



Equitable® is proud to be one of Canada's largest mutual life insurance companies. We are owned by our participating policyholders, not shareholders. This allows us to focus on management strategies that foster prudent long-term growth, continuity and stability.

We are dedicated to meeting our commitments to our customers – to provide good value and meet their needs for insurance protection and wealth accumulation – now and in the future. That's why Canadians have turned to Equitable since 1920 to protect what matters most.

Equitable is a focused, stable and strong company. We have sufficient earnings and capital to meet our future growth targets, and we continue to grow steadily. Our growth in sales has been driven by our ability to implement our strategic plan, placing a priority on products, service and execution. Our financial success reflects our continued commitment to profitable growth and our ability to navigate a changing regulatory and economic environment.

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 Wholesaler.

Equitable has made every effort to make sure what is covered in this guide is correct. However, the policy contract governs in all cases.

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Par Whole Life: Equimax®	
Plan summary	 Equimax participating* whole life insurance provides permanent life insurance protection and the opportunity to build value within the policy. There are two plan types to meet clients' short-and long-term goals Equimax Estate Builder offers higher long-term value. It is ideal for estate planning and covering taxes and fees at death Equimax Wealth Accumulator offers higher early cash values within the first 20 years. Ideal for building wealth that can be accessed for things like business needs or to supplement retirement income
Target market	 Clients focused on estate planning and an effective means to ensure a tax-efficient transfer of their assets to their heirs Clients interested in charitable giving using life insurance Clients 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 Clients wanting to create an estate and build wealth within the policy, which they can access in the future should they need it Clients wanting to protect their business while having higher early cash value on their balance sheet
Premium payment options	 Life pay (available on Equimax Estate Builder and Equimax Wealth Accumulator) 20 pay (available on Equimax Estate Builder and Equimax Wealth Accumulator) 10 pay (available on Equimax Estate Builder only)
Dividend* options	 Paid in cash Premium reduction On deposit Paid-up additions (PUAs) Enhanced protection (lifetime enhancement guarantee)

^{*}Dividends are not guaranteed and are paid at the sole discretion of the Board of Directors. Dividends may be subject to taxation. Dividends will vary based on the investment returns in the participating account as well as mortality, expenses, lapse, claims experience, taxes and other experience of the participating block of policies.

Par Whole Life:	Equimax	
Additional deposits	and can be used to increase the paid-up additions porti the Life pay or 20 pay premium option for substandard	ratings of 300% or less. May be available on single life 8% premium load is applied to all EDO payments to cover
Availability	• Single life • Joint first-to-die (2 adult lives)	• Joint last-to-die (2 adult lives)
Issue ages	Life pay/10 pay:Children 0-17;Adults 18-85	20 Pay:Children 0-17;Adults 18-80
Expiry	Lifetime coverage	
Minimum sum insured	Single life: \$10,000 (basic Equimax coverage)Joint life: \$25,000 (total Equimax coverage, Basic	plus Enhancement)
Maximum sum insured	\$20,000,000 (total coverage, including Term life riders	5)
Minimum premium	Annual premium: \$150; Monthly premium: \$15	
Admin/ policy fees	No additional policy fees apply	
Optional riders	 Additional accidental death benefit Children's protection rider Applicant's death and disability waiver rider (children's plans only) Flexible guaranteed insurability option rider (children's plans only) 	 Disability waiver of premium provision EquiLiving® critical illness insurance Term life insurance (on the life insured under a single life plan only)
KIND TM	 Compassionate Advance (non-contractual) Snap Advance (non-contractual) Bereavement Counselling benefit 	 Living Benefit Add the optional KIND report to the illustration to highlight these value-added benefits
Built-in features	 Reduced paid-up insurance Option to elect individual policies (joint plans only) Survivor benefit (joint first-to-die plans only))
Online tools	device through your web browser	ration option for Equimax Estate Builder ration option for Equimax illustrations that works on any rson or non-face-to-face meetings, clients can sign using using their own electronic device

