



Individual Life and Health Products

At a glance



About Equitable



Equitable® is proud to be one of Canada's largest mutual life insurance companies. We are owned by our participating policyholders, not shareholders. This allows us to focus on management strategies that foster prudent long-term growth, continuity and stability.

We are dedicated to meeting our commitments to our customers – to provide good value and meet their needs for insurance protection and wealth accumulation – now and in the future. That's why Canadians have turned to Equitable since 1920 to protect what matters most.

Equitable is a focused, stable and strong company. We have sufficient earnings and capital to meet our future growth targets, and we continue to grow steadily. Our growth in sales has been driven by our ability to implement our strategic plan, placing a priority on products, service and execution. Our financial success reflects our continued commitment to profitable growth and our ability to navigate a changing regulatory and economic environment.

Our mutual structure is a key element of our value proposition, along with our diversified product portfolio and superior service. As an organization we're progressive, competitive and firmly committed to serving the best interests of our policyholders, through longer-term strategies that foster ongoing stability, growth and profitability.

Questions?

For more information, contact your Equitable Wholesaler.

Equitable has made every effort to make sure what is covered in this guide is correct. However, the policy contract governs in all cases.

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Par Whole Life: Equimax®	
Plan summary	<p>Equimax participating* whole life insurance provides permanent life insurance protection and the opportunity to build value within the policy. There are two plan types to meet clients' short-and long-term goals</p> <ul style="list-style-type: none"> • Equimax Estate Builder offers higher long-term value. It is 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	<ul style="list-style-type: none"> • Clients focused on estate planning and an effective means to ensure a tax-efficient transfer of their assets to their heirs • Clients interested in charitable giving using life insurance • Clients 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 • Clients wanting to create an estate and build wealth within the policy, which they can access in the future should they need it • Clients wanting to protect their business while having higher early cash value on their balance sheet
Premium payment options	<ul style="list-style-type: none"> • 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	<ol style="list-style-type: none"> 1. Paid in cash 2. Premium reduction 3. On deposit 4. Paid-up additions (PUAs) 5. Enhanced protection (lifetime enhancement guarantee)

*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.

Par Whole Life: Equimax

Additional deposits	<p>Excellerator deposit option (EDO) is available with paid-up additions and enhanced protection dividend options and can be used to increase the paid-up additions portion of the permanent coverage faster. Available with the Life pay or 20 pay premium option for substandard ratings of 300% or less. May be available on single life adult 10 pay plans with a qualifying Term life rider. An 8% premium load is applied to all EDO payments to cover compensation, premium tax and administrative expenses. Equitable will not accept an EDO payment that will cause the policy to lose its tax-exempt status</p>		
Availability	<ul style="list-style-type: none"> • Single life 	<ul style="list-style-type: none"> • Joint first-to-die (2 adult lives) 	<ul style="list-style-type: none"> • Joint last-to-die (2 adult lives)
Issue ages	<ul style="list-style-type: none"> • Life pay/10 pay: <ul style="list-style-type: none"> • Children 0-17; • Adults 18-85 	<ul style="list-style-type: none"> • 20 Pay: <ul style="list-style-type: none"> • Children 0-17; • Adults 18-80 	
Expiry	Lifetime coverage		
Minimum sum insured	<ul style="list-style-type: none"> • 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 life riders)		
Minimum premium	Annual premium: \$150; Monthly premium: \$15		
Admin/ policy fees	No additional policy fees apply		
Optional riders	<ul style="list-style-type: none"> • Additional accidental death benefit • Children's protection rider • Applicant's death and disability waiver rider (children's plans only) • Flexible guaranteed insurability option rider (children's plans only) 	<ul style="list-style-type: none"> • Disability waiver of premium provision • EquiLiving® critical illness insurance • Term life insurance (on the life insured under a single life plan only) 	
KIND™	<ul style="list-style-type: none"> • Compassionate Advance (non-contractual) • Snap Advance (non-contractual) • Bereavement Counselling benefit 	<ul style="list-style-type: none"> • Living Benefit • Add the optional KIND report to the illustration to highlight these value-added benefits 	
Built-in features	<ul style="list-style-type: none"> • Reduced paid-up insurance • Option to elect individual policies (joint plans only) • Survivor benefit (joint first-to-die plans only) 		
Online tools	<p>Login to EquiNet® to get access to easy-to-use online tools from the menu bar</p> <ul style="list-style-type: none"> • EZstart™ is an electronic brochure to quickly assess the benefits of Equimax Estate Builder • Sales Illustrations includes a new web based illustration option for Equimax illustrations that works on any device through your web browser • EZcomplete® electronic application - use for in person or non-face-to-face meetings, clients can sign using their own electronic device • EZcomplete allows clients to sign the application using their own electronic device • Login to EquiNet and click on the EZcomplete icon on the menu bar 		

*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 actual investment returns in the participating account as well as mortality, expenses, lapse, claims experience, taxes and other experience of the participating block of policies.



