

INDIVIDUAL LIFE & HEALTH PRODUCTS AT A GLANCE

FOR ADVISOR USE ONLY



life & health

ABOUT EQUITABLE LIFE OF CANADA



Equitable Life® is one of Canada's largest mutual life insurance companies. For generations we've provided policyholders with sound financial protection, and we look forward to continuing to deliver long-term financial value. We're focused on the needs of our clients and pride ourselves on the breadth and quality of our financial and insurance products and on our premier client service.

The mutual structure of our company means that our participating policyholders are owners with voting rights on company issues. With no shareholders imposing undue emphasis on short-term earnings, Equitable Life always operates in the best interest of our policyholders.

Equitable Life is a focused, stable and strong company.

Our mutual structure is a key element of our value proposition, along with our diversified product portfolio and superior service. As an organization we're progressive, competitive and firmly committed to serving the best interests of our policyholders, through longer-term strategies that foster ongoing stability, growth and profitability.

QUESTIONS?

For more information, contact your Equitable Life Regional Sales Manager. While Equitable Life has made every effort to ensure the accuracy of the information presented here, the policy contract governs in all cases.
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PAR WHOLE LIFE: EQUIMAX®

Plan summary:	<p>Equimax participating* whole life insurance provides permanent life insurance protection and the opportunity for savings accumulation. There are two plan types to meet your clients' short and long-term goals.</p> <ul style="list-style-type: none"> • Equimax Estate Builder® offers higher long-term value. Ideal for estate planning and covering taxes and fees at death • Equimax Wealth Accumulator® offers higher early cash values within the first 20 years 		
Target market:	<ul style="list-style-type: none"> • Adults focused on estate planning and an effective means to ensure a tax-efficient transfer of their assets to their heirs • Those wanting to provide a child/grandchild with permanent adult insurance coverage at children's rates, plus access to cash value they can use to help pay for education or other expenses • Adults wanting to supplement their future retirement income • Adults interested in charitable giving using life insurance • Business owners wanting to protect their business while having higher early cash value on their balance sheet 		
Premium payment options:	<ul style="list-style-type: none"> • Life pay • 20 pay 		
Dividend options:	<ol style="list-style-type: none"> 1. Paid in cash 2. Premium reduction 3. On deposit 	<ol style="list-style-type: none"> 4. Paid-up additions (PUAs) 5. Enhanced protection (choice of enhancement guarantees: 10 year or lifetime) 	
Additional deposits:	<p>Excellerator deposit option (EDO) (available with dividend options paid-up additions and enhanced protection) can be used to increase the paid-up additions portion of the permanent coverage faster. Available on all plan types and issue ages. An 8% premium load is applied to all EDO deposits to cover compensation, premium tax and administrative expenses.</p>		
Availability:	• Single life	• Joint first-to-die (2 lives)	• Joint last-to-die (2 lives)
Issue ages:	<ul style="list-style-type: none"> • Life pay: Children: 0 -17 • 20 pay: Children: 0 -17 	<ul style="list-style-type: none"> Adults/Joint life: 18 - 85 Adults/Joint life: 18 - 80 	<ul style="list-style-type: none"> Single life: 0 - 85 Single life: 0 - 80
Expiry:	Lifetime coverage		
Minimum sum insured:	<ul style="list-style-type: none"> • Single life: basic Equimax - \$10,000, Equimax with Enhancement - \$11,000 • Joint life: \$25,000 		
Minimum premium:	\$150 per year, \$15 per month		
Rate bands:	\$10,000 - \$49,999 \$50,000 - \$99,999	\$100,000 - \$249,999 \$250,000 - \$499,999	\$500,000 +
Admin/policy fees:	\$50 per year / \$4.50 per month		
Optional riders:	<ul style="list-style-type: none"> • Additional accidental death benefit • Children's protection rider • Disability waiver of premium provision • EquiLiving® critical illness insurance 	<ul style="list-style-type: none"> • Applicant's death and disability waiver rider (children's plans only) • Flexible guaranteed insurability option rider (children's plans only) • Term life insurance (on the life insured under a single life plan only) 	
Built-in features:	<ul style="list-style-type: none"> • Bereavement counselling benefit • Living benefit • Option to elect individual policies (joint first-to-die plans only) 	<ul style="list-style-type: none"> • Reduced paid-up insurance • Survivor benefit (joint first-to-die plans only) 	
Online applications:	<ul style="list-style-type: none"> • EZcomplete® easily guides you through only the required sections of the application in face-to-face meetings. • InsuranceAssist walks you through an online version of the paper application in non face-to-face meetings. • Login to EquiNet®. Select the online application from the Online Tools & Information section. 		

