BENEFITS AND HOW IT WORKS

Paradigm PROTECT

COVER...COVERED!

EXPLORE THE TYPES OF COVER, WHY IT IS IMPORTANT AND KEY BENEFITS

LIFE COVER

WHAT IS IT?

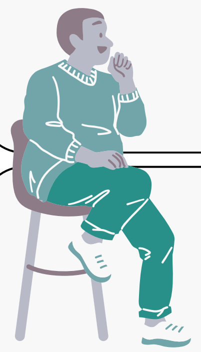
Life cover (or life insurance) pays a **tax-free lump sum** if you die during the policy term — helping protect your loved ones financially.

WHY IS IT IMPORTANT?

- **Keeps your home**: Helps pay off your mortgage.
- **Covers costs**: Replaces lost income for bills and childcare.
- **Peace of mind**: Your family won't face financial hardship.

HOW DOES IT WORK?

- Choose **cover amount** (a lump sum).
- Choose **policy term** (how long you want the cover to last)
- If you pass away during the term, your loved ones receive the payout.



KEY BENEFITS

- Safeguards your family's lifestyle.
- Clears debts like your mortgage.
- Often cheaper than a daily coffee.
- Flexible to fit your needs.

EXAMPLE

James has a £150,000 mortgage. He takes out life cover for 25 years. If James dies within that time, the policy pays £150,000. enough to clear the mortgage and protect his family's home.

INCOME PROTECTION

WHAT IS IT?

A policy that pays you a monthly tax-free income if illness or injury stops you working — It keeps money coming in until you recover, return to work, or the policy ends. Your safety net when wages stop.

WHY IS IT IMPORTANT?

- **Bills** don't pause when you're off sick.
- **Statutory Sick Pay** is just £116.75/week — not enough for most.
- Covers a chunk of your income so you can **keep your lifestyle** and focus on recovery.

HOW DOES IT WORK?

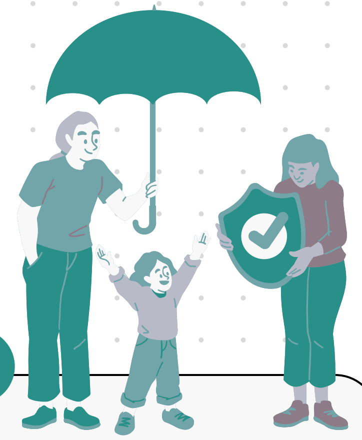
- Choose how much of your **income to protect** (usually up to 60–65%).
- Pick a **waiting period** (shorter wait = higher premium) before payments start (e.g. 4, 13, or 26 weeks).
- **Claim** if illness or injury stops you working.
- Receive monthly payments until you're back or the policy ends.

KEY BENEFITS

- **Peace of mind** – keeps bills and mortgage covered.
- **Flexibility** – to suit your job, income, and budget.
- **Long-term security** – some policies pay to retirement.
- **Protection for self-employed** – vital if you don't get sick pay.

EXAMPLE

Nina earns £2,000 per month. She becomes ill and can't work for 9 months. Without cover: only Statutory Sick Pay of £116.75/week. With Income Protection: £1,200/month tax-free (60% of her income). Sarah can focus on getting well, not worrying about money.



CRITICAL ILLNESS

WHAT IS IT?

Pays a tax-free lump sum if you're diagnosed with a serious condition like cancer, heart attack, or stroke — as listed in your policy.

WHY IS IT IMPORTANT?

- **Illness can stop work** for months or years.
- Helps cover **mortgage, bills, and medical costs.**
- Gives you **choices** — reduce hours, adapt your home, or focus on recovery.

HOW DOES IT WORK?

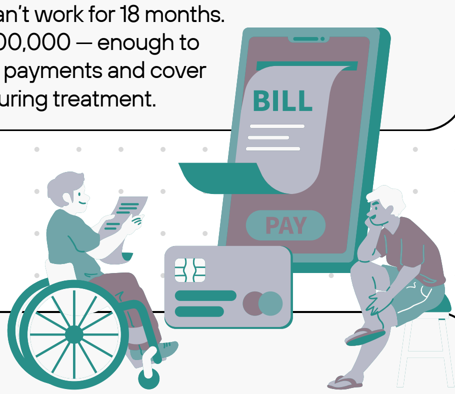
- Choose your **cover amount.**
- If diagnosed with a covered condition, **make a claim.**
- Get a **lump sum** to use your way.

KEY BENEFITS

- Financial support when you need it most.
- Can be **combined** with life cover.
- Lets you focus on getting better, not money.
- Tailored to your family and finances.

EXAMPLE

Emma is 40 with a £200,000 mortgage. She takes out critical illness cover for £100,000. At 45, she's diagnosed with cancer and can't work for 18 months. Her policy pays £100,000 — enough to keep up mortgage payments and cover household costs during treatment.



COMMON MYTHS-BUSTED!

"I don't need it, I've got savings."
Most savings run out quickly — this protects you for the long term.

"The State will cover me."
Statutory Sick Pay is very limited and short-term.

"It is too expensive."
Policies can be tailored to your budget with flexible cover options.