

Bank of Ireland



Business Start-Up Package

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Introduction

When you start a new business, choosing the right business bank to partner with is important for the success of your new venture. Bank of Ireland understands the complexities of starting a new business and is with you every step of the way, not only providing competitive products designed with your business' needs in mind, but also giving you the support and advice that's vital to help your business grow and thrive.

We believe in building a lasting relationship with you, which helps us truly understand your business needs and makes it easier for us to recommend products or services that aim to benefit your business.

Day-to-Day Banking

Our range of products, services and online channels have been designed to make banking more convenient, letting you focus on managing your business.

Business Start-Up Current Account¹

A current account is essential to the smooth running of your day-to-day business. It helps you make and receive payments, manage cashflow and keep total control of your business' finances. Our Business Start-Up Current Account is easy to understand and straight forward to use.

During the first 24 months you will benefit from free:

- Account maintenance and transaction fees
- Note handling fees (on the first €13,000 lodged or withdrawn each quarter)
- Business Cash Card and replacement card²
- Set up of standing orders or direct debits
- Amendments to standing orders
- Stop payments
- Unpaid cheques/direct debits inwards
- Carbonised 'businesscheck'³

All other fees and charges will apply to your account at standard rates including non-euro Cirrus and Maestro transactions undertaken in countries outside the EU, Iceland, Liechtenstein or Norway.

Please refer to our Schedule of Fees and Charges for Business Customers and our Schedule of International transaction charges for full details.

Business On Line⁴

Our online banking service for businesses allows you to control your accounts at a time that suits you, and is free of monthly subscription charges for Levels 1/2 for the first 24 months. With Business On Line you can:

- View your account balances and transactions
- Transfer money or pay bills
- Search for or stop cheques
- Make domestic and third party payments
- View your credit card balance
- View your treasury deposit accounts

To receive 24 months free subscription for Business On Line you should register on the day you open your Business Start Up account.

To register for Business On Line, simply call **1850 264 265** or email electronic.banking@boimail.com

Business Surplus Deposit Account⁵

The Business Surplus Deposit Account helps you make your surplus business cash work harder for you, with competitive deposit rates and no minimum lodgment on the account. You can lodge or withdraw any amount and maintain whatever balance suits you. Your business will also benefit from:

- A variable rate of interest
- Instant access to your account – one withdrawal per calendar month

Visa Business Card⁶

The Visa Business Card is a great way to manage your business expenses. It gives you the flexibility and control to make payments whenever and wherever you see the Visa logo. There's no annual fee in the first year for you and any additional cardholders. What's more, you can avail of free comprehensive travel insurance for 90 days for you and up to three colleagues when you pay for at least 50% of your fare with your Visa Business Card. Add to this up to 37 days interest free credit, and the Visa Business Card will be an essential part of your business cashflow management.

To apply for a Visa Business Card simply contact your local branch or log on to www.bankofireland.com to download the application form, which, once completed, should be returned to your branch.

Card Payment Processing Services⁷

Card Payment Processing Services (MasterCard, Visa, Laser etc) are one of the core financial service requirements for most businesses.

As a Bank of Ireland Business Start Up customer you can avail of a 50% reduction in registration fees once you sign up with Elavon Merchant Services – Bank of Ireland's exclusive partner in the provision of Card Payment Processing Services. To find out more drop into your local branch or log onto www.elavon.com

Finance⁶

Getting the right financial advice is essential as this can be the foundation on which your business is built. Finance and capital comes from a variety of different sources such as owner equity, bank finance, venture capital and grant funding. Your Business Adviser will work closely with you to identify and access the right finance and borrowing solutions for your business. We have developed a range of lending products to suit your business, including an overdraft to fund working capital, short and medium term loans, and specific invoice and asset based funding.

Early Stage Seed Capital⁶

We have a number of funds to specifically meet the challenges that businesses can face at an early or start up stage. Whether you are looking to expand or develop your business, want to introduce innovations or new technology, fund research and development or acquire new technology and have the potential to export, then one of our Seed Funds might be just what you're looking for.

