

Genesis YRT



LIFE
INSURANCE

FLEXIBLE PERMANENT LIFE INSURANCE WITH OPTIONS DOWN THE ROAD

Universal life with YRT (Yearly Renewable Term)

NEW
INVESTMENT ACCOUNT
NOW AVAILABLE:

**The Smoothed Return
Diversified Account
(SRDA)**



For advisor use only



Outstanding flexibility

- Tailor your client's payments to their needs and cash flows
- Adjust payments to life events

High accumulation

- Investment bonus starting year 1 to provide faster accumulation*
- A wide range of high-performance investment accounts

Strong overall competitiveness

- Among the best in the market for flexibility and short-, mid- and long-term accumulation

A complete offer

- Investment options for every stage of life, and for all risk profiles

*The investment bonus applies to all index accounts available in Genesis, excluding the Money Market account and the SRDA.

For families looking for

- Flexible permanent insurance that evolves with, and adapts to, their budget and needs
- High cash values to provide additional flexibility down the road

For affluent clients who require

- An alternative tax-sheltered investment
- Long-term liquidity (retirement or long-term care)
- Long-term estate protection with options

For corporations that need to

- Manage fluctuating revenues
- Pay taxes upon the shareholder's death
- Maximize the Capital Dividend Account (CDA)
- Maintain access to a source of liquidity for additional security

...and other great features that everybody can benefit from!

- Tax-free disability benefit
- Additional retirement income

Flexible payments

The premium can be tailored to the client's situation. Depending on their budget and objectives, you can propose an amount between the minimum and the maximum. We recommend your client pays a premium high enough to both provide a higher cash value over time and also help maintain the policy in force.

Face amount option

Face amount only

- Your death benefit remains level for life
- Generally costs less than *Face amount + fund*
- The cost of insurance (COI) is charged on the difference between the face amount and the accumulation.

Face amount + fund

- Your death benefit may increase over time based on the increase of your fund value
- Growing protection for those with growing estate protection needs
- Generally costs more than *Face amount only*
- The cost of insurance (COI) is charged on the face amount

Product characteristics

Coverage options	<ul style="list-style-type: none"> – Single Life – Joint (first to die, last to die and last to die paid-up on the first death)
Minimum face amount	\$25,000
Cost of insurance (COI)	YRT from 0 to 85, level from 85 to 90, and then paid-up
Premiums and costs of insurance by band	<ul style="list-style-type: none"> 1 = \$25,000–\$49,999 2 = \$50,000–\$99,999 3 = \$100,000–\$199,999 4 = \$200,000–\$499,999 5 = \$500,000–\$999,999 6 = \$1,000,000 and over
Riders	<ul style="list-style-type: none"> – Term life insurance: T10/T20/T25/T30 – Disability credit – Critical Illness



Ideal to complement a mortgage insurance package with your UL YRT!

Many other additional benefits (see product guide)

Investment options

- Fixed term accounts (1–5 and 10 years)
- 32 investment accounts by leading internal and external portfolio managers:
 - NEW – Smoothed Return Diversified Account (SRDA)
 - Managed solutions
 - Canadian, US and foreign equity
 - Index accounts
 - Specialty funds



Dynamic Funds®
Invest with advice.



Genesis YRT is there every step of the way

Build and protect

Building your coverage begins with *flexible* life insurance that won't let you down, wherever life takes you.

💡 Put more into the policy now to reap the benefits later in life.

💡 Reallocate investments to the Smoothed Return Diversified Account (SRDA) as retirement approaches to protect the accumulated funds while maintaining an attractive return potential.

Maximize and reap the benefits

Maximizing your coverage ensures that whatever happens, you and your loved ones are taken care of.

💡 Don't forget the tax-free **disability benefit**—a unique advantage of Universal Life and a great safety net at any stage of life.