* Dividends are not guaranteed. They are subject to change, and will vary based on the actual investment returns in the participating account as well as mortality, expenses, lapse, claims experience, taxes and other experience of the participating block of policies.

TERM INSURANCE



Plan summary:	<p>Equitable Life's term insurance plans provide low-cost life insurance protection. There are a variety of plan types available to meet your clients' unique needs and financial obligations:</p> <ul style="list-style-type: none"> • 10 and 20 year renewable and convertible (YRCT) – guaranteed renewable premiums to age 85 • Term 30/65 (convertible) – guaranteed level premiums payable to the later of 30 years and age 65
Target market:	<ul style="list-style-type: none"> • Individuals or families seeking immediate mortgage/debt protection or income replacement • Business owners seeking creditor protection, key-person protection or buy sell agreements • Individuals or families looking for an affordable alternative to more costly permanent coverage
Exchange option:	Option to exchange 10 YRCT to 20 YRCT without evidence after 1 st anniversary but before the earliest of the 5 th anniversary and the anniversary nearest the insured's 65 th birthday.
Convertibility:	<ul style="list-style-type: none"> • 10 & 20 YRCT: convertible up to age 71 (oldest life for joint plans) • Term 30/65: convertible up to age 60
Availability:	<ul style="list-style-type: none"> • Single life • Multiple coverages • Multiple lives (up to 5 lives). Not available on business-owned policies. • Joint first-to-die (2 lives) – only available on 10 & 20 YRCT • 10 & 20 YRCT are available as riders on universal life and EquiLiving critical illness insurance (adult plans only) • 10 & 20 YRCT and Term 30/65 are all available as riders on Equimax whole life (adult plans only)
Issue ages:	<ul style="list-style-type: none"> • 10 YRCT: 18 - 75 (expires at age 85) • 20 YRCT: 18 - 65 (expires at age 85) • Term 30/65: 18 - 55 (expires at the later of 30 years and age 65)
Underwriting classes:	<p>Preferred underwriting is available for face amounts of \$500,000 or more:</p> <ul style="list-style-type: none"> • Class 1 – Preferred plus non-smoker • Class 2 – Preferred non-smoker • Class 3 – Non-smoker (standard) • Class 4 – Preferred smoker • Class 5 – Smoker (standard)
Rate bands:	<p>Minimum sum insured: \$50,000</p> <ul style="list-style-type: none"> • Band 1: \$50,000 - \$99,999 • Band 2: \$100,000 - \$249,999 • Band 3: \$250,000 - \$499,999 • Band 4: \$500,000 - \$999,999 • Band 5: \$1,000,000 - \$2,499,999 • Band 6: \$2,500,000 +
Admin/policy fees:	\$50 per year / \$4.50 per month
Optional riders:	<ul style="list-style-type: none"> • Additional accidental death benefit • Children's protection rider • Disability waiver of premium provision • EquiLiving[®] critical illness insurance • Guaranteed insurability option
Built-in features:	<ul style="list-style-type: none"> • Bereavement counselling benefit • Living benefit • Substitution of a life insured • Survivor benefits and separate policy option (joint first-to-die 10 & 20 YRCT only)
Online applications:	<ul style="list-style-type: none"> • EZcomplete[®] easily guides you through only the required sections of the application in face-to-face meetings. • InsuranceAssist walks you through an online version of the paper application in non face-to-face meetings. • Login to EquiNet[®]. Select the online application from the Online Tools & Information section.