To find out more about our €22m Seed and Early Stage Equity Fund or our €10m MedTech Accelerator Fund please visit www.kernelcapital.ie

To find out more about our €17m Start-Up and Emerging Sectors Equity Fund, please visit www.deltapartners.com

Invoice Finance⁶

Invoice Finance allows companies that trade on credit to gain access to working capital by converting their debtors into cash. Your business is paid a pre-agreed percentage of the total amount you've invoiced. Invoice Finance helps with cashflow management and improves liquidity. Reduced administration fees are available to companies with projected turnover in excess of €500,000.

Leasing and Hire Purchase⁸

Leasing and Hire Purchase help manage cashflow by allowing you to acquire plant and machinery, equipment and vehicles over an agreed term with a fixed rental price. Payment schedules can be tailored to match income and cashflow and as rental payments are fixed, you can budget accurately. We'll even waive the set up fee on your first deal at any time over the first 24 month period.

For further information on Invoice Finance, Leasing or Hire Purchase call us on (01) 614 0300 or contact your local Bank of Ireland branch.

WARNING: WITH HIRE PURCHASE YOU WILL NOT OWN THE GOODS UNTIL THE FINAL PAYMENT IS MADE.

WARNING: IF YOU DO NOT MEET THE REPAYMENTS ON YOUR HIRE PURCHASE, LEASE AGREEMENT OR LOAN, YOUR ACCOUNT WILL GO INTO ARREARS. THIS MAY AFFECT YOUR CREDIT RATING. YOU MAY HAVE TO PAY CHARGES IF YOU PAY OFF A FIXED RATE LOAN EARLY.

Additional support

At Bank of Ireland, we offer additional services and support to enable you to focus on protecting your business and grow into new markets.

Insurance & Investments⁹

Bank of Ireland Life provides expert solutions to meet your medium and longer term financial goals. We can help you to put plans in place which will:

- Provide financial protection for business owners in the event of illness, injury or death (protecting your income, your business, your properties and your family)
- Make the most of generous tax reliefs available (up to 41%), while building a strong retirement fund for you and your employees
- Make your money work harder with a suite of investments from secure to more ambitious growth options

With a qualified Insurance and Investment Manager available in every Bank of Ireland branch, we can help you and your business look to the future with confidence. Talk to us today.

WARNING: THE VALUE OF YOUR INVESTMENT MAY GO DOWN AS WELL AS UP.

Global Markets¹⁰

It is important to protect your business from currency risk, whether your business imports or exports, or is simply sourcing materials or equipment abroad.

As a Business Start Up you can avail of an hour free consultation with one of our treasury experts to discuss currency risk. We focus on competitive pricing and first class service. Working in partnership with you, we will help you to stay focused on your business while we take care of your treasury and risk management needs.

WARNING: PRODUCTS MAY BE AFFECTED BY CHANGES IN CURRENCY EXCHANGE.

Going the extra mile

At Bank of Ireland, we know that it takes courage, determination and hard work to start a business. That's why we're prepared to go the extra mile in offering advice, support and tailored products for your business.

Free Business Start-Up Course⁷

As a business start-up, it's useful to get as much advice as possible. Bank of Ireland have developed a business start-up course which we offer all business customers free of charge. Written by renowned business coach and author of "Starting A Business in Ireland", Brian O'Kane, the course is presented as six modules:

- Suitability, Strategy & Market Research
- Marketing
- Formalities
- Information and Communications Technology
- Finance
- Business Plans

And you can also choose your free copy of an information guide relating to your specific business area. To register for the course visit, www.bankofirelandstartupcourse.com.

Online help and advice

Our community portal www.allaboutbusiness.ie is for business start-ups and entrepreneurs. The award winning site hosts video interviews and articles and is packed with advice on running and growing a business.

We have a wealth of advice, support and guides on our business banking website, www.bankofireland.com/business. You should check the site as often as you can because we're constantly updating it with new advice and news.

