

A world map graphic is positioned in the upper middle section of the page. The map is rendered in a golden-yellow color with a dotted or pixelated texture, set against a dark background with faint grid lines.

Secure World Growth Bond 2009

100% Capital Security 100% Participation

Earn up to 55%

Leading Developed World Markets:

Europe

The United States

The United Kingdom

Japan

Closing 10th July 2009

Capital Security from KBC Bank Ireland plc
May close early if fully subscribed

100% Capital Security

The Market Indices



S&P 500: United States

The S&P500 is an index of 500 major US Companies and includes companies such as Apple, Coca Cola, Google, IBM, Intel and Microsoft.



EURO STOXX 50: The Eurozone

The EURO STOXX 50 is an index of the leading 50 companies in the Eurozone and includes companies such as Allianz, L'Oreal, Nokia, Philips and Siemens.



FTSE 100: UK

The FTSE 100 is an index of the 100 most highly capitalised companies traded on the London Stock Exchange and includes companies such as Cable & Wireless, Friends Provident, Marks & Spencer, Standard Life and Vodafone.



Nikkei 225: Japan

The Nikkei 225 is an index of 225 major companies in Japan and includes companies such as Hitachi, Mazda, Panasonic, Sanyo and Toshiba.

This truly global equity Bond gives investors 100% capital security and 100% of the growth in four of the largest developed world economies up to 55% before tax (CAR 9.1%). The Secure World Growth Bond will participate in any future growth in a diverse spread of the world's largest companies:

ALLIANZ, AMAZON.COM, AMERICAN EXPRESS, APPLE, ASTRAZENECA, AT&T, AVIVA, AVON PRODUCTS, AXA, BARCLAYS, BASF, BAYER, BLACK & DECKER, BNP PARIBAS, BOEING, BOSTON SCIENTIFIC, BP, BRITISH AIRWAYS, BT GROUP, CABLE & WIRELESS, CADBURY, CAMPBELL SOUP CO, CARREFOUR, CATERPILLAR INC, CHEVRON CORP, CISCO SYSTEMS, CITIGROUP, COCA COLA, COLGATE PALMOLIVE, DAIMLER, DANONE, DELL, DEUTSCHE BANK, DIAGEO, EASTMAN KODAK, ESTEE LAUDER, EXXON MOBIL, FRANCE TELECOM, FRIENDS PROVIDENT, GAP INC, GEN ELECTRIC CO, GENERALI, GLAXOSMITHKLINE, GOLDMAN SACHS, GOODYEAR, GOOGLE, HEINZ H J CO, HEWLETT PACKARD CO, HITACHI, IBM, INGERSOLL RAND LTD, INTEL, JOHNSON AND JOHNSON, JP MORGAN CHASE CO, KELLOGG CO, KINGFISHER, KRAFT FOODS INC, LEGAL & GENERAL, LLOYDS BANKING GRP, L'OREAL, MACY'S INC, MARATHON OIL, MARKS & SPENCER, MASTERCARD INC, MATTEL INC, MCDONALDS, MICROSOFT, MONSTER WORLDWIDE, MORGAN STANLEY, MORRISON SUPERMKTS, MOTOROLA, NATIONAL GRID, NEC, NEXT, NIKE, NOKIA, NOVELL, OKI, ORACLE, PANASONIC, PENNEY J C, PEPSICO, PFIZER, PHILIP MORRIS INTL, PHILIPS ELECTRONICS, PIONEER, PRUDENTIAL, RALPH LAUREN, REED ELSEVIER, RENAULT, RIO TINTO, ROYAL DUTCH SHELL, SAINSBURY, SANYO, SCHERING PLOUGH, SHARP, SIEMENS, SMITH & NEPHEW, SONY, STANDARD LIFE, STARBUCKS, STATE STREET, TDK, TELEFONICA, TESCO, TEXAS INSTRUMENTS, THOMSON REUTERS, TIFFANY AND CO, TIME WARNER, TOSHIBA, TOYOTA, TULLOW OIL, VODAFONE, WAL MART STORES, WALT DISNEY, WESTERN UNION, WHIRLPOOL, XEROX, YAHOO!

KEY DATES

The offer closes on Friday 10th July 2009 and all applications and cheques must be with Mercury Wealth by this date.

This is a limited offer and the Secure World Growth Bond may close prior to this date if the subscription is filled.

Investment in the Secure World Growth Bond commences Friday 17th July 2009.