UNIVERSAL LIFE: EQUATION GENERATION® IV

Plan summary:	<p>Equation Generation IV is a participating* universal life insurance plan combining low-cost life insurance with competitive savings, investment opportunities and optional features to meet different needs. It's available in two plan types:</p> <ul style="list-style-type: none"> • Equation Generation IV with Bonus • Equation Generation IV Low Fees 		
Target market:	<ul style="list-style-type: none"> • Families seeking immediate protection with the intention of establishing an estate • Pre-retirees seeking tax-advantaged growth to accumulate funds to supplement regular or early retirement • Retirees seeking to protect and preserve an established estate • Business owners seeking insurance protection for business partners (key-person protection) 		
Cost of insurance options:	<ul style="list-style-type: none"> • YRT • Level 		
Death benefit options:	<ul style="list-style-type: none"> • Account value protector (sum insured + fund value) • Level protector (level sum insured) 		
Bonuses:	<ul style="list-style-type: none"> • Guaranteed investment bonus of 0.75% of the account value beginning in 2nd year for Equation Generation IV with bonus • Incentive bonus of up to 0.50% of the account value available for all Equation Generation IV plans 		
Availability:	<ul style="list-style-type: none"> • Single life • Joint first-to-die (2 lives) • Joint last-to-die (2 lives) 		
Issue ages:	Children: 0 - 15 Adults: 16 - 80		
Minimum sum insured:	Children: \$25,000 Adults: \$50,000	Joint first-to-die: \$50,000 Joint last-to-die: \$50,000	
Guaranteed cash values:	Not applicable		
Rate bands:	\$25,000 - \$49,999 (children only) \$50,000 - \$99,999	\$100,000 - \$249,999 \$250,000 - \$499,999	\$500,000 +
Admin/policy fees:	Children: \$8 per month Adults: \$10 per month		
Premium tax:	Varies by province and territory		
Surrender charges:	Applies for 9 years		
Investment options:	<ul style="list-style-type: none"> • Daily interest account • Guaranteed deposit accounts (1, 5, 10 year) • Linked interest options <ul style="list-style-type: none"> - 5 index interest options - 7 performance fund interest options - 5 portfolio interest options (tracking Franklin Quotential) 		
Optional riders:	<ul style="list-style-type: none"> • Additional accidental death benefit • Children's protection rider • EquiLiving® critical illness insurance • Flexible guaranteed insurability option (children's plans only) • Term life insurance (on the life insured under a single life plan only) • Waiver of monthly charges 		
Built-in features:	<ul style="list-style-type: none"> • Bereavement counselling benefit • Disability benefit disbursement 	<ul style="list-style-type: none"> • Living benefit • Special options provision (joint first-to-die) 	
Online applications:	<ul style="list-style-type: none"> • EZcomplete® easily guides you through only the required sections of the application in face-to-face meetings. • InsuranceAssist walks you through an online version of the paper application in non face-to-face meetings. • Login to EquiNet®. Select the online application from the Online Tools & Information section. 		

* Equation Generation IV universal life is a participating policy of the Company. While it is in force, this policy is eligible for ownership dividends. These dividends may be paid based on the overall earnings of the Company and when the Company has a strong capital position at the time and into the foreseeable future. Ownership dividends are paid at the discretion of the Board of Directors. Dividends are not guaranteed. This policy is not eligible for experience dividends.