Term Life Insurance	
Plan summary	<p>Equitable's Term life insurance plans can provide low-cost life insurance protection. There are a variety of plan types available to meet clients' unique needs and financial obligations:</p> <ul style="list-style-type: none"> • 10 and 20 Yearly Renewable and Convertible Term (YRCT) – guaranteed level premiums for the initial term and guaranteed annual renewal premiums to age 85 • Term 30/65 (convertible) – guaranteed level premiums payable to the later of 30 years or age 65
Target market	<ul style="list-style-type: none"> • Individuals or families seeking mortgage/debt protection or income replacement • Business owners seeking potential creditor protection, key-person protection or funding for a buy-sell agreement • Individuals or families looking for an affordable alternative to more costly permanent coverage
Exchange option	<p>Option to exchange 10 YRCT to 20 YRCT without evidence of insurability after the 1st anniversary but before the earliest of the 5th anniversary and the anniversary nearest the insured's 65th birthday.</p>
Convertibility	<ul style="list-style-type: none"> • 10 & 20 YRCT: convertible up to age 71 (oldest life for joint plans) • Term 30/65: convertible up to age 60 • 2 single life Term policies to 1 joint permanent life policy
Availability	<ul style="list-style-type: none"> • Single life • Multiple term coverages on one life. Not available on business-owned policies • Multiple lives (up to 5 lives). Not available on business-owned policies • Joint first-to-die (2 lives) – only available on 10 & 20 YRCT • Term riders available on adult plans: <ul style="list-style-type: none"> • 10 & 20 YRCT on universal life and EquiLiving critical illness plans • 10 & 20 YRCT and Term 30/65 on Equimax whole life plans
Issue ages	<ul style="list-style-type: none"> • 10 YRCT: 18 - 75 (expires at age 85) • 20 YRCT: 18 - 65 (expires at age 85) • Term 30/65: 18 - 55 (expires at the later of 30 years or age 65)

Term Life Insurance

Rate bands	<p>Minimum death benefit: \$50,000</p> <ul style="list-style-type: none"> • Band 1: \$50,000 - \$99,999 • Band 2: \$100,000 - \$249,999 • Band 3: \$250,000 - \$499,999 • Band 4: \$500,000 - \$999,999 • Band 5: \$1,000,000 - \$2,499,999 • Band 6: \$2,500,000 +
Admin/ policy fees	\$50 per year / \$4.34 per month
Underwriting classes	<p>Preferred Term underwriting is available for face amounts starting at \$1,000,000 for ages 18-50, and starting at \$500,000 for ages 51-60. Preferred underwriting is not available for ages 61 and above</p> <ul style="list-style-type: none"> • Class 1 – Preferred plus non-smoker • Class 2 – Preferred non-smoker • Class 3 – Non-smoker (standard and ratable) • Class 4 – Preferred smoker • Class 5 – Smoker (standard and ratable) • The health of the life insured as well as family medical history will factor into the ability to qualify for preferred rates. Please refer to the Preferred Underwriting Classifications guide (form 1345) for more information
Admin/ policy fees	\$50 per year / \$4.50 per month
Optional riders	<ul style="list-style-type: none"> • Additional accidental death benefit • Children's protection rider • Disability waiver of premium provision • EquiLiving critical illness insurance • Guaranteed insurability option
KIND	<ul style="list-style-type: none"> • Compassionate Advance (non-contractual benefit that may be withdrawn or changed by Equitable at any time) • Bereavement counselling benefit
Built-in features	<ul style="list-style-type: none"> • Substitution of a life insured (multi-life policies only) • Special options provision (joint first-to-die) <ul style="list-style-type: none"> • Survivor benefits • Separate policy option
EZcomplete online application	<ul style="list-style-type: none"> • Use it for in-person or non face-to-face meetings • EZcomplete easily guides you through only the required sections of the application • EZcomplete allows clients to sign the application using their own electronic device • Login to EquiNet and click on the EZcomplete icon on the menu bar



