



KEEPING IT ALL GOING

A Guide to Keyperson Insurance

INTRODUCING ROYAL LONDON

Ever since we started as a Friendly Society over 150 years ago, at Royal London we've believed that our difference is our strength. Today, we're the UK and Ireland's largest mutual life and pensions company. Whoever you are and whatever your aims, we'll look to provide you with great long-term value, first class service and support at all times.

CONTENTS

How would your business cope?	2
The solution	4
So, what exactly is it?	6
Business case example	8
Setting it all up	12
In summary	16
Added protection	18
Important additional information	20
Appendices	22
Want to know more?	24



HOW WOULD YOUR BUSINESS COPE?

Despite their utmost importance, many business owners can fail to protect their organisations from the difficulties that might arise following the premature death of a 'Keyperson' within their organisation.

Who exactly is a Keyperson?

A Keyperson is anyone who the company depends on for its continued success. They rely on their specialised skills, reputation and contacts and whose death would have serious consequences for the profitability of a company.

For example, your Sales Director will have strong ties and relationships with your key clients and your Finance Director undoubtedly has a well founded link to your suppliers and Bank.

How would your company cope with the loss of your most valuable business assets: the men and women whose talent, expertise and judgement contribute substantially to the financial health of your organisation?

The table below illustrates that the probability of at least one key person in a company dying could be much higher than you may think. This may seem very stark and needless to say, not something any of us like to spend any time dwelling on. However, the unfortunate truth is it happens all the time.

Keypersons in firm	Chance of one dying before 65
2	24%
3	34%
4	43%
5	50%
6	57%
7	62%
8	67%

Source: CSO Table 15 on Irish Life 2005/07; all key persons assumed to be aged 40 and males.

Immediate impacts on your company following the premature death of a Keyperson

- Loss of profits
- The repayment of Bank or company loans for which the deceased may have given a personal guarantee
- The requirement to immediately repay to the deceased's estate any loans or capital sums provided by the Keyperson to the company
- The loss of the individual's business contacts, jeopardising future sales
- The postponement or delay of a specialised project which may be critical to the company's future and which was managed by the deceased



Protect your Keyperson

THE SOLUTION

Of course, no one wants to think about the death of their colleagues. That's quite normal. But failing to protect your business from this possibility could have severe consequences for the financial health of your company.

There is however a solution available.

Keyperson Insurance from Royal London offers you a cost effective option to put the measures in place now, to safeguard your business in the event of the death of a key employee, and maintain its continued financial stability in the future.

DID YOU KNOW?

The chance of one Keyperson, in a firm with two keypersons, dying before the age of 65 is 24%



SO, WHAT EXACTLY IS IT?

Keyperson Insurance from Royal London is Life Cover arranged by the company on the life of one or more key employees, who may or may not be shareholders. Their key skills are regarded as vital to the success of the company and whose loss would have adverse financial effects for the organisation.

Quite simply, with **Keyperson Insurance**, the employer of the Keyperson(s) pays the policy premiums and in turn, the company receives a lump sum payment on the death of the individual insured under the policy. These proceeds can then be used in many ways.

How your company can use the proceeds

- Pay off outstanding bank loans or any loans made by the individual to the company
- Recruit and train a suitable replacement
- Invest back into the business for improvement purposes
- Protect the company against loss of profit

While Keyperson Insurance of course cannot lessen the emotional blow and trauma caused by the death of a colleague, it can help to minimise the financial impact.

In today's uncertain world, that's very valuable peace of mind.



BUSINESS CASE EXAMPLE

ABC Ltd a thriving IT firm, wishes to insure their Finance Manager, Paul Smith, for €500,000 Life Cover to protect the company financially against any loss of profits in the event of his death.

How do you go about putting this cover in place and what's involved?

Before we look at the example, let's consider some of the taxation issues that may arise. These are just simple examples and explanations, you'll find full in-depth details on taxation treatments on pages 20, 22 and 23.

