

# EMPIRE LIFE AMERICAN VALUE GIF

Powered by innovation, supported by strategy

## A segregated fund that delivers exposure and performance

Benefit from exposure to the world's largest economy<sup>1</sup> with the Empire Life American Value Fund and get access to opportunities powered by innovation, supported by strategy.

### Empire Life American Value Fund – Class A<sup>2</sup>

Growth of \$10,000



<sup>1</sup> Source: Morningstar Research Inc. as of December 31, 2023.

<sup>2</sup> Source: Morningstar Research Inc. as of December 31, 2023. Fund inception is January 7, 2002. Based on Class A units which are only available to existing clients.

Insurance & Investments  
Simple. Fast. Easy.®

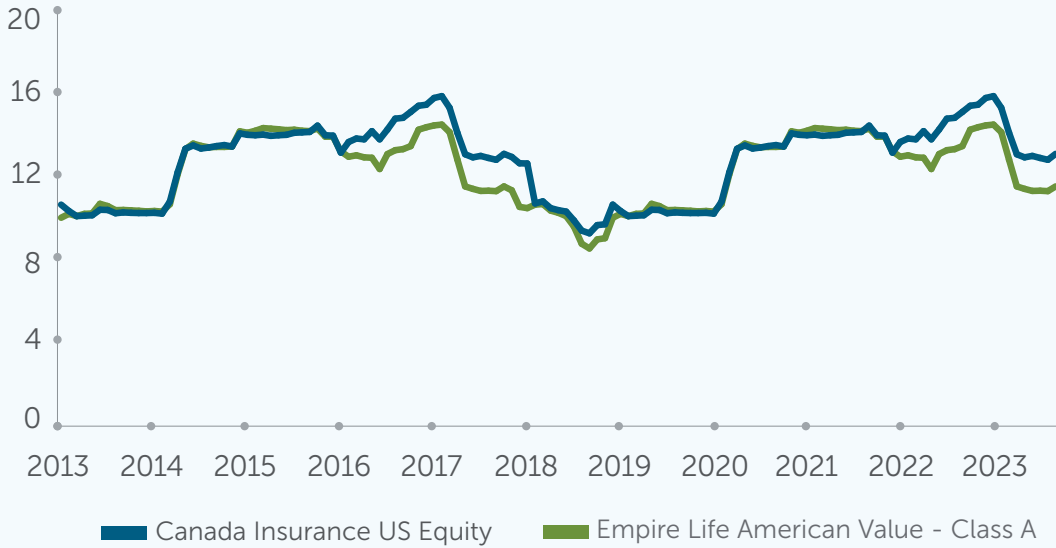


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## 100% equity exposure with less volatility

The fund provides complete equity exposure with generally less volatility than its category peers.

3 year rolling standard deviation

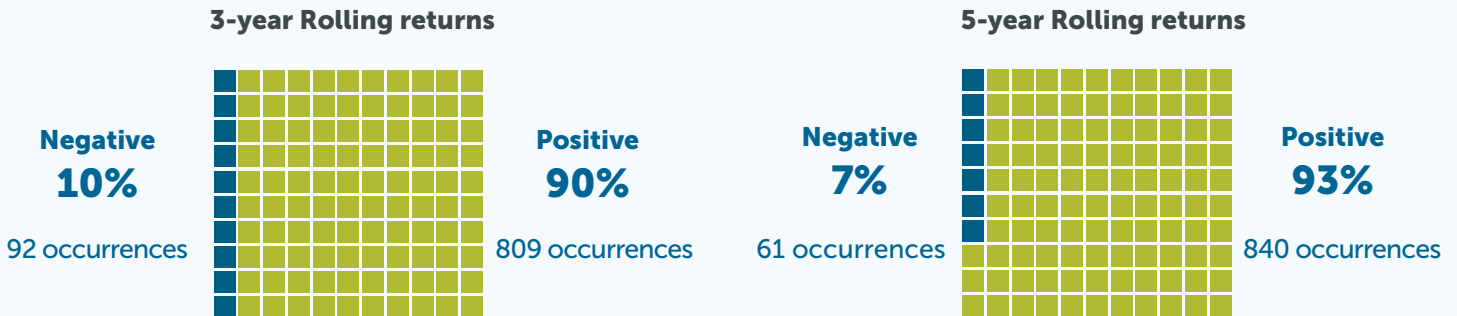


Source: Morningstar Research Inc. as of December 31, 2023.

**Volatility** is measured by standard deviation, which illustrates how much an investment deviates from its long-term average return. In the case of American Value, the fund has generally had less volatility than its broader peer group.

## Reasons to invest in the U.S. Market

**1. More positive than negative:** Over 3 and 5-year rolling periods, the S&P 500 index has produced nearly 10 and 15 times more positive return periods than negative periods.

