

Navigating EZstart™ Equitable Generations

This document will guide you through how EZstart will work and what Advisors will see.

Background to EZstart:

EZstart is an explainer tool intended for you, the Advisor, to quickly start a conversation with a prospective client about insurance in hopes it will lead to the start of an application in EZcomplete. EZstart is particularly well-suited to provide an approximate cash value at certain milestone life events in the client's life and can be used for an Equitable Generations sale.

EZstart details:

The intent of this document is to provide you with a visual of EZstart to help show you how to navigate through it.

Once EZstart is launched via the Advisor's phone, tablet, or laptop, the Advisor will be brought to the below screen.

The Advisor will read the Disclaimer, then click **I Accept** to proceed to EZstart.

Disclaimer

FOR ADVISOR USE ONLY

Quote date: 2022-09-14

1. By using this EZstart Tool (the "Tool"), you indicate your acceptance of the terms and conditions set out herein.
2. The Tool is intended for information purposes only. The information contained within the Tool (the "Information") is not intended to provide or replace personalized legal, accounting, medical, financial, or tax advice. For you/your client(s)'s own specific situation, please consult with appropriate professional advisors.
3. The Tool is intended to assist you in understanding the Equitable Generations® universal life insurance product offered by The Equitable Life Insurance Company of Canada ("Equitable Life"). The Tool provides only a summary of the Equitable Generations product; full product details can be found here: <https://advisor.equitable.ca/advisor/getattachment/578485f7-043f-418f-a869-0ab9208db687/2062.pdf>
4. It is not appropriate to base a buying decision on the Information. **A complete illustration should be viewed by the client before they make a decision to purchase.**
5. The Equitable Generations product is available and intended for use in connection with the sale and distribution of insurance products only in Canada. The Tool shall not be used to solicit business from people who reside outside of Canada.
6. The Information is neither a contract of insurance nor an offer to provide insurance. The Information does not form part of any policy that may be issued by Equitable Life. Extensive effort has been made to ensure the accuracy of the Information. However, in case of discrepancy, the actual policy provisions of an Equitable Life policy applied for and issued will prevail and govern the terms of the contract.
7. VALUES
 - a. Whenever values are shown that may be affected by tax, these values are before tax.
 - b. All values shown are in Canadian Dollars.
 - c. By its very nature, the Information makes numerous assumptions about the future. Consequently, the values shown are neither guarantees nor estimates of future policy performance or values and may not be relied upon for such purpose. It is certain that the **actual results achieved will differ** (positively, negatively, or both positively and negatively in different time periods) from those within the Information. Factors affecting actual product results and values include, without limitation, changes to: tax or fiscal treatment, amount of insurance coverage, key input data (age, gender, smoking status), plan term, additional riders, policy loans and withdrawals, deposit amounts and timing, interest rates, performance of the underlying funds or indices being tracked, additional ratings that may be determined through underwriting, etc.

There is an icon that can be clicked to bring up helpful information about the product.



1. The Advisor will enter in the following info:

- Province
- Age of the client
- Gender of the client
- Smoking status of the client (if not juvenile)

Let's answer a few questions.

Province of Residence

Ontario ▼

Age

1

Gender

Male Female

Smoking Status

Non-Smoker Smoker

Next

Let's answer a few questions.

Province of Residence

Ontario ▼

Age

18

Gender

Male Female

Smoking Status

Non-Smoker Smoker

Next

The Advisor will select **Next**.

2. The Advisor will then enter in the monthly payment (i.e., premium) that has been discussed with the client.

The Advisor can complete the following sections by entering an age for each section:

- Education – Primarily for use for juvenile policies
- Major Life Event – E.g., new vehicle, marriage, child
- Retirement – Age of retirement
- Estate Transfer – This field always defaults to age 100 but can be changed
- Payment Term (The option to update only appears when you choose Edit later).

Click **Calculate** when complete.

Please provide your savings information.

Monthly Payment Amount

\$ 200

Life Goals ⓘ

Education

Age at time of event

18

299

Major Life Event

Age at time of event

45

299

Retirement

Age at time of event

65

299

Estate Transfer

Age at time of event

100

66100

Calculate

3. Once calculated, the Advisor will see the **Potential Peak Surrender Value** and the **Potential Death Benefit** at age 85.

Note: Calculations are based on a non-guaranteed policy interest rate of 6%.

