

EMPIRE LIFE CLASS PLUS 2

Advisor Guide

Guaranteed retirement
income for life™




FOR ADVISOR USE ONLY



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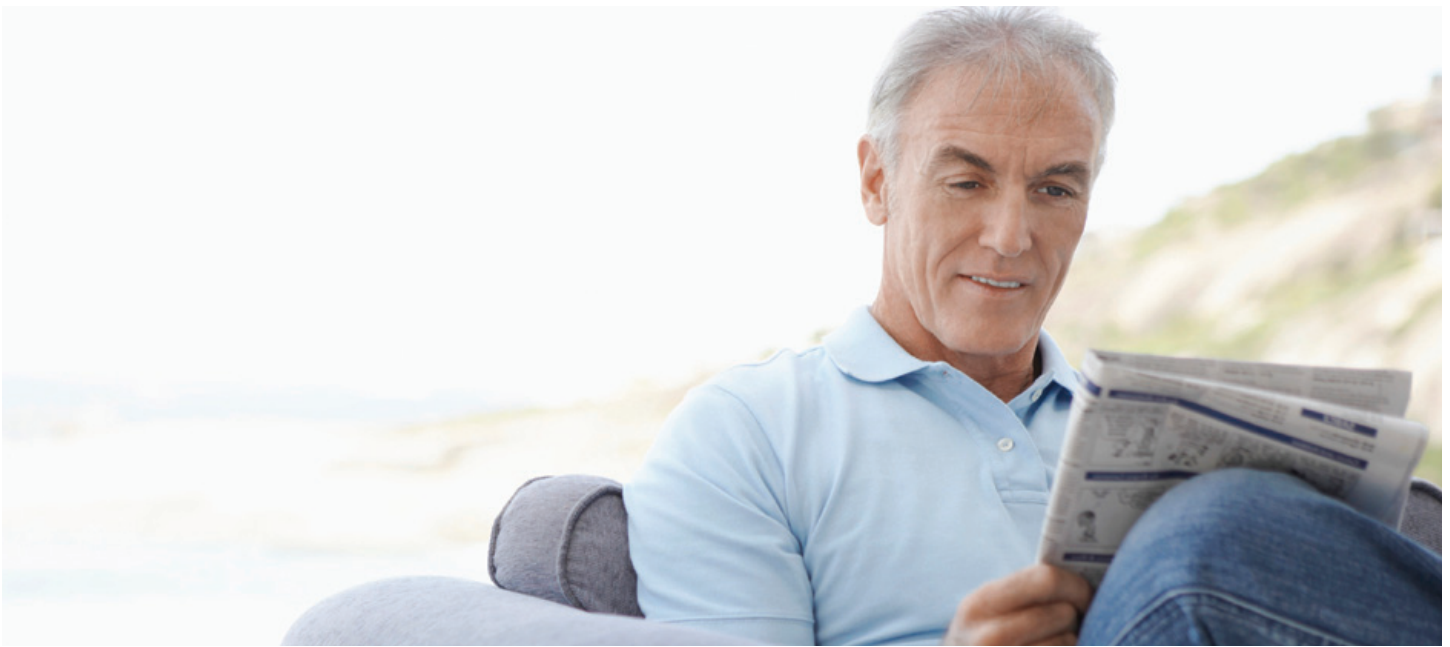
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A photograph of a woman with her hair pulled back, smiling warmly at the camera. She is sitting on a bed with a light-colored headboard and pillows. She is wearing a white, short-sleeved button-down shirt and white shorts. She is holding an open book in her lap and looking towards the camera.

CLASS PLUS 2 CAN GIVE YOUR CLIENTS THE RETIREMENT INCOME THEY DESERVE.

Your clients have worked hard to build the retirement income they deserve, but they face financial challenges such as outliving their savings, inflation risk, and market volatility. All of which can erode their retirement portfolios and negatively impact retirement lifestyles. That's why Empire Life has designed Class Plus 2 to address these challenges and help your clients enjoy retirement.

This guide will help you to understand the importance of Class Plus 2 as part of a retirement solution for your clients.



THE RETIREMENT LANDSCAPE

Shifting demographics and the economic realities of today mean more Canadians than ever before are looking for a solution to provide them with a secure source of retirement income. Here's a snapshot of the situation:

Aging population

- Baby boomers account for more than 30% of all Canadians¹—the largest population segment in the country. The oldest turned 65 in 2011.² Retirement income is top of mind for an ever-growing number of your clients.

RETIREMENT PLANNING RISKS

Longer life spans, the increasing cost of living, and market volatility present challenges when planning for retirement.

Longevity Risk

- Your clients are living longer and are concerned about outliving their retirement savings. Considering that at age 65, the average Canadian can expect to live for nearly 20 more years, the possibility of running out of money is real.³

Less Income Support from Government

- Canada and Quebec Pension Plans plus Old Age Security benefits may not cover the average income required by your clients in retirement. Many financial professionals believe that your clients will need 70%-80% of their pre-retirement income to maintain the standard of living to which they have become accustomed—that leaves a substantial shortfall that must be addressed.

Inflation Risk

- Inflation erodes the value of your clients' retirement savings, leaving them vulnerable to increases in basic living expenses. For example, assuming an inflation rate of 2.3%, the purchasing power of \$1 is reduced to 63 cents over a 20-year period, over 30 years, it is 51 cents.⁴

Market Risk

- Studies indicate that the five years before and after retirement are a critical juncture called the retirement risk zone. During this 10-year period, short-term losses can have negative long-term consequences on retirement income because there is no time for investments to rebound.

¹ Statistics Canada, – A Portrait of Seniors in Canada, February 2007. ² Statistics Canada, – Portrait of the Canadian Population in 2006, by Age and Sex, 2006 Census, February 2007. ³ Statistics Canada, CANSIM, table 102-0512. Period 2005/2007. ⁴ Rate used is 2.3% Bank of Canada Investment Calculator 2011

RETIREMENT IS ABOUT LIVING!

The days when everyone started full retirement at 65 are gone. Between Canadians that are phasing down work hours, starting new careers or study, volunteering, and travel, there is no standard definition of retirement anymore. And there is no standard age to start retirement.