Accumulation

- Flexible premiums
- Low cost of insurance to foster accumulation

- Accumulation bonus starting year 1 (does not apply to the SRDA or Money Market)
- Wide range of investment accounts to diversify your portfolio, as well as managed solutions to keep life simple

- A long-term planning solution for paying taxes upon death

- A tax-sheltered vehicle which allows you to deposit large cash inflows

High cash values bring a broader range of options down the road.

- **Cash-out:** utilise the cash values to fund retirement projects (taxes may apply)
- **Reduce face amount:** dependents have left home and the mortgage is paid off
- **Adjust payments:** up or down, depending on the objective
- **Possible additional retirement income** with a collateral loan

- Insurance costs are level between the ages of 85-90 and then paid-up to protect accumulation.



First house

Children

Big career break

Start a business

Receive an inheritance

Retirement

Travel plans

Leave an inheritance



Where will life take you?



Kate, 35
"I seek a medium-term solution with options at retirement, but am unsure of long-term needs."



Mike, 50
"I require a long-term solution with estate protection."



Jay, 35
"I am looking to maximise my estate with face + fund coverage."

Discover Kate, Mike and Jay's case studies

Let them show you what they love about their Genesis Universal Life with YRT, and how it helps them meet their different objectives.



Kate

"I will have options at age 65, thanks to MY Genesis, that I wouldn't have had otherwise. Look up my case study to find out more."



Mike

"Disability, retirement, leaving something to my loved ones. All these needs were addressed with MY Genesis. My case study will show you how."



Jay

"MY Genesis face amount grows with time, allowing me to maximize what I leave to my loved ones."



Let's see what Kate's options are down the road

Instead of a simple term policy, Kate's advisor recommends a mix of 30-year term and Genesis with YRT cost in order to maximize her options down the road.

- Kate is a non-smoker
- Face amount of \$500,000 term and \$200,000 YRT (face-amount only)
- Kate's budget allows for a monthly premium of \$125

This flexible solution offers many more advantages in the long term than term coverage alone and provides an excellent safety net.

Kate, age 35

As a mother of a young family, Kate is looking for coverage up to at least age 65.

Some of her friends have told her about their term policies, which she believes could be a good option for her.

Kate has medium-term insurance needs (mortgage, young children) but is unsure of her long-term needs.

Thanks to the YRT component, Kate ensures that there will be options available down the road. What's more, she's getting more for her money in the long term:

	At age 65	
	Term 30 only	YRT/Term 30 combination
Total premiums paid	\$23,263 (\$64.62/month)	\$43,978 (\$122.16/month)
Accumulation	\$0	\$27,043

Illustration rate: 3%

Thanks to the YRT component of her life insurance solution, Kate will always have a tax-efficient savings vehicle available to her in which she will be able to deposit any future cash inflows, such as inheritance.

Here are the options Kate could expect at age 65, which she wouldn't have had with term insurance alone:

Cash-out

- \$27,043 to fund retirement plans (taxes would apply)

Effectively free insurance

- Reduce her face amount from \$200,000 to \$64,000
- From age 66 to 90, premiums paid from the accumulation

Maintain coverage

- Continue paying the monthly premium for the YRT component
- Maintain the face amount of \$200,000

Illustration of Kate's case

Female / Non-smoker / Age 35

Assumes 3% average returns and a monthly premium of **\$122.16** until age 90 (Face amount only coverage option)

Age	Total annual premium	Face amount	Acc fund (year end)	Death benefit
36	\$1,465.92	\$699,347	\$652	\$700,000
40	\$1,465.92	\$696,533	\$3,466	\$700,000
45	\$1,465.92	\$692,542	\$7,457	\$700,000
50	\$1,465.92	\$687,982	\$12,017	\$700,000
55	\$1,465.92	\$682,941	\$17,058	\$700,000
60	\$1,465.92	\$677,843	\$22,156	\$700,000
65	\$1,465.92	\$672,956	\$27,043	\$700,000

