



# Protecting that bundle of joy

Endless love. Endless benefits.  
Limited payments.

This '75 plan' is the ideal way to protect a child or grandchild and give them a head start in life. Secure their future with permanent life insurance protection, provide access to funds for a critical illness, and include the option for the child to purchase additional insurance coverage as an adult, regardless of health.

The situation	The need
<ul style="list-style-type: none"> <li>Sarah and Jeff, proud parents of Luke (age 1).</li> <li>Parents want to put a plan in place for Luke's future financial security.</li> <li>They can afford to spend up to \$175 per month and may utilize Luke's Canada Child Benefit (CCB) to offset premium costs.</li> </ul>	<ul style="list-style-type: none"> <li>Life coverage: start a permanent insurance plan for Luke.</li> <li>Health coverage: access to funds should Luke become critically ill.</li> <li>Savings: tax-advantaged growth that could help fund his education, the purchase of his first home, etc.</li> <li>Future insurability: guarantee Luke will be eligible for future life insurance coverage regardless of health or lifestyle.</li> </ul>

## The solution: 'The 75 plan'

**\$75,000 each of life insurance, critical illness insurance and a flexible guaranteed insurability option rider.**  
**All premiums are locked in at a children's rate.**

Coverage	Monthly premiums <sup>1</sup>
\$75,000 Equimax Estate Builder® 20 pay life insurance, paid up additions dividend option	\$93.83
\$75,000 EquiLiving® critical illness rider, 20 pay coverage for life	\$66.98
\$75,000 of flexible guaranteed insurability option (FGIO) <sup>2</sup>	\$2.48
<b>Total monthly premiums</b>	<b>\$163.29</b>

<sup>1</sup> Illustrated premiums and values are based on rates in effect as of August 12, 2023 and the dividend scale at that time remaining unchanged for the life of the policy. 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.

<sup>2</sup> Includes three different options of \$75,000 at ages 21, 25 and 30.



## The future

- At age 21, the \$75,000 Equimax coverage is paid-up, with over \$11,000 of guaranteed cash value.
- At age 21, the \$75,000 EquiLiving critical illness rider is also paid-up and will continue to provide coverage for the rest of Luke's life.
- Premiums will continue to be due for any remaining FGIO options. The premium offset<sup>3</sup> feature could be used to pay any remaining FGIO premiums.
- The cash value can be utilized to help fund education, secure a loan, buy a home or anything else Luke might need.
- The FGIO coverage has protected Luke's insurability, allowing him to purchase up to \$225,000 of additional insurance without medical evidence. For just \$2.48 per month, Luke now has a solid base for life.
- Premiums will never increase unless Luke chooses to purchase more coverage.

**Life & health protection + flexible guaranteed insurability option... the gift that keeps on giving!**

**Questions? Contact your Equitable® Regional Sales Manager.**

<sup>3</sup> At some point in the future, Luke may be able to stop paying premiums for his life insurance policy. This is called the premium offset point. Premium offset is not guaranteed. To qualify for premium offset, the future dividends plus the non-guaranteed cash value within the policy must be sufficient to pay all future premiums.

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