The flexibility your clients need

Class Plus 2 can help your clients live retirement on their own terms, by supporting them with income for life starting as early as age 55. The income start date can be earlier due to health or job situation or can be deferred till later—set in consultation with you. The flexibility of Class Plus 2 is enhanced by the Single and Joint Tiered LWA Options.

Single Tiered LWA Percentage	Joint Tiered LWA Percentage ¹
age 55 - 59: 3.00%	age 55 - 59: 2.50%
age 60 - 64: 3.50%	age 60 - 64: 3.00%
age 65 - 69: 4.00%	age 65 - 69: 3.50%
age 70 - 74: 4.25%	age 70 - 74: 3.75%
age 75+: 5.00%	age 75+: 4.50%

Automatic Income Reset

Unlike other guaranteed income products, Class Plus 2 does not tie your clients into the same payout rate for the rest of their lives. As you can see from the table below, the rate used to calculate income increases with age. Clients will always receive the greater of current LWA or the new LWA, if it is higher.⁴

There is no paperwork or phone call to make to enjoy the benefits of our Automatic Income Reset—it's all done automatically for you. Your clients' LWA will be automatically recalculated on December 31st of each year. That means peace of mind and worry-free income for life.²

CLASS PLUS 2 ADDRESSES RETIREMENT PLANNING RISKS

- Class Plus 2 offers enhanced wealth accumulation before retirement and provides guaranteed retirement income for life.
- Guaranteed retirement income for life is available starting as early as age 55, means that clients will not outlive their savings, regardless of market performance.
- Anniversary resets every three years may take advantage of higher market values and may protect against inflation.
- Annual 5% Income Base Bonus can mitigate market risk during the critical years before retirement while increasing income during retirement, which can also counteract inflation.³
- With the unique Automatic Income Reset, Class Plus 2 does not tie your clients into the same payout rate for the rest of their lives but increases to the next percentage tier.⁴

¹ Determined based on the age of the youngest of the Annuitant and the Joint Life ² Provided there are no Excess Withdrawals. ³ Income Base Bonus a notional amount added to the Income Base at the end of each calendar year if no withdrawals are made for that year. ⁴ Calculated based on the current Income Base and the applicable LWA percentage.



GETTING TO KNOW CLASS PLUS 2

Key Features

Annual 5% Income Base Bonus ¹	100% Death Benefit Guarantee
Single and Joint Tiered LWA options	75% Maturity Benefit Guarantee
Triennial resets	Excess Withdrawal Alert service
Lifetime Withdrawal Amount (LWA) available as early as age 55	

Segregated Fund Investment Options

Money Market, Bond, Income, Balanced, Asset Allocation, Global Balanced, Dividend Balanced, Elite Balanced, Conservative Portfolio, Moderate Growth Portfolio, Balanced Portfolio, Growth Portfolio

Income

Income can be taken monthly, quarterly, semi-annually or annually

Minimum Investment

Fund Class J minimum initial investment of \$10,000

Automatic Income Reset

Client is not tied to same payout rate for life but moves to the next LWA percentage tier

Retirement Income Privileges

Clients can choose to discontinue their income payments and then resume at any time

¹ Income Base Bonus a notional amount added to the Income Base at the end of each calendar year if no withdrawals are made for that year.

Lifetime Withdrawal Amount (LWA)

- The Lifetime Withdrawal Amount (LWA) is the maximum amount available for withdrawal from Class Plus 2 each year starting as early as the year your clients reach age 55. The LWA may increase through Income Base Bonuses and resets, but it will never decrease, as long as no Excess Withdrawals are made.
- Any withdrawals over and above the annual LWA (an Excess Withdrawal) will reduce the Income Base.

Income Base

- The Income Base is used to calculate the guaranteed retirement income for life, or the LWA, and is the total of all deposits, less any withdrawals, plus any Income Base Bonuses. It is initially set to equal the amount of the initial deposit to Class Plus 2.
- It has no cash value and is not available for withdrawal from Class Plus 2.

Bonus Base

- The Bonus Base is an amount used to calculate the Income Base Bonus at the end of the calendar year. It is equal to the initial deposit and increases through additional deposits and resets. The Bonus Base may decrease with Excess Withdrawals. (Excess Withdrawal is described on the following page.)

Income Base Bonus

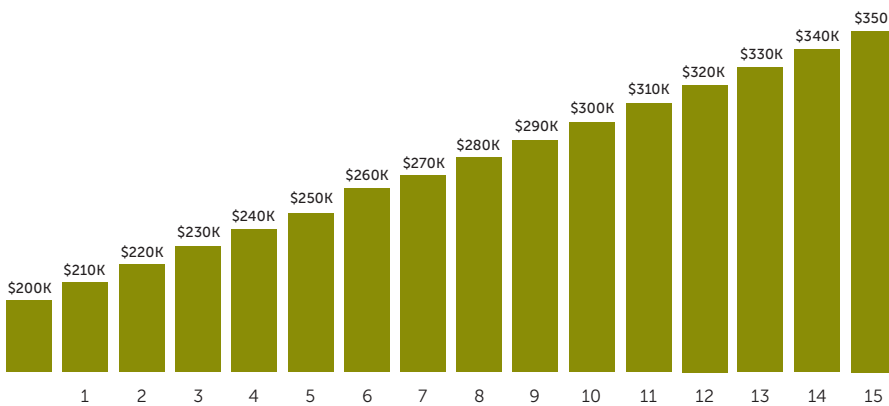
- The 5% Income Base Bonus builds income potential¹
- It is available every year for life, provided no withdrawal is made in that year.
- The Income Base Bonus, applied annually, is not pro-rated.

Income Base Reset

- On every third anniversary of the initial deposit, if the market value of Class Plus 2 is greater than the current Income Base, the Income Base will be reset to equal the market value of Class Plus 2.