30 year term insurance ends

Age	Total annual premium	Face amount	Acc fund (year end)	Death benefit
66	\$1,105.92	\$171,921	\$28,078	\$200,000
67	\$1,105.92	\$170,933	\$29,066	\$200,000
68	\$1,105.92	\$169,996	\$30,003	\$200,000
69	\$1,105.92	\$169,118	\$30,881	\$200,000
70	\$1,105.92	\$168,304	\$31,695	\$200,000
71	\$1,105.92	\$167,561	\$32,438	\$200,000
72	\$1,105.92	\$166,894	\$33,105	\$200,000
73	\$1,105.92	\$166,309	\$33,690	\$200,000
74	\$1,105.92	\$165,813	\$34,186	\$200,000
75	\$1,105.92	\$165,412	\$34,587	\$200,000
76	\$1,105.92	\$165,111	\$34,888	\$200,000
77	\$1,105.92	\$164,919	\$35,080	\$200,000
78	\$1,105.92	\$164,841	\$35,158	\$200,000
79	\$1,105.92	\$164,887	\$35,112	\$200,000
80	\$1,105.92	\$165,063	\$34,936	\$200,000
81	\$1,105.92	\$165,587	\$34,412	\$200,000
82	\$1,105.92	\$166,680	\$33,319	\$200,000
83	\$1,105.92	\$168,456	\$31,543	\$200,000
84	\$1,105.92	\$171,142	\$28,857	\$200,000
85	\$1,105.92	\$174,993	\$25,006	\$200,000
86	\$1,105.92	\$179,129	\$20,870	\$200,000
87	\$1,105.92	\$183,569	\$16,430	\$200,000
88	\$1,105.92	\$188,335	\$11,664	\$200,000
89	\$1,105.92	\$193,453	\$6,546	\$200,000
90	\$1,105.92	\$198,947	\$1,052	\$200,000
91	\$0	\$198,908	\$1,091	\$200,000
92	\$0	\$198,867	\$1,132	\$200,000
93	\$0	\$198,824	\$1,175	\$200,000
94	\$0	\$198,780	\$1,219	\$200,000
95	\$0	\$198,734	\$1,265	\$200,000
96	\$0	\$198,687	\$1,312	\$200,000
97	\$0	\$198,637	\$1,362	\$200,000
98	\$0	\$198,586	\$1,413	\$200,000
99	\$0	\$198,533	\$1,466	\$200,000
100	\$0	\$198,478	\$1,521	\$200,000

Cash-out option

\$27,043 to fund retirement projects (taxes would apply)

Maintain coverage option

Continue paying the YRT premium of \$79.66/month plus an additional annual deposit of \$150

Effectively free insurance option

\$0 premium with a \$64,000 death benefit

Total annual premium	Face amount	Acc fund (year end)	Death benefit
\$0	\$36,511	\$27,488	\$64,000
\$0	\$36,092	\$27,907	\$64,000
\$0	\$35,703	\$28,296	\$64,000
\$0	\$35,347	\$28,652	\$64,000
\$0	\$35,027	\$28,972	\$64,000
\$0	\$34,746	\$29,253	\$64,000
\$0	\$34,507	\$29,492	\$64,000
\$0	\$34,315	\$29,684	\$64,000
\$0	\$34,174	\$29,825	\$64,000
\$0	\$34,086	\$29,913	\$64,000
\$0	\$34,058	\$29,941	\$64,000
\$0	\$34,094	\$29,905	\$64,000
\$0	\$34,201	\$29,798	\$64,000
\$0	\$34,384	\$29,615	\$64,000
\$0	\$34,651	\$29,348	\$64,000
\$0	\$35,126	\$28,873	\$64,000
\$0	\$35,943	\$28,056	\$64,000
\$0	\$37,191	\$26,808	\$64,000
\$0	\$39,038	\$24,961	\$64,000
\$0	\$41,708	\$22,291	\$64,000
\$0	\$44,729	\$19,270	\$64,000
\$0	\$48,150	\$15,849	\$64,000
\$0	\$52,022	\$11,977	\$64,000
\$0	\$56,406	\$7,593	\$64,000
\$0	\$61,369	\$2,630	\$64,000
\$0	\$61,270	\$2,729	\$64,000
\$0	\$61,167	\$2,832	\$64,000
\$0	\$61,060	\$2,939	\$64,000
\$0	\$60,950	\$3,049	\$64,000
\$0	\$60,835	\$3,164	\$64,000
\$0	\$60,716	\$3,283	\$64,000
\$0	\$60,593	\$3,406	\$64,000
\$0	\$60,465	\$3,534	\$64,000
\$0	\$60,332	\$3,667	\$64,000
\$0	\$60,194	\$3,805	\$64,000



