



LIFE & CRITICAL ILLNESS INSURANCE BUNDLE

Most Canadians know that adding life insurance to their financial plan is crucial. But did you know that buying life insurance may not be enough? Contracting a critical illness can significantly impact a financial plan.

Did you know:



1 in 2 Canadians will develop cancer in their lifetime.¹



9 in 10 Canadians have at least one risk factor for heart disease or stroke. **4 in 10** have 3 or more risk factors.²

Critical illness insurance should also play a key role as part of a sound financial plan.

¹ Canadian Cancer Statistics 2017, Canadian Cancer Society.

² Heart disease-heart health, Government of Canada. Available at www.canada.ca/en/public-health/services/diseases/heart-disease-heart-health.html.

Bundling Life & Critical Illness Insurance Made Easy

At Empire Life, we make it easy to bundle life and critical illness insurance into one policy.



You can add a CI Protect Plus rider to a Solution Series term plan, EstateMax or Optimax Wealth whole life coverage – all in one policy for easy management.



Empire Life charges only one policy fee if adding a rider to a base plan while some companies require to issue separate policy, i.e. charges two policy fees, or offer a discount for the 2nd coverage.

Highly Competitive Premiums for Life & CI Insurance Package

Empire Life vs. 5 Critical Illness Insurance Market Share Leaders*

Renewable Term for \$450,000 & Critical Illness Insurance for \$60,000

	 Male, 35, Non-smoker (Monthly premium for initial term) **		 Female, 35, Non-smoker (Monthly premium for initial term) **	
	10-Year Renewable Term \$450,000	20-Year Renewable Term \$450,000	10-Year Renewable Term \$450,000	20-Year Renewable Term \$450,000
	+ Critical Illness Insurance T10 \$60,000	+ Critical Illness Insurance T20 \$60,000	+ Critical Illness Insurance T10 \$60,000	+ Critical Illness Insurance T20 \$60,000
Empire Life	\$44.44	\$59.96	\$39.20	\$54.13
Company A	\$59.11	N/A	\$50.99	N/A
Company B	\$44.87	\$61.59	\$43.20	\$55.24
Company C	\$51.11	\$64.89	\$44.79	\$59.60
Company D	\$46.13	N/A	\$45.67	N/A
Company E	\$51.73	N/A	\$45.63	N/A

* Based on LIMRA 2017 Individual Critical Illness Sales report. Premiums for the five competitive products are based on quotes obtained from companies illustration software on Feb 11, 2020. The five companies and their products are Sun Life SunTerm 10 and Sun CII T10 (Company A); Industrial Alliance Pick-a-Term 10/20 R&C and CI T10/T20 (25 CIs) rider (Company B); Manulife Family Term 10/20 and Lifecheque T10/T20 (Company C); Equitable Life Term 10 and Equiliving CI (Company D) and Canada Life Simply Preferred Term 10 and LifeAdvance T10 (Company E). The initial premiums shown for Solution 10, Solution 20, CI Protect Plus 10, CI Protect Plus 20 are as of Feb 27, 2020.

** Monthly premiums shows are initial premiums, i.e. premiums for the first 10 years for T10 products, or the first 20 years for T20 products.

The information in this document is for general information purposes only and is not to be construed as providing legal, tax, financial or professional advice. The Empire Life Insurance Company assumes no responsibility for any reliance made on or misuse or omissions of the information contained in this document. Please seek professional advice before making any decision.

 **To find out more contact your Account Executive or call our sales centre at 1 866 894-6182**

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The Empire Life Insurance Company

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