How the Income Base Bonus can increase guaranteed annual income:

Income Base Bonus Increases a Deposit by 75% in 15 years



Income Base Bonus increases an Income Base by 75% in 15 years. In this example, the client's Income Base of \$200,000 grows to \$350,000 (provided no withdrawals are made). That means the client's guaranteed annual income (LWA) increased by \$7,500 based on the 5% Income Base Bonus alone. ($\$200,000 \times 5\% = \$10,000$ annual income (LWA), $\$350,000 \times 5\% = \$17,500$ annual income (LWA), $\$17,500 - \$10,000 = \$7,500$ more annual income (LWA)).

Table is for illustrative purposes only. Year 1 represents the calendar year in which the initial deposit was made. Assumes an Income Base Bonus of 5% each year. The Income Base Bonus is not pro-rated. The 5% annual Income Base Bonus is not a guaranteed rate of return, has no cash value, and is not available for withdrawal.

¹ Income Base Bonus a notional amount added to the Income Base at the end of each calendar year if no withdrawals are made for that year.

SCENARIO 1

SAVING FOR RETIREMENT TAKING INCOME LATER SINGLE TIERED LWA

Sarah aged 50, plans to retire in 15 years and has \$250,000 to invest. She needs her portfolio to grow before she retires and wants an investment that will provide her with predictable income in retirement. Sarah is concerned that poor market performance may erode her savings and her retirement plans.

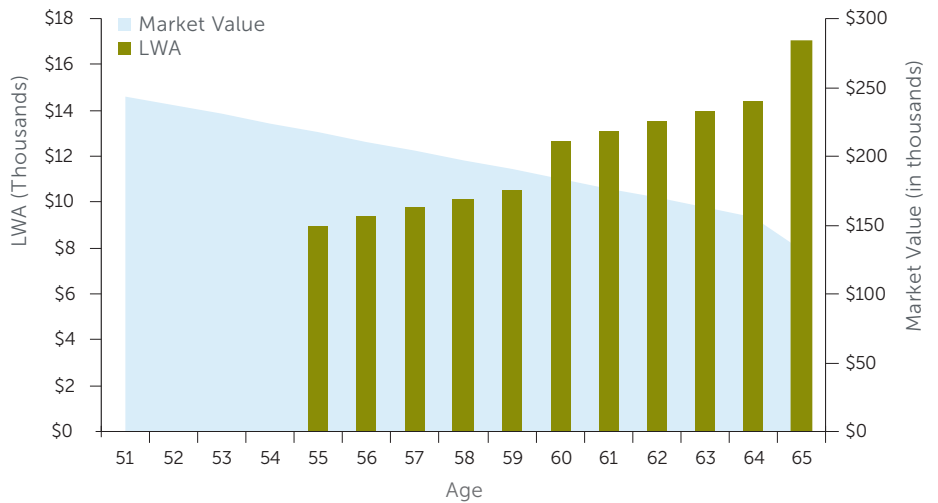
Empire Life Class Plus 2 can give Sarah the peace of mind she needs.

With Class Plus 2 Sarah will receive guaranteed retirement income for life¹. She can increase her future income through the Income Base Bonus² regardless of market conditions and take advantage of the investment growth through triennial Income Base Resets when the markets are strong.



HOW CLASS PLUS 2 CAN INCREASE SARAH'S GUARANTEED RETIREMENT INCOME IN **DOWN MARKETS**

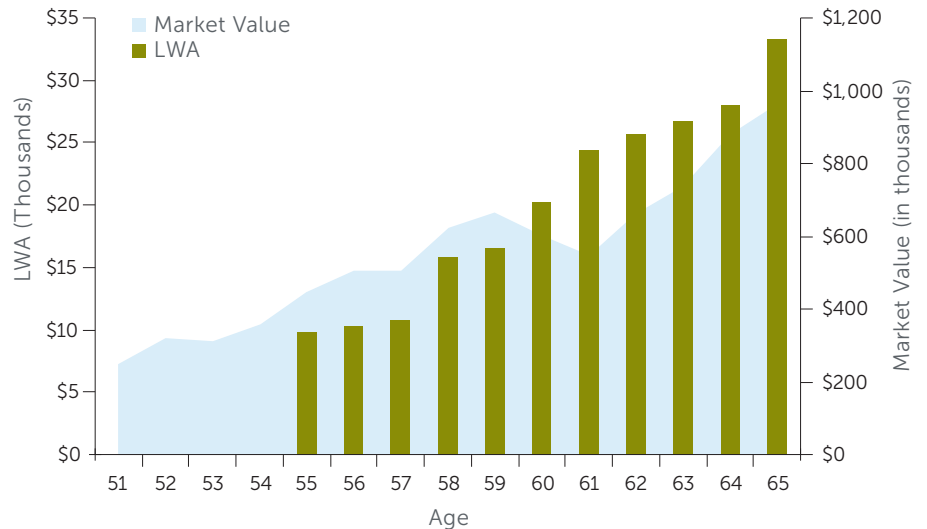
The Income Base Bonus contributes to Sarah's potential future income and protects her against downside market risk. Despite poor market conditions, Sarah's Income Base would grow from \$250,000 to \$425,000, assuming an Income Base Bonus of 5% for each year she did not make a withdrawal. By the time she is ready to retire and start withdrawing her money, she would have an annual income of \$17,000 (4.0% of her \$425,000 Income Base.)³



HOW CLASS PLUS 2 CAN INCREASE SARAH'S GUARANTEED RETIREMENT INCOME IN **UP MARKETS**

Under strong market conditions, in addition to the 5% Income Base Bonus, Sarah would also benefit from the automatic triennial reset feature. Every third Class Plus 2 Anniversary Date an Income Base Reset may occur. The Income Base Reset occurs when the market value of the Fund Class Units at the credit of her contract is greater than the current Income Base, which results in a higher Income Base.²

When Sarah is ready to retire at age 65, her annual income would be \$33,330 (4.0% of her \$833,250 Income Base).⁴



¹ Provided there are no Excess Withdrawals. ² Income Base Bonus a notional amount added to the Income Base at the end of each calendar year if no withdrawals are made for that year. ³ For illustrative purposes the fund accumulates at a rate of return of -1.5%. A monthly Class Plus Fee of 0.092% (1.10% annually) of the Income Base was charged. ⁴ The following scenario's market value is based on historical rates of return using a blend of 80% S&P/TSX and 20% DEX Universe Bond Index, from December 31, 1991 to December 31, 2011, with an average rate of return of 11.48%. The monthly Class Plus Fee is 0.092% of the Income Base. Refer to the Class Plus 2 Information Folder for complete details.

