed in accordance with the laws of Ireland. By signing the application form for the Bond, you agree that any dispute may be resolved by the courts of Ireland.

17. Guarantee Schemes - DGS/ELG

These products are deposit based and Bank of Ireland is the underlying deposit taker. The provisions of the Irish Deposit Guarantee Scheme (DGS) may apply, dependent on your circumstances. Any part of your investment not covered by the DGS will be covered by the Eligible Liabilities Guarantee Scheme (ELG). Details of the DGS and the ELG are available at www.itsyourmoney.ie. As capital security only applies at maturity, the amounts recoverable under the DGS and ELG prior to maturity may be more or less than the capital secure amounts, and will principally depend on the time left to maturity, the prevailing interest rates at the time, and the value of the underlying assets.

APPLICATION FORM (Please complete in Block Capitals)

Customer Information (Please complete)

1. I/We confirm that I/we have received advice in relation to this investment from a BCP consultant. Yes No
2. My/Our investment knowledge is Limited Good Extensive
3. My/Our investment objective is capital growth.
4. I/We do not require an income from this investment.
5. My/Our risk tolerance is low i.e. up to 5% of the amount invested.
6. I/We understand that the basket of shares is diversified across a selection of geographical regions and business sectors.
7. My/Our investment time horizon is consistent with the 4 year Term of the Bond.
8. I/We understand that I/we will not have access to 50% of my/our investment until the Bond matures in 4 years.
9. I/We are satisfied this investment is suitable in the overall disposition of my/our current assets.
10. I/ We understand and are satisfied with the options in the event of death prior to maturity as stated in Term & Condition 6.2 above.
11. I/We authorise our advisor to view details of my/our account online.

I/We hereby apply for the BCP 50/50 Split Deposit Bond 3 with BCP Asset Management Limited in the name/s of

(a) Name (Mr/Ms)

Date of Birth Occupation

(b) Name (Mr/Ms)

Date of Birth Occupation

Applicant (if different from above)

Address

Tel Day Mobile

Email

Taxation classification*: DIRT Other

* Tick one of the above as appropriate. Additional documentation will be required for corporate, pension, charity, qualifying investors aged 65 years or over and non resident applicants.

INVESTMENT AMOUNT

50/50 Split Deposit 100 Growth Bond 3* € (Minimum €5,000)

50/50 Split Deposit 200 Growth Bond 3* € (Minimum €5,000)

Total Investment € (Minimum €10,000)

* 50% of the Bond will be allocated to the fixed deposit account for 12 months.

Please make cheques payable to 'Bank of Ireland Global Markets'

Declaration

I/We confirm that I/we have read and understand the Terms and Conditions as set out in the Brochure and the Key Features and agree to be bound by them.

I/We hereby request and authorise BCP to give effect to any written request, direction or instruction relating to the Bond on the signature(s) of me/us and

I/We declare that this authorisation, unless terminated by my/our death or by operation of law, shall remain in full force and effect until the end of the 4 year Term.

I/We acknowledge that no interest will be paid to me/us in relation to the period up to 22nd December 2011 (see condition 7.6).

Signed (all Bond holders must sign)

Signature (a) Date

Signature (b) Date

NEW AND EXISTING CLIENTS

Confirmation of identity must be provided in accordance with Section 2 of the Terms and Conditions.



BCP Asset Management Limited

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Email: invest@bcp.ie Web: www.bcp.ie

BCP Asset Management Limited is regulated by the Central Bank of Ireland. Bank of Ireland is regulated by the Central Bank of Ireland.

Agent Stamp

Advisor's Name