



Previous sales illustration releases

[2025-2W Web illustrations \(November 2025\)](#)

[2025-2 Desktop illustrations \(November 2025\)](#)

New rates on all our term life plans: Term 10, Term 20, and Term 30/65

Also applies to term life riders on:

EquiLiving[®] Critical Illness, Equimax[®] Whole Life, Equitable Generations[®] Universal Life and Equation Generation[®] IV Universal Life

[2025-1W Web illustrations \(June 2025\)](#)

[2025-1 Desktop illustrations \(June 2025\)](#)

Equitable Generations[®] universal life

- Term 30/65 now available as a rider on Equitable Generations universal life plans
 - Coverage provided until the later of 30 years or age 65
 - Level monthly charges
 - Coverage convertible to a permanent plan until age 60

Other changes

- Updates to sales concepts to revert the capital gains inclusion rate back to 50% for both corporate and individual concepts.

[2024-5W Web illustrations \(December 2024\)](#)

[2024-5 Desktop illustrations \(December 2024\)](#)

Equimax[®] participating whole life

- A new guaranteed 10 pay premium option for Equimax Wealth Accumulator[®].
- Excelsator deposit option (EDO) now available on Equimax Estate Builder[®] and Equimax Wealth Accumulator plans with 10 Pay premium option (no term rider needed).
- Maximum Equimax coverage amount that can be illustrated without a special quote increased to \$25M.
- Children's policies assessed with a multiple substandard health rating will now be issued with a rated age. This means EDO can be added to new policies provided the rating is 300% or less.
- Disability Waiver cap introduced. Disability Waiver is not available if the total initial premium for the year is more than \$50,000.

Other changes

- Term insurance reports updated with new branding, and client friendly content
- Disability Waiver cap introduced to critical illness and universal life plans (desktop only) and Term (desktop and web). Disability Waiver is not available if the total initial premium for the year is more than \$50,000.
- Total term/term rider coverage illustrated without a special quote limited to \$10M per insured for all life insurance and critical illness plans.

[2024-4 \(October 2024\) desktop illustrations](#)

[2024-4W \(October 2024\) web illustrations](#)

Equimax[®] participating whole life

- New \$5M+ premium band.

- Enhancement to allow a switch in dividend option from PUA to Cash when premium offset is illustrated. The switch to Cash can happen anytime once premiums are no longer required.

Other changes

- Lower monthly charges for EquiLiving[®] critical illness insurance riders added to universal life policies.
- The modal factor used to calculate the monthly premiums and the monthly policy fee for standalone CI has been reduced.
- Changes to how we calculate commission on Equimax participating whole life insurance, Term life insurance and EquiLiving critical illness insurance policies when clients choose to pay premiums monthly.
- Underwriting requirements have been updated to reflect the new Evidence of Insurability Schedule.
 - [Evidence of Insurability Underwriting Requirements](#) (#1343)
- Updates to sales concepts to reflect the new capital gains inclusion rate of 66.67% for corporate concepts. For individual concepts, users can choose to illustrate a capital gains inclusion rate of 50% or 66.67%.

2024-3 (June 2024) desktop illustrations

Term life

- Includes a change to the minimum coverage amount on preferred term risk class **from \$1M to \$2M for ages 18-50**. This applies to standalone term plans and term riders on participating whole life, universal life, and critical illness plans.

Equimax[®] participating whole life

- Includes the new dividend scale interest rate of **6.40%**, taking effect **July 1, 2024**.
- Includes the new interest rate of **3.50%** for policies with dividends on deposit, taking effect **July 1, 2024**.

2024-3W (June 2024) web illustrations

Equimax[®] participating whole life

- Includes the new dividend scale interest rate of 6.40%, taking effect July 1, 2024.
- Includes the new interest rate of 3.50% for policies with dividends on deposit, taking effect July 1, 2024.
- Includes a change to the minimum coverage amount on preferred term rider risk class from \$1M to \$2M for ages 18-50.

2024-2W/2024-2 (February 2024) web and desktop illustrations

Equimax[®] Participating Whole Life

- Equimax illustration reports have been updated with:
 - A new look and feel that matches our refreshed branding
 - Updated content that is clearly written and client-friendly
 - A reorganized layout based on advisor feedback
 - A cleaner, streamlined design

2024-1 (February 2024) desktop illustrations

Term life

- More targeted, competitive pricing for Term life plans and Term life riders on Whole Life, Universal Life and Critical Illness.

- Yearly renewals. After the initial term of level premiums, Term life insurance will now renew yearly with premiums gradually increasing each year. This will help clients keep their Term protection longer without large premium increases.
- Benefits re-aligned under the KIND™ program for Term life plans.

2024-1W (February 2024) web illustrations

Equimax® Participating Whole Life

- More targeted, competitive pricing for Term life riders
- Term life riders now include yearly renewals. After the initial term of level premiums, Term life insurance will now renew yearly with premiums gradually increasing each year. This will help clients keep their Term protection longer without large premium increases.

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