



ESTATEMAX[®] & OPTIMAX WEALTH[®] 10 PAY OPTION

Participating Life insurance protection
for life that may cost a fraction* of the
total cost of a life pay plan!

Our **new 10 Pay Option** for permanent Participating Life insurance may
save you as much as 56% over the total cost of a traditional life pay policy
in force for 60 years.

* Actual savings depends on the plan type, life insured and how long the policy remains in force.

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



Life insurance protection for life **without paying premiums for life!**

Empire Life permanent Participating Life insurance plans, EstateMax® 10 Pay and Optimax Wealth® 10 Pay, both offer lifetime protection with premiums payable for just 10 years!

EstateMax 10 Pay is designed for individuals:

- who want competitively priced permanent life insurance protection for their families and pay for it quickly
- who want to build wealth through long-term cash values
- focused on increasing life insurance coverage for estate planning purposes
- who want access to cash values in the long-term for future retirement income



Optimax Wealth 10 Pay is designed for individuals:

- looking for higher cash values in the first 20 years
- planning to retire soon and want permanent life insurance protection with access to cash values
- who own a business and want to add a business asset that offers permanent participating life insurance protection and flexibility when accessing cash values
- want to accumulate funds to help their children or grandchildren pay for post-secondary education, start a business, buy a home, etc.



Here's how **EstateMax 10 Pay** can work:

John and Mary are getting married. John wants to buy permanent life insurance that will provide lifetime insurance protection and access to cash values for retirement. He would like to save on premiums and has funds available now.

"Marriage is a lifetime commitment. I want to provide financial stability for Mary and reduce my total cost for a permanent life insurance policy at the same time!"



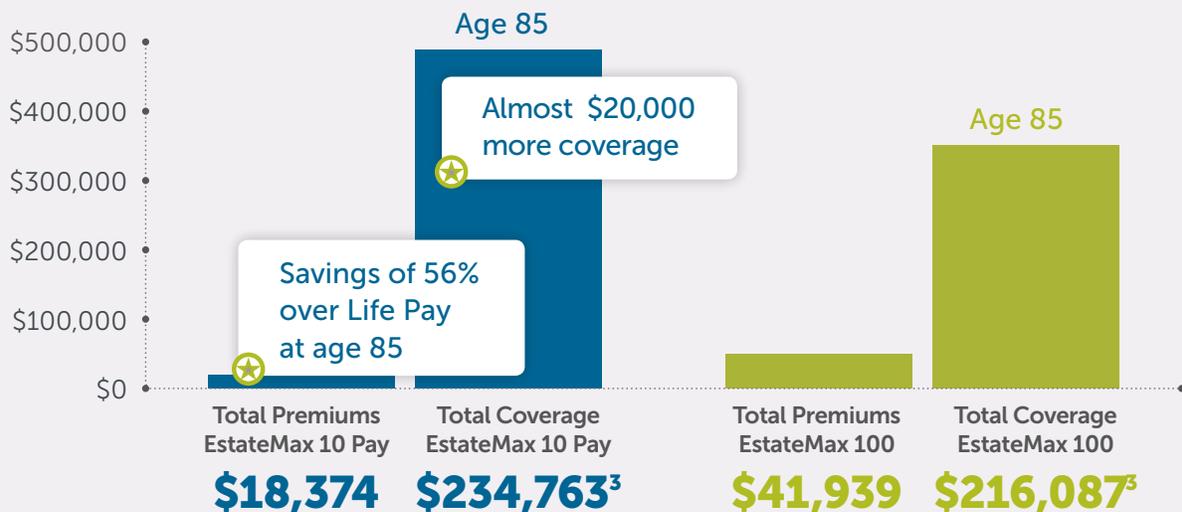
Empire Life EstateMax 10 Pay with Enhanced Coverage dividend option.



Male, Non Smoker, Age 25
Initial Coverage amount **\$100,000¹**

● Annual Premium for EstateMax 10 Pay is **\$1,837.43²**

● Annual Premium for EstateMax 100 is **\$698.99²**



Figures shown are based on premium rates and cash surrender values as of October 1st 2019 for the EstateMax coverage and life insured (standard rated) indicated. Premiums and Total Coverage amounts may be more or less than those shown depending on coverage, life insured and dividends, which are not guaranteed.

¹ Initial Coverage amount includes guaranteed base coverage of \$57,143 for EstateMax 10 Pay and \$67,114 for EstateMax 100, plus the Enhanced Coverage amount.

² Premiums for EstateMax 10 Pay are payable for 10 years or until contract terminates, whichever occurs first. Premiums for EstateMax 100 are payable until age 100 or contract terminates, whichever happens first.

³ Total Coverage includes the guaranteed base coverage amount plus the amount of paid-up additions purchased with dividends, which is not guaranteed. Total Coverage amounts shown are at age 85 and assume the dividend option does not change and dividends are declared every year using our current dividend scale, which is not guaranteed. Total Coverage amount will decrease by the amount of any outstanding policy loans or if any paid-up additions are surrendered. If the policy is surrendered, no death benefit is payable.

EstateMax 10 Pay and EstateMax 100 are participating life insurance plans, which means dividends may be declared on each policy anniversary. Dividends are not guaranteed. By choosing the Enhanced Coverage dividend option, each declared dividend is used to buy one year term life insurance up to a permitted maximum amount, which is the Enhanced Coverage amount less any Paid Up Additions. Any excess dividends are used to buy paid-up participating life insurance (Paid Up Additions). This dividend option includes a Lifetime Guarantee, which guarantees that, regardless of dividend performance, the amount of one year term life insurance plus the amount of Paid Up Additions will never be less than the Enhanced Coverage amount if all conditions are met. See insurance contract for full details and conditions.

This case study is for illustration purposes only. It is designed to compare how an Empire Life EstateMax 10 Pay policy and an EstateMax 100 policy with Enhanced Coverage dividend option may perform. Results will vary depending on the life insured's insurance age, smoker status and health, initial coverage amount, Enhanced Coverage Amount, pay period, amount of dividends declared each year and life insurance premiums. Advisors should determine which payment choice is suitable for any particular client based on the client's specific circumstances and needs.

The Empire Life Insurance Company (Empire Life) is a proud Canadian company that has been in business since 1923. We offer individual and group life and health insurance, investment and retirement products, including mutual funds through our wholly-owned subsidiary Empire Life Investments Inc.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our mission is to make it simple, fast and easy for Canadians to get the investment, insurance and group benefits coverage they need to build wealth, generate income, and achieve financial security.

Follow Empire Life on Twitter @EmpireLife or visit our website, www.empire.ca for more information.

¹ Based on total assets as reported in December 31, 2018 OSFI filings

² As at June 14, 2019. For the latest rating, access www.ambest.com.

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.

A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a Segregated Fund is invested at the risk of the contract owner and may increase or decrease in value.**

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