Investment in the Secure World Growth Bond is for a 5 year term and is locked in until 17th July 2014.

SECURE WORLD GROWTH

AT A GLANCE

- 100% Capital Security
- 4 Largest Developed World Economies
- Stock Market Indices - reduces risk of individual shares
- 5-year term
- Closing 10th July 2009
- Minimum investment €10,000
- Call 01 6449550
- Email enquiry@mercurywealth.ie

Is your money in recovery mode?

Mercury's **Secure World Growth Bond** is designed for investors who want to participate in a global market recovery but first and foremost want 100% capital security.

The **Secure World Growth Bond** combines the comfort of 100% capital security together with an investment in the four largest developed world economies, the United States (S&P 500), Eurozone (EURO STOXX 50), the United Kingdom (FTSE 100) and Japan (Nikkei 225).

The **Secure World Growth Bond** gives investors an opportunity to enjoy a world market recovery without any of the downside risk. Investors will receive 100% of any growth in four leading stock market indices over a period of 5 years subject to a maximum gross return of 55% (CAR 9.1%) or an after tax return of 39.6% (CAR 6.9%).

The **Secure World Growth Bond** allows you to benefit from a stock market recovery without putting your capital at risk.



Warning: The value of your investment may go down as well as up.

H BOND 2009

KEY FEATURES

The Product Producer is:

KBC Bank Ireland plc ('the Bank')

The Bank's status as Product Producer of The Secure World Growth Bond relates solely to its role as deposit taker and its undertaking to pay at maturity the capital sum secured and any interest due on the Bond.

The Arranger is:

Mercury Wealth Management Limited

43 Fitzwilliam Square, Dublin 2.

Mercury Wealth Management Limited is regulated by the Financial Regulator.

How does The Secure World Growth Bond Work?

The Secure World Growth Bond is a deposit based Tracker Bond with a 5 year term that delivers 100% capital security (CAR 0.0%) at maturity from KBC Bank Ireland plc.

Potential investment growth in The Secure World Growth Bond will be delivered through an equally weighted basket of the four main developed world stock markets: US, Japan, Europe and the UK.

At maturity you will receive your initial capital plus 100% of any growth in the four main developed world stock market indices: United States, the S&P 500; Japan, the Nikkei 225; Eurozone, the EURO STOXX 50 and UK, the FTSE 100.

The maximum gross return achievable at maturity is +55% (CAR 9.1%) or 39.6% after tax (CAR 6.9%).

Averaging:

Averaging is used in The Secure World Growth Bond to reduce the impact of potential falls in the Index values in the final twelve months. Equally, averaging may impact negatively on the final return where the Index values rise significantly over the last twelve months.

Dividends:

Neither you, as an investor in The Secure World Growth Bond, or Mercury or the Bank hold securities which are constituents of the stock market indices nor benefit from any dividends paid on those securities. The Secure World Growth Bond is suitable only as a capital growth investment.

Where does my investment go?

100% of your investment in The Secure World Growth Bond will be held on deposit with the Bank from the commencement date 17th July 2009 to the maturity date 17th July 2014. In the event that the Secure World Growth Bond does not generate any interest during the investment term, you will only be entitled to the return of 100% of your investment.

If interest is payable to the Secure World Growth Bond, you will be entitled to the payment of such Interest after deduction of tax (if applicable).

The Bank may enter into a swap arrangement with a third party whereby the Bank may agree to exchange the income stream generated by the deposit of your investment for such sums as may be necessary to pay any Interest on the Secure World Growth Bond. Any such swap arrangement made by the Bank will not affect the obligation of the Bank with regard to any Interest payable to you under the terms of issue of the Secure World Growth Bond.

Any benefit that the Bank receives from your investment over and above the interest that is payable to you under the terms of the Secure World Growth Bond will be for the Bank's own account.

Mercury Wealth Management Ltd will receive a corporate fee of 3% for the design and distribution of The Secure World Growth Bond. This once off corporate fee is inclusive of all initial set up costs from design and distribution and all future servicing and management costs. There are no annual management costs. This corporate fee will not affect the allocation of your investment in the Secure World Growth Bond or any interest payable to you under the terms of issue of the Secure World Growth Bond.

Do I have access to my investment?

Your investment is for the fixed term of The Secure World Growth Bond and is intended only for investors who do not require access to their investment prior to maturity. No withdrawal may be made before the end of the Term. The ongoing cost of funding the underlying structure that will pay any interest to you on the Maturity Date means that the capital secure portion of the Account is payable only at the Maturity Date. During the investment term, it may be difficult to obtain reliable information about its value or the extent of the risks to which it is exposed.