Dollar for dollar, let's see how YRT stacks up against level-cost for Mike

Mike's advisor suggests Genesis Universal Life with two cost options – level cost and YRT cost

- Mike is a non-smoker
- Face amount of \$500,000 required (face-amount only)
- With 10 years to go before retirement, Mike is somewhat risk averse and is looking for stability and security in his assets.
- Both options illustrated with the level cost annual premium of \$7,940

While Mike's policy will remain in force with returns as low as 1.57%, the **Smoothed Return Diversified Account (SRDA)**, currently offering a **credited rate of 3.25% (rate determined annually)**, will allow him to earn an attractive return while keeping his assets sheltered from market fluctuations.

Mike, age 50

Mike is an architect who took out a 20-year term policy at age 30, after the birth of his children.

Now that this coverage has ended, he is looking for a long-term solution that will offer him estate protection, but he's also concerned about liquidity in retirement.

Age	Cash values (\$)		
	Level costs	YRT at 1.57%	YRT at 3.25%, invested in the SDRA
65	No cash value	\$97,755	\$113,754
85	No cash value	\$87,805	\$224,314

Mike's cash value will allow him to maintain a safety net for the future, not available with level cost, for whatever the future holds:

Disability benefit

- Access to a **tax-free payment** of the accumulation fund in case of a total disability:
 - Before age 65 if you are no longer able to work
 - At any age if you are unable to perform one basic activity of daily living (e.g., walking)

Retirement planning

- **The accumulation can be withdrawn** to fund retirement plans (could be taxable and an MVA may apply)
- **Insured retirement strategy:** use a leverage loan against the accumulation to benefit from advantageous lending rates
- **Secured assets:** The assets invested in the Smoothed Return Diversified Account are subject to minimal market risk, giving Mike peace of mind.

Estate protection

Mike's estate is guaranteed a death benefit of \$500,000 if he doesn't draw from his accumulation. If Mike needs to withdraw from his accumulation, the death benefit amount will be reduced by the same amount he withdrew.

Illustration of Mike's case

Male / Non-smoker / Age 50

Assumes an annual premium of **\$7,940** until age 90 (equivalent level premium). (Face amount only coverage option)

1.57% returns

Age	Total annual premium	Acc fund (year end)	Death benefit
51	\$7,940	\$6,363	\$500,000
55	\$7,940	\$32,449	\$500,000
60	\$7,940	\$65,856	\$500,000