As the company are paying the premiums for the Keyperson policy, they might be happy to hear that you can obtain Corporation Tax relief on the premiums paid, provided the following four conditions are (and must be) met:

- a. The sole relationship between the individual effecting the Life Cover and the Life assured is that of employer and employee.
- b. The employee must have no substantial proprietary interest in the business (i.e. less than or equal to 15%).
- c. The insurance effected is intended to meet the loss of profit resulting from the loss of service of an employee, as distinct from a capital loss.
- d. The policy is a Term Assurance contract with a term not exceeding normal retirement age.

When these 4 criteria are met, you can **obtain Corporation Tax relief on the policy premiums paid.**

When Corporation Tax relief is available on premiums paid (i.e. the 4 criteria are met) it also means that there will be a tax liability on any policy proceeds. When a claim is made, the policy proceeds are treated as a 'revenue receipt' and are therefore **liable to Corporation Tax.**

However, if you don't meet the 4 criteria and the premiums paid do not qualify as a business expense, there may be no tax liability on the policy proceeds. In this case, when a claim is made, the policy proceeds are treated as a 'capital receipt' and may not be **liable to Corporation Tax.**

Finally, it's also important to note, that if the premiums have not been deducted as an expense for Corporation Tax purposes when they meet the 4 criteria, the Revenue still reserves the right to tax the proceeds as a trading receipt, if they feel the purpose of the policy was to replace profits.

As it's important you know exactly what taxation treatment will apply to your organisation, prior to structuring a Keyperson Insurance arrangement, companies must consult their relevant independent Legal, Taxation Advisor and/or Financial Broker.



Make sure you're covered

Example:

ABC Ltd wishes to insure their Finance Manager, Paul Smith, for €500,000 Life Cover.

Paul holds 3% of company shares and therefore does not have a significant proprietary interest in the company (i.e. he owns less than 15% of the company).

All the other required criteria are also met, so the **premiums will therefore qualify for Corporation Tax Relief**. In the event of a claim being made, the **proceeds will be taxed as a trading receipt**, regardless of whether Corporation Tax Relief on the premiums is claimed.

To ensure that at the time of a claim, the policy proceeds required of €500,000 take the Corporation Tax liability into account, the Life Cover put in place needs to be 'grossed up.' This means that ABC Ltd need to add the amount of the 12.5% Corporation Tax (current rate) to the amount of cover they want for Paul. So, €571,000 is the resulting Life Cover amount, with its premiums qualifying in full as a business expense.

After discussing their requirements with a Financial Broker, ABC Ltd has selected Life Cover for 5 years of €571,000—the anticipated loss of profits in the event of Paul's untimely death.

You'll find full details on what to do next and how to set up a Keyperson policy on pages 12–15.

Having decided to take out the policy, for whom and for what amount, ABC Ltd then passes the appropriate 'Board Resolution', recording their decision to affect Life Assurance on Paul.

They then inform Paul of their decision and complete the appropriate Application. Once the Application has been accepted by Royal London and the first premium has been paid, the policy will then be issued.

In summary

1. Decide who should be insured—
Paul Smith, Finance Manager
2. Assess the level of cover required—
 $€500,000 + €71,000 = €571,000$
(anticipated loss of company
profit in the event of Paul's
death) for 5 years, grossed up
3. Pass the appropriate Board Resolution
4. Advise the relevant key personnel of
the Board's decision—Paul Smith
5. Complete the Application and
set up the required Life Cover

**Prior to structuring a Keyperson
Life Insurance arrangement,
companies must consult their
relevant independent Legal, Taxation
Advisor and/or Financial Broker.**

DID YOU KNOW?

Premiums paid on Keyperson
Insurance may qualify for
Corporation Tax Relief

SETTING IT ALL UP

Arranging Keyperson Insurance with Royal London is a straightforward process involving the following 5 steps:

Step 1 – Deciding who should be insured

The decision on who is to be insured is normally taken by the Board of the company, who must assess the business and any financial risks that could arise from the death of a Keyperson within the organisation.

