



Par Whole Life: Equimax®

Plan summary

Equimax participating* whole life insurance provides permanent life insurance protection and the opportunity for savings accumulation. There are two plan types to meet your clients' short and long-term goals.

- Equimax Estate Builder offers higher long-term value. Ideal for estate planning and covering taxes and fees at death
- Equimax Wealth Accumulator offers higher early cash values within the first 20 years. Ideal for building wealth that can be accessed for things like business needs or to supplement retirement income

Target market

- Adults focused on estate planning and an effective means to ensure a tax-efficient transfer of their assets to their heirs
- Those wanting to provide a child/grandchild with permanent adult insurance coverage at children's rates, plus access to cash value they can use to help pay for education or other expenses
- Adults wanting to supplement their future retirement income
- Adults interested in charitable giving using life insurance
- Business owners wanting to protect their business while having higher early cash value on their balance sheet

Premium payment options

- Life pay (available on Equimax Estate Builder and Equimax Wealth Accumulator)
- 20 pay (available on Equimax Estate Builder and Equimax Wealth Accumulator)
- 10 pay (available on Equimax Estate Builder only)

Dividend* options

- | | |
|----------------------|---|
| 1. Paid in cash | 4. Paid-up additions (PUAs) |
| 2. Premium reduction | 5. Enhanced protection (lifetime enhancement guarantee) |
| 3. On deposit | |

*Dividends are not guaranteed and are paid at the sole discretion of the Board of Directors. Dividends may be subject to taxation. Dividends will vary based on the investment returns in the participating account as well as mortality, expenses, lapse, claims experience, taxes and other experience of the participating block of policies.

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Additional deposits

Excelsior deposit option (EDO) (available with dividend options paid-up additions and enhanced protection) can be used to increase the paid-up additions portion of the permanent coverage faster. Available on all plan types with the Life pay or 20 pay premium option, for all, issue ages, and substandard ratings of 300% or less. May be available on single life adult 10 pay plans with a qualifying term rider. An 8% premium load is applied to all EDO deposits to cover compensation, premium tax and administrative expenses. Equitable Life will not accept an EDO payment that will cause the policy to lose its tax-exempt status.

Availability

- Single life
- Joint first-to-die (2 lives)
- Joint last-to-die (2 lives)

Issue ages

- Life pay /10 pay: Children: 0 -17 Adults/Joint life: 18 - 85 Single life: 0 - 85
- 20 pay: Children: 0 -17 Adults/Joint life: 18 - 80 Single life: 0 - 80

Expiry

Lifetime coverage

Minimum sum insured

- Single life: \$10,000 (basic Equimax coverage)
- Joint life: \$25,000 (total Equimax coverage, Basic plus Enhancement)

Maximum sum insured

\$20,000,000 (total coverage, including term riders)

Minimum premium

Annual premium: \$150; Monthly premium: \$15

Admin/policy fees

Annual premium: \$50; Monthly premium: \$4.50

Optional riders

- Additional accidental death benefit
- Children's protection rider
- Disability waiver of premium provision
- EquiLiving critical illness insurance
- Applicant's death and disability waiver rider (children's plans only)
- Flexible guaranteed insurability option rider (children's plans only)
- Term life insurance (on the life insured under a single life plan only)

Built-in features

- Bereavement counselling benefit
- Living benefit (not contractual)
- Disability benefit disbursement
- Option to elect individual policies (joint first-to-die plans only)
- Reduced paid-up insurance
- Survivor benefit (joint first-to-die plans only)

EZcomplete® online application

- Use it for in-person or non-face-to-face meetings
- EZcomplete easily guides you through only the required sections of the application
- It includes functionality that allows your clients to sign the application using their own electronic device
- Login to EquiNet and click on the EZcomplete icon on the menu bar

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