

GET YOUR TFSA WORKING FOR YOU



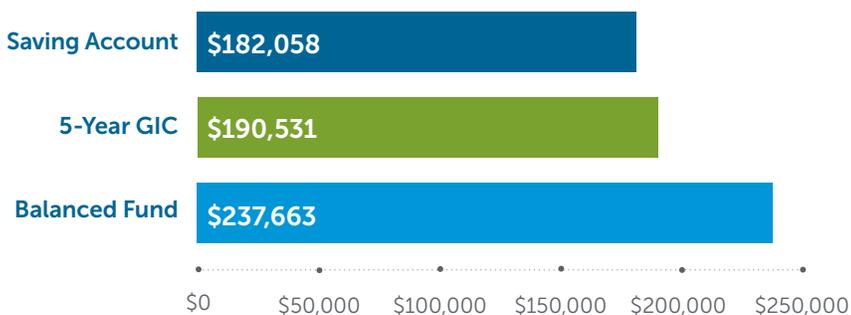
Will you reach your TFSA goal?

Tax Free Savings Accounts (TFSA) are the most popular saving and retirement accounts with over 69% of Canadian households holding them.¹ One reason for their popularity is their flexibility to save for a wide range of goals such as buying a new car, going on a vacation, renovating or purchasing a home and even retirement.

The best part about a TFSA is everything you earn – capital gains for example – is tax free! A suitable TFSA investment strategy can help you reach your goal.

Finding the right TFSA investment strategy

The accumulated limit for TFSAs is \$95,000 in 2024.² Using that as a starting point, let's look at three investment scenarios assuming a \$7,000 annual contribution³ over 10 years: Savings Account, GIC, and Balanced Fund (a mix of Canadian equities and bonds).⁴ Based on the annualized historical returns of the last 10 years, the Balanced Fund scenario resulted in more growth than the other scenarios.



If your TFSA goal is long term growth, Empire Life Emblem GIF Portfolios can provide you with a mix of equity and bonds to help meet your goal.

¹ BMO. "Tax Free Savings Account (TFSA)". BMO, Dec 18, 2023, <https://www.bmo.com/main/personal/investments/tfsa/?ecid=va-AGILE36967INV4-SNBMO22>. Accessed Dec 18, 2023.



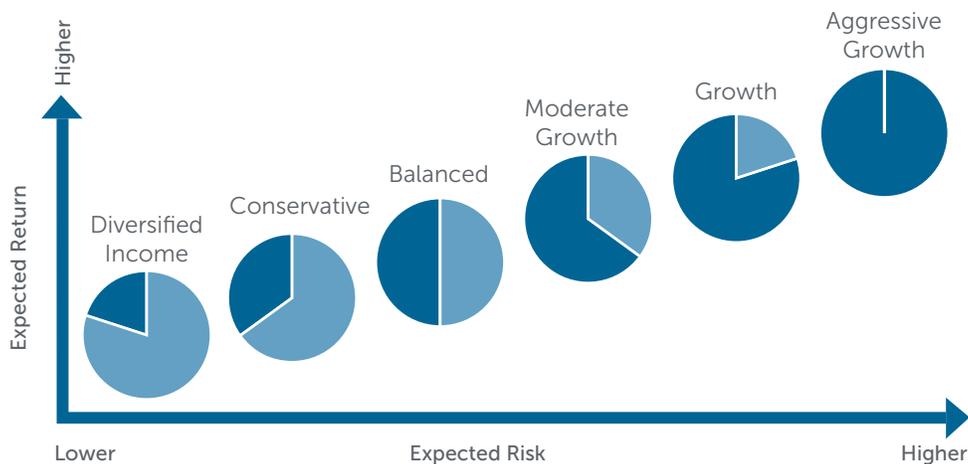
TFSA features:

- Investment earnings and growth is tax-free even when withdrawn
- Withdrawals can be made at any time and for any purpose without incurring withholding tax
- Withdrawals can be re-contributed into your TFSA in the following year
- Contributions are not tax-deductible for income tax purposes
- Withdrawals from TFSA don't affect your eligibility for benefits such as Old Age Security, Guaranteed Income Supplement, Canada Child Tax Credit, GST Credit
- Empire Life Guaranteed Investment Funds, including **Emblem GIF Portfolios**, are eligible TFSA investments.