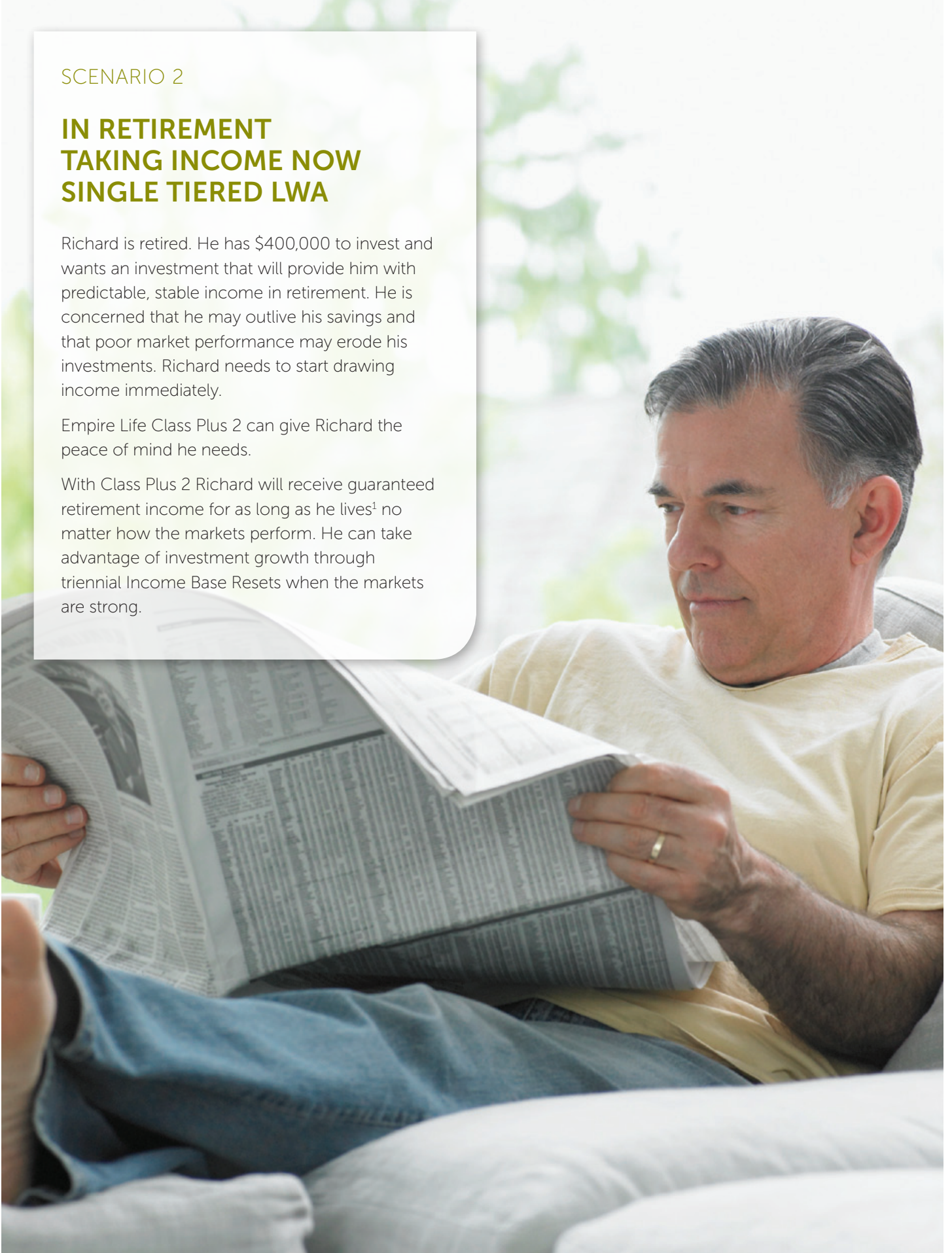
SCENARIO 2

IN RETIREMENT TAKING INCOME NOW SINGLE TIERED LWA

Richard is retired. He has \$400,000 to invest and wants an investment that will provide him with predictable, stable income in retirement. He is concerned that he may outlive his savings and that poor market performance may erode his investments. Richard needs to start drawing income immediately.

Empire Life Class Plus 2 can give Richard the peace of mind he needs.

With Class Plus 2 Richard will receive guaranteed retirement income for as long as he lives¹ no matter how the markets perform. He can take advantage of investment growth through triennial Income Base Resets when the markets are strong.

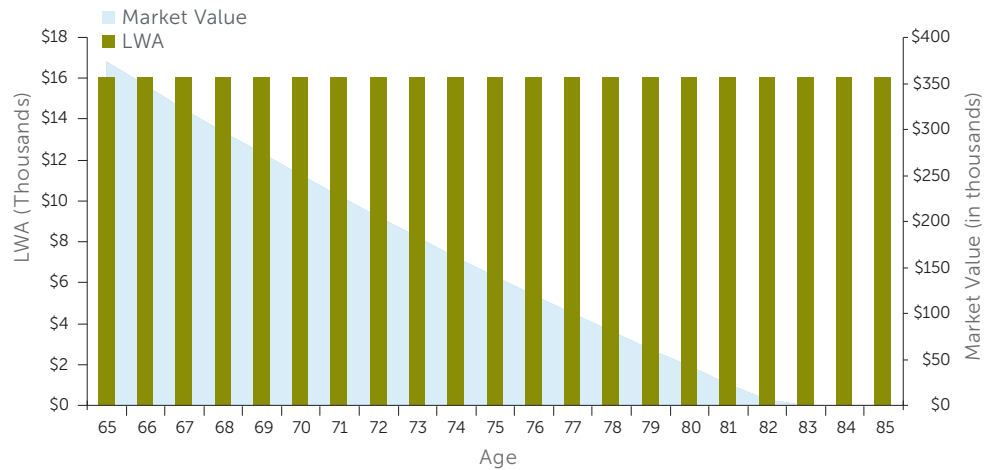


HOW CLASS PLUS 2 PROTECTS RICHARD'S GUARANTEED INCOME IN **DOWN MARKETS**

Richard's investment could be depleted in 18 years if he withdrew \$16,000 every year. But with Class Plus 2, Richard is guaranteed an LWA of \$16,000 for his lifetime, regardless of market conditions. Richard is guaranteed an LWA of \$16,000, based on his Income Base of \$400,000 x 4.00% (Single Tiered LWA rate for his current age of 65).¹