Start of retirement

Age	Total annual premium	Acc fund (year end)	Death benefit
65	\$7,940	\$97,755	\$500,000
66	\$7,940	\$103,686	\$500,000
67	\$7,940	\$109,444	\$500,000
68	\$7,940	\$114,624	\$500,000
69	\$7,940	\$119,197	\$500,000
70	\$7,940	\$123,140	\$500,000
71	\$7,940	\$126,417	\$500,000
72	\$7,940	\$128,991	\$500,000
73	\$7,940	\$130,817	\$500,000
74	\$7,940	\$132,212	\$500,000
75	\$7,940	\$133,130	\$500,000
76	\$7,940	\$133,524	\$500,000
77	\$7,940	\$133,338	\$500,000
78	\$7,940	\$132,515	\$500,000
79	\$7,940	\$130,990	\$500,000
80	\$7,940	\$128,687	\$500,000
81	\$7,940	\$125,161	\$500,000
82	\$7,940	\$119,812	\$500,000
83	\$7,940	\$112,201	\$500,000
84	\$7,940	\$101,769	\$500,000
85	\$7,940	\$87,805	\$500,000
86	\$7,940	\$72,774	\$500,000
87	\$7,940	\$56,597	\$500,000
88	\$7,940	\$39,148	\$500,000
89	\$7,940	\$20,322	\$500,000
90	\$7,940	\$56	\$500,000
91	\$0	\$57	\$500,000
92	\$0	\$58	\$500,000
93	\$0	\$59	\$500,000
94	\$0	\$59	\$500,000
95	\$0	\$60	\$500,000
96	\$0	\$61	\$500,000
97	\$0	\$62	\$500,000
98	\$0	\$63	\$500,000
99	\$0	\$64	\$500,000
100	\$0	\$65	\$500,000

3.25% returns (invested in the SRDA)

Age	Total annual premium	Acc fund (year end)	Death benefit
51	\$7,940	\$6,480	\$500,000
55	\$7,940	\$34,196	\$500,000
60	\$7,940	\$72,672	\$500,000

Start of retirement

Age	Total annual premium	Acc fund (year end)	Death benefit
65	\$7,940	\$113,754	\$500,000
66	\$7,940	\$122,100	\$500,000
67	\$7,940	\$130,487	\$500,000
68	\$7,940	\$138,541	\$500,000
69	\$7,940	\$146,249	\$500,000
70	\$7,940	\$153,601	\$500,000
71	\$7,940	\$160,582	\$500,000
72	\$7,940	\$167,177	\$500,000
73	\$7,940	\$173,366	\$500,000
74	\$7,940	\$179,455	\$500,000
75	\$7,940	\$185,427	\$500,000
76	\$7,940	\$191,265	\$500,000
77	\$7,940	\$196,952	\$500,000
78	\$7,940	\$202,471	\$500,000
79	\$7,940	\$207,805	\$500,000
80	\$7,940	\$212,933	\$500,000
81	\$7,940	\$217,554	\$500,000
82	\$7,940	\$221,278	\$500,000
83	\$7,940	\$223,860	\$500,000
84	\$7,940	\$224,998	\$500,000
85	\$7,940	\$224,314	\$500,000
86	\$7,940	\$223,566	\$500,000
87	\$7,940	\$222,747	\$500,000
88	\$7,940	\$221,850	\$500,000
89	\$7,940	\$220,870	\$500,000
90	\$7,940	\$219,797	\$500,000
91	\$0	\$226,941	\$500,000
92	\$0	\$234,316	\$500,000
93	\$0	\$241,931	\$500,000
94	\$0	\$249,794	\$500,000
95	\$0	\$257,913	\$500,000
96	\$0	\$266,295	\$500,000
97	\$0	\$274,949	\$500,000
98	\$0	\$283,885	\$500,000
99	\$0	\$293,112	\$500,000
100	\$0	\$302,638	\$500,000



Jay, age 35

Jay is a civil engineer with two children. He is looking for a permanent life insurance product with a death benefit that increases with time, in order to maximize the amount he will leave to his heirs.

He's also looking for an alternative tax-efficient investment option in which he can make lump-sum deposits as needed that will increase his estate upon death.

Let's see how the accumulation allows Jay to maximize the amount he will pass on to his heirs.

Jay's advisor recommends iA's Genesis Universal Life product with YRT costs and face amount plus fund coverage.

- He is a non-smoker
- Face amount of \$500,000
- His budget allows for a monthly premium of \$310

By taking advantage of YRT along with the *Face amount + fund coverage* option, Jay can achieve his goal of maximizing his death benefit.

