

THE AXA

"What goes up
no longer
has to
come down"

PLAN.

**North and the
Protected Growth guarantee**



Official Partner 2008-2012



AXA Australia – the name behind North

AXA Australia has been helping Australians provide for their financial future for more than 100 years. In 2008 it proudly provides investment, superannuation and insurance solutions to over one million Australians.

With more than A\$85.1 billion* in funds under management, AXA Australia has both the capacity and capability to offer Australians a variety of genuine financial solutions that can help them achieve the lifestyle they desire.

AXA Australia is part of the worldwide Global AXA Group, which has more than 10 years experience offering Protected Growth guarantee investment products around the world. Countries where AXA currently offers a North-style product include the US, Japan, Italy, Spain, Germany and Belgium.

* as at 31 December 2007

Providing direction to fund your financial future

Investing for the future is always a good idea. As well as saving existing funds, you can also grow your investment and build your wealth over time.

Investment straight up

When it comes to choosing the right investment, we know that, over long periods of time, stock market investing has generally outperformed cash and fixed interest by around five to seven per cent annually.

The downside is the risk that also accompanies share investing. Asset classes such as cash and fixed interest generally offer low risk but they come with relatively low returns. Property, on the other hand, generally takes a step up the risk/return ladder and shares a further step again.

However, although shares have historically outperformed all other major asset classes, volatile markets may create an atmosphere of uncertainty and worry.

Super that grows and grows

Superannuation is rapidly becoming Australia's preferred long-term method of saving and investing for retirement. In fact, outside the family home, it is generally considered the largest financial asset that many Australians will own.

Ultimately, your superannuation can help you successfully fund your desired retirement lifestyle.

But whether you're currently planning for retirement or actually living it, it is important to understand that you're in charge of how you invest your super or pension.

Currently there is a Government old-age pension which acts as a safety net for those who do not have sufficient super to fund their retirement. More and more, you're now being encouraged to plan and invest for the long term to secure the kind of retirement lifestyle that, at the end of your working life, you deserve.

Your bottom line will depend on what and how you invest

Not just how much, but also where you invest your savings can make a big difference to your financial future.

Indeed, your future wealth will be directly affected by how you invest. Choosing between different types of investments depends on your appetite for both risk and returns.

Do you want to accelerate the growth potential of your retirement savings or investments?

Are you concerned about the stability of the stock market?

Do your investments keep you awake at night?

Research confirms:

- 72 per cent of investors who describe themselves as defensive desire a more aggressive investment strategy
- the biggest factor holding back investment ambition is the fear of losing money
- 52 per cent of Australians are 'unsure' about the performance of the Australian stock market over the next 10 years..

AXA Investor Trends Report, August 2007

Take your investments in a new direction – permanently

There are few investment solutions that are able to protect your investments against the ups and downs of the sharemarket. This is particularly true of some superannuation products – until now.

With North's unique Protected Growth guarantee option you now have the ability to start your 'sleep easy' retirement plan today and begin enjoying:

- peace of mind
- locked-in positive annual growth¹
- choice on how you invest, and
- fast, accurate service at the click of a button.

¹ Annual positive market performance is locked in if, on the anniversary of a plan's commencement, the Account Value exceeds the current Protected Balance.



Introducing North

AXA's new investment, superannuation and pension offer has one direction in mind when it comes to your savings – North.

Whether you're currently planning for life after work or living in retirement, North has a plan for you. Choose from:

- **North Investment (Investor Directed Portfolio Service and Guarantee)** – suited to those with long-term growth ambitions and designed in particular for SMSFs looking to guarantee and grow their share portfolio
- **North Personal Superannuation** – ideal for those wanting to invest their hard-earned savings and build funds in preparation for retirement
- **North Personal Pension** – perfect for those already retired who want to invest their savings while still receiving a regular income.

All three options provide a choice of more than 100 separate investment options, with access to a broad range of sophisticated multi-manager and diverse single manager investment funds.

Serviced online, North also offers the very latest in efficient and flexible administration, providing an instant snapshot of your North account.

But the big difference with North is the option to take up the Protected Growth guarantee.

