

Interim Results 2012

23 August 2012

Agenda

Financial review Jim McConville, Group Finance Director

Outlook and Q&A Clive Bannister



Introduction and business update Clive Bannister

Continuing the journey

2009

Acquisition by Liberty and public listing

2010

Simplified capital structure and Premium Listing on LSE

2011

Financial and operational delivery

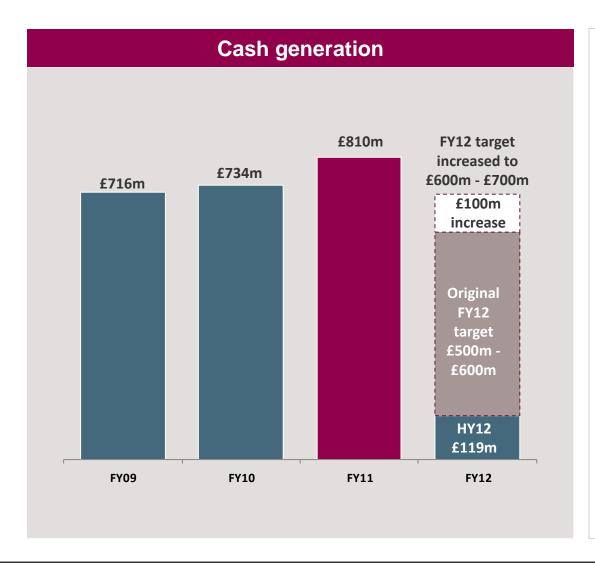
H1 2012

- Proposed dividend of 21p per share
- Increased free surplus
- Enhanced MCEV
- Agreed annuity transfer
- Significant operational delivery

Financial targets for 2012 and beyond, set at FY11

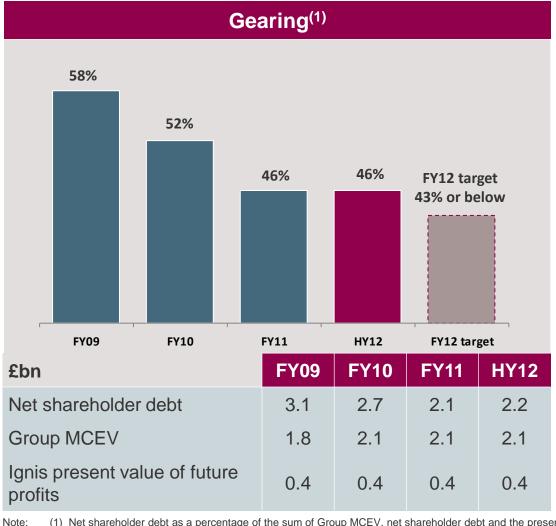
Cash generation	 2012 target of £500m – £600m, weighted towards H2 2011 – 2016 cumulative target of £3.2bn
Gearing	Reduce gearing to 43% or below
MCEV	Incremental embedded value from management actions of £100m on average per annum 2011-2014

FY12 cash generation target increased by £100 million



- £119 million of cash distributed to holding companies in H1
- FY12 target increased by £100 million to £600 to £700 million
- 2011 2016 cash generation target increased by £0.1 billion to £3.3 billion
- Increases in targets reflect importance of prudence in light of ongoing economic uncertainty

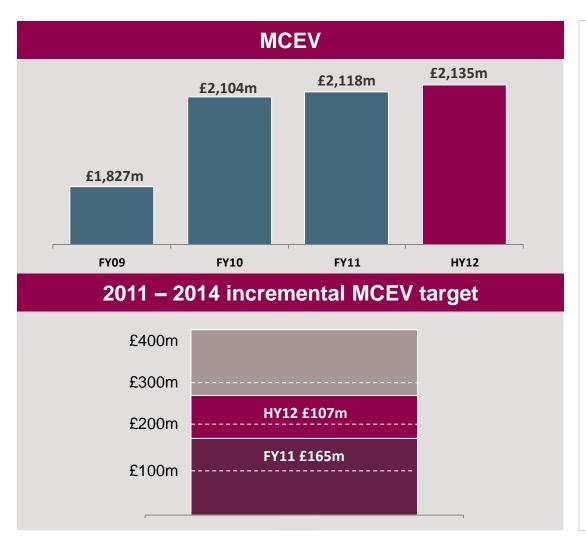
On track to achieve FY12 gearing target of 43% or below



- Gearing maintained at 46% at HY12
- On track to achieve FY12 gearing target of 43% or below
- Discussions with lenders ongoing
- Debt is competitively priced. Focus is on preserving capital within the business given ongoing market uncertainty

(1) Net shareholder debt as a percentage of the sum of Group MCEV, net shareholder debt and the present value of future profits of Ignis