CRITICAL ILLNESS: EQUILIVING® (FOR ADULTS)

Plan summary:	Equiliving provides a lump-sum benefit, following a survival period of typically 30 days after diagnosis of one of the critical conditions covered by the plan. Clients can use the benefit payment any way they wish, to make living with one of the life-altering conditions more comfortable.				
Target market:	<ul style="list-style-type: none"> • Individuals seeking peace of mind that a critical illness will not impact their financial plans • Business owners planning for the continuation of their business in case a critical illness strikes 				
Covered conditions:	<p>Equiliving offers your clients 25 covered conditions:</p> <ul style="list-style-type: none"> • Heart attack • Alzheimer's disease • Bacterial meningitis • Coronary artery bypass surgery • Heart valve replacement • Loss of limbs • Motor neuron disease • Paralysis • Major organ failure on waiting list for transplant • Stroke • Aortic surgery • Benign brain tumour • Coma • Kidney failure • Loss of speech • Multiple sclerosis • Parkinson's disease • Cancer • Aplastic anaemia • Blindness • Deafness • Loss of independent existence* • Major organ transplant • Occupational HIV infection • Severe burns <p>*Loss of independent existence provides a benefit for cognitive impairment and/or a total and permanent inability to perform two or more of: bathing, dressing, toileting, continence, transferring, feeding.</p>				
Early detection benefit:	<p>Early detection benefit will pay the lesser of 15% of the Equiliving face amount and \$50,000 following the survival period after diagnosis of one of the following four non-life threatening conditions. This benefit can be paid twice but only once for any condition.</p> <ul style="list-style-type: none"> • Early prostate cancer • Ductal breast cancer • Superficial malignant melanoma • Coronary angioplasty 				
Plan types / issue ages:	<ul style="list-style-type: none"> • 10 year renewable to age 75 (ages 18 - 65) • Level to age 75 (ages 18 - 64) • Level to age 100 (ages 18 - 65) 				
Availability:	<ul style="list-style-type: none"> • Single life • Available as a rider on Equation Generation IV universal life, Equimax participating whole life, and term life insurance plans. 				
Change privilege:	<ul style="list-style-type: none"> • 10 year renewable to age 75 plan can be converted to a level to age 75 or level to age 100 plan up to and including the anniversary nearest the insured's age 60 • No evidence of insurability is required 				
Expiry:	Age 75 or life, depending on plan type				
Sum insured:	Minimum: \$25,000 Maximum \$2,000,000				
Rate bands:	<table border="0"> <tr> <td>\$25,000 - \$49,999</td> <td>\$100,000 - \$249,999</td> </tr> <tr> <td>\$50,000 - \$99,999</td> <td>\$250,000 +</td> </tr> </table>	\$25,000 - \$49,999	\$100,000 - \$249,999	\$50,000 - \$99,999	\$250,000 +
\$25,000 - \$49,999	\$100,000 - \$249,999				
\$50,000 - \$99,999	\$250,000 +				
Admin/ policy fees:	\$50 per year / \$4.50 per month				
Optional riders:	<ul style="list-style-type: none"> • Accidental death benefit rider • Disability waiver of premium rider • Return of premiums at expiry rider (10 year renewable to age 75) • Return of premiums on death rider • Return of premiums on surrender/expiry rider (level to age 75 & level to age 100)* • Term life insurance riders 				
Built-in features:	<ul style="list-style-type: none"> • Change privilege on 10 year renewable plans • Guaranteed premiums 				
Online applications:	<ul style="list-style-type: none"> • EZcomplete® easily guides you through only the required sections of the application in face-to-face meetings. • InsuranceAssist walks you through an online version of the paper application in non face-to-face meetings. • Login to EquiNet®. Select the online application from the Online Tools & Information section. 				

* Upon surrender on the 15th policy anniversary, 75% of the premiums to be returned are payable. This percentage increases by 5% each year, reaching 100% on and after the 20th policy anniversary. Some limitations apply.



CRITICAL ILLNESS: EQUILIVING® (FOR CHILDREN)