In a poor market scenario, Richard's Income Base has not benefitted from an Income Base Reset. At age 70,

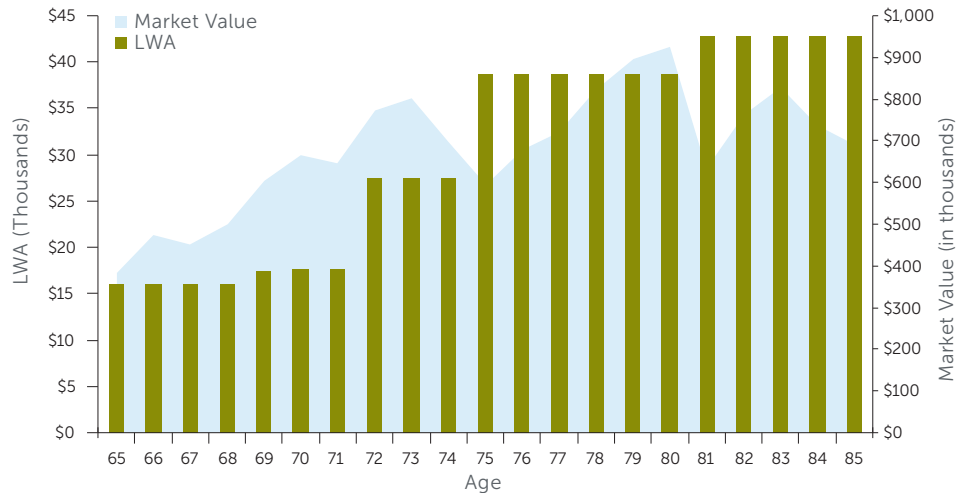
Richard's Single Tiered LWA rate will increase to 4.25% as a result of the Automatic Income Reset (AIR). However, this will not increase his guaranteed income as the LWA of \$13,600 (his current Income Base of \$320,000 x 4.25%) is less than his current LWA. Therefore, Richard's guaranteed income will not increase despite the AIR and he will continue to receive his guaranteed income for life of \$16,000.²



HOW CLASS PLUS 2 POTENTIALLY INCREASES RICHARD'S GUARANTEED INCOME IN **UP MARKETS**

With strong market conditions, Richard will be entitled to increases to the LWA from two factors:

- 1) automatic Income Base resets every third Class Plus Anniversary Date where the Income Base is set to equal the market value of the Fund Class Units at the credit of his contract, if the market value is greater than the Income Base at that time; and
- 2) an increase to the Single Tiered LWA Percentage for his age.³



¹ Provided there are no Excess Withdrawals. ² For illustrative purposes the fund accumulates at a rate of return of -1.5%. A monthly Class Plus Fee of 0.092% (1.10% annually) of the Income Base was charged. ³ The following scenario's market value is based on historical rates of return using a blend of 80% S&P/TSX and 20% DEX Universe Bond Index, from December 31, 1991 to December 31, 2011, with an average rate of return of 9.28%. The monthly Class Plus Fee is 0.092% of the Income Base. Refer to the Class Plus 2 Information Folder for complete details.

SCENARIO 3

IN RETIREMENT TAKING INCOME NOW JOINT TIERED LWA

John and Mary are a married couple who will be turning 65 and 60 this year. They have \$500,000 in savings. They want a joint equity-based investment that will guarantee them a fixed annual income with the potential for a future increase in income. Class Plus 2 with guaranteed retirement income for life™ meets their objectives.

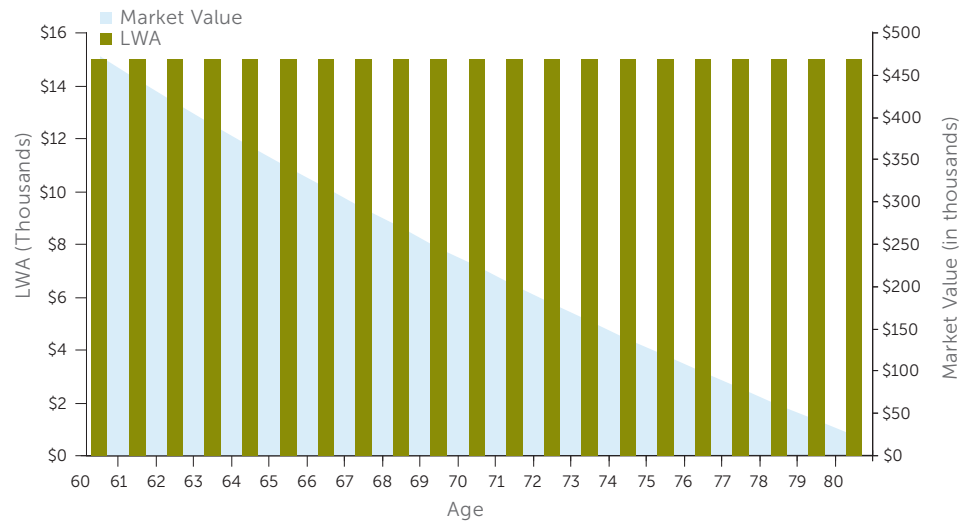
Given that Mary, at 60, is the younger of the two, her age will determine the LWA rate. John and Mary's annual income will be \$15,000 (Income Base of \$500,000 x 3.00% for Joint Tiered LWA Percentage at age 60).¹



