



10-pay Equimax Estate Builder[®]

Enhanced Protection dividend option



Take a second look at the Enhanced Protection dividend¹ option.

Selecting the Enhanced Protection dividend option with 10-pay Equimax Estate Builder[®] can provide a higher initial death benefit to help cover loans or other obligations – plus, it guarantees² a 10-year paid-up plan!

Do these situations seem familiar?

- Do you have clients who need a permanent plan with no out-of-pocket premiums payable after 10 years?
- Would you typically show a 20-pay or Life pay solution with premium offset³ to illustrate a 10-pay plan?
- Would you typically use the Paid-up Additions (PUA) dividend option to illustrate a more favourable premium offset³ for the different dividend scale assumptions?
- Do you worry that premium offset³ is not guaranteed, and the client might need to make premium payments beyond the ten years illustrated?
- Do you have clients who need a long-term permanent insurance solution for estate needs, but also would appreciate having some extra initial coverage for outstanding loans or other obligations?

If so, consider using the Enhanced Protection dividend option with a 10-pay Equimax Estate Builder Plan.

- **With Enhanced Protection, clients get a combination of basic whole life coverage** the premium buys and one-year term insurance that the dividend will buy. This can give clients a significantly higher initial death benefit compared to the PUA dividend option. This extra protection can be positioned to help cover any loans or other financial obligations clients may have during the initial policy years.
- **With the Enhanced Protection dividend option, clients get a Lifetime Enhancement Guarantee⁴** on the amount of one-year term insurance. This means the enhancement amount is guaranteed⁴ even if dividends¹ are not sufficient to purchase the needed one-year term insurance.
- The 10-pay premium option offered with Equimax Estate Builder means **a guaranteed² paid-up plan, with NO additional out-of-pocket premiums after 10 years².**
- Unlike using premium offset³, **you can be certain that your client won't need to pay more** after 10 years of premium payments².

Why should you consider Enhanced Protection with a 10-pay Equimax Estate Builder plan for your clients?

Amy, age 45, is self-employed and looking to implement a long-range estate plan and fund it over the next ten years. Her goal is to create a fully paid-up 10-year plan that will cover all her last expenses and estate preservation needs. Amy also has a couple of business loans and could benefit from having more insurance coverage during the next few years.

Comparing the Enhanced Protection vs. Paid-up Additions (PUA) dividend¹ option scenarios for a 10-pay Equimax Estate Builder plan with her advisor, Amy sees that the Enhanced Protection dividend option could provide her with a much higher initial guaranteed⁴ coverage amount, with only a minimal reduction in benefit value⁵ in later years.

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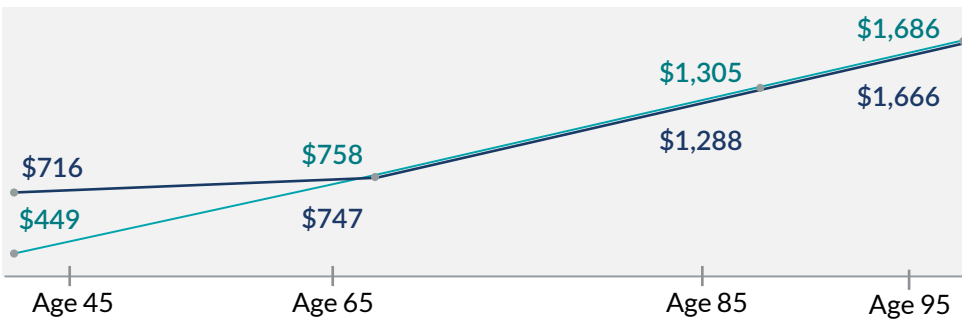
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Illustrated Death Benefit⁵

Age	PUA (Current)	Enhanced (Current)	PUA (Current Less 1%)	Enhanced (Current Less 1%)
45 (At issue)	\$ 448,591	\$ 715, 951	\$ 448,591	\$ 715,951
65	\$ 891,413	\$ 882,593	\$ 758,239	\$ 747,140
85	\$ 1,818,127	\$ 1,802,342	\$ 1,304,863	\$ 1,288,417
95	\$ 2,549,547	\$ 2,528,187	\$ 1,686,078	\$ 1,665,852

Illustrated death benefit values at current and current less 1% dividend scale assuming a \$25,000 annual premium for each option^{1,5}. As Amy ages, the illustrated death benefit values⁵ are only minimally higher using the PUA dividend option.

Illustrated Death Benefit⁵ – Enhanced Protection vs PUA Dividend Options @ Current Less 1% Dividend Scale (\$ thousands)



Enhanced: Total Death Benefit (Current - 1%)

PUA: Total Death Benefit (Current - 1%)

Why choose Enhanced Protection?

In exchange for **less than a 2% difference** in illustrated death benefit value⁵ at life expectancy (age 85), Amy could get a **60% higher guaranteed⁴ death benefit at issue** to give her greater protection in the early years of her policy.

As the death benefit values above show, by choosing **Enhanced Protection over the Paid-Up Additions** dividend¹ option, Amy would not be giving up much in long-term death benefit value⁵ to get a **significantly higher guaranteed⁴ initial death benefit (60% more!)**, which could help cover her business loans if anything should happen to her during the early policy years.

And, with the 10-pay premium option she will have a **guaranteed² paid-up plan with no additional payments needed after 10 years²**.

NOTES:

¹ 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.

² Provided there are no riders or benefits in effect on the policy that remain premium paying and assumes no cash withdrawals or loans are taken.

³ Premium offset is not guaranteed. It depends on dividends that are not guaranteed. A decrease in the dividend scale will affect illustrated values and may delay the premium offset point and require premium payments for longer than illustrated or require premium payments to resume for a period if the policy has already qualified for premium offset.

⁴ Surrendering paid-up additions will void the enhancement guarantee.

⁵ Illustrated values are as of October 5, 2024 and assume a 10 pay Equimax Estate Builder plan for a female, age 45, non-smoker with a \$25,000 annual premium payment and the current dividend scale continuing in effect for the life of the policy. The illustrated values for the example using the paid-up additions dividend option assume an initial coverage amount of \$448,591. The illustrated values for the example using the enhanced protection dividend option assume a basic coverage amount of \$448,591 and the maximum amount of enhancement coverage amount of \$267,360 for a total initial death benefit of \$715,951. Illustrated values are not guaranteed and are subject to change.

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