Incremental MCEV enhancements of £107 million in H1



- MCEV increased modestly in H1 despite market volatility
- £107 million of incremental value generated through management actions in H1
- Total incremental MCEV generated in FY11 and HY12 £272 million
- On track to achieve 2011 2014 incremental MCEV target of £400 million

Summary of annuity transfer

	Transaction announced on 27 June 2012
	Part of ongoing management action programme to accelerate cash
	Significantly reduces sensitivity to longevity risk
Summary of	Structured as reinsurance agreement initially, effective 1 July 2012
transaction	Part VII transfers expected to take place during 2013
	 Ignis secured mandate to continue to provide investment management services for assets backing the transferred liabilities
	Future transactions would be examined on an opportunistic basis
	Accelerated capital release of £252 million in 2012
	Estimated £25 million initial increase in estimated IGD surplus and headroom
Financial impact	 Further IGD benefits expected on completion of Part VII transfers expected in 2013
	£36 million positive impact on MCEV
	No material impact on 2012 recurring IFRS operating profits

Significant operational progress

Phoenix Life

- ✓ Funds merger of NPI into PLL completed
- ✓ Funds merger of London Life into Pearl progressing well
- ✓ Annuity transfer transaction agreed
- ✓ Solvency II programme on track for 2014 implementation date
- ✓ Further 230,000 policies transferred from legacy systems to modern administration system

Ignis

- ✓ Outsourcing of investment operations and fund accounting to HSBC
- ✓ Third party net inflows of £0.9 billion, primarily into liquidity, fixed income including ARGBF, and real estate
- ✓ Secured third party mandate to continue to manage £5 billion of assets backing the annuity liabilities transferred to Guardian
- ✓ Continued strong investment performance, with 13 out of 15 major Life funds above benchmark
- ✓ Argonaut restructuring completed in July



Financial review Jim McConville

Financial highlights

£m		HY12	HY11	FY11
Cash	Operating companies cash generation	119	496	810
IFRS	Group operating profit ⁽¹⁾	207	136	387
MCEV	Group Market Consistent Embedded Value ('MCEV')	2,135	2,203	2,118
	IGD surplus	1.2bn	1.1bn	1.3bn
Capital and balance sheet	PLHL ICA surplus	0.4bn	n/a	n/a
	Gearing	46%	48%	46%
AUM	Group assets under management ⁽²⁾	71.6bn	68.5bn	72.1bn
Dividends	Dividend per share ⁽³⁾	21p	21p	42p

Notes

- (1) Includes Ignis operating profit
- (2) AUM represents life company assets (excluding collateral on stock-lending arrangements), Holding Company cash and third party assets managed by Ignis
- (3) FY11 dividend represents interim plus final

£473 million increase in free surplus since FY11

£m	HY12	HY11	FY11
Opening Phoenix Life free surplus	93	750	750
Emergence of free surplus			
IFRS operating profit ⁽¹⁾	184	141	375
IFRS economic variances and non-recurrings	(116)	54	(336)
Movements in capital requirements and capital policy	448	79	84
Valuation differences and other	52	(75)	(2)
Free surplus generated	568	199	121
Cash distributed to Holding Companies	(95)	(481)	(778)
Closing Phoenix Life free surplus	566	468	93
Closing cash in Holding companies	710	720	837

- Strong Phoenix Life IFRS
 operating profit of £184 million
 increased free surplus,
 although partly offset by £116
 million of adverse economic
 variances and non-recurring
 items
- Annuity transfer generated further £252 million increase in free surplus
- Free surplus position gives confidence in Group's ability to meet increased FY12 cash generation target

Notes: (1) Net of policyholder tax



Cash generation on track to meet increased FY12 target

£m	HY12	HY11	FY11
Opening cash & cash equivalents	837	486	486
Cash receipts			
Phoenix Life	95	481	778
Ignis	24	15	32
Total cash receipts	119	496	810
Operating expenses	(22)	(28)	(52)
Pension scheme contributions	(10)	(5)	(35)
Debt interest	(70)	(77)	(122)
Total non-recurring cash outflows	(5)	(15)	(24)
Debt repayment	(103)	(108)	(171)
Shareholder dividend	(36)	(29)	(55)
Total cash outflows	246	262	(459)
Closing cash & cash equivalents	710	720	837

- £119 million of cash distributed to holding companies in H1
- Includes £32 million from management actions
- In line with guidance that 2012 distributions would be weighted towards H2
- On track to meet increased FY12 cash generation target of £600 - £700m