Inflation-beating estate protection

Jay won't have to worry about inflation devaluing his estate, since he took the increasing protection of the capital + fund option. The accumulation will therefore be added to the face amount upon death, which will also help to compensate the growing tax bill that Jay's heirs will face upon his death.

Invest in a tax-sheltered vehicle with excellent growth prospects

- As long as Jay stays below the maximum premium amount, he can make lump-sum deposits as needed. It then grows tax-free and will be paid tax-free to his heirs when he passes, ensuring a higher amount than if he had taken a non-registered investment product.
- A diverse range of over 30 investment accounts to choose from, managed by renowned portfolio managers both internally and externally, as well as an investment bonus from year one to stimulate accumulation growth.

Access to liquidity

Jay will have continuous access to his accumulation, should he need it, *without impacting* his \$500,000 death benefit.

Illustration of Jay's case

Male / Non-smoker / Age 35

Assumes 4% average returns and a monthly premium of **\$310** until age 90 (Face + fund coverage option)

Age	Total annual premium	Face amount	Accumulation fund (year end)	Death benefit (Face+fund)
36	\$3,720	\$500,000	\$3,012	\$503,012
37	\$3,720	\$500,000	\$6,152	\$506,152
38	\$3,720	\$500,000	\$9,426	\$509,426
39	\$3,720	\$500,000	\$12,841	\$512,841
40	\$3,720	\$500,000	\$16,400	\$516,400
41	\$3,720	\$500,000	\$20,110	\$520,110
42	\$3,720	\$500,000	\$23,972	\$523,972
43	\$3,720	\$500,000	\$27,993	\$527,993
44	\$3,720	\$500,000	\$32,175	\$532,175
45	\$3,720	\$500,000	\$36,522	\$536,522
46	\$3,720	\$500,000	\$41,042	\$541,042
47	\$3,720	\$500,000	\$45,740	\$545,740
48	\$3,720	\$500,000	\$50,624	\$550,624
49	\$3,720	\$500,000	\$55,699	\$555,699
50	\$3,720	\$500,000	\$60,971	\$560,971
51	\$3,720	\$500,000	\$66,457	\$566,457
52	\$3,720	\$500,000	\$72,162	\$572,162
53	\$3,720	\$500,000	\$77,944	\$577,944
54	\$3,720	\$500,000	\$83,797	\$583,797
55	\$3,720	\$500,000	\$89,714	\$589,714
56	\$3,720	\$500,000	\$95,677	\$595,677
57	\$3,720	\$500,000	\$101,675	\$601,675
58	\$3,720	\$500,000	\$107,689	\$607,689
59	\$3,720	\$500,000	\$113,838	\$613,838
60	\$3,720	\$500,000	\$120,098	\$620,098
61	\$3,720	\$500,000	\$126,445	\$626,445
62	\$3,720	\$500,000	\$132,854	\$632,854
63	\$3,720	\$500,000	\$139,295	\$639,295
64	\$3,720	\$500,000	\$145,734	\$645,734
65	\$3,720	\$500,000	\$152,135	\$652,135
70	\$3,720	\$500,000	\$182,205	\$682,205
75	\$3,720	\$500,000	\$204,594	\$704,594
80	\$3,720	\$500,000	\$211,546	\$711,546
85	\$3,720	\$500,000	\$174,637	\$674,637
90	\$3,720	\$500,000	\$93,576	\$593,576
95	\$0	\$500,000	\$118,091	\$618,091
100	\$0	\$500,000	\$149,029	\$649,029

