

The Purpose of Life Insurance

The **reasons** we buy life insurance will be different for everyone, but the **decision** to buy life insurance is about providing financial security for yourself and your family.

Life insurance can protect your family from financial catastrophe should the unthinkable happen to you.

The **purpose** of life insurance is to pay a lump sum benefit after you die which could cover your family's ongoing expenses including children's education and other essential living costs; it could also settle mortgages, estate taxes or other liabilities.

The importance of life insurance

MORE PEOPLE ARE LIVING WITH NON-COMMUNICABLE DISEASE THAN EVER BEFORE.

Non-Communicable Diseases cause **3 out of every 4 deaths**

74%

Cardiovascular Disease and Cancer alone cause **half of all deaths**

51%

Non-Communicable Diseases (NCD) such as **cardiovascular disease, cancers, diabetes** and **chronic respiratory diseases** are responsible for **74% of deaths worldwide**.

Modern lifestyles and environmental factors continue to increase the prevalence of NCD, such that approximately **20% of the global population** are now living with at least one type of NCD. This makes for a curious juxtaposition - as tremendous advances in education, income, healthcare and sanitation allow many more people to live a longer life; our modern environment and lifestyles place us each **at increased individual risk of premature death** from non-communicable disease.

This increased individual risk is the reason life insurance could be a family's most important financial decision.



700 Million
people are classified as obese



1.1 Billion
people are living with hypertension



500 Million
people are living with diabetes



130 Million
people are living with coronary artery disease



There are **98 Million** people living with cancer

What if it could happen to you?

Discussing life insurance can be uncomfortable, and many of us like to think "**it won't happen to me**" but the reality is that none of us knows what the future holds. So we encourage you to consider how your family would be financially affected if you were to suddenly die.

Speaking to a professional insurance adviser can help you work out:

- What life insurance solution will best suit your family's situation
- How much cover you need
- How to put that cover in place so you and your family don't need to worry about this question anymore



Who needs life insurance?

Generally speaking, if someone will suffer financially if you die, you probably need life insurance.

Here are a few specific scenarios where life insurance may be important or necessary:



Single

If you are supporting parents or siblings – or if you have significant debt which could be passed to your family members – you need life insurance.



Couples

If you died suddenly, would your spouse or partner have enough money to cover funeral costs, credit cards, outstanding loans and daily living expenses?

Life insurance can ensure financial stability, protecting against the need to make drastic lifestyle changes.



Raising Children

If you have children of any age, consider whether your family could maintain its standard of living if you died tomorrow.

Life insurance can provide the security of a fully paid home, as well as education costs and living expenses.



Nearing Retirement

If you died today, your spouse could potentially outlive you by many years. Consider whether you have adequate life insurance in place to ensure they don't face years of financial struggle in retirement.



Estate Taxes

Will your family be exposed to any form of death duty or inheritance tax on your estate when you die?

Life insurance is often the most cost effective solution to help a family pay these taxes and could help them avoid having your estate broken up to pay the taxes due.



Business Protection

Life insurance can protect a business from potentially devastating losses if a key person dies.

Life insurance can also help surviving shareholders retain control of their company, as well as settle business loans linked to a deceased shareholder or director.

International Life Insurance **may cost less** than you think



If you can afford a daily cappuccino,
you can afford life insurance

Eric and Erica are both 40 years old.
These would be typical **monthly premiums** for a
20-year term insurance policy for **USD 500,000**

Eric USD 112	Erica USD 85
Average cost of a cappuccino	
Daily USD 4	Monthly USD 120



Unisure can help you and your family achieve the peace of mind of a guaranteed, fully portable, international life insurance policy – **often for less than what it costs to buy a daily coffee.**

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