

# INTRODUCING **EQUITABLE LIFE**

Canadians have turned to Equitable Life® since 1920 to protect what matters most.

We work with independent advisors across Canada to offer individual insurance, savings and retirement, and group benefits solutions to meet your needs.

But we're not your typical financial services company. Here are just a few reasons to give Equitable Life a second look:



## People who make a difference

Our knowledgeable team is approachable, friendly and interested in helping you. They are resourceful and motivated to find solutions that fit your needs. And they can solve problems and answer your questions quickly – usually in just one contact.



## 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 achieve your financial goals with confidence.



## Stability you can count on

Sydney Tweed set up shop more than 100 years ago with a rented typewriter and one clerk. Now we have approximately 900 employees across the country and \$6.8 billion of assets under administration. We take a conservative approach to risk and we focus on long-term stability and growth. So you know you're in good hands, now and in the future.



## A commitment to the community

We believe in giving back to the communities we serve and making them better, healthier and more caring places to live. We support many charitable organizations, and we provide our employees with time and opportunities to make a difference in their communities.



## A focus on you

As a mutual company, we are not driven by shareholder pressures for quarterly results. 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 customers – now and in the future.

The Equitable Life Insurance Company of Canada is a member of Assuris. Assuris is the not for profit organization that protects Canadian policyholders if their life insurance company fails. Details about Assuris' protection are available at [www.assuris.ca](http://www.assuris.ca) or by calling the Assuris Information Centre at 1-866-878-1225.

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