Plan summary:	Equiliving provides a lump-sum benefit, following a survival period of typically 30 days after diagnosis of one of the critical conditions covered by the plan. Parents can use the benefit payment to cover expenses so they can take a leave from work to care for a sick child, access alternate treatment, or ensure the costs associated with a critical illness do not impact the financial security of the family.
Target market:	<ul style="list-style-type: none"> • Parents wanting to access the best medical treatment for a sick child while protecting the family's ongoing financial security.
Covered conditions:	<p>Equiliving provides coverage for the following 5 childhood conditions until age 25:</p> <ul style="list-style-type: none"> • Cerebral palsy • Muscular dystrophy • Congenital heart disease • Type 1 diabetes mellitus • Cystic fibrosis <p>It also provides immediate coverage for the following adult conditions:</p> <ul style="list-style-type: none"> • Heart attack • Alzheimer's disease • Bacterial meningitis • Coronary artery bypass surgery • Heart valve replacement • Loss of limbs • Motor neuron disease • Paralysis • Major organ failure on waiting list for transplant • Stroke • Aortic surgery • Benign brain tumour • Coma • Kidney failure • Loss of speech • Multiple sclerosis • Parkinson's disease • Cancer • Aplastic anaemia • Blindness • Deafness • Loss of independent existence * • Major organ transplant • Occupational HIV infection • Severe burns <p>*Loss of independent existence provides a benefit for cognitive impairment and/or a total and permanent inability to perform two or more of: bathing, dressing, toileting, continence, transferring, feeding.</p> <p>* Loss of independent existence does not apply until age 18 at which time it is added automatically.</p>
Early detection benefit:	<p>Early detection benefit will pay the lesser of 15% of the Equiliving face amount and \$50,000 following the survival period after diagnosis of one of the four following non-life threatening conditions. This benefit can be paid twice but only once for any condition.</p> <ul style="list-style-type: none"> • Early prostate cancer • Ductal breast cancer • Superficial malignant melanoma • Coronary angioplasty
Plan types / issue ages:	<ul style="list-style-type: none"> • 10 year renewable to age 75 (ages 30 days - 17 years) • Level to age 75 (ages 30 days - 17 years) • Level to age 100 (ages 30 days - 17 years)
Availability:	<ul style="list-style-type: none"> • Single life • Available as a rider on Equation Generation IV universal life and Equimax participating whole life plans where the child is the life insured
Change privilege:	<ul style="list-style-type: none"> • 10 year renewable to age 75 plan can be converted to a level to age 75 or level to age 100 plan up to and including the anniversary nearest the insured's age 60 • No evidence of insurability is required
Expiry:	Age 75 or life, depending on plan type
Sum insured:	Minimum: \$25,000 Maximum \$250,000
Rate bands:	\$25,000 - \$ 49,999 \$100,000 - \$250,000 + \$50,000 - \$ 99,999
Admin/ policy fees:	\$50 per year / \$4.50 per month
Optional riders:	<ul style="list-style-type: none"> • Applicant's death and disability waiver of premium rider • Return of premiums at expiry rider (10 year renewable to age 75) • Return of premiums on death rider • Return of premiums on surrender/expiry rider (level to age 75 & level to age 100)*
Built-in features:	<ul style="list-style-type: none"> • Change privilege on 10 year renewable plans • Guaranteed premiums
Online applications:	<ul style="list-style-type: none"> • EZcomplete® easily guides you through only the required sections of the application in face-to-face meetings. • InsuranceAssist walks you through an online version of the paper application in non face-to-face meetings. • Login to EquiNet®. Select the online application from the Online Tools & Information section.

* Upon surrender on the 15th policy anniversary, 75% of the premiums to be returned are payable. This percentage increases by 5% each year, reaching 100% on and after the 20th policy anniversary. Some limitations may apply.