HOW CLASS PLUS 2 PROTECTS JOHN AND MARY'S GUARANTEED RETIREMENT INCOME IN **DOWN** MARKETS

Assuming poor market conditions, John and Mary's investment may deplete by Mary's 82nd birthday or John's 87th birthday. However, with Class Plus 2, John and Mary are guaranteed an annual income of \$15,000.¹

In the year that Mary turns 70, their Joint Tiered LWA Percentage is 3.75%. Their guaranteed income will not increase in this down market scenario, as the Income Base will be \$350,000 with an LWA of \$13,125 ($\$350,000 \times 3.75\%$). As this amount is less than their current annual income of \$15,000, their guaranteed income will be protected and they will continue to be paid \$15,000.²

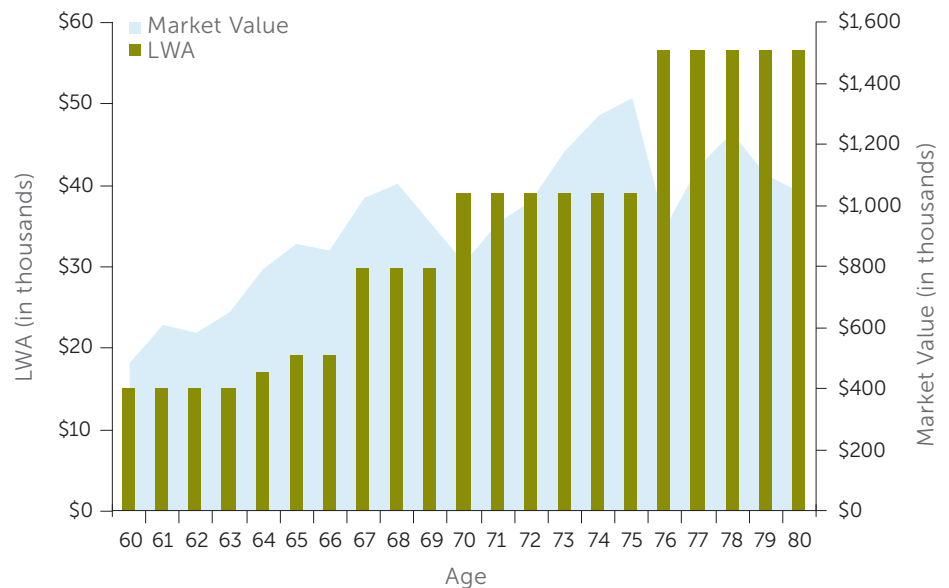


HOW CLASS PLUS 2 CAN INCREASE JOHN AND MARY'S GUARANTEED RETIREMENT INCOME IN **UP** MARKETS

With strong market conditions John and Mary will be entitled to increases to their annual income from two factors:

- 1) automatic Income Base Resets every third Class Plus Anniversary Date where the Income Base is set to equal the market value of the Fund Class Units at the credit of their contract, if the market value is greater than the Income Base at that time; and
- 2) an increase to the Joint Tiered LWA Percentage based on Mary's age.

John and Mary's LWA increased from \$15,000 at issue to a maximum of \$56,485 as a result of an increase to the Income Base through triennial resets and an increase to the Joint Tiered LWA Percentage based on Mary's age.³



¹ Provided there are no Excess Withdrawals. ² For illustrative purposes the fund accumulates at a rate of return of -1.5%. A monthly Class Plus Fee of 0.092% (1.1% annually) of the Income Base was charged. ³ The following scenario's market value is based on historical rates of return using a blend of 80% S&P/TSX and 20% DEX Universe Bond Index, from December 31, 1991 to December 31, 2011, with an average rate of return of 9.28%. The monthly Class Plus Fee is 0.092% of the Income Base. Refer to the Class Plus 2 Information Folder for complete details.

