



A head-start for tomorrow



Children and grandchildren have just about everything they need today. Give them a head start for tomorrow, with Equimax®.

Why buy life insurance on a child?

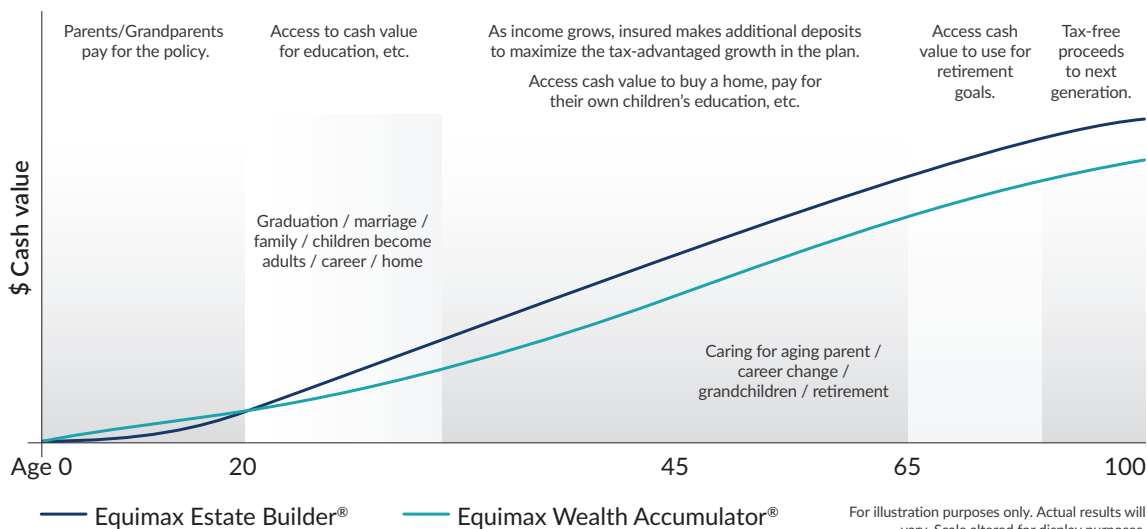
For many, the subject is taboo. But there are many reasons to buy life insurance on a child. Some of them may surprise you:

1. It provides permanent life insurance at children's rates. With 10 pay or 20 pay plans, the Equimax coverage is paid up in 10 or 20 years. If you add any optional riders or benefits to the policy, premiums may need to be paid longer than 10 or 20 years.
2. It is a stable investment option with tax-advantaged growth. It can provide access to cash value with a policy loan, withdrawal, or both, to help fund future life events. These may be taxed.
3. You can transfer the ownership of the policy tax-free to the child when they reach age of majority and become an adult. This gives them their own life insurance policy they can use to help meet their financial goals.

Equimax participating whole life insurance is a simple and affordable option.

A plan that meets a lifetime of needs

Equimax can grow with your child and meet their changing insurance and savings needs. With 2 plan types to choose from, it's a great choice to give them a head start for tomorrow.





A unique, stable investment

Equimax provides a stable, hands-off investment option that offers tax-advantaged growth. There are 2 plan types to meet different goals:

- **Equimax Wealth Accumulator:** For higher early cash values within the first 20 years. An excellent choice if you want strong cash values in the first few years.
- **Equimax Estate Builder:** For higher long-term value. A smart choice to build wealth over the child's lifetime.

Customize the plan

Life changes. We offer optional riders and features you can choose to add to the child's plan. These options can help meet their changing needs or keep their financial plans on track. These include:

- **Applicant's death and disability waiver rider:** You can add this rider for the person paying for a child's policy. This rider can help keep the child's financial plan on track until they are an adult and can pay the premiums themselves. No policy premiums are charged if the person insured by the rider becomes disabled or dies before the rider ends. The disability must be due to a sickness or accident. It must last for 6 months in a row. No premiums are charged while the disability lasts, or if the person insured dies. But, we will start charging them once the child is age nearest 21.
- **Flexible guaranteed insurability option:** Adding this rider guarantees the child's right to buy more insurance coverage in the future. They can do this without giving us proof of good health. This means they can get more insurance coverage in the future even if their health changes.
- **EquiLiving® critical illness insurance rider:** If you add this rider to the policy, it pays a lump sum benefit if the child is diagnosed with one of the covered critical illnesses. This lump sum can help with expenses while the child is recovering. If a claim isn't made for a critical illness during childhood, the rider continues to cover the child as an adult.
- **Excelerator deposit option (EDO):** This feature allows you to make additional payments above the required guaranteed premium. Doing this can help build the values in the child's policy. EDO payments buy paid-up insurance. This can immediately increase the total death benefit and total cash value of the policy.
- **Term life insurance rider:** Once the child is an adult, a term rider can be added to the plan. A term rider can help cover temporary insurance needs they have, like a student loan.

There are extra costs for optional riders added to the plan. These payments can continue for longer than the 10 pay or 20 pay premium payment period for the Equimax coverage. Other terms and conditions apply. The policy and rider contracts will have more details.

How Equimax works

These days, guarantees are rare. Equimax has traditional whole life insurance features such as:

- Guaranteed premiums and cash values. And a guaranteed death benefit if all premiums are paid.
- A choice of two plan types to meet short or long-term goals (Equimax Estate Builder or Equimax Wealth Accumulator).
- A choice of life pay, 20 pay (premiums payable for 20 years), or 10 pay (premiums payable for 10 years on Equimax Estate Builder only).
- The option to make additional deposits to increase the tax-advantaged growth within some plans. Limits are set on the deposit amounts. This helps keep the policy tax-exempt under the Income Tax Act (Canada).

And, because it is a **participating** whole life insurance policy, it has:

- The ability to receive some of the earnings of the participating account in the form of dividends. How much is paid will depend on the dividend scale. Dividends are not guaranteed and are paid at the discretion of the Board of Directors. They could change and be different based on how well investments do, how many death benefits we pay and other factors.

You own a part of us!

Equitable® is one of Canada's largest mutual life insurance companies. Our company is owned by people like you who count on us and use our services. Together, with you, our purpose is protecting today, preparing tomorrow.

Why Equimax makes sense for children

- **It's easy and affordable.** Insuring them when they're young and healthy gives better rates.
- **Pay premiums for a limited time.** With a 10 pay plan (premiums payable for 10 years; available for Equimax Estate Builder plans only) or a 20 pay plan (premiums payable for 20 years) you can pay most of the premiums before they become an adult. This gives them paid-up insurance at a time when their needs are high, but their income may not be.
- **Build wealth they can access.** They can use the cash value in the policy to help fund education, or anything else they may need. Accessing the cash value may result in taxation.
- **Provide for their loved ones.** Once ownership of the policy is transferred to the child, they'll have permanent insurance protection. The death benefit can help replace their income for those who depend on them. Their beneficiaries can also use the proceeds to help cover final expenses and pay any tax burden that occurs on death.
- **Financial security.** The loss of a child can trigger the loss of income for one or both parents. Insuring a child will help financially as they cope with the physical and emotional stress.

Want to know more about Equimax? Your advisor can help!

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