SIMPLE ISSUE CRITICAL ILLNESS: LIVING PROTECTION®



Plan summary:	Living Protection provides insurance coverage for the four most common critical illnesses. No medical evidence is required. With the simple issue process most policies can be issued within 2 days when all requirements are submitted with the application. More cost effective than traditional plans, it's ideal for covering day-to-day expenses so that clients can focus on recovery.
Target market:	<ul style="list-style-type: none"> • Individuals wanting critical illness insurance protection without going through more intensive underwriting for traditional policies • Those who prefer affordable basic coverage rather than a more expensive comprehensive plan • Individuals looking for a smaller amount of insurance to replace income or cover additional expenses incurred as a result of their illness
Covered conditions:	<p>Living Protection offers your clients coverage for:</p> <ul style="list-style-type: none"> • Heart attack • Cancer • Stroke • Coronary artery bypass surgery
Plan type/ issue ages:	<ul style="list-style-type: none"> • 10 year renewable to age 75 (ages 18 – 65) • Level to age 75 (ages 18 – 64)
Availability:	<ul style="list-style-type: none"> • Single life • Must be a Canadian citizen or have permanent resident status
Change privilege:	<ul style="list-style-type: none"> • 10 year renewable to age 75 plan can be changed to a level to age 75 plan up to and including the anniversary nearest the insured's age 60 • No evidence of insurability is required
Expiry:	Age 75 of the life insured
Sum insured:	Minimum: \$10,000 Maximum \$50,000
Admin/ policy fee:	\$50 per year / \$4.50 per month
Electronic application process:	<ul style="list-style-type: none"> • Quote and electronic application available through Equitable Sales Illustrations® system • No login required
Simplified underwriting:	<ul style="list-style-type: none"> • Underwriting is based on a few simple health questions • No paramedical, saliva, blood profile or urine required • Results of the MIB check may require additional medical information • Only standard rates are available
Optional riders:	<ul style="list-style-type: none"> • Return of premiums at expiry rider • Return of premiums on death rider
Built-in features:	<ul style="list-style-type: none"> • Guaranteed premiums



SIMPLE ISSUE WHOLE LIFE: FINAL PROTECTION[®]

Plan summary:	Final Protection provides non-participating* permanent whole life insurance with underwriting based on just a few simple health questions. With the simple issue process most policies can be issued within 2 days when all requirements are submitted with the application. It is ideal for covering outstanding debts, medical bills and final expenses or to leave a small inheritance to loved ones or favourite charity.
Target market:	<ul style="list-style-type: none"> • Older adults wanting permanent life insurance without going through more intensive underwriting for standard products • New retirees whose group life insurance has terminated and who want a small policy to cover final expenses and perhaps leave a small inheritance
Guarantees:	<ul style="list-style-type: none"> • Lifetime protection that can never be cancelled without your clients' consent as long as the premiums are paid • Level premiums give your clients the security of knowing that the premiums for their plan are guaranteed for life and will never increase • Cash value that can be accessed via a policy loan if your clients need it
No waiting period on death benefit:	Unlike some simple issue plans on the market, the Final Protection death benefit is available from the day the policy is issued. There is no waiting period and the death benefit is not deferred.
Availability:	<ul style="list-style-type: none"> • Single life • Must be a Canadian citizen or have permanent resident status
Issue ages:	40 – 80
Sum insured:	Minimum: \$ 5,000 Maximum: \$50,000
Minimum premium:	\$150 per year / \$13.50 per month
Guaranteed cash values:	<ul style="list-style-type: none"> • Available beginning on the 5th policy anniversary • Can be accessed via a policy loan or policy surrender • Automatic premium loan available once guaranteed cash value is available
Admin/policy fees:	<ul style="list-style-type: none"> • \$50 per year / \$4.50 per month
Electronic application process:	<ul style="list-style-type: none"> • Quote and electronic application available through Equitable Sales Illustrations[®] system • No login required
Simplified underwriting:	<ul style="list-style-type: none"> • Underwriting is based on a few simple health questions • No paramedical, saliva, blood profile or urine required • Results of the MIB check may require additional medical information • Only standard rates are available
Built-in features:	<ul style="list-style-type: none"> • Accidental death benefit • Bereavement counselling benefit • Living benefit • Reduced paid-up insurance

* It is not eligible for experience or ownership dividends.

Works for me.®

Canadians have turned to Equitable Life since 1920 to protect what matters most. We work with you to offer solutions that provide good value, and help you navigate those solutions to meet the needs of your clients.

But we're not your typical financial services company. We have the knowledge, experience and ability to find solutions that work for you and your clients. We're friendly, caring and interested in helping. And we're owned by our participating policyholders, not shareholders. So we can focus on your interests and provide you with personalized service, security and wellbeing.



**Equitable Life
of Canada®**

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