The company should insure any Director or employee whose skills and/or experience are considered essential for the continued success of the business, and whose death could result in serious business disruption and financial loss.

Step 2 – deciding how much cover is needed

After deciding who should be insured, the Directors must then determine the amount of Life Cover required on a particular individual. To determine the amount of Life Cover needed, the company needs to estimate the financial loss that the company might suffer on the death of that particular person.

Determining the level of cover required can be done in a number of ways:

Estimation of loss of profits

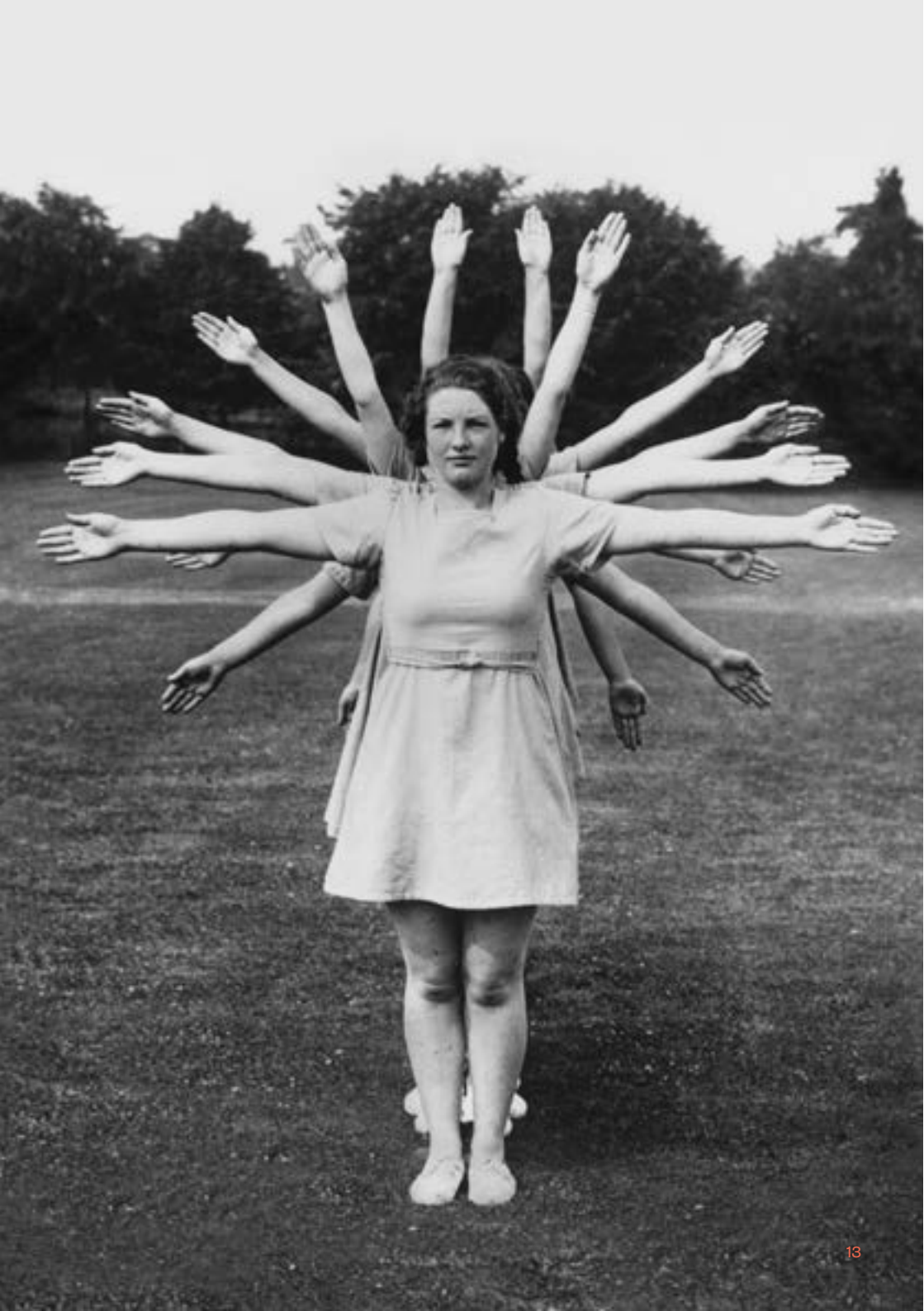
This approach takes into consideration the Keyperson's contribution to net profits. As this can be a complex assessment, the level of cover is sometimes determined by using a multiple of either the individual's salary or the company's profitability. The effectiveness of this method depends on the position held by the Keyperson. In the case of a Sales Manager for example, it may be useful to assess their sales records to determine the level of cover required.

