



Introducing Equitable



We are proud to be built on more than 100 years of serving clients with excellence, in Canada and only in Canada.

From humble beginnings in Waterloo, Ontario, we now provide financial solutions that protect and support more than one million people from across Canada, coast to coast.

We believe that independent financial advice is in the best interests of our clients. That's why we focus on building strong, enduring and aligned partnerships with financial advisors across Canada.

We are clients. We are partners. We are employees. Together, more than one million strong, harnessing the power of togetherness.

Here are just a few of the reasons you can have confidence in Equitable®.



Our focus on clients

When we come together, great things follow. At Equitable, this is more than just a feeling. It's a mindset that drives our behaviours, decisions, and actions. It's how we show up, every day, committed to be at our best to support Canadians today and for all tomorrows to come.

Our refreshed brand is a testament to our focus on clients. The new logo represents you, our client, at the centre of everything we do, with the surrounding circle representing our unwavering commitment.



Financial stability

Our financial strength allows us to continue to invest in our products and services for the benefit of our clients. We maintain a strong capital position, providing the confidence that we can deliver on our promises to current and future clients, regardless of economic cycles. We now have more than \$8.1 billion in assets under administration and more than 1000 employees, so you're in good hands.



Our awesome people

We are reliable, proactive, and compassionate in all of our client services. Our people are the key to our ongoing success in serving our clients and partners. They are part of a culture that is working together to put the client at the centre of all we do.



Quality, value, and choice

Whether you want to save for the future, protect your loved ones or provide your employees with health coverage, our diverse lineup of competitive products can help you. At Equitable, we're focused on you through your unique life journey.



A commitment to community

We value the communities where we live, work, and do business. And we believe in giving back – a belief that's also shared by our employees. We support many charitable organizations. And we provide our people with time and opportunities to make a difference and have an impact in their communities.

Head Office

The Equitable Life Insurance Company of Canada. One Westmount Road North, P.O. Box 1603, Stn. Waterloo, Waterloo, Ontario N2J 4C7

Contact Us

Reception: 1 800 265 8878
Automated attendant: 1 800 722 6615
Email: head-office@equitable.ca

Group customer service: 1 800 265 4556
Individual customer service: 1 800 668 4095
Website: equitable.ca

® or ™ denotes a trademark of The Equitable Life Insurance Company of Canada.