Investing for the Big Picture

Pivotal Select™ Segregated Funds
Investing is rarely risk-free, but taking the right risks can be worth it.

Average yearly return of 9% over 60 years.

Source: Bloomberg
See the big picture … And stay invested!

Stick to the plan when investing

Source: Bloomberg TSX Total Return

Stayed Invested

Exited in 2008

Exited Re-invested
Diversification drives results

- Diversification can lower risk and improve returns
- Asset allocation explains over 90% of the variability in client portfolio performance
- Only 10% of portfolio performance is investment selection and market timing

The what and where of diversification
While inflation of 2% can often go unnoticed, over time inflation can reduce the value of a dollar significantly.

Equity investments can provide protection against inflation as companies are able to pass increased costs on to consumers.

**Value of $1.00 Over 40 Years at a 2% Inflation Rate**

Today: $1.00
After 5 years: $0.91
After 10 years: $0.82
After 20 years: $0.67
After 40 years: $0.45
The best time to start saving is today

If you wait five years, you will need to invest nearly 2.5 times as much to achieve the same result.

INVEST $100 BIWEEKLY FOR 10 YEARS

$37,583.35

INVEST $242 BIWEEKLY FOR 5 YEARS

$37,583.35

For illustration purposes only. Assumes an annual return of 7% compounded biweekly.
Dollar cost averaging can lower your average price and increase the number of units you can purchase. Despite the “market volatility” the investment in the example gained $92.87 due to dollar cost averaging. You can use market volatility to your advantage.

### Dollar Cost Averaging

<table>
<thead>
<tr>
<th>Month</th>
<th>Unit Price</th>
<th>Units Bought</th>
<th>$ Invested</th>
<th>Value</th>
<th>Average Price</th>
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### Lump Sum Payment

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<th>Units Bought</th>
<th>$ Invested</th>
<th>Value</th>
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</table>
The segregated fund advantage

**SEGREGATED FUNDS CAN PROVIDE**

- Access to equity and fixed income investments
- Potential to outpace inflation
- Ongoing investment opportunities
- Available guarantees offer three different levels of protection and are selected by the policy owner
Guarantees can provide peace of mind as they offer different levels of protection against market downturns.

In this 100% death benefit guarantee example, even when the value of the contract falls below $10,000, a client’s beneficiaries will receive $10,000. That is the value of a guarantee.
Make segregated funds part of your plan

<table>
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<tr>
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<th>Mutual Funds</th>
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<td>Beneficiary designation</td>
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Introducing Pivotal Select™ Segregated Funds from Equitable Life®
Pivotal Select is a product of choice

- Investment Class 75/75
- Estate Class 75/100
- Protection Class 100/100
THE INVESTMENT CLASS (75/75) GUARANTEE OPTION IS WELL SUITED FOR CLIENTS:

- Looking for a lower cost investment
- Where building wealth is a key priority
- Flexible income needs

BENEFITS

- 75% maturity benefit guarantee to age 105
- 75% death benefit
- Availability of Creditor Protection
- 34 investment options
- Bypass probate

The Investment Class (75/75)

Guarantees are reduced proportionately for all withdrawals or transfers that you make.
THE ESTATE CLASS (75/100) GUARANTEE OPTION IS WELL SUITED FOR CLIENTS:

- Looking to build and protect their estate
- Wanting growth potential but also downside protection

BENEFITS

- 15 year 75% maturity guarantee
- 100% death benefit guarantee
- Annual maturity and death benefit resets
- Availability of Creditor Protection
- 34 investment options
- Bypass probate
The Protection Class (100/100)

THE PROTECTION CLASS (100/100) GUARANTEE OPTION IS WELL SUITED FOR CLIENTS:

- With a low risk tolerance but who want to grow their money
- Wanting to protect their estate or retirement funds
- Unsatisfied with Guaranteed Investment Certificate rates

BENEFITS

- 15 year 100% maturity guarantee
- 100% death benefit guarantee
- Annual maturity and death benefit resets
- Availability of Creditor Protection
- 34 investment options
- Bypass probate

Guarantees are reduced proportionately for all withdrawals or transfers that you make.
Grow your guarantee with resets

Resets allow you to lock-in previously made investment growth into your guarantee. Any losses occurring after a reset will not affect the guarantee.