What happens if I die before the Secure World Growth Bond matures?

In the event of the death of a sole investor or surviving joint account holder prior to the expiry of the term, The Secure World Growth Bond will continue to the Maturity Date in the name of the executor or administrator. Alternatively, The Secure World Growth Bond may be redeemed prior to maturity, subject to normal probate regulations, at its realisable value (as determined by the Bank in its sole discretion) which may be lower than the initial investment amount.

What about tax?

Any interest payable on maturity of The Secure World Growth Bond is subject to Deposit Interest Retention Tax ("DIRT") where applicable. DIRT is currently payable at 28% on any such interest. Tax relief provisions currently applying mean that, for certain investors, any Interest payable on maturity of The Secure World Growth Bond may be exempt from DIRT. It is your responsibility to obtain any tax relief that may apply. You should satisfy yourself in relation to revenue reporting requirements and any implications of non-disclosure. Both the rate of tax and tax rules are subject to change without notice.

TERMS AND CONDITIONS

The following documentation is required to be provided by personal investors for anti-money laundering and tax purposes:

- Proof of Identity
Certified copy of passport or drivers licence certified by any of the following: Garda, Accountant, Solicitor or designated body.
- Proof of Address
Two original utility bills, bank statements or revenue documentation as appropriate, less than 6 months old.
- Verification of Personal Public Service Number
Any one of: P60, P45, P21 Balancing Statement, payslip, Drug Payment Scheme card, European Health Insurance card, Tax Return Form, PAYE Notice of Tax Credits, Child Benefit Aware Letter/Book or Pension Book Social Services card.

Other documentation will be required for corporate, pension and charitable organisation applicants. Please refer to Mercury for more details.

1. Definitions

The following definitions apply to these Terms and Conditions and the contents of this brochure:

'Mercury' means Mercury Wealth Management Limited and its successors, assigns and transferees.

'Bank' means KBC Bank Ireland plc and its successors, assigns and transferees.

You/your' means the person(s) (natural or corporate) depositing money in an account in accordance with these Terms and Conditions and includes their successors.

'Bond' and 'Mercury Secure World Growth Bond' means the Mercury Secure World Growth Bond 2009.

'Account' means the Mercury Secure World Growth Bond Deposit Account.

'Index Basket' means the following equally weighted equity indices (each an 'Index'):

Index	Bloomberg Code
Dow Jones EURO STOXX 50	SX5E Index
FTSE 100	UKX Index
Nikkei 225	NKY Index
Standard & Poor's 500	SPX Index

'Start Price' means the official closing price of each Index on the Start Date.

'Final Price' means the average of the official closing price of an Index on 17 July 2014 and on the 17th day (or next business day) of each of the preceding 12 months (13 observations in total). The Final Price will be the arithmetic average of these 13 recorded figures. Should any event occur that prevents the Final Price being calculated, the basis for determining the Final Price may be adjusted at the discretion of the Bank, having regard to the event in question.

'Interest' means the gross interest calculated in accordance with Clause 5.

'Term' means the duration of the Account, which is 5 years commencing on 17 July 2009 ('the Start Date') and maturing on 17 July 2014 ('the Maturity Date').

2. Availability

- (a) The Account is open to persons (aged 18 or over) opening an account in their own name or joint accounts in joint names. Pension funds, companies, credit unions and other institutions may also open an Account. The minimum deposit is €10,000.
- (b) The closing date for applications is 10 July 2009. All applications (i.e. completed application form(s) plus cleared funds and any other appropriate documentation if required) must be sent to Mercury. The Bank accepts no responsibility for applications until they are physically received by Mercury. Applications will not be accepted after the closing date.
- (c) All payments in relation to the Account will be denominated in Euro.

3. Account Opening Documentation

If you are not investing in the Account on an execution only basis or if you are not being advised by an authorised investment intermediary, you will receive a copy of the Mercury's client account documentation which must be completed and returned to Mercury before your application for this Account is processed. This is required in order to enable the Mercury to fulfil its obligations in assessing the suitability of this product for your needs. In addition, you will need to satisfy the anti-money laundering requirements outlined above.

4. Your Investment

Your investment is placed by Mercury in a fixed term deposit account in your name with the Bank who is the ultimate provider of the capital secure portion of this investment. The Bank undertakes to repay 100% of your original investment at the end of the Term and pay Interest in accordance with Clause 5.