North's guaranteed difference

With North's Protected Growth guarantee your Protected Balance will have one direction in mind – up!

Imagine being able to choose a timeframe over which you can guarantee your investments and/or retirement savings against:

- negative market performance, and
- administration, guarantee, investment charges and buy/sell costs.²

And with a choice of terms – 10, 15 and 20 years – you have the flexibility to purchase the length of guarantee that is appropriate for your needs.

Protected Growth in action

By choosing North's Protected Growth guarantee option, you can:

- accelerate your retirement investment strategy by increasing your exposure to growth assets without the downside risk that ordinarily accompanies them
- guarantee contributions and access a lock-in facility linked to positive market performance
- insure your investments against a market crash
- receive peace of mind from a leading provider of investment and insurance solutions that has the experience and expertise to help you achieve your retirement dreams.

With North, you can start investing to turn your investment and retirement aspirations into a reality.

North's Protected Growth guarantee can help you plan, grow and protect your retirement lifestyle.

² Note that your Protected Balance will decrease because of withdrawals (eg lump sum or pension payments), adviser remuneration payments, any other amounts withdrawn from the account (eg insurance premiums or stamp duty), Government tax liability payments and contribution tax (provisional).

North in action

The graph shows the hypothetical performance of a \$500,000 North Personal Superannuation Account Value invested in a growth-styled asset allocation over a guarantee term of 10 years.³

With the North Protected Growth guarantee selected, the initial contribution, as well as any additional ongoing contributions⁴, are guaranteed over the 10-year term.⁵ Better still, on every anniversary of the plan's commencement a new Protected Balance is locked in if positive investment growth has meant that the Account Value has risen above the previous protected level.

Importantly, the Protected Balance is not impacted by the negative market performance during the last three years of the term. At the end of your chosen North term, you receive the full amount of the Protected Balance or your Account Value, whichever is higher.

The future direction of investment and superannuation is here

Going North with your investment and retirement savings is simple.

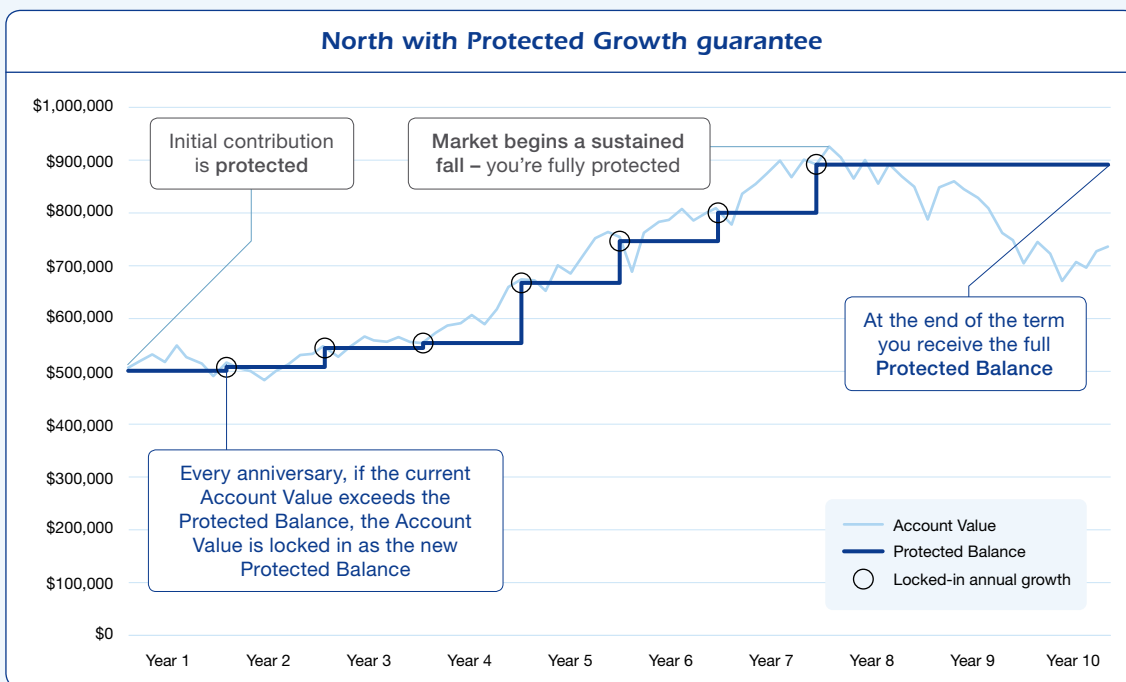
Best of all, you and your adviser have the flexibility to build a plan that suits your individual circumstances.