EVO
Experience driven

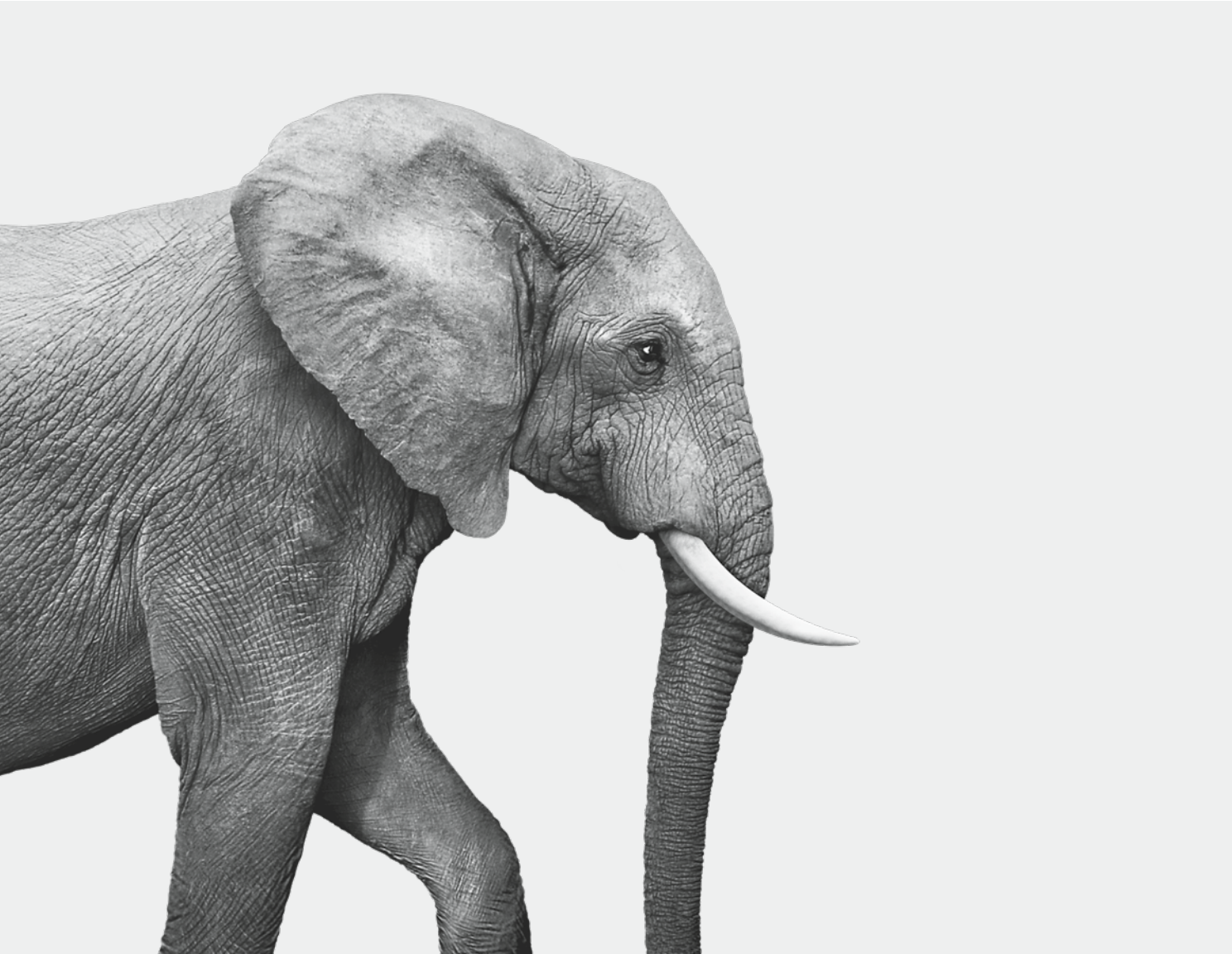


Streamlining insurance

It's never been simpler to apply for YRT!

- Customized underwriting
- Instant acceptance up to \$1M for most clients
- Electronic signature and paperless application
- No medical requirements in most cases

Genesis with YRT, a flexible permanent life insurance with options down the road.



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INVESTED IN YOU.

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