For illustration purposes only. Historical performance not indicative of future results.
One Contract: A world of opportunities

Pivotal Select

- 6 Foreign Equity Funds
- 4 Fixed Income Funds
- 9 Balanced Funds
- 5 Domestic Funds
- 10 Portfolio Solutions

Brands: Franklin Templeton Investments, Invesco, MFS, Dynamic Funds, Equitable Asset Management Group, Mackenzie Investments
Equity
Fixed Income or Guaranteed Interest Account

Risk Return

1. Minimal Risk
2. Conservative
3. Moderate Conservative
4. Balanced
5. Growth
6. Aggressive Growth

Please see the Investor Profile Questionnaire to determine your risk profile.
Portfolios to suit your needs

**MINIMAL RISK**
- Guaranteed Interest Account

**CONSERVATIVE**
- Equitable Life Quotential Diversified Income Portfolio Select

**MODERATE CONSERVATIVE**
- Equitable Life Active Balanced Income Portfolio Select
- Equitable Life Invesco Intactive Balanced Income Portfolio Select
- Equitable Life Quotential Balanced Income Portfolio Select

**BALANCED**
- Equitable Life Active Balanced Portfolio Select
- Equitable Life Active Balanced Growth Portfolio Select
- Equitable Life Invesco Intactive Balanced Growth Portfolio Select
- Equitable Life Quotential Balanced Growth Portfolio Select

**GROWTH**
- Equitable Life Quotential Growth Portfolio Select

**AGGRESSIVE GROWTH**
- Equitable Life Quotential Diversified Equity Portfolio Select
Build your own solution: Sample Portfolios

1. MINIMAL RISK
- Guaranteed Interest Account (100%)

4. BALANCED
- EQL Mackenzie Canadian All Cap Balanced Fund Select (40%)
- EQL Active Canadian Bond Fund Select (30%)
- EQL Dynamic Global Discovery Fund Select (30%)

2. CONSERVATIVE
- Guaranteed Interest Account (25%)
- EQL Mackenzie Income Fund Select (25%)
- EQL Dynamic Global Discovery Fund Select (15%)
- EQL Active Canadian Bond Fund Select (35%)

5. GROWTH
- EQL Mackenzie Corporate Bond Fund Select (15%)
- EQL Bissett Dividend Income Fund Select (45%)
- EQL Dynamic Global Discovery Fund Select (40%)

3. MODERATE CONSERVATIVE
- Guaranteed Interest Account (15%)
- EQL Mackenzie Income Fund Select (35%)
- EQL Templeton Global Bond Fund Select (20%)
- EQL Dynamic Equity Income Fund Select (30%)

6. AGGRESSIVE GROWTH
- EQL Canadian Stock Fund Select (40%)
- EQL Dynamic American Fund Select (30%)
- EQL Trimark International Companies Fund Select (30%)

Portfolios are for illustration purposes only. Your specific needs, circumstances and risk tolerance must be considered in building an appropriate portfolio.
Pivotal Select Contracts can be held in the following accounts:

- Retirement Savings Plan/Retirement Income Fund*
- Tax Free Savings Account
- Non-Registered Account

*Includes locked-in retirement accounts such as Locked-in Retirement Account and Life Income Funds
Make Equitable Life your first choice

- Trusted by Canadians since 1920
- Over $4 billion in assets under administration
- Owned by participating policyholders
- Award-winning customer service
Legal Notice

Any statements contained herein that are not based on historical fact are forward-looking statements. Any forward-looking statements represent the portfolio manager’s best judgment as of the present date as to what may occur in the future. However, forward-looking statements are subject to many risks, uncertainties and assumptions, and are based on the portfolio manager’s present opinions and views. For this reason, the actual outcome of the events or results predicted may differ materially from what is expressed. Past performance does not guarantee future performance.

Please note that our Death Benefit Guarantee 100%, Death Benefit Guarantee 75%, and Maturity Benefit Guarantee 75%, are reduced proportionately for all withdrawals or transfers that the client makes.

Investors do not purchase units of the funds but, rather, an individual variable insurance contract issued by Equitable Life of Canada.

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