³ Data for graph is over the time series from 16 October 1993 to 16 October 2003.

⁴ Please note that legislation forbids ongoing contributions into pension plans.

⁵ Note that ongoing contributions are treated differently for North Investment and North Personal Superannuation – legislation forbids ongoing contributions being made into North Personal Pension. Full details of how the Additional Guarantee fee is applied can be found in the appropriate Product Disclosure Statements.





For more information on how to take your investment and retirement savings North, ask your financial adviser for a copy of the product disclosure statements for North Personal Superannuation and Pension or North Investment or log on to www.axa.com.au/north.

Important information

The case study above is a hypothetical scenario based on past performance and is not meant to illustrate the circumstances of any particular individual. Past performance is not necessarily indicative of future performance. While we believe the information contained herein is correct, no warranty of accuracy, reliability or completeness is given and, except for liability under statute which cannot be excluded, no liability for errors or omissions is accepted.

The results depicted are based on specific assumptions. Changes in any of the assumptions may lead to a significant change in the results. While AXA Australia has endeavoured to employ assumptions that are reasonable, the assumptions cannot, by their nature, cover all situations and circumstances.

Some of the assumptions adopted represent a simplification or average result over time and thus the results produced are likely to be less volatile than may be experienced in real life.

These results do not provide financial, investment or taxation advice or recommendations and should not be relied upon as such. The results do not take into account the investment objectives, financial situation and circumstances of any particular person. Projections are based on the various assumptions including but not limited to:

- Tax on investment earnings are applied per asset class in the superannuation phase only. Tax rates assumptions are as follows: cash (15%), bonds (15%), property (11.6%), Australian equities (0.002%) and international equities (11.2%).
- No allowance has been made for any capital gains tax in relation to a guarantee payment. Capital gains tax may apply to a portion of the guarantee payment.
- The guarantee and administration fees are included. These will depend on the guarantee timeframe and the Account Value. Adviser fees are not included.
- Investment management fees are 0.45%.
- Investment returns are based on historical index data. For details on investment strategies and portfolio construction go to www.north.axa.com.au/casestudies.
- The full 9 per cent superannuation guarantee contribution is contributed as part of the ongoing contributions.
- Pre-tax salary increases at 4.4* per cent per annum. The assumed rate of 4.4 per cent per annum for increases in salary (and hence superannuation guarantee contributions) and any additional contributions is in line with the five most recent years' Average Weekly Ordinary Time Earnings (AWOTE) data (Australian Bureau of Statistics, February 2007).

The results of this case study have been generated using the North Illustration Tool, which employs a range of general assumptions to model historical market scenarios. For full details please see www.north.axa.com.au/casestudies.

Important information

This publication has been prepared to provide you with general information only. It is not intended to take the place of professional financial and taxation advice and you should not take action on specific issues in reliance on this information. In preparing this information we did not take into account the investment objectives, financial situation or particular needs of any particular person. The case studies in this publication are hypothetical and are not meant to illustrate the circumstances of any particular individual. You should obtain a copy of the relevant Product Disclosure Statement (PDS) before making a decision to invest in any financial product. Copies of our PDS can be obtained from your adviser or on our website www.north.axa.com.au.

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www.axa.com.au/north

How to start taking your retirement savings North?

Speak with your financial adviser about the benefits a North plan can have for you.



North Service Centre GPO Box 2915, Melbourne, VIC 3001 Tel: 1800 667 841
Wealth Personal Superannuation and Pension Fund ABN 92 381 911 598
Trustee: N.M. Superannuation Pty Ltd ABN 31 008 428 322 AFS Licence No. 234654
IDPS Operator: NMMT Limited ABN 42 058 835 573 AFS Licence No. 234653
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