Multiple of salary

This approach involves the company taking a multiple of an individual's remuneration. For example a company may decide on an amount between 5 and 10 times the individual's annual salary.

Assessment of value of loans personally guaranteed

Assessing the value of loans personally guaranteed by the individual and/or any loans made by that individual to the company that are not already covered by Life Assurance. The level of cover might therefore be set to equal the amount of any borrowings to be repaid on the death of the employee.



If a company takes out a commercial loan, the lending institution may require a Keyperson policy to be taken out to cover this liability.

Replacement costs

Here the Directors must assess the financial and non-financial costs involved with replacing a key member of staff. The factors involved in calculating the replacement cost of an employee include:

- The loss of profitability
- Recruitment
- Training a replacement
- Business disruption

The level of cover required is therefore the estimated financial loss that the business might incur in the event of the death of each Keyperson, plus the costs of recruiting and training their replacement.

When deciding the level of cover required it is advisable that the company seek advice from a Financial Broker or another appropriately qualified professional.

Step 3 – Pass the appropriate Board Resolution

Once a decision has been reached as to who is to be insured and for what level of cover, it is normally recommended that the company pass a Board Resolution recording the Directors' agreement to effect Keyperson Life Insurance in respect of one or more employees or Directors. For a sample of a Board Resolution please refer to Appendix 2 of this brochure.

Step 4 – Advise the relevant personnel of the Board's decision

The company Directors should then inform the person(s) to be insured of their decision to take out a policy and also the reasons behind their decision.

Step 5 – Complete the Application and set up the required Life Cover

A separate Application should be completed for each Keyperson to be insured. Under the policy the company will be the 'grantee' and the chosen employee(s) or Director(s) will be the 'Life Assured.' The person to be insured will be required to complete part of the Application to be submitted for the policy.

In most cases the Application will contain all the information we need.

However, in some cases the individual to be insured may also be required to attend a medical examination.

Also in certain circumstances, the company may be asked to complete a financial questionnaire in order to assist Royal London in their examination of the amount of cover proposed.

Issue of the Policy

If an application is accepted, the policy is issued following the first premium payment to Royal London. If the Keyperson insured under the policy subsequently dies while the policy is in force, the sum assured will be paid directly to the company on proof of death, subject to any exclusions or restrictions in the policy.

These funds can then be utilised by the company to protect its financial position in whatever manner seems appropriate to the Directors at that time.

Companies should consult with their relevant Taxation, Legal Advisor and/or Financial Broker when considering a Keyperson Insurance arrangement.

IN SUMMARY

Keyperson Insurance from Royal London is Life Cover purchased by a company on the life of one or more key employees, whose skills are regarded as vital to the success of a company and whose loss could possibly have damaging financial consequences.

With Keyperson Insurance, the employer of the Keyperson(s) pays the policy premiums and in turn, the company receives a lump sum payment on the death of the individual insured under the policy.

Keyperson Insurance enables you to put the appropriate structures and processes in place now, helping to ensure that your company has the funds available to minimise the financial implications that may arise from the death of a Keyperson, and can help ensure the continued financial stability and success of your company.

Ultimately, in the event of the untimely death of a Keyperson in your organisation, having a Keyperson Insurance policy from Royal London in place can help provide you and your company with added security and peace of mind.

Your Financial Broker will be happy to take you through the range of benefits associated with Keyperson Insurance from Royal London. They can help you put a solution in place to meet your individual organisational needs.