Universal Life: Equitable Generations™

Plan summary	Equitable Generations universal life insurance combines low-cost life insurance with competitive savings, investment opportunities and optional features to meet different needs
Target market	<ul style="list-style-type: none"> • Families seeking immediate protection with the intention of establishing an estate • Pre-retirees seeking tax-advantaged growth to accumulate funds to supplement regular or early retirement • Retirees seeking to protect and preserve an established estate • Business owners seeking insurance protection for business partners (key-person protection)
Cost of insurance options	<ul style="list-style-type: none"> • YRT
Death benefit options	<ul style="list-style-type: none"> • Account Value Protector (sum insured + fund value) • Level Protector (level sum insured)
Bonuses	<ul style="list-style-type: none"> • Guaranteed annual Investment Bonus of 0.75% of the account value beginning in 1st year
Availability	<ul style="list-style-type: none"> • Single life • Joint first-to-die (2 lives) • Joint last-to-die (2 lives)

Universal Life: Equitable Generations

Issue ages	Children: 0 - 15 Adults: 16 - 80		
Minimum sum insured	Children: \$25,000 Adults: \$25,000	Joint first-to-die: \$25,000 Joint last-to-die: \$25,000	
Rate bands	\$25,000 - \$49,999 \$50,000 - \$99,999	\$100,000 - \$249,999 \$250,000 - \$499,999	\$500,000 +
Admin/policy fees	Children: \$0 per month Adults: \$0 per month		
Premium tax	Varies by province and territory		
Surrender charges	Applies for 9 years		
Investment options	<ul style="list-style-type: none"> • Daily interest account • Guaranteed deposit accounts (1, 5, 10 year)* • Linked interest options: <ul style="list-style-type: none"> • 3 Index Options • 3 ESG Index Options • 14 Managed Fund Options • 8 Portfolio Options • 6 Target Date Options <p>* Guaranteed deposit account terms may be changed or discontinued at any time.</p>		
Optional riders	<ul style="list-style-type: none"> • Additional accidental death benefit • Children's protection rider • EquiLiving critical illness insurance • Flexible guaranteed insurability option (children's plans only) 	<ul style="list-style-type: none"> • Term life insurance (on the life insured under a single life plan only) • Waiver of monthly charges 	
KIND	<ul style="list-style-type: none"> • Compassionate Advance (non-contractual) • Snap Advance (non-contractual) 	<ul style="list-style-type: none"> • Bereavement Counselling Benefit • Living Benefit 	
Built-in features	<ul style="list-style-type: none"> • Special options provision (joint first-to-die) 	<ul style="list-style-type: none"> • Special options provision (joint last-to-die) 	
EZcomplete online application	<ul style="list-style-type: none"> • Use it for in-person or non-face-to-face meetings • EZcomplete easily guides you through only the required sections of the application • EZcomplete allows clients to sign the application using their own electronic device • Login to EquiNet and click on the EZcomplete icon in the menu bar 		



Universal Life: Equation Generation® IV

Plan summary	<p>Equation Generation IV universal life insurance combines low-cost life insurance with competitive savings, investment opportunities and optional features to meet different needs. It's available in two plan types:</p> <ul style="list-style-type: none"> • Equation Generation IV with Bonus • Equation Generation IV Low Fees
Target market	<ul style="list-style-type: none"> • Families seeking immediate protection with the intention of establishing an estate • Pre-retirees seeking tax-advantaged growth to accumulate funds to supplement regular or early retirement • Retirees seeking to protect and preserve an established estate • Business owners seeking insurance protection for business partners (key-person protection)
Cost of insurance options	<ul style="list-style-type: none"> • YRT • Level
Death benefit options	<ul style="list-style-type: none"> • Account Value Protector (sum insured + fund value) • Level Protector (level sum insured)
Bonuses	<ul style="list-style-type: none"> • Guaranteed investment bonus of 0.75% of the account value beginning in 2nd year for Equation Generation IV with Bonus • Incentive bonus of up to 0.50% of the account value available for all Equation Generation IV plans
Availability	<ul style="list-style-type: none"> • Single life • Joint first-to-die (2 lives) • Joint last-to-die (2 lives)

