



OPTIMAX WEALTH[®]

INTRODUCING LIFE INSURANCE
FOR YOUR CHILDREN

The Empire Life Insurance Company (Empire Life) offers individual and group life and health insurance, investment and retirement products. Our mission is to make it simple, fast and easy for Canadians to build wealth, generate income, and get the insurance and group benefits coverage they need.

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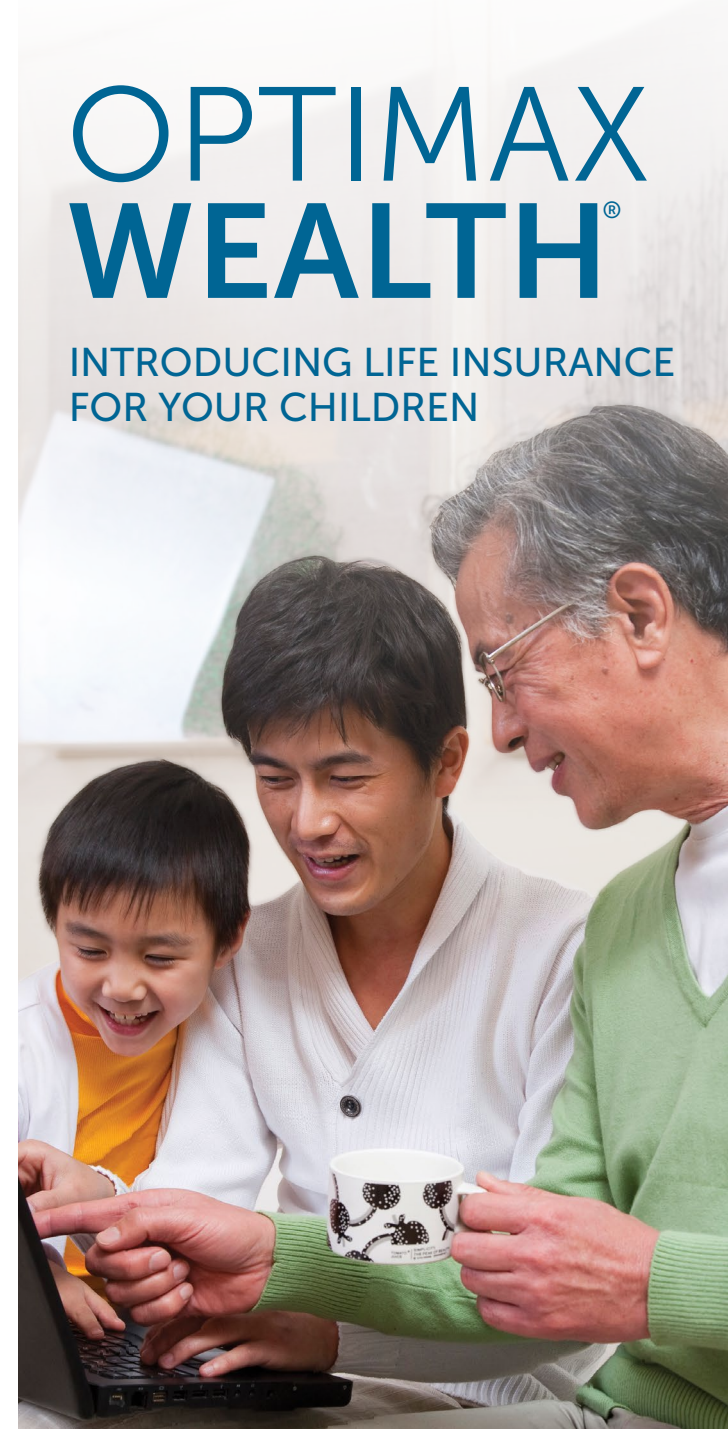
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Insurance & Investments
Simple. Fast. Easy.[®]

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So why should parents or grandparents consider Optimax Wealth 20 Pay for children?

Benefits of Optimax Wealth 20 Pay:

- Affordable juvenile rates if you apply when child or grandchild is a minor
- Dividends* can be used to increase coverage which can increase cash values
- Any dividends, once declared cannot be taken back
- The Guaranteed Insurability Option allows for the purchase of additional coverage, on a child or grandchild, regardless of their health
- Possible tax advantages if you pass ownership to your child or grandchild
- Guaranteed paid-up coverage after 20 years** means no further financing from you, your children or grandchildren
- Accumulating cash value can help with future borrowing needs
- Adding a Payor Death and Disability option will ensure the plan continues should the unexpected happen to you
- Allows you to leave a financial legacy to your children or grandchildren

* Dividends are not guaranteed, see contract for details
 ** All premiums must be paid when due for first 20 years of coverage.

DOES HAVING LIFE INSURANCE ON CHILDREN MAKE SENSE?

Absolutely, especially if the life insurance is a limited-pay whole life insurance plan. One benefit of this type of insurance includes guaranteed insurance costs for a guaranteed period of time.

One special type of whole life plan is permanent participating life insurance. Permanent participating life insurance provides guaranteed cash surrender values, tax-advantaged growth and the ability to “participate” in the experience of the company’s performance.

Let’s look at an example of how Optimax Wealth 20 Pay can work for you?

Life Stages	At time of purchase	Graduation Day	Becoming a Parent	Starting Retirement
Child’s life stages	Age 0	Age 23	Age 40	Age 65
Annual Premium	\$624 ¹	\$0	\$0	\$0
Projected Estate Benefit ²	\$50,000	\$114,036	\$152,747	\$241,226
Projected Cash Value ²	\$181 ²	\$13,498	\$33,475	\$119,750

For only \$52.00 a month, Optimax Wealth 20 Pay makes a lot of sense!

¹ Annual premium shown includes the policy fee and is based on pricing available on Envision 11.5 as of September 2019 for a policyholder age 30, a standard risk juvenile female life insured, coverage amount of \$50,000 with Paid Up Additions divided option. Actual premiums will vary depending on the age, gender and risk class of life insured, age of the policyholder, the payment and dividend option selected, coverage amount, and benefits selected.

² Projected Estate Benefits and Projected Cash Values shown are based on Envision 11.5 as of September 2019 and assume dividends will be declared each year based on the current dividend scale, which is not guaranteed. Actual Estate Benefits and Cash Values will vary depending on age, gender and risk class of life insured, coverage amount, benefits, and the payment and dividend option selected, and may be more or less than those indicated.