ADDED PROTECTION

Specified Serious Illness Cover from Royal London provides additional security to you and your business.

How would your business cope?

As with the death of a Keyperson in your company, their unexpected serious illness can also undermine your business financial stability.

Why take out Specified Serious illness Cover?

You may think that the chances are unlikely, but the probability of suffering a serious illness may be much higher than you think. Did you know that:

- One in three Irish people will develop cancer by age 75
- Up to 10,000 Irish people suffer a stroke each year

Sources: National Cancer Registry Institute (NCRI), Irish Heart Foundation.

The Solution

There is however a solution available. By choosing a **Royal London Specified Serious Illness Cover policy** and having sufficient cover in place, you could lessen or perhaps even solve some of the financial problems that may occur.

What is Specified Serious Illness Cover?

Specified Serious Illness Cover from Royal London provides additional security to you and your business. It pays a guaranteed lump sum if the insured person on a Keyperson policy is diagnosed as suffering from one of the 51 full payment specified serious illnesses we cover, during the term of the policy. We also provide 22 partial payment benefits. That's **73 illnesses** in total.

With adequate Keyperson's Insurance Life Cover and Specified Serious Illness Cover in place, you will have a lump sum available to help deal with any adverse business consequences caused by the death or serious illness of a Keyperson in your organisation, such as:

- A reduction in company profits
- Paying off outstanding bank loans or company bills
- Recruiting a replacement

Your Financial Broker will take you through the range of benefits and options offered by Royal London and can tailor the plan so that it best meets your needs.

Please note: Not all incidences of illnesses such as cancer or a stroke will be covered under Royal London's Specified Serious Illness policy. We will only pay a claim based on our Specified Serious Illness Definitions. Royal London's 'Specified Serious Illness Definitions Guide' provides a detailed description and explanation of the 73 specified serious illnesses we cover. This guide clearly states the exact conditions which must be met for a claim to be paid. This guide is available on request.

IMPORTANT ADDITIONAL INFORMATION

Taxation Treatment of Keyperson Life Cover

Prior to structuring a Keyperson Life Insurance arrangement, companies must consult their relevant independent Legal, Taxation Advisor and/or Financial Broker.

The following information is for general purposes only. For additional details relating to the Revenue treatment of Keyperson policies please refer to Appendix 1 on page 22 of this brochure.

Policy proceeds

The chief factor determining whether the proceeds of the policy will be subject to tax (Corporation Tax or Capital Gains Tax) is the **purpose for which the policy is taken out**, i.e. whether the policy is intended to cover a 'capital' or 'revenue' type loss.

If the purpose is to protect a company loan, the proceeds of a company owned policy paid out on death of the life assured are likely to be treated as a capital receipt and will be exempt from tax. As profits earned by a company are subject to Corporation Tax, the proceeds of policies affected to protect against 'loss of profit' are generally deemed as a 'revenue receipt' and are subject to Corporation Tax.

General Recommendations

Due to the differing tax treatment of policy proceeds depending on the purpose of the policy, Royal London recommends:

- If the policy is intended to provide for both loan cover (capital loss) and loss of profit, it is advisable to split the cover between two separate policies so as to clearly identify the purpose of each policy and hence its taxation treatment.
- The company should pass a Board Resolution stating the purpose for which each of the policies is being taken out.

Obtaining Corporation Tax Relief on Premiums Paid

Generally speaking, Keyperson Life Insurance premiums are NOT admissible deductions for Corporation Tax.

However, the Revenue Commissioners have outlined 4 conditions that must be fulfilled where premiums may qualify as admissible deductions for Corporation Tax purposes.