5. Interest

- (a) Interest payable on the Account will not be determined until the Maturity Date.
- (b) Interest will be calculated by reference to the performance of each Index using the following formula:
$$\frac{(\text{Final Price} - \text{Start Price})}{\text{Start Price}}$$
- (c) You will receive 100% of the performance of the Index Basket subject to a maximum gain of 55% before tax (CAR 9.16%) and 39.6% after tax (CAR 6.90%).
- (d) Interest will be added to the Account on the Maturity Date and will be paid after deduction of Deposit Interest Retention Tax (DIRT) where applicable.
- (e) Interest earned on the Account will be dependent on fluctuations in financial markets that are outside the Bank's control. Historical performance is no indication of future return.
- (f) Should an event occur that fundamentally affects the availability or valuation of any Index, the Bank will be entitled to substitute the Index or to make any adjustment that it deems appropriate in the calculation of interest applicable to the Account.

6. Maturity

The proceeds of your investment will be paid on 24 July 2014. Mercury will contact you before the Account matures, advising you of the forthcoming maturity date. If, for any reason, Mercury receives no specific instructions by the time the Account matures, the proceeds will be transferred to the Bank's demand deposit account in your name and the prevailing terms and conditions for the Bank's demand deposit account will apply.

7. Withdrawals

- (a) Your investment is a fixed investment for the Term and is intended only for investors who do not require access to their investment prior to its maturity. No withdrawal may be made before the end of the Term.
- (b) In the event of the death of a sole investor or surviving joint account holder prior to the expiry of the Term, the Account will continue to the Maturity Date in the name of the executor or administrator. Alternatively, the funds may be withdrawn, subject to normal probate regulations, at the realisable value of the Account (as determined by the Bank in its sole discretion) which may be lower than the original amount invested.

8. Right to Terminate Contract

You have the right to cancel this contract prior to the Start Date of the Account. If you wish to cancel, written notice must be received in writing by, and only by, Mercury Wealth Management Limited, 43 Fitzwilliam Square, Dublin 2 before 10 July 2009.

9. Variation

Mercury reserves the right, subject to the written consent of the Bank, to amend these Terms and Conditions during the Term of the Account where Mercury, in its absolute discretion, deems it necessary and appropriate or where there is a material legal, tax or regulatory change affecting these Terms and Conditions. Any such changes will be consistent with our obligation to act honestly, fairly and professionally in your best interests. Mercury will notify you of any changes at least 30 days in advance of such changes taking effect.

10. Bank Remuneration

- (a) Any benefit the Bank receives from your investment will be for the Bank's own account and will not affect any Interest payable to you under these Terms and Conditions.
- (b) Other than in the event of early encashment, no fees, charges or expenses are levied by the Bank when processing your investment.

11. Confidentiality

Both Mercury and the Bank observe a duty of confidentiality about your financial affairs. Neither Mercury nor the Bank will disclose details of your account or your name and address to anyone else, other than to any confidentially appointed agents acting on their behalf or where:

- They are permitted or compelled by law to do so.
- Disclosure is made at your request and with your consent.

12. Unforeseen Events

- (a) Mercury reserves the right not to proceed, for whatever reason, with this Account and to refund your investment.
- (b) Neither Mercury or the Bank nor their agent(s) will be liable for any loss you may suffer if either party or its agent(s) is prevented from providing services to you as a result of industrial action or other cause beyond the reasonable control of either party or its agent(s).

13. Representation

The Bank makes no 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 Mercury. The Bank acts as deposit taker and is not liable to you for the responsibilities of Mercury in relation to the Bond.

14. Information

- (a) The Terms and Conditions represent the terms of the contract between you and the Bank. You acknowledge that your application is made on the basis of and is subject to these Terms and Conditions and that you have not relied on any representations or other information (whether oral or written) other than as set forth herein.
- (b) All information supplied to you and all communications with you will be in English. Information contained in this brochure is correct at time of print, 29 May 2009.

15. Jurisdiction

The Terms and Conditions shall be governed by and construed in accordance with the laws of Ireland and the Courts of Ireland shall have exclusive jurisdiction to resolve any disputes in connection with these Terms and Conditions.