^{*}Dividends are not guaranteed and are paid at the sole discretion of the Board of Directors. Dividends may be subject to taxation. Dividends 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 Life Insurance	
Plan summary	 Equitable's Term life insurance plans can provide low-cost life insurance protection. There are a variety of plan types available to meet clients' unique needs and financial obligations: 10 and 20 Yearly Renewable and Convertible Term (YRCT) – guaranteed level premiums for the initial term and guaranteed annual renewal premiums to age 85 Term 30/65 (convertible) – guaranteed level premiums payable to the later of 30 years or age 65
Target market	 Individuals or families seeking mortgage/debt protection or income replacement Business owners seeking potential creditor protection, key-person protection or funding for a buy-sell agreement 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 of insurability after the 1^{st} anniversary but before the earliest of the 5^{th} anniversary and the anniversary nearest the insured's 65^{th} birthday.
Convertibility	 10 & 20 YRCT: convertible up to age 71 (oldest life for joint plans) Term 30/65: convertible up to age 60 2 single life Term policies to 1 joint permanent life policy
Availability	 Single life Multiple term coverages on one life. Not available on business-owned policies Multiple lives (up to 5 lives). Not available on business-owned policies Joint first-to-die (2 lives) – only available on 10 & 20 YRCT Term riders available on adult plans: 10 & 20 YRCT on universal life and EquiLiving critical illness plans 10 & 20 YRCT and Term 30/65 on Equimax whole life plans
Issue ages	 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 or age 65)

Term Life Insurance Rate Minimum death benefit: \$50,000 bands • 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/ \$50 per year / \$4.34 per month policy fees Preferred Term underwriting is available for face amounts starting at \$2,000,000 for ages 18-50, and starting at Underwriting classes \$500,000 for ages 51-60. Preferred underwriting is not available for ages 61 and above • Class 1 - Preferred plus non-smoker • Class 2 - Preferred non-smoker Class 3 – Non-smoker (standard and ratable) Class 4 – Preferred smoker Class 5 - Smoker (standard and ratable) • The health of the life insured as well as family medical history will factor into the ability to qualify for preferred rates. Please refer to the Preferred Underwriting Classifications guide (form 1345) for more information Admin/ \$50 per year / \$4.50 per month policy fees Additional accidental death benefit Optional riders Children's protection rider • Disability waiver of premium provision • EquiLiving critical illness insurance Guaranteed insurability option **KIND** Compassionate Advance (non-contractual benefit that may be withdrawn or changed by Equitable at any time) Bereavement counselling benefit Built-in • Substitution of a life insured (multi-life policies only) features • Special options provision (joint first-to-die) Survivor benefits • Separate policy option **EZ**complete • Use it for in-person or non face-to-face meetings online EZcomplete easily guides you through only the required sections of the application application • EZcomplete allows clients to sign the application using their own electronic device • Login to EquiNet and click on the EZcomplete icon on the menu bar



Universal Life: Equitable Generations™	
Plan summary	Equitable Generations universal life insurance combines low-cost life insurance with competitive savings, investment opportunities and optional features to meet different needs
Target market	 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	• YRT
Death benefit options	 Account Value Protector (sum insured + fund value) Level Protector (level sum insured)
Bonuses	• Guaranteed annual Investment Bonus of 0.75% of the account value beginning in 1st year
Availability	 Single life Joint first-to-die (2 lives) Joint last-to-die (2 lives)

Universal Life: E	Equitable Generations
Issue ages	Children: 0 - 15 Adults: 16 - 80
Minimum sum insured	Children: \$25,000 Joint first-to-die: \$25,000 Adults: \$25,000 Joint last-to-die: \$25,000
Rate bands	\$25,000 - \$49,999 \$100,000 - \$249,999 \$500,000 + \$50,000 - \$99,999 \$250,000 - \$499,999
Admin/ policy fees	Children: \$0 per month Adults: \$0 per month
Premium tax	Varies by province and territory
Surrender charges	Applies for 9 years
Investment options	 Daily interest account Guaranteed deposit accounts (1, 5, 10 year)* Linked interest options: 3 Index Options 3 ESG Index Options 14 Managed Fund Options 8 Portfolio Options 6 Target Date Options * Guaranteed deposit account terms may be changed or discontinued at any time.
Optional riders	 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
KIND	 Compassionate Advance (non-contractual) Snap Advance (non-contractual) Bereavement Counselling Benefit Living Benefit
Built-in features	• Special options provision (joint first-to-die) • Special options provision (joint last-to-die)
EZcomplete online application	 Use it for in-person or non-face-to-face meetings EZcomplete easily guides you through only the required sections of the application EZcomplete allows clients to sign the application using their own electronic device Login to EquiNet and click on the EZcomplete icon in the menu bar



Universal Life: Equation Generation® IV	
Plan summary	Equation Generation IV universal life insurance combines low-cost life insurance with competitive savings, investment opportunities and optional features to meet different needs. It's available in two plan types: • Equation Generation IV with Bonus • Equation Generation IV Low Fees
Target market	 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	• YRT • Level
Death benefit options	 Account Value Protector (sum insured + fund value) Level Protector (level sum insured)
Bonuses	 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	 Single life Joint first-to-die (2 lives) Joint last-to-die (2 lives)

