



Sean Daly & Co Ltd
34 Henry Street
Kenmare

24 March 2021

County Kerry

Dear Sean Daly & Co Ltd,

Your Royal London commission details for the full year of 2019 are included below, displayed as % rates in Years 1 to 9 inclusive. We hope these help you to comply with the new requirements for financial intermediaries to disclose commission arrangements to consumers.

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9+
Max Comm % Available	225%	0%	0%	0%	3%	3%	3%	3%	3%
Max Comm % Chosen*	N/a								
Avg Comm % Chosen**	N/a								

These details include the maximum commission rate available to you. This is the highest rate of commission that you can choose and includes indexation policies as well as any special offers currently available. We know that this may not necessarily accurately reflect your business processes as you may choose a lower amount and/or sacrifice your commission to reduce the price for your clients.

To allow for this, we've also included the maximum commission rate chosen, and the average commission rate taken, by you in 2019. These maximum and average figures may help to provide an indication of the rates of commission you typically expect to receive.

Yours sincerely,

Daragh Feely
Head of Sales

Royal London, 47-49 St. Stephen's Green, Dublin 2, Ireland
T: 01 429 3333 F: 01 662 5095 E: service@royallondon.ie W: royallondon.ie

Max:	<p>This is the maximum commission % rate that is currently available to you under this agency code. It reflects the highest initial commission option that you can choose and includes indexation as well as any offers currently available.</p> <p>This may not accurately reflect your business processes as, for example, you may generally choose a lower option and/or sacrifice some commission to reduce the price for your clients.</p> <p>The 'Max Chosen' and 'Average' rates (also shown in this table and explained below) may also help to provide an indication of the rates of commission you typically expect to receive.</p>
*Max Chosen:	<p>This is the maximum commission % rate that you have chosen (under this agency code) on an individual active new business policy in 2019. It reflects the highest initial commission option, including the maximum bonus commission offer, applied on an individual policy. These figures will be updated on an annual basis to reflect the previous year's data.</p>
**Average:	<p>This is the average % rate of commission by policy count to be payable to you, in each of the years 1 to 9, on all of your active new business policies (under this agency code) in 2019. These figures will be updated on an annual basis to reflect the previous year's data</p>