Data Protection

Details, information and personal data collected from you or from Third Parties in respect of your application, will be retained by Mercury and the Bank and will be stored on computer and used for the purpose of processing your application for investment and administering any resulting service. You consent to the disclosure by Mercury and/or the Bank of any information and personal data from you to its agents. You have the right to receive a copy of all personal data held by Mercury and/or the Bank following a written request, and to have any inaccuracies in that personal data corrected in accordance with the provisions of Data Protection legislation. Mercury and the Bank may monitor and record telephone conversations with you to assist in improving customer services.

Deposit Guarantee Scheme

Deposits with the Bank are covered under the terms of the Deposit Protection Scheme, which is administered by the Financial Regulator and is funded by authorised credit institutions. This scheme provides for the protection of deposits irrespective of currency. Protection under the scheme guarantees 100% of all deposits held by one depositor at the Bank subject to a maximum total compensation payment of €100,000.

Complaints Procedure

We aim to provide a friendly and efficient service to our customers and it is our policy to ensure that all your concerns are dealt with promptly. If you have any complaint about the service received, please contact Mercury Wealth Management Limited at Merion House, 43 Fitzwilliam Square, Dublin 2. If you are dissatisfied with the outcome of our efforts to resolve your complaint you may refer your complaint to:

The Financial Services Ombudsman's Bureau, 3rd Floor, Lincoln House, Lincoln Place, Dublin 2. Lo Call: 1890 88 20 90; Telephone (01) 6620899; Fax (01) 6620890. E-mail: enquiries@financialombudsman.ie.

About KBC Bank Ireland

The Bank is registered with the Companies Registration Office under registration number 40537. Its Value Added Tax number is: 8F86824G. The Bank is a licensed credit institution regulated by the Financial Regulator. KBC Bank Ireland plc, Sandwith Street, Dublin 2, Ireland. Tel: +353 1 664 6000 Fax: +353 1 664 6099"



43 Fitzwilliam Square
Dublin 2

Telephone: (01) 644 9550
enquiry@mercurywealth.ie

Secure World Growth Bond 2009

APPLICATION FORM

Please complete in **BLOCK CAPITALS** and return along with your cheque made payable to KBC Bank Ireland plc. Prior to any transaction being entered into, a completed application form, together with the relevant documentation as specified in 'Terms and Conditions' must be received by Mercury Wealth Management Limited.

I/We hereby apply for the Mercury Secure World Growth Bond 2009 and for that purpose I/we hereby request you to open an account with KBC Bank Ireland plc in the name(s) of:

Primary name: Date of Birth:

Address:

Contact No: Email:

PPS No:

Secondary Name: Date of Birth:

Address:

Contact No: Email:

PPS No:

I/We wish to invest € in the Mercury Secure World Growth Bond. Minimum investment is €10,000.

Please tick the appropriate box: Personal Investment Pension Fund Company Account

Other; please specify:

I/We qualify for the following taxation classification: Please tick appropriate box: DIRT Other*

*Relevant documentation will be required for tax-free status in the case of charities, pension funds, companies and non-Irish residents.

Execution Only: I/We acknowledge that I/we have requested information on the Mercury Secure World Growth Bond and confirm that I/we do not wish to provide information in respect of my/our financial history and investment objectives to determine the suitability of this investment for my/our purposes but wish to proceed with the purchase of the Account on an execution only basis. I/We acknowledge that investments may fall as well as rise in value and that I/we have not received any advice from a regulated financial entity in respect of the Bond.

Primary signature: Secondary signature:

Please make cheques payable/arrange funds transfer to KBC Bank Ireland plc

Account Details as follows:

Bank: Bank of Ireland

Address: 2 College Green, Dublin 2

Account Number: 64496623

Sort Code: 90-00-17

Account Name: KBC Private Banking

Account Reference: Client name/Mercury Secure World Growth

NB: All transfers must include your name as a reference

Declaration: I/We hereby request and authorise you: (i) to open and administer an account for me/us with KBC Bank Ireland plc and (ii) to give effect until the end of the Term. I/We declare that (i) the details above are correct; (ii) I/we are over 18 and (iii) I/we understand and accept the Terms and Conditions set out in this brochure. I/We understand that (i) the investment will not be deemed to have been made until the application has been accepted and that, if and when accepted, the investment will commence on 17 July 2009; (ii) capital security is provided by the Bank; and (iii) if the investment is encashed before the Maturity Date, it may lose some or all of the money put in.

Primary signature: Date:

Secondary signature: Date:

Return to Mercury Wealth Management Limited, 43 Fitzwilliam Square, Dublin 2.

Tel: (01) 6449550 Email: enquiry@mercurywealth.ie