Making your TFSA work: Emblem GIF Portfolios

Empire Life **Emblem GIF Portfolios** may be a suitable investment solution for your TFSA. In one decision, gain access to a professionally managed portfolio while simplifying and diversifying your investment. The underlying fund of each portfolio invests primarily in a strategic mix of equity and fixed income securities, while minimizing risk. With ten managed portfolios to choose from ranging from conservative to aggressive, there is one to match your risk tolerance, time horizon and investment goals.

Empire Life Emblem GIF Portfolios



Empire Life Emblem GIF Portfolios

Underlying Fund Target Asset Mix	Diversified Income	Conservative	Balanced	Moderate Growth	Growth	Aggressive Growth
Fixed Income	80%	65%	50%	35%	20%	—
Equities	20%	35%	50%	65%	80%	100%

Emblem: Reasons to invest



1. Instant Diversification

In one decision, diversify your investment across a range of asset classes.



2. Investment Approach

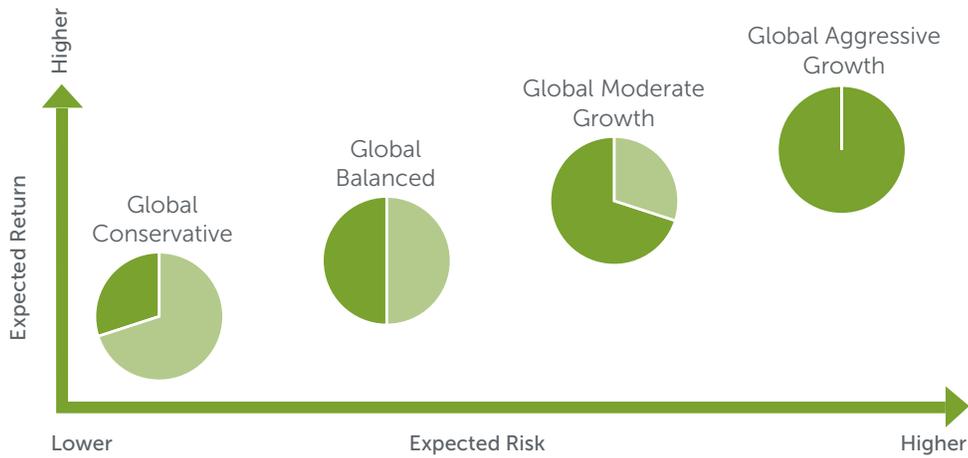
Portfolios are managed by focusing on attractively valued, high-quality businesses, with a focus on capital preservation.



3. Tactical Asset Management

Asset mix is monitored and adjusted in response to evolving market conditions.

Empire Life Emblem GIF Portfolios – Global



Empire Life Emblem GIF Portfolios – Global

Underlying Fund Target Asset Mix	Global Conservative	Global Balanced	Global Moderate Growth	Global Aggressive Growth
Fixed Income	70%	50%	30%	–
Equities	30%	50%	70%	100%



4. Transparency

The underlying fund invests directly in securities so you can always see what you're invested in.



5. Valuable Benefit Guarantees

As segregated funds, Emblem GIF Portfolios provide valuable maturity and death benefit guarantees to help protect your investment.



To get Emblem GIF Portfolios working for your TFSA, speak to your advisor or visit www.empire.ca.

The Empire Life Insurance Company

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Our mission is to make it simple, fast and easy for Canadians to get the products and services they need to build wealth, generate income, and achieve financial security.

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² \$95,000 amount assumes there have been no prior contributions.

³ If you deposit more than your annual contribution limit, you will be subject to a 1% tax on the excess amount for each month that you are over.

⁴ Source: Morningstar Research Inc. Returns are 10-year compounded annual returns ending Nov. 30, 2023; 50% S&P/TSX Composite Total Return Index and 50% FTSE Canada Universe Bond Index (4.73%) is proxy for a Balanced Fund mandate, 5-Year GIC (1.87%); CDN Treasury Bill (1.28%) is proxy for Canadian savings accounts.

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Empire Life Emblem GIF Portfolios are segregated funds which invest primarily in units of Empire Life Mutual Funds. The Simplified Prospectus and other information about each of the underlying mutual funds are available on the SEDAR website at www.sedar.com or www.empirelifeinvestments.ca Empire Life Investments Inc. is the Portfolio Manager of certain Empire Life segregated funds. Empire Life Investments Inc. is wholly-owned subsidiary of The Empire Life Insurance Company.

A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered.

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