APPENDICES

Appendix 1 – Revenue Clarification on Tax Deduction for Premiums

Conditions for Tax Deduction

The following is an extract from a Circular issued by the Superintending Inspector of Taxes, dated July 1986, with regard to the admissibility of Keyperson Life Insurance **premiums** as an allowable deduction for Corporation Tax:

“...the allowability or otherwise of premiums paid will be determined by reference to the terms and purposes of the policy, rather than any description which the Insurance company may give it. In applying the conditions at a), b), c), d)’ (See Page 8),’ the following guidelines are followed:

1. *“Employee” is taken as including a Director.*
2. *A person who directly or indirectly owns or is able to control more than 15% of the ordinary share capital of a company is regarded as having a substantial proprietary interest in the company...*
3. *The policy must be for a fixed term with no surrender value and no endowment or other investment content; it must not contain provisions whereby benefits could be paid to any person other than the employer.*

4. *The insurance must be related to loss of profits only and it will be necessary to satisfy the Inspector of Taxes that the contingency insured against will genuinely have an adverse effect on the employer’s business. Premiums on policies taken out to cover loans or other outstanding debts which become repayable on the death of an employee are not admissible deductions.”*

www.revenue.ie/en/about/foi/s16/income-tax-capital-gains-tax-corporation-tax/part-04/04-06-01.pdf

So, for example, premiums on a Keyperson policy effected solely for the purpose of repaying loans, all 4 conditions are NOT met.

It is advisable to write to the Revenue Commissioners if you are in doubt as to whether or not your Keyperson Life Assurance premiums are tax redeemable.

Policy Proceeds

The Revenue Commissioners set out their general position regarding the taxation of the proceeds in the hands of the company, in a circular dated July 1986 as follows:

*“While the allowability of a premium or the chargeability of a benefit are strictly separate issues, it will usually be the case that, **if the premiums are allowable for tax purposes, the benefit is chargeable to tax and if the premiums are not allowable, the benefit is not chargeable.** However it would not be accepted that a benefit is not chargeable to tax simply because an employer decided not to claim a tax deduction for the premiums”*

However, the Revenue Commissioners have also indicated that if the Inspector of Taxes is satisfied that the “intention on taking out the policy” was to “insure against loss of profits” then part or all of the proceeds may be treated as a taxable trading receipt, even though one or more of the conditions a)–d) (as set out on Page 8) is not met, and even if tax relief was not claimed on the premiums.

Even where part or all of the proceeds are treated as a taxable trading receipt, the use of the proceeds may create a corresponding tax deduction, e.g. if the proceeds were used to pay a salary to a suitable replacement.

Appendix 2 – Sample Board Resolution

A sample Resolution is set out below:

“It is resolved that [**Company**] shall effect a Keyperson Life Assurance policy with [**Provider name**], to protect [**Company name**] against the financial consequences resulting from the death of [**Keyperson**], while in the service of [**Company**].

[**Keyperson**] is hereby authorised to complete all the necessary documentation on behalf of [**Company**] and it is hereby declared that the proceeds of the policy beneficially belong at all times to [**Company**].”

Royal London recommends that you seek advice from your Taxation, Legal Advisor and/or Financial Broker before putting any measures in place and write to your tax office seeking clarification on the relevant tax treatments.

WANT TO KNOW MORE?

If you have a question about Keyperson Insurance then you can contact your Financial Broker. They can provide you with any additional information you need. See details below.

For information on other Royal London plans visit our website royallondon.ie

Financial Broker Stamp:



www.royallondon.ie





Royal London

Royal London House, 47 St Stephen's Green, Dublin 2
T: 01 429 3333 F: 01 662 5095 E: service@royallondon.ie
royallondon.ie

Feedback on the content and clarity of this booklet is very welcome. Please email feedback@royallondon.ie

This brochure is for illustration purposes only and does not form any part of any contract.

Terms and conditions apply. All information is valid at the time of going to print at 08/12/2014.

The Royal London Mutual Insurance Society Limited is authorised by the Prudential Regulation Authority in the United Kingdom and is regulated by the Central Bank of Ireland for conduct of business rules.

The Royal London Mutual Insurance Society Limited is registered in England and Wales, number 99064. Registered Office: 55 Gracechurch Street, London EC3V 0RL, United Kingdom. Address in Ireland: 47 St Stephen's Green, Dublin 2.