We offer you more than ever before.

Payments start in the second month! Applicable on monthly payment plans only.

Complimentary benefits

When covered, you may be eligible to enjoy a valuable package of benefits at no charge. *

When you receive your policy, all complimentary benefits will be outlined.

The following are just a few that are available!

LawAssure – online document preparation service for customizable wills, powers of attorney and healthcare directives^{**}

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Emergency Assistance Program providing short term, temporary financial aid



Orphan benefit of up to \$900 per month per child in the event of the death of both parents

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Everyday Money toll-free financial helpline answering your questions about personal financial matters such as debt management and budgeting

Competitive Scholarship Program - 250 tuition scholarships up to \$2,000 to eligible students pursuing post-secondary education at an accredited university, community college or trade program



Transportation benefit providing up to an additional \$2,000 to return the deceased back home

*Subject to eligibility requirements and limitations and may be changed or cancelled without notice. Ask us about additional details. **Not available in Quebec, the Territories and Nunavut.

Your loved ones deserve to be protected come claim time.

Get peace of mind with Canada Protection Plan.

Buying life insurance is one of the most important financial decisions that you can make for your family's well-being. We believe in compassionate service, affordable plans and providing you with choices – as unique as you are.

We stand by you today so your loved ones are protected for tomorrow.

All insurance plans are covered by Assuris. ***

Speak with your advisor or give us a call and find out what Canada Protection Plan can do for you.

*** Assuris is the not-for-profit organization that protects Canadian policyholders if their life insurance company should fail. For full details, please visit www.assuris.ca.



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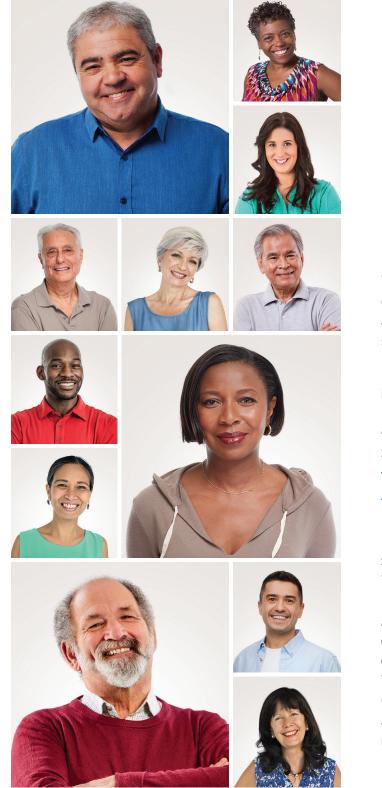




As unique as you are

Protect the ones you love with a leader in No Medical & Simplified Issue Life Insurance





Giving you a choice.

It does not matter who we are or what we do; at heart we all want the same thing – to make sure that the ones we care about most will always be taken care of.

Whether you are hard to insure, have health issues, are in good health or simply want reliable coverage fast, Canada Protection Plan offers a wide variety of plans to suit your specific needs. Whether you are 18 or 80, you can apply.

Easier than ever to be covered.

We've expanded our line of products to provide even more choice and flexibility. No matter your health. Speak with your advisor or give us a call to find out how simple and straightforward it can be to get affordable coverage fast.

Bundle and you can save time and money when purchasing both Life and Critical Illness Insurance.

Ask about our T100 plan. It gives you the security of permanent coverage along with the price advantage of term. It's the best of the two combined.

New to the country and have a work or study permit?

You can apply for up to \$250,000 in coverage.

Are you in relatively good health or do you likethe adrenalin rush of extreme sports?

You can apply for up to \$500,000. Coverage starts immediately and best of all, there is no medical required.

High coverage amounts and low rates.

When compared with similar plans and benefits, our rates are among the lowest in the country!

Hard to insure, no time or a dislike of needles?

We offer coverage up to \$500,000 for No Medical & Simplified Issue Life Insurance plans. We do not ask if you've been declined life insurance in the past, nor do you need to go for a medical exam. This means total convenience, enabling you to get protected no matter your health condition or if you require coverage quickly.

In good health?

We offer plans for up to \$1 million in coverage.