Universal Life: Equation Generation IV

Issue ages	YRT: Children: 0-15 Adults/Joint life: 16-80 Level: Adults/Joint life: 16-80		
Minimum sum insured	Children: \$25,000 Adults/Joint life: \$50,000		
Rate bands	\$25,000 - \$49,999 (children only)	\$100,000 - \$249,999	\$500,000 +
	\$50,000 - \$99,999	\$250,000 - \$499,999	
Admin/policy fees	Children: \$8 per month Adults: \$10 per month		
Premium tax	Varies by province and territory		
Surrender charges	Applies for 9 years		
Investment options	<ul style="list-style-type: none"> • Daily interest account • Guaranteed deposit accounts (1, 5, 10 year)* • Linked interest options <ul style="list-style-type: none"> • 5 index interest options • 7 performance fund interest options • 5 portfolio interest options (tracking Franklin Quotential) <p>* Guaranteed deposit account terms may be changed or discontinued at any time.</p>		
Optional riders	<ul style="list-style-type: none"> • Additional accidental death benefit • Children's protection rider • EquiLiving critical illness insurance • Flexible guaranteed insurability option (children's plans only) • Term life insurance (on the life insured under a single life plan only) • Waiver of monthly charges 		
Built-in features	<ul style="list-style-type: none"> • Bereavement counselling benefit • Disability benefit disbursement • Compassionate Advance* • Special options provision (joint first-to-die) <p>* The Compassionate Advance benefit is a non-contractual benefit and may be withdrawn or changed by Equitable at any time.</p>		
EZcomplete online application	<ul style="list-style-type: none"> • Use it for in person or non-face-to-face meetings • EZcomplete easily guides you through only the required sections of the application • EZcomplete allows clients to sign the application using their own electronic device • Login to EquiNet and click on the EZcomplete icon on the menu bar 		



Critical Illness: EquiLiving for Adults	
Plan summary	If an EquiLiving plan is in effect and the client is diagnosed with a covered critical condition and satisfies all requirements for that condition, they will receive a lump sum payment. The client can use the benefit payment any way they wish to make living with a life-altering condition more comfortable
Target market	<ul style="list-style-type: none"> • Individuals seeking to reduce the impact of a critical illness on their financial plans • Business owners planning for the continuation of their business in the event of a critical illness
Adult policies 26 covered critical conditions	<ul style="list-style-type: none"> • Acquired Brain Injury • Aortic Surgery • Aplastic Anemia • Bacterial Meningitis • Benign Brain Tumour • Blindness • Cancer • Coma • Coronary Artery Bypass Surgery • Deafness • Dementia, including Alzheimer's Disease • Heart Attack (Acute Myocardial Infarction) • Heart Valve Replacement or Repair • Kidney Failure • Loss of Independent Existence • Loss of Limbs • Loss of Speech • Major Organ Failure on Waiting List • Major Organ Transplant • Motor Neuron Disease • Multiple Sclerosis • Occupational HIV Infection • Paralysis • Parkinson's Disease and Specified Atypical Parkinsonian Disorders • Severe Burns • Stroke (Cerebrovascular Accident)
8 Early detection benefit covered conditions	<p>The early detection benefit will pay the lesser of 15% of the EquiLiving face amount and \$50,000 following diagnosis and satisfaction of all requirements of one of the following 8 non-life threatening conditions. This benefit can be paid once for each condition.</p> <ul style="list-style-type: none"> • Coronary Angioplasty • Ductal Breast Cancer • Early Prostate Cancer • Gastrointestinal Stromal Tumours (AJCC Stage 1) • Grade 1 Neuroendocrine Tumours (Carcinoid) • Papillary or Follicular Thyroid Cancer Stage T1 • Rai Stage 0 Chronic Lymphocytic Leukemia (CLL) • Superficial Malignant Melanoma