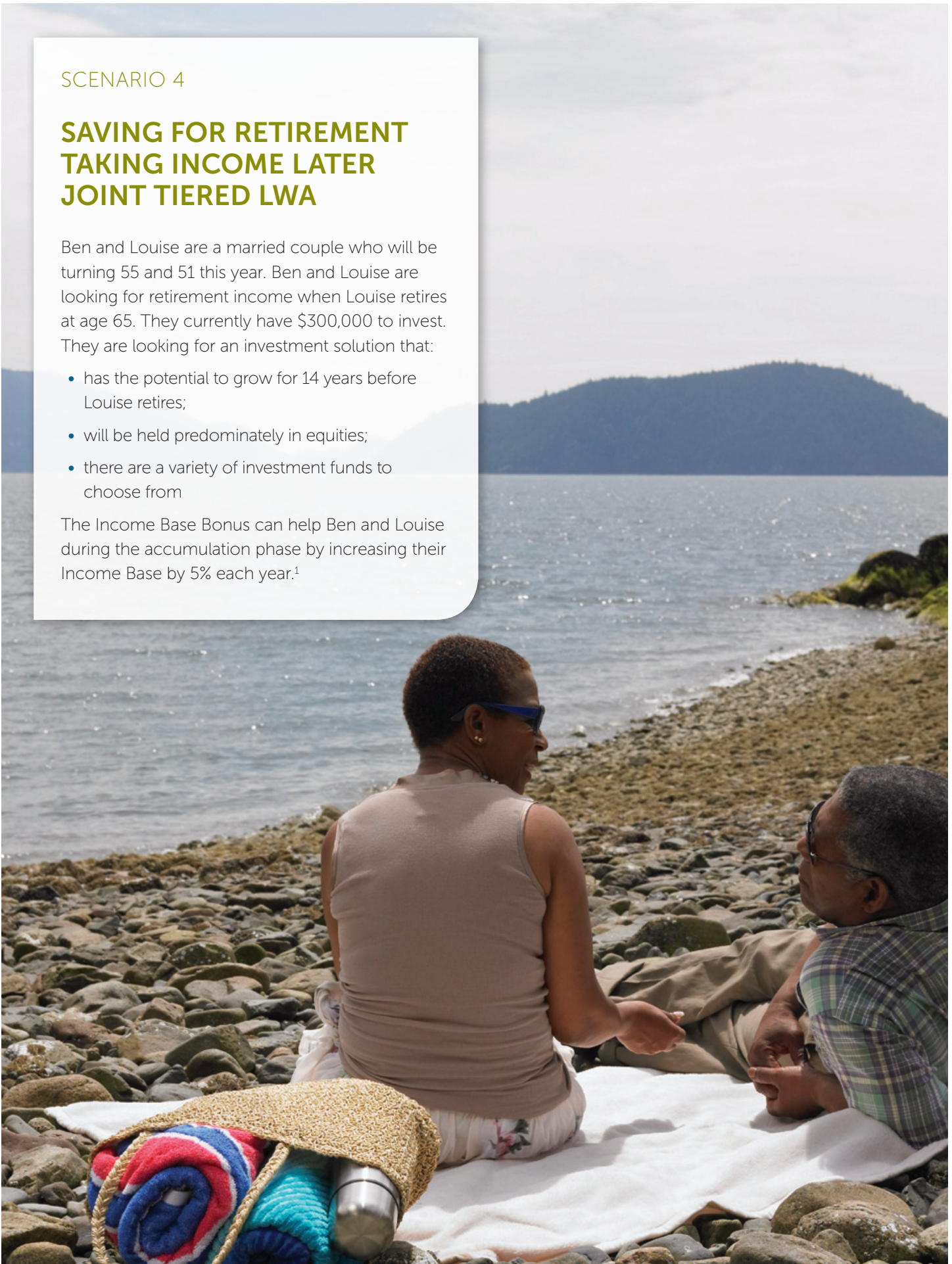
SCENARIO 4

SAVING FOR RETIREMENT TAKING INCOME LATER JOINT TIERED LWA

Ben and Louise are a married couple who will be turning 55 and 51 this year. Ben and Louise are looking for retirement income when Louise retires at age 65. They currently have \$300,000 to invest. They are looking for an investment solution that:

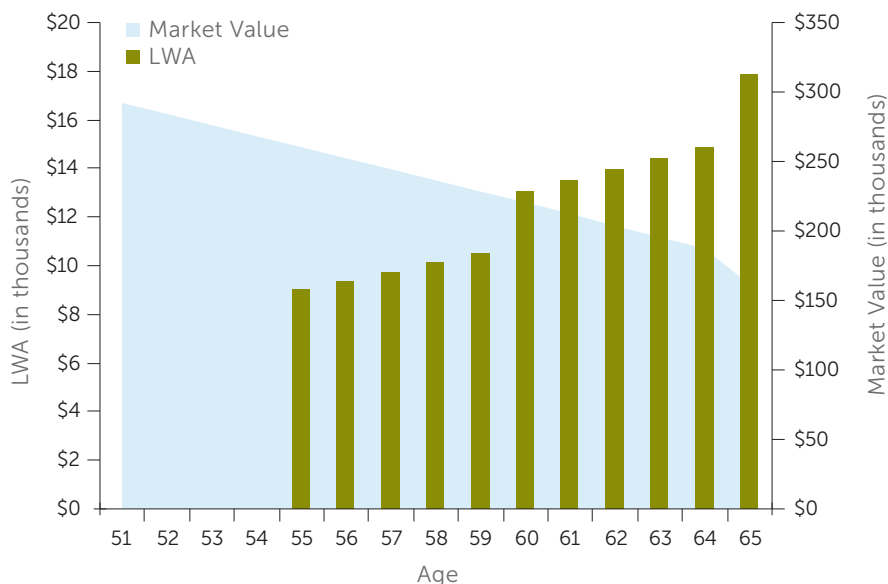
- has the potential to grow for 14 years before Louise retires;
- will be held predominately in equities;
- there are a variety of investment funds to choose from

The Income Base Bonus can help Ben and Louise during the accumulation phase by increasing their Income Base by 5% each year.¹



HOW CLASS PLUS 2 PROTECTS BEN AND LOUISE'S GUARANTEED RETIREMENT INCOME IN **DOWN MARKETS**

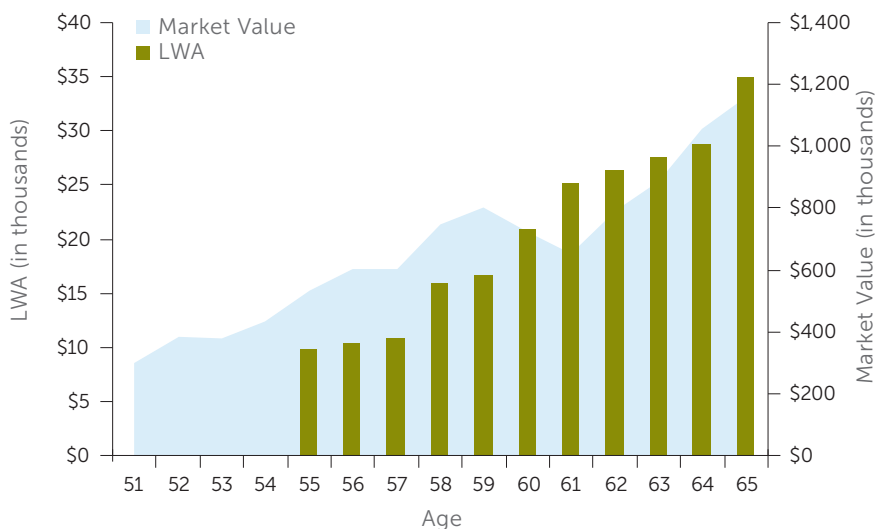
The Income Base Bonus contributes to Ben and Louise's potential future income and protects them against downside market risk. Despite poor market conditions, their Income Base would grow from \$300,000 to \$510,000, assuming a 5% Income Base Bonus each year and no withdrawals are made. By the time Louise is ready to retire and start withdrawing money, Ben and Louise will have an annual income \$17,850 (\$510,000 Income Base x 3.50% for Joint Tiered LWA at age 65).²



HOW CLASS PLUS 2 POTENTIALLY INCREASES BEN AND LOUISE'S GUARANTEED RETIREMENT INCOME IN **UP MARKETS**

Under strong market conditions, and assuming a 5% Income Base Bonus each year, Ben and Louise would also benefit from the automatic triennial reset feature. Every third Class Plus Anniversary Date an Income Base Reset may occur. The Income Base Reset occurs when the market value of the Fund Class Units at the credit of their contract is greater than the current Income Base, which results in a higher Income Base.