Universal Life: E	Equation Generation IV
Issue ages	YRT: Children: 0-15 Adults/Joint life: 16-80 Level: Adults/Joint life: 16-80
Minimum sum insured	Children: \$25,000 Adults/Joint life: \$50,000
Rate bands	\$25,000 - \$49,999 (children only) \$100,000 - \$249,999 \$500,000 + \$50,000 - \$99,999 \$250,000 - \$499,999
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	 Daily interest account Guaranteed deposit accounts (1, 5, 10 year)* Linked interest options 5 index interest options 7 performance fund interest options 5 portfolio interest options (tracking Franklin Quotential) * Guaranteed deposit account terms may be changed or discontinued at any time.
Optional riders	 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	 Bereavement counselling benefit Compassionate Advance* Disability benefit disbursement Special options provision (joint first-to-die) *The Compassionate Advance benefit is a non-contractual benefit and may be withdrawn or changed by Equitable at any time.
EZcomplete online application	 Use it for in person or non-face-to-face meetings EZcomplete easily guides you through only the required sections of the application EZcomplete allows clients to sign the application using their own electronic device Login to EquiNet and click on the EZcomplete icon on the menu bar



Critical Illness: EquiLiving for Adults

Plan summary

If an EquiLiving plan is in effect and the client is diagnosed with a covered critical condition and satisfies all requirements for that condition, they will receive a lump sum payment. The client can use the benefit payment any way they wish to make living with a life-altering condition more comfortable

Target market

- Individuals seeking to reduce the impact of a critical illness on their financial plans
- Business owners planning for the continuation of their business in the event of a critical illness

Adult policies 26 covered critical conditions

- Acquired Brain Injury
- Aortic Surgery
- Aplastic Anemia
- Bacterial Meningitis
- Benign Brain Tumour
- Blindness
- Cancer
- Coma
- Coronary Artery Bypass Surgery
- Deafness
- Dementia, including Alzheimer's Disease
- Heart Attack (Acute Myocardial Infarction)
- Heart Valve Replacement or Repair
- Kidney Failure

- Loss of Independent Existence
- Loss of Limbs
- Loss of Speech
- Major Organ Failure on Waiting List
- Major Organ Transplant
- Motor Neuron Disease
- Multiple Sclerosis
- Occupational HIV Infection
- Paralysis
- Parkinson's Disease and Specified Atypical Parkinsonian Disorders
- Severe Burns
- Stroke (Cerebrovascular Accident)

8 Early detection benefit covered conditions

The early detection benefit will pay the lesser of 15% of the EquiLiving face amount and \$50,000 following diagnosis and satisfaction of all requirements of one of the following 8 non-life threatening conditions. This benefit can be paid once for each condition.

- Coronary Angioplasty
- Ductal Breast Cancer
- Early Prostate Cancer
- Gastrointestinal Stromal Tumours (AJCC Stage 1)

- Grade 1 Neuroendocrine Tumours (Carcinoid)
- Papillary or Follicular Thyroid Cancer Stage T1
- Rai Stage O Chronic Lymphocytic Leukemia (CLL)
- Superficial Malignant Melanoma

Critical Illness: I	EquiLiving for Adults
Plan types / issue ages	 10 year renewable to age 75 (ages 18 - 65) 20 Pay coverage to age 75 (ages 18 - 54) 20 Pay coverage for life (ages 18 - 65) 20 Pay coverage for life (ages 18 - 65)
Availability	 Single life Available as a rider on Equation Generation IV universal life, Equimax participating whole life, and Term life insurance policies NOTE: 20 Pay EquiLiving is not available on Term life insurance policies.
Change privilege	Gives the client the option to change from one plan type to another without evidence of insurability. • T10 can be changed to any level pay plan including 20 Pay • T75 can be changed to any 20 Pay plan • T100 can be changed to 20 Pay coverage for life The age at which changes can be made from one plan to another depends on the plan the client is changing to. Up to the policy anniversary nearest the insured's 60th birthday for change to: • level to age 75 • level to age 100 • 20 Pay coverage for life Up to the policy anniversary nearest the insured's 54th birthday for change to: • 20 Pay coverage to age 75
Expiry	Age 75 or life, depending on plan type
Sum insured	Minimum: \$10,000 Maximum: \$2,000,000
Rate bands	\$10,000 - \$49,999 \$100,000 - \$249,999 \$50,000 - \$99,999 \$250,000 +
Admin/ policy fees	\$50 per year / \$4.50 per month
Optional riders	 Waiver of Premium (Insured Disability) Waiver of Premium (Owner/Payor Disability) Return of premiums at expiry rider (10 year renewable to age 75) Return of premiums on death rider Return of premiums at surrender/expiry rider (level to age 75 & 20 Pay coverage to age 75)* Return of premiums at surrender rider (level to age 100 & 20 Pay coverage for life)* Term life insurance riders
Built-in features	 Change privilege on 10 year renewable, Level to age 75 and Level to age 100 plans Guaranteed premiums
EZcomplete online application	 Use it for in-person or non-face-to-face meetings EZcomplete easily guides you through only the required sections of the application EZcomplete allows clients to sign the application using their own electronic device Login to EquiNet and click on the EZcomplete icon on the menu bar

^{*} 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. See policy contract for details.

