

# WHY DO BUSINESS WITH EQUITABLE LIFE?

At Equitable Life, we're not your typical financial services company. We do things a little differently and a lot more personally.

Whether you have five employees or 500, we understand that your organization is unique. We offer a comprehensive range of group benefit options, and we work with you to find the solutions to best meet your ever-changing needs.



## Stability you can count on

Since 1920, Canadians have been turning to Equitable Life to protect what matters most. We have more than 750 employees across the country and more than \$5.0 billion of assets under administration. As a testament to our financial strength and stability, Equitable Life's Life Insurance Capital Adequacy Test (LICAT) ratio is 155% - one of the highest in the country. We take a conservative approach to risk and we focus on long-term stability and growth. So you know you're taken care of, now and in the future.



## Proudly Canadian

Our head office is located in Waterloo, Ontario, where our journey began in a single-room office nearly a century ago. We have regional service teams located across Canada to provide you with personalized service and support. We're committed to our Canadian clients and to keeping our work at home – in Canada.



## Service is our business

We'll make sure you get more than just great service; we'll even pair you with a designated service team. Our people are knowledgeable, resourceful and motivated to find solutions that fit your needs. They can solve problems and answer your questions quickly – usually in just one contact.



## A focus on you

As one of Canada's largest mutual life insurance companies, we're owned by our participating policyholders, not shareholders. So we are not driven by shareholder pressures for quarterly results and can focus on your interests and provide you with personalized service, security and wellbeing.

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The Equitable Life Insurance Company of Canada 1.800.722.6615 [www.equitable.ca](http://www.equitable.ca)