Monthly Payment Amount

\$200

Potential Peak Surrender Value

at Age 100

\$9,560,000

Potential Death Benefit

at Age 85

\$4,200,000

LIFE GOALS ▾

Education

Major Life Event

Retirement

Estate Transfer

PLAN OPTIONS

Total Initial Coverage	\$1,050,000
Initial Base Face Amount	\$1,050,000
Payment Term	20 years

The Equitable Life Insurance Company of Canada
One Westmount Road North P.O. Box 1603 Stn. Waterloo,
Waterloo, Ontario N2J 4C7 tf: 1 800 722 6615 equitable.ca

Page 3 of 5

From the **Summary Screen**, the Advisor can edit the entered information and the Payment Term by clicking the edit icon, you can go back to make changes.

The image displays two screenshots of a mobile application interface for insurance planning.

Left Screenshot (Summary Screen):

- Header: **Summary** (selected) and **Details**.
- Note: Calculations are based on a non-guaranteed policy interest rate of 6%.
- Monthly Payment Amount:** \$200
- Potential Peak Surrender Value:** at Age 100, \$9,560,000
- Potential Death Benefit:** at Age 85, \$4,200,000
- LIFE GOALS:** A dropdown menu with icons for Education, Major Life Event, Retirement, and Estate Transfer.
- PLAN OPTIONS:**
 - Total Initial Coverage:** \$1,050,000
 - Initial Base Face Amount:** \$1,050,000
 - Payment Term:** 20 years

Right Screenshot (Details Screen):

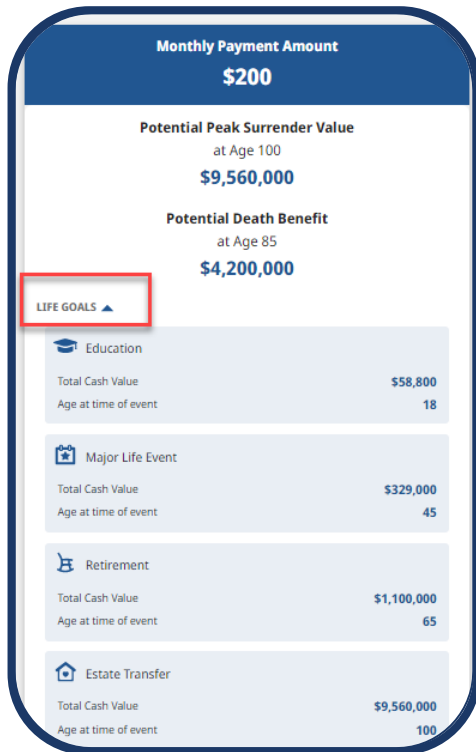
- Note: Calculations are based on a non-guaranteed policy interest rate of 6%.
- Monthly Payment Amount:** \$ 200
- LIFE GOALS:**
 - Education: ☐
 - Major Life Event: ☐
 - Retirement: ☐
 - Estate Transfer: ☐ (selected)
- Age at time of event:** 100 (range 2 to 100)
- PLAN OPTIONS:**
 - Initial Base Face Amount:** \$ 1,050,000
 - Payment Term:** 20 years (selected), to Age 65, to Age 100

Clicking on the icons for Education, Life Events, Retirement and Estate Transfer will display the potential cash value information based on the age that was selected.

The image displays a screenshot of the mobile application interface for insurance planning, showing the **Summary** screen.

- Header: **Summary** (selected) and **Details**.
- Note: Calculations are based on a non-guaranteed policy interest rate of 6%.
- Monthly Payment Amount:** \$200
- Potential Peak Surrender Value:** at Age 100, \$9,560,000
- Potential Death Benefit:** at Age 85, \$4,200,000
- LIFE GOALS:** A dropdown menu with icons for Education, Major Life Event, Retirement, and Estate Transfer.
- PLAN OPTIONS:**
 - Total Initial Coverage:** \$1,050,000
 - Initial Base Face Amount:** \$1,050,000
 - Payment Term:** 20 years

Clicking on the **Life Goals** arrow will populate all life goals selected, the Advisor can explain to the client the amount of cash value that may be available by the time of the life event selected.



Clicking on **Details** will provide the Advisor with a graph to help explain the cash value progression within the policy.

Once ready to start an EZcomplete application the Advisor can click **Go to EZcomplete** to login into EquiNet and begin the EZcomplete application.