When Louise is ready to retire at age 65, their annual income would be \$34,996 (\$999,990 Income Base x 3.50% for Joint Tiered LWA at age 65).³



¹Income Base Bonus a notional amount added to the Income Base at the end of each calendar year if no withdrawals are made for that year. ²For illustrative purposes the fund accumulates at a rate of return of -1.5%. A monthly Class Plus Fee of 0.092% (1.10% annually) of the Income Base was charged. ³The following scenario's market value is based on historical rates of return using a blend of 80% S&P/TSX and 20% DEX Universe Bond Index, from December 31, 1991 to December 31, 2011, with an average rate of return of 11.48%. The monthly Class Plus Fee is 0.092% of the Income Base. Refer to the Class Plus 2 Information Folder for complete details.

IMPORTANT DETAILS

Guaranteed Payment Phase

- Guaranteed Payment Phase is when the market value of Class Plus Funds is zero, the Income Base has a positive value, and guaranteed retirement income continues.
- The Class Plus capitalize fee is not payable and no deposits can be made.

Single and Joint Tiered LWA

- Class Plus 2 is available in Single or Joint Tiered LWA options, enabling you to customize your clients' retirement plans.

Successor Annuitant

- By naming a Successor Annuitant under the Single Tiered LWA Option, the contract can continue to a widowed spouse on the death of the Annuitant. Successor Annuitants are only available for the Single Tiered LWA Option.

Death Benefit Guarantee (DBG)

- DBG is 100% of net deposits.
- The DBG is reset every third anniversary date of the initial deposit until age 80 of the annuitant.¹
- The DBG will reset to a higher market value, if applicable.
- The final DBG reset is on the annuitant's 80th birthday.¹
- The DBG is reduced proportionately for withdrawals.

Estate Planning Benefits

- When your client names a beneficiary, the Death Benefit is paid directly to the beneficiary, bypassing the costly and lengthy probate and estate settlement process.

Excess Withdrawals

- The market value of Class Plus 2 can be accessed at anytime. However, withdrawing more than the guaranteed amount could have a negative impact on the LWA if the market value of Class Plus 2 is lower than the Income Base.

Excess Withdrawal Alert Service

- The Excess Withdrawal Alert can help protect your clients' retirement income from Excess Withdrawals that could cause their future guaranteed income to decrease due to Income Base Downward Adjustments.

Investment Flexibility

- Investments can be withdrawn at any time.²
- Investments can be switched between available Funds

Competitive Fees

- Empire Life Class Plus 2 Funds have competitive fees.

¹ If Single Tiered LWA it is the Annuitant's 80th but if Joint Tiered it is the earliest of the Annuitant and the Joint Life's 80th birthday. ² Making a withdrawal that exceeds the LWA is considered an Excess Withdrawal.



CLASS PLUS FEES

- Class Plus Fees are in addition to the underlying fund MERs.
- The Class Plus Fee is calculated and paid on the last valuation date of each month. The Class Plus Fee is paid through the withdrawal of Fund Class Units from Class Plus 2.
- Fees do not reduce the Income Base, Death Benefit Guarantee, or Maturity Benefit Guarantee.
- The Class Plus Fees are not charged during the Guaranteed Payment Phase.

Segregated Funds	Current Class Plus 2 Annual Fund Fee Rate (%)
Money Market Fund	0.50
Bond Fund	0.50
Income Fund	0.60
Balanced Fund	0.80
Asset Allocation Fund	0.80
Global Balanced Fund	1.10
Elite Balanced Fund	1.10
Dividend Balanced Fund	1.10
Conservative Portfolio Fund	0.60
Balanced Portfolio Fund	0.80
Moderate Growth Portfolio Fund	0.80
Growth Portfolio Fund	1.10

FUND CODES (ECF)

Company Management Code: ECF

Purchase Fee Options:

Front End Load (FE)

Low Load (LL)

Deferred Sales Charge (DSC)

Maturity/Death Benefit	75% /100%					
Minimum Initial Deposit						
Savings Plan	\$10,000					
Retirement Income Fund	\$10,000					
Funds	FE		LL		DSC	
	Single Tiered LWA	Joint Tiered LWA	Single Tiered LWA	Joint Tiered LWA	Single Tiered LWA	Joint Tiered LWA
Money Market Fund	90101	90102	92101	92102	95101	95102
Bond Fund	90201	90202	92201	92202	95201	95202
Income Fund	90251	90252	92251	92252	95251	95252
Balanced Fund	90351	90352	92351	92352	95351	95352
Asset Allocation	90401	90402	92401	92402	95401	95402
Global Balanced	90301	90302	92301	92302	95301	95302
Dividend Balanced	90461	90462	92461	92462	95461	95462
Elite Balanced Fund	90511	90512	92511	92512	95511	95512
Conservative Portfolio Fund	90801	90802	92801	92802	95801	95802
Balanced Portfolio Fund	90841	90842	92841	92842	95841	95842
Moderate Growth Portfolio Fund	90881	90882	92881	92882	95881	95882
Growth Portfolio Fund	90921	90922	92921	92922	95921	95922

Empire Life Portfolio Funds currently invest primarily in Class A units of the underlying Empire Life Segregated Funds.

For more information, please contact your Empire Life sales representative.

The Empire Life Insurance Company (Empire Life) offers competitive individual and group life and health insurance, investment and retirement products to help you build wealth and protect your financial security.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our vision is to be the leading, independently-owned, Canadian financial services company committed to simplicity, being easy to do business with and having a personal touch.

¹ Source: Office of the Superintendent of Financial Institutions (OSFI) and company annual reports, based on general and segregated fund assets

² As at June 29, 2012

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A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a Segregated Fund is invested at the risk of the contract owner and may increase or decrease in value.**

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