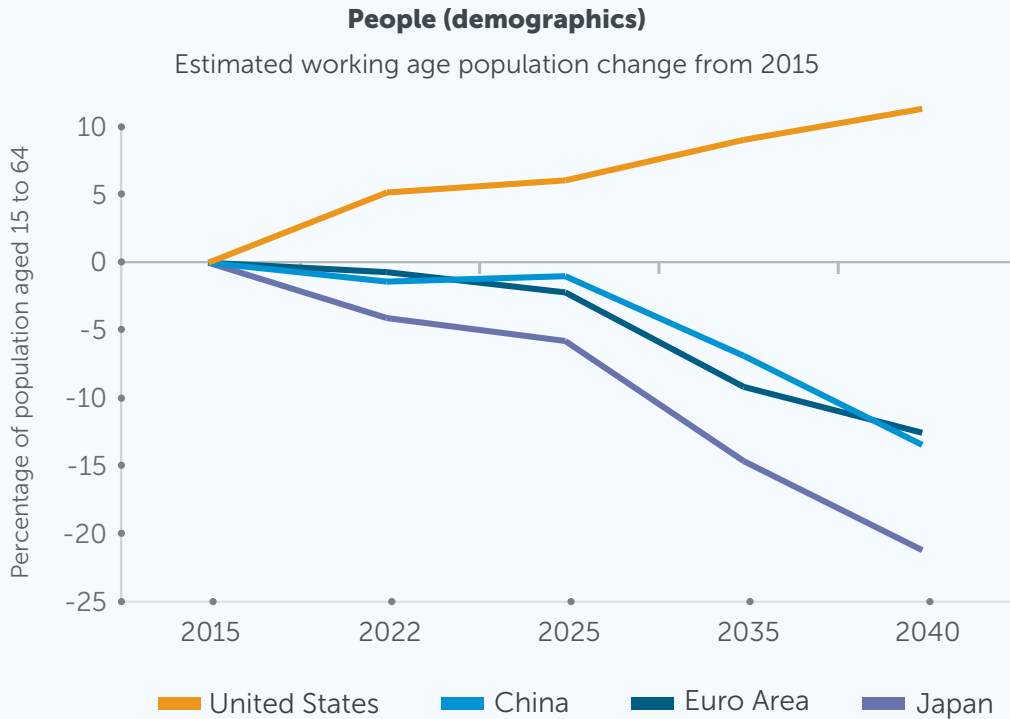


Source: Morningstar Research Inc. as at December 31, 2023, from December 1948 to December 2023.

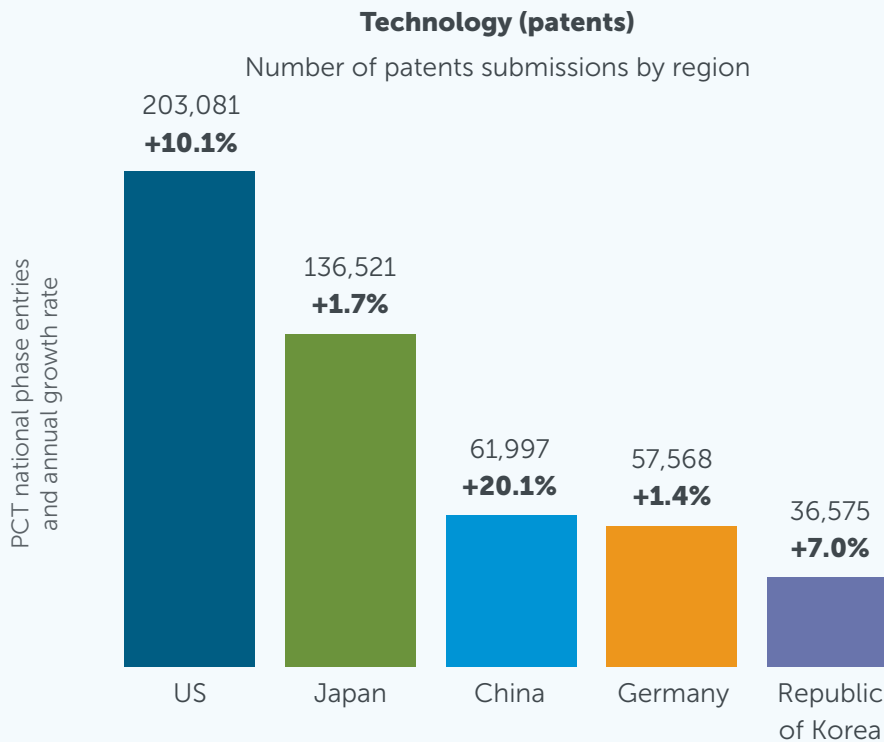
■ Negative period ■ Positive period

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**2. An economy poised for the future:** The U.S. has two key advantages over the rest of the world – People and Technology. The U.S. has demonstrated an ability to maintain a stable flow in both of these areas.



Source: World Bank database: Population estimates and projections as of July 5, 2023.



Source: World Intellectual Property Organization (WIPO) Patent Cooperation Treaty (PCT) Annual Report, March 2023.

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## Fund Performance

Funds	1 Yr	3 Yr	5 Yr	10 Yr	15 Yr	Since Inception
Empire Life American Value GIF – Class A	6.76%	5.58%	9.77%	9.68%	9.50%	4.58%
Canada Insurance US Equity Category Average	17.96%	7.24%	10.67%	9.55%	10.13%	-
Quartile Ranking	4	4	3	2	3	-
# of funds in the category	755	726	603	361	208	

Source: Morningstar Research Inc. as of December 31, 2023, based on class A units only; other classes may have different performance characteristics. Fund inception is January 7, 2002. Class A units are only available to existing clients.

## Features of Empire Life Guaranteed Investment Funds

- Choice of 75% or 100% maturity benefit guarantee<sup>3</sup>
- Choice of 75% or 100% death benefit guarantee on deposits made to age 90<sup>3</sup>
- Automatic annual death benefit guarantee resets until age 80 to lock in market gains
- Avoidance of estate and probate fees if you name a beneficiary other than your estate
- Potential for creditor protection for small business owners

<sup>3</sup>The maturity and death benefit guarantees are reduced proportionately for withdrawals.

➤ **Speak to your financial advisor today about Empire Life American Value GIF to find out if this fund is right for you.**

Morningstar is an independent organization that groups funds with generally similar investment objectives for comparison purposes and ranks them on a historical basis. Morningstar Ratings reflect performance as of December 31, 2023 for Class A units and are subject to change monthly.

The inception date for Empire American Value, Class A is January 