And if you want advice on how to run your business, then log on to www.runningyourbusiness.ie, which is an independent source of business information for SME's and entrepreneurs.

Partner Offers⁷

As part of the Bank of Ireland Business Start-Up package we've teamed up with some well known business experts to offer you the following services within the first twelve months of opening your Business Start-Up Current Account with us:



The Law Society - Free one hour consultation with a participating member of the Law Society of Ireland.



ISME – 50% reduction on your membership fee for one year for new members.



Enterprise Builder - Free consultation with a business mentor.

Free one hour consultation with a participating accountant from either the Institute of Chartered Accountants in Ireland or the Association of Chartered Certified Accountants.



Talk to us today

For more information about any aspect of our business start-up package



Drop in to us today



Log onto www.bankofireland.com

Notes

1. Offer is for a two-year period from the date of opening a Business Start-Up Current Account with Bank of Ireland. Certain charges may apply. Business Start-Up Current Accounts that are grouped for fee charging purposes will not be charged cash handling fees for the first €13,000 notes lodged or withdrawn across the combined accounts each quarter. Coins are not included in this concession. The standard note handling fee will apply to notes lodged or withdrawn in excess of €13,000 per quarter. Standard fees and charges will apply at end of two-year period. Please refer to the Schedule of Fees & Charges for Business Customer's, which is available online at www.bankofireland.com or from any Bank of Ireland branch.
2. Liable for Government duty and charges for non-euro ATM (Cirrus) or Laser (Maestro) transactions made outside of the EU, see the Schedule of International Banking Charges for full details of these charges.
3. Government duty of €0.50 per cheque applies.
4. The two-year Business On Line free period starts from the day the Business Start-Up Current Account is opened. It does not apply to pre-existing Business On Line profiles or multi-companies. Transaction fees and additional ebanking services are not covered by this package. For further information, including details of other charges that may apply, please contact 1850 264 265. Terms and conditions apply to Business On Line Levels 1/2.
5. Terms and conditions apply to the Business Surplus Deposit Account.
6. Lending terms and conditions apply to Small Business Loans, Visa Business Cards and Invoice Finance facilities. Government duty of €30 per annum per card applies. Further information including details of other charges that may apply are available from any Bank of Ireland branch.
7. Bank of Ireland does not give any representations or warranties about the firms used in this scheme and does not accept any liability in respect of the advice or service provided in any circumstances. Where you are directed to a website not maintained by Bank of Ireland or any member of Bank of Ireland Group you are reminded that different terms and conditions of use will apply to you as a user of such a website. Bank of Ireland hereby disclaims any and all liability for the content of such website and any loss or damage of any nature suffered by you as a result of accessing or using such websites. The use of any such other websites referred to in this Business Start-Up package is at your sole risk. The Business Start-Up offer (excluding the Business On Line and the Leasing/Hire Purchase offer) is available to new Business Start-Up customers who have opened their Business Current Account with Bank of Ireland between the period 1st January 2011 and 31st December 2011.
8. Offer is available anytime over the two-year period from the date of opening a Business Start-Up Current Account with Bank of Ireland.
9. Revenue limits, terms and conditions apply. Benefits are subject to underwriting requirements and policy conditions. It is important to note that certain restrictions, conditions and exclusions apply. Where relevant, life assurance tax applies. Life assurance premiums are subject to a Government levy (currently 1%). Tax relief for pensions is not automatically granted; you must apply to and satisfy Revenue requirements. Your benefits at retirement may be subject to tax.
10. Terms and conditions apply to our Global Markets products.

Bank of Ireland is regulated by the Central Bank of Ireland.

Bank of Ireland is a member of Bank of Ireland Group.

New Ireland Assurance Company plc trading as Bank of Ireland Life is regulated by the Central Bank of Ireland and is a member of Bank of Ireland Group. Bank of Ireland Insurance & Investments Limited and Bank of Ireland are regulated by the Central Bank of Ireland and are tied agents of New Ireland Assurance Company plc.

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