Critical Illness: EquiLiving for Children If an EquiLiving plan is in effect and the insured child is diagnosed with a covered critical condition and Plan satisfies all requirements for that condition, the client will receive a lump sum payment. Parents can use the summary benefit payment to help cover expenses so they can take a leave from work to care for a sick child, access alternate treatment, or help ensure the costs associated with a critical illness do not impact the financial security of the family **Target** Parents wanting to be by their child's side through treatment and recovery while protecting the family's ongoing financial security market Covered EquiLiving provides coverage for the following 5 childhood conditions until age 25: conditions Muscular Dystrophy Cerebral palsy Congenital Heart Disease Type 1 Diabetes Mellitus Cystic Fibrosis It also provides coverage for the following adult conditions: Acquired Brain Injury Loss of Independent Existence Aortic Surgery Loss of Limbs Aplastic Anemia Loss of Speech Bacterial Meningitis • Major Organ Failure on Waiting List • Benign Brain Tumour Major Organ Transplant Blindness Motor Neuron Disease Multiple Sclerosis Cancer Coma Occupational HIV Infection Coronary Artery Bypass Surgery Paralysis Deafness • Parkinson's Disease and Specified Atypical Parkinsonian Disorders • Dementia, including Alzheimer's Disease Severe Burns Heart Attack (Acute Myocardial Infarction) Stroke (Cerebrovascular Accident) • Heart Valve Replacement or Repair Kidney Failure The early detection benefit will pay the lesser of 15% of the EquiLiving face amount and \$50,000 following 8 Early detection diagnosis and satisfaction of all requirements of one of the following 8 non-life threatening conditions. This benefit benefit can be paid once for each condition covered Coronary Angioplasty Grade 1 Neuroendocrine Tumours conditions Ductal Breast Cancer Papillary or Follicular Thyroid Cancer Stage T1 Early Prostate Cancer Rai Stage O Chronic Lymphocytic Leukemia (CLL) Gastrointestinal Stromal Tumours Superficial Malignant Melanoma (AJCC Stage 1) (Carcinoid)

Critical Illness:	Equiliving for Children
Plan types / issue ages	 Issue age for all plans is 30 days-17 years 10 year renewable to age 75 Level to age 75 Level to age 100 (coverage for life) 20 Pay coverage to age 75 20 Pay coverage for life
Availability	 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	Gives the client the option to change from one plan type to another without evidence of insurability. • T10 can be changed to any level pay plan including 20 Pay • T75 can be changed to any 20 Pay plan • T100 can be changed to 20 Pay coverage for life The age at which changes can be made from one plan to another depends on the plan the client is changing to. Up to the policy anniversary nearest the insured's 60th birthday for change to: • level to age 75 • level to age 100 • 20 Pay coverage for life Up to the policy anniversary nearest the insured's 54th birthday for change to: • 20 Pay coverage to age 75
Expiry	Age 75 or life, depending on plan type
Sum insured	Minimum: \$10,000 Maximum: \$500,000
Rate bands	\$10,000 - \$49,999
Admin/ policy fees	\$50 per year / \$4.50 per month
Optional riders	 Waiver of Premium (Owner/Payor Death and Disability) Return of premiums at expiry rider (10 year renewable to age 75) Return of premiums on death rider Return of premiums at surrender/expiry rider (level to age 75 & 20 Pay coverage to age 75)* Return of premiums at surrender rider (level to age 100 & 20 Pay coverage for life)* *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.
Built-in features	 Change privilege on 10 year renewable, Level to age 75 and Level to age 100 plans Guaranteed premiums for initial term
EZcomplete online application	 Use it for in-person or non-face-to-face meetings EZcomplete easily guides you through only the required sections of the application EZcomplete allows clients to sign the application using their own electronic device Login to EquiNet and click on the EZcomplete icon on the menu bar

About Equitable

At Equitable we believe in the power of working together. This guides how we work with each other. How we help our clients and partners. And how we support the communities where we live and work.

Together, with partners across Canada, we offer Individual Insurance, Group Insurance and Savings and Retirement solutions. To help our clients protect today and prepare tomorrow.

We believe the world is better when we work together to build an Equitable life for all.

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