Critical Illness: EquiLiving for Adults

Plan types / issue ages	<ul style="list-style-type: none"> • 10 year renewable to age 75 (ages 18 - 65) • Level to age 75 (ages 18 - 64) • Level to age 100 coverage for life (ages 18 - 65) 	<ul style="list-style-type: none"> • 20 Pay coverage to age 75 (ages 18 - 54) • 20 Pay coverage for life (ages 18 - 65)
Availability	<ul style="list-style-type: none"> • Single life • Available as a rider on Equation Generation IV universal life, Equimax participating whole life, and Term life insurance policies <p>NOTE: 20 Pay EquiLiving is not available on Term life insurance policies.</p>	
Change privilege	<p>Gives the client the option to change from one plan type to another without evidence of insurability.</p> <ul style="list-style-type: none"> • T10 can be changed to any level pay plan including 20 Pay • T75 can be changed to any 20 Pay plan • T100 can be changed to 20 Pay coverage for life <p>The age at which changes can be made from one plan to another depends on the plan the client is changing to.</p> <p>Up to the policy anniversary nearest the insured's 60th birthday for change to:</p> <ul style="list-style-type: none"> • level to age 75 • level to age 100 • 20 Pay coverage for life <p>Up to the policy anniversary nearest the insured's 54th birthday for change to:</p> <ul style="list-style-type: none"> • 20 Pay coverage to age 75 	
Expiry	Age 75 or life, depending on plan type	
Sum insured	Minimum: \$10,000	Maximum: \$2,000,000
Rate bands	\$10,000 - \$49,999 \$50,000 - \$99,999	\$100,000 - \$249,999 \$250,000 +
Admin/ policy fees	\$50 per year / \$4.50 per month	
Optional riders	<ul style="list-style-type: none"> • Waiver of Premium (Insured Disability) • Waiver of Premium (Owner/Payor Disability) • Return of premiums at expiry rider (10 year renewable to age 75) • Return of premiums on death rider • Return of premiums at surrender/expiry rider (level to age 75 & 20 Pay coverage to age 75)* • Return of premiums at surrender rider (level to age 100 & 20 Pay coverage for life)* • Term life insurance riders 	
Built-in features	<ul style="list-style-type: none"> • Change privilege on 10 year renewable, Level to age 75 and Level to age 100 plans • Guaranteed premiums 	
EZcomplete online application	<ul style="list-style-type: none"> • Use it for in-person or non-face-to-face meetings • EZcomplete easily guides you through only the required sections of the application • EZcomplete allows clients to sign the application using their own electronic device • Login to EquiNet and click on the EZcomplete icon on the menu bar 	

* Upon surrender on the 15th policy anniversary, 75% of the premiums to be returned are payable. This percentage increases by 5% each year, reaching 100% on and after the 20th policy anniversary. Some limitations apply. See policy contract for details.

Critical Illness: EquiLiving for Children

Plan summary	<p>If an EquiLiving plan is in effect and the insured child is diagnosed with a covered critical condition and satisfies all requirements for that condition, the client will receive a lump sum payment. Parents can use the benefit payment to help cover expenses so they can take a leave from work to care for a sick child, access alternate treatment, or help ensure the costs associated with a critical illness do not impact the financial security of the family</p>
Target market	<ul style="list-style-type: none"> • Parents wanting to be by their child's side through treatment and recovery while protecting the family's ongoing financial security
Covered conditions	<p>EquiLiving provides coverage for the following 5 childhood conditions until age 25:</p> <ul style="list-style-type: none"> • Cerebral palsy • Congenital Heart Disease • Cystic Fibrosis • Muscular Dystrophy • Type 1 Diabetes Mellitus <p>It also provides coverage for the following adult conditions:</p> <ul style="list-style-type: none"> • Acquired Brain Injury • Aortic Surgery • Aplastic Anemia • Bacterial Meningitis • Benign Brain Tumour • Blindness • Cancer • Coma • Coronary Artery Bypass Surgery • Deafness • Dementia, including Alzheimer's Disease • Heart Attack (Acute Myocardial Infarction) • Heart Valve Replacement or Repair • Kidney Failure • Loss of Independent Existence • Loss of Limbs • Loss of Speech • Major Organ Failure on Waiting List • Major Organ Transplant • Motor Neuron Disease • Multiple Sclerosis • Occupational HIV Infection • Paralysis • Parkinson's Disease and Specified Atypical Parkinsonian Disorders • Severe Burns • Stroke (Cerebrovascular Accident)
8 Early detection benefit covered conditions	<p>The early detection benefit will pay the lesser of 15% of the EquiLiving face amount and \$50,000 following diagnosis and satisfaction of all requirements of one of the following 8 non-life threatening conditions. This benefit can be paid once for each condition</p> <ul style="list-style-type: none"> • Coronary Angioplasty • Ductal Breast Cancer • Early Prostate Cancer • Gastrointestinal Stromal Tumours (AJCC Stage 1) (Carcinoid) • Grade 1 Neuroendocrine Tumours • Papillary or Follicular Thyroid Cancer Stage T1 • Rai Stage 0 Chronic Lymphocytic Leukemia (CLL) • Superficial Malignant Melanoma

About Equitable

At Equitable we believe in the power of working together. This guides how we work with each other. How we help our clients and partners. And how we support the communities where we live and work.

Together, with partners across Canada, we offer Individual Insurance, Group Insurance and Savings and Retirement solutions. To help our clients protect today and prepare tomorrow.

We believe the world is better when we work together to build an Equitable life for all.