



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, 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• 20 pay• 10 pay
Dividend* options	<ol style="list-style-type: none">1. Paid in cash2. Premium reduction3. On deposit4. 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. To learn more about our dividend policy and participating account management policy, please visit equitable.ca/en/already-a-client/dividend-information.

Additional deposits	<p>Excellerator deposit option (EDO) can be used to increase the paid-up additions portion of the permanent coverage faster.</p> <ul style="list-style-type: none"> • EDO is available with both the paid-up additions and enhanced protection dividend options. • Available with all premium options for policies with substandard ratings of 300% or less. • If a term rider is added at issue of the policy, it may allow for a higher EDO payment limit. • An 8% premium load is applied to all EDO payments to cover compensation, premium tax, and administrative expenses. <p>Note: Equitable cannot 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 • Joint first-to-die (2 adult lives) • Joint last-to-die (2 adult lives)
Issue ages	<ul style="list-style-type: none"> • Life pay and 10 pay: <ul style="list-style-type: none"> • Children 0-17 • Adults 18-85 • 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	<p>\$25,000,000 (total Equimax coverage)</p> <p>This is the maximum allowed for illustration without a special quote.</p>
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) • 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* • Snap Advance* • Bereavement Counselling benefit • Living Benefit <p>Add the optional KIND report to the illustration to highlight these value-added benefits.</p> <p>*The Compassionate Advance and Snap Advance benefits are non-contractual benefits and may be withdrawn or changed by Equitable at any time.</p>
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>Visit the Equitable® advisor web portal, EquiNet®, to access our online tools from the menu bar:</p> <ul style="list-style-type: none"> • EZstart™ is a simple tool that you can use to show clients different Equimax scenarios in just seconds. Go to EquiNet > Individual Insurance > EZstart™. • A web-based illustration system for Equimax is available. Access it through your browser using any device. Go to Equinet > Individual Insurance > Sales Illustrations > Access Equimax web illustrations (login required).
EZcomplete® online application	<p>EZcomplete® allows you to conduct your non face-to-face business easily and quickly with your clients providing their signatures remotely using their own device.</p> <p>To access EZcomplete:</p> <ul style="list-style-type: none"> • Login to our advisor portal, EquiNet. • Select EZcomplete Online Application from the menu bar

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