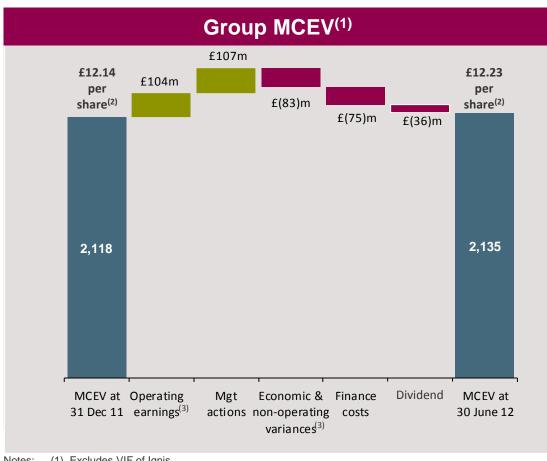
Strong Group IFRS operating profit

£m	HY12	HY11	FY11
Phoenix Life	205	152	395
Ignis	19	18	46
Group costs	(17)	(34)	(54)
Operating profit before tax	207	136	387
Investment return variances and economic assumption changes	(82)	47	(338)
Variance on owners' funds	(2)	(3)	9
Amortisation of intangibles	(67)	(69)	(139)
Non-recurring items	(29)	13	14
Finance costs	(56)	(55)	(110)
(Loss)/profit before tax attributable to owners	(29)	69	(177)
Tax credit attributable to owners	38	39	79
(Loss)/profit for period attributable to owners	9	108	(98)

- Phoenix Life operating profit enhanced by £59 million of management actions to harmonise methodologies and policies across Phoenix Life
- No material impact on FY12 IFRS operating profit from annuity transfer transaction
- Ignis operating profit in line with HY11



MCEV increased modestly despite market volatility



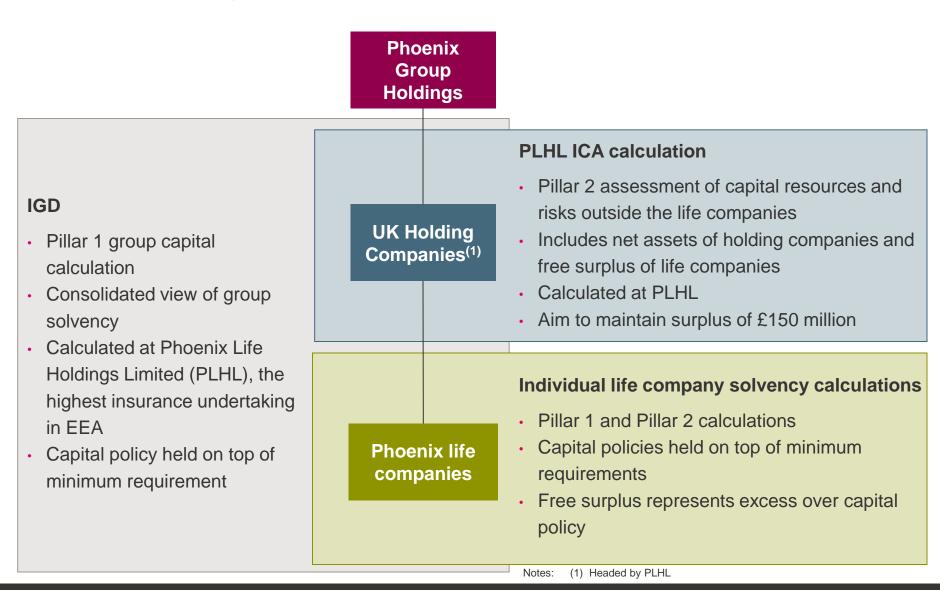
- Operating earnings of £104 million generated in line with long term rate of return assumptions
- Management actions increased MCEV by £107 million, more than offsetting the impact of economic and non-operating variances

(1) Excludes VIF of Ignis Notes:

(2) HY12 shares in issue: 174.6m. FY11 shares in issue: 174.5m

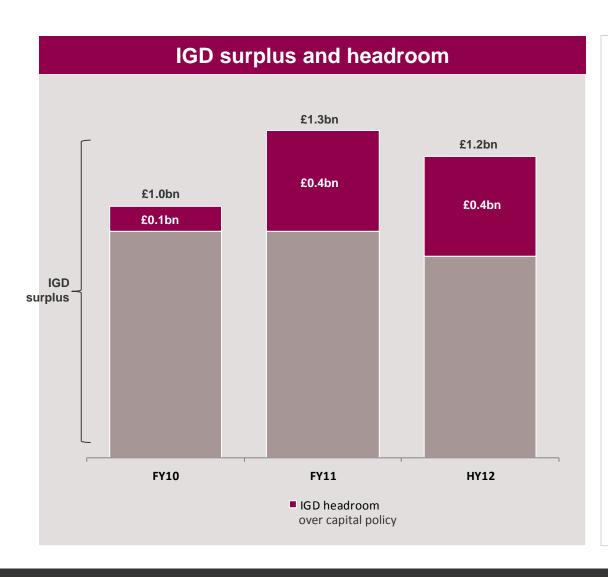
(3) Excluding impact of management actions

Capital Management Framework



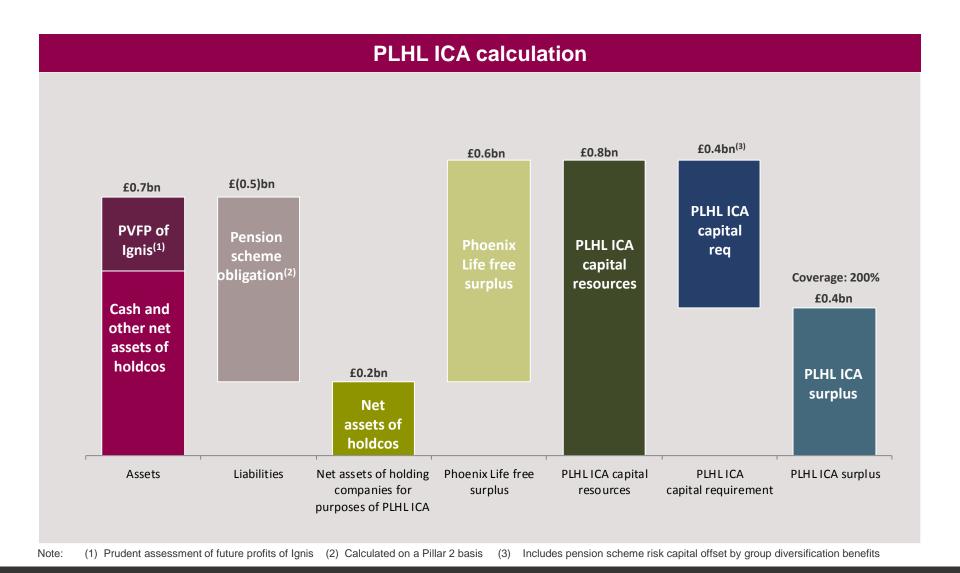


Robust IGD surplus

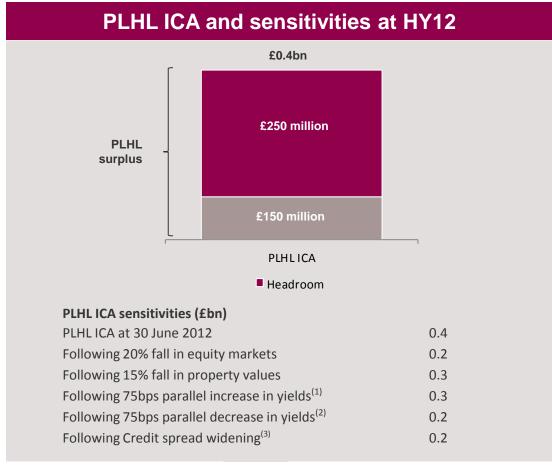


- IGD surplus and headroom remained robust, estimated at £1.2 billion and £0.4 billion respectively
- Significant improvement in IGD headroom over last 18 months through management actions

Summary of PLHL ICA calculation



Estimated PLHL ICA surplus of £0.4 billion



- We aim to ensure that PLHL maintains an ICA surplus at least £150 million
- Estimated PLHL ICA surplus of £0.4 billion and headroom of £0.3 billion at HY12
- Intend to reduce capital requirements and volatility by implementing de-risking and hedging strategies

Notes:

- (1) Represents a real yield reduction of 25bps, given a 75bps parallel increase in nominal yields
- (2) Represents a real yield reduction of 25bps, given a 75bps parallel decrease in nominal yields
- (3) 10 year term: AAA 46 bps, AA 77 bps, A 99 bps, BBB 140 bps

Direct shareholder exposure to Peripheral Eurozone⁽¹⁾ remains very low

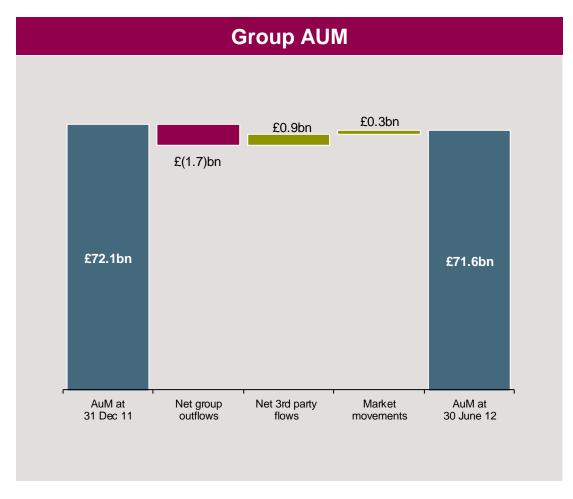
	HY12		FY	′11
£m	Total exposure	Of which Peripheral Eurozone	Total exposure	Of which Peripheral Eurozone
Government and supranational	7,054	5	7,215	9
Corporate: Financial institutions	2,964	88	2,896	88
Corporate: Other	4,100	135	4,028	196
ABS	661	23	795	70
Shareholder debt securities ⁽²⁾	14,779	251	14,934	363

- Shareholder exposure to Peripheral Eurozone debt reduced by 31% to £251 million at HY12
- £5m, less than 0.05%, of shareholder debt securities held in sovereign debt of Peripheral Eurozone

Notes:

- (1) Defined as Portugal, Italy, Ireland, Greece and Spain
- (2) Shareholder exposure includes investments in supported with profits funds

Stable Group assets under management

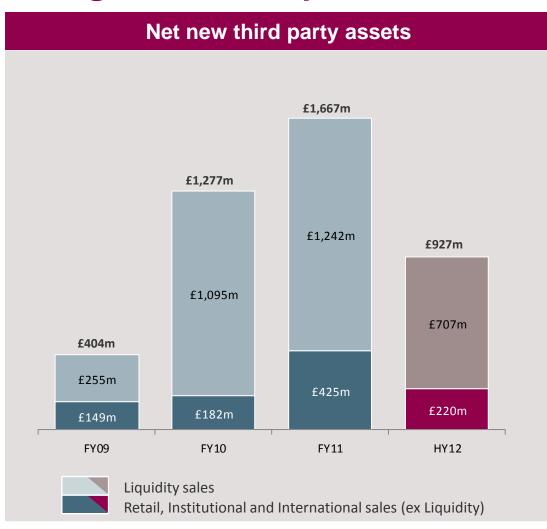


- Group assets under management remained stable at £71.6 billion at HY12
- Strong third party inflows of £0.9 billion in H1
- Ignis secured mandate to continue to manage £5 billion of assets backing annuity liabilities transferred to Guardian
- 13 out of 15 major Life funds delivered above benchmark performance

Notes: (1)

- (1) Phoenix Life run-off net of holding companies cash receipts
- (2) Excludes stock lending collateral of £10.4bn at HY12 (FY11: £10.8bn)

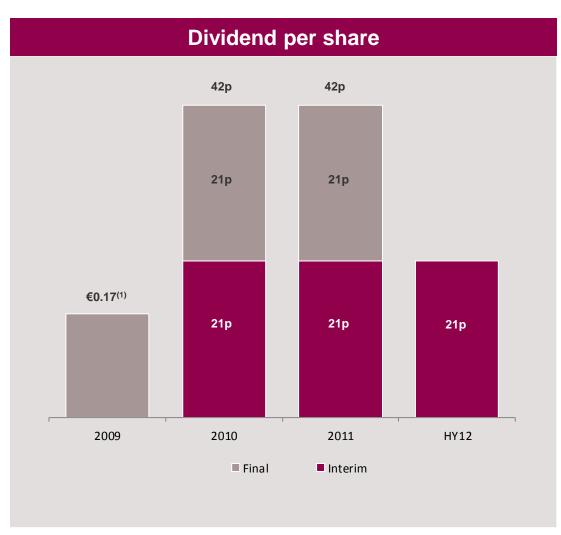
£927 million of net third party inflows supported by strong investment performance



- Continuing growth in established liquidity franchise
- Building on real estate sales in UK Retail and Institutional
- £225 million of net inflows in ARGBF since launch in 2011.
 Absolute performance in excess of 9% since inception⁽¹⁾
- Secured mandate to continue to manage £5 billion of assets transferred to new client, Guardian

Notes: (1) Performance to 30 June 2012 based on GBP I Share Class 31 March 2011 to 30 June 2012

Proposed interim dividend per share of 21 pence



- Proposed interim dividend per share of 21 pence
- On an annualised basis, this represents the maximum possible under current facility agreements
- Scrip dividend option removed to avoid dilutive impact on shareholders

Notes: (1) 2009 dividend per share in respect of the four month period to 31 December 2009, post the Liberty acquisition



Outlook
Clive Bannister

Financial targets for 2012 and beyond

Increased cash generation targets	 2012 target increased by £100m to £600m – £700m, recognising importance of prudence in light of ongoing economic uncertainty 2011 – 2016 cumulative target increased by £0.1bn to £3.3bn
Gearing	2012 target to reduce gearing to 43% or below
MCEV	Incremental embedded value from management actions of £100m on average per annum 2011-2014

Another set of strong results...



...and a clear focus for the rest of 2012 and beyond



Q&A



Asset mix of life companies

Appendices

VI

	Management actions	VII	Total debt exposure by country
Ш	Phoenix Life IFRS operating profit	VIII	MCEV sensitivities
	drivers	IX	Maturity profile of business
Ш	Ignis IFRS operating profit drivers	Χ	Ignis 3rd party new business flows
IV	Group solvency sensitivities	ΧI	Summary of bank facilities at HY12
V	Cashflow sensitivities		

Appendix I: Management actions

Cash acceleration

	HY12	HY11
Restructuring	£17m	£171m
Risk management	-	£8m
Operational management	£15m	£18m
Total	£32m	£197m

Incremental MCEV

	HY12	HY11
Restructuring	£15m	£30m
Risk management	£36m	-
Operational management	£56m	£39m
Total	£107m	£69m

Appendix II: Phoenix Life IFRS operating profit drivers

			HY12			HY11	
		Reported IFRS Op Profit	Opening liability/ equity	Expected return margin ⁽¹⁾	Reported IFRS Op Profit	Opening liability/ equity	Expected return margin ⁽¹⁾
Fund type	How profits are generated	£m	£bn	bps	£m	£bn	bps
With-profit	Our share of bonuses paid to policyholders of with-profit business	32	29.8	21	27	24.9	22
With-profit (internal capital support)	Return on with-profit funds which are supported with capital from shareholder funds	3	5.2	nm ⁽³⁾	30	10.1	nm ⁽³⁾
Unit linked	Margin earned on unit linked business	28	10.8	56	29	12.1	48
Annuities	Spread earned on annuities	93(4)	10.8	69(2)	13	9.5	61(2)
Protection and other non-profit	Investment return and release of margins	22	0.9	nm ⁽³⁾	20	0.8	nm ⁽³⁾
Shareholder funds	Return earned on shareholder fund assets	27	2.1	257	33	2.6	254
Total		205			152		

Notes:

⁽¹⁾ Expected return margin represents the underlying recurring operating profit earned in the period as a proportion of the opening relevant class of policyholder liabilities and shareholder equity. Non-economic variances and assumption changes which are included within reported IFRS operating profit are not included within the expected return margin calculation as they are on-offs.

⁽²⁾ Includes new business margin of 35 bps in HY12 and 25 bps in HY11. Increase in NB margin due to calculation being based on opening liabilities, rather than premiums. The new business margin has remained stable relative to premiums written.

⁽³⁾ Not meaningful as relates to insurance margin

⁽⁴⁾ Increase in reported IFRS operating profit due to impact of non-recurring management actions such as modelling and policy harmonisations across Phoenix Life.

Appendix III: Ignis IFRS operating profit drivers

		HY12			HY11		
	IFRS results	Closing AUM	Margin ⁽¹⁾	IFRS results	Closing AUM	Margin ⁽¹⁾	
	£m	£bn	bps	£m	£bn	bps	
Retail	8	1.9	82	9	2.1	76	
Institutional, international and Group pension(2)	7	7.1	20	7	5.3	26	
Life funds ⁽³⁾	48	61.3	16	49	59.8	17	
Other ⁽⁴⁾	3			1			
Total revenue/Ignis AUM	66	70.3 ⁽⁵⁾		66	67.2 ⁽⁵⁾		
Staff costs	(31)			(29)			
Other operating expenses	(16)			(19)			
Total Ignis IFRS operating profit	19			18			
Operating profit margin	29%			27%			

- Notes: (1) Margin based on average AUM over period
 - (2) Revenue including performance fees of £1m in HY12 and £1m in HY11
 - (3) Revenue includes performance fees of £5m in HY12 and £8m in HY11
 - (4) Other revenue includes Partners profits
 - (5) Excludes Holding Companies' cash and Phoenix Life assets managed by third parties and not administered by Ignis of £1.3bn in HY12 and £1.3bn in HY11

Appendix IV: Group solvency sensitivities

IGD sensitivities	IGD	IGD excess over	IGD Excess
£bn	surplus	capital policy	Capital
IGD at 30 June 2012 (estimated)	1.2	0.4	3.2
20% fall in equity markets	1.2	0.4	3.1
15% fall in property values	1.2	0.4	3.1
75 bps increase in yields ⁽¹⁾	1.1	0.4	3.0
75 bps decrease in yields ⁽²⁾	1.2	0.3	3.4
Credit spreads widening ⁽³⁾	1.1	0.3	3.0

PLHL ICA sensitivities	PLHL ICA
£bn	surplus
PLHL ICA surplus at 30 June 2012 (estimated)	0.4
20% fall in equity markets	0.2
15% fall in property values	0.3
75 bps increase in yields ⁽¹⁾	0.3
75 bps decrease in yields ⁽²⁾	0.2
Credit spreads widening ⁽³⁾	0.2

Note:

⁽¹⁾ Represents a real yield reduction of 25bps, given a 75bps parallel increase in nominal yields

⁽²⁾ Represents a real yield reduction of 25bps, given a 75bps parallel decrease in nominal yields

^{(3) 10} year term: AAA - 46 bps, AA - 77 bps, A - 99 bps, BBB - 140 bps

Appendix V: Cashflow sensitivities

£bn	2011 – 2016 cash generation target
Base case 6 year projections	3.3
20% fall in equity markets	3.2
15% fall in property values	3.2
75 bps increase in yields	3.3
Credit spreads widening ⁽¹⁾	3.1

Note: (1) 10 year term: AAA – 46 bps, AA – 77 bps, A – 99 bps, BBB – 140 bps

Appendix VI: Asset mix of life companies

	Total		Policyholder funds ⁽³⁾				
At 30 June 2012 £m unless otherwise stated	shareholder, non-profit and supported with-profits ⁽²⁾	%	Non- supported with-profits funds	Unit linked	Total Policyholder	Total assets ⁽⁴⁾	
Cash deposits	3,724	18%	9,531	1,032	10,563	14,287	
Debt securities							
Debt securities – gilts	5,030	25%	11,582	878	12,460	17,490	
Debt securities – bonds	9,749	48%	10,143	926	11,069	20,818	
Total debt securities	14,779	73%	21,725	1,804	23,529	38,308	
Equity securities	374	2%	6,326	7,234	13,560	13,934	
Property investments	291	1%	648	294	942	1,233	
Other investments ⁽⁴⁾	1,235	6%	3,334	26	3,360	4,595	
Total	20,403	100%	41,564	10,390	51,954	72,357	

Notes:

- (1) The analysis of the asset portfolio comprises assets held by the Group's life companies including stock lending collateral. It excludes other Group assets such as cash held in Holding Companies, service companies and Ignis Asset Management, the assets held by non-controlling interests in collective investment schemes and UKCPT and is net of derivative liabilities
- (2) Includes assets where shareholders of the life companies bear the investment risk
- (3) Includes assets where policyholders bear most of the investment risk
- (4) Includes repurchase loans of £2,277m, other loans of £217m, net derivatives of £1,132m and other investments of £969m
- (5) This information is presented on a look through basis to underlying holdings where available

Appendix VII: Total debt exposure by country

At 30 June 2012	Gover	her nment nd national	Fina	orate: incial utions	Corpora	te: Other		backed irities		l debt ırities	Total debt secur-
£m	Shareholder	Policyholder	Shareholder	Policyholder	Shareholder	Policyholder	Shareholder	Policyholder	Shareholder	Policyholder	ities
UK	5,047	12,561	1,851	2,243	1,752	2,237	525	661	9,175	17,702	26,877
USA	52	69	427	557	803	416	31	28	1,313	1,070	2,383
Germany	940	889	36	78	70	150	17	70	1,063	1,187	2,250
France	9	23	79	105	488	338	1	4	577	470	1,047
Portugal	-	-	-	-	-	2	-	-	-	2	2
Ireland	-	-	73	9	9	11	6	16	88	36	124
Italy	-	3	5	10	66	83	10	31	81	127	208
Greece	-	-	-	-	6	2	-	-	6	2	8
Spain	5	13	10	17	54	64	7	20	76	114	190
EIB	874	674	-	-	-	-	-	-	874	674	1,548
Netherlands	60	55	336	717	454	412	58	135	908	1,319	2,227
Other – non-Eurozone	36	145	86	125	144	174	6	18	272	462	734
Other – Eurozone	31	40	61	101	254	223	-	-	346	364	710
Total debt exposure	7,054	14,472	2,964	3,962	4,100	4,112	661	983	14,779	23,529	38,308
of which Peripheral Eurozone	5	16	88	36	135	162	23	67	251	281	532
At 31 December 2011, £m											
Total debt exposure	7,215	15,299	2,896	3,809	4,028	3,592	795	1,248	14,934	23,948	38,882
of which Peripheral Eurozone	9	139	88	49	196	174	70	114	363	476	839

Appendix VIII: MCEV sensitivities

£m	HY12
Base at 30 June 2012	3,837
1% decrease in risk free rates	106
1% increase in risk free rates	(79)
10% decrease in equity market values	(62)
10% increase in equity market values	59
10% decrease in property market values	(58)
10% increase in property market values	57
100 bps increase in credit spreads ⁽¹⁾	(174)
100 bps decrease in credit spreads ⁽¹⁾	186
25% increase in equity/property implied volatilities	(21)
25% increase in swaption implied volatilities	(16)
25% decrease in lapse rates and paid-up rates	(41)
5% decrease in annuitant mortality	(142)
5% decrease in non-annuitant mortality	28
Required capital equal to minimum regulatory capital ⁽²⁾	34
Swap curve as reference rate, retaining appropriate liquidity premiums	(30)

Notes:

^{(1) 44}bps is assumed to relate to default risk

⁽²⁾ Minimum regulatory capital is defined as the greater of Pillar 1 and Pillar 2 capital requirements without any allowance for the Group's capital management policy

Appendix IX: Maturity profile of business

£m	1-5 years	6-10 years	11-15 years	16-20 years	20+ years	Total
MCEV present value of future profits						
30 June 2012	1,037	638	407	257	253	2,594

Appendix X: Ignis 3rd party new business flows

£m	HY12	HY11
Gross flows		
Retail	356	382
Institutional ⁽¹⁾	113	495
International	237	55
Liquidity funds (net)	707	347
Total	1,413	1,279
Net flows		
Retail	9	(5)
Institutional ⁽¹⁾	40	407
International	171	17
Liquidity funds (net)	707	347
Total	927	766

(1) HY11 includes £430m from new rates LDI mandate from the Group pension scheme

Note:

Appendix XI: Summary of bank facilities at HY12

	£m	Coupon	Maturity	Repayment
Bank facility	375	L+125bps	2016	£25m p.a. 2011-2015 Balance in 2016
Subordinated Lender Loan Notes	79	L+100bps ⁽¹⁾	2024	Bullet
Total Pearl bank debt	454			
Facility A	930	L+200bps ⁽²⁾	2014	£125m p.a. from 2011 Balance in 2014
Facility B	493	L+200bps ⁽³⁾	2015	Bullet
Facility C	493	L+200bps ⁽⁴⁾	2016	Bullet
Total Impala bank debt	1,915			
Total bank debt	2,369			

Notes

- (1) For each interest period the Group may elect to defer the coupon to the maturity of the Lender Loan Notes
- Up to 2nd September 2012 the Group may elect to defer payment of:
- (2) In respect of Facility A, 100bps of the coupon until the maturity of Facility A. From 2nd September 2013 the coupon on Facility A will increase to L+250bps
- (3) In respect of Facility B, 75bps of the coupon until the maturity of Facility B. From 2nd September 2013 the coupon on Facility B will increase to L+325bps
- (4) In respect of Facility C, 25bps of the coupon until the maturity of Facility C. From 2nd September 2013 the coupon on Facility C will increase to L+375bps

Disclaimer and other information

- This presentation in relation to Phoenix Group Holdings and its subsidiaries (the 'Group') contains, and we may make other statements (verbal or otherwise) containing, forward-looking statements about the Group's current plans, goals and expectations relating to future financial conditions, performance, results, strategy and/or objectives
- Statements containing the words: 'believes', 'intends', 'expects', 'plans', 'seeks', 'continues', 'targets' and 'anticipates' or other words of similar meaning are forward-looking (although their absence does not mean that a statement is not forward-looking). Forward-looking statements involve risk and uncertainty because they relate to future events and circumstances that are beyond the Group's control. For example, certain insurance risk disclosures are dependent on the Group's choices about assumptions and models, which by their nature are estimates. As such, actual future gains and losses could differ materially from those that we have estimated
- Other factors which could cause actual results to differ materially from those estimated by forward-looking statements include but are not limited to: domestic and global economic and business conditions; asset prices; market related risks such as fluctuations in interest rates and exchange rates, and the performance of financial markets generally; the policies and actions of governmental and/or regulatory authorities, including, for example, new government initiatives related to the financial crisis and the effect of the European Union's 'Solvency II' requirements on the Group's capital maintenance requirements; impact of inflation and deflation; market competition; changes in assumptions in pricing and reserving for insurance business (particularly with regard to mortality and morbidity trends, gender pricing and lapse rates); the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; risks associated with arrangements with third parties, including joint ventures; inability of reinsurers to meet obligations or unavailability of reinsurance coverage; the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which members of the Group operate
- As a result, the Group's actual future financial condition, performance and results may differ materially from the plans, goals and
 expectations set out in the forward-looking statements within this presentation. The Group undertakes no obligation to update any of
 the forward-looking statements contained within this presentation or any other forward-looking statements it may make
- Nothing in this presentation should be construed as a profit forecast
- Any references to IGD Group, IGD sensitivities, IGD or PLHL ICA relate to the relevant calculation for Phoenix Life Holdings Limited, the ultimate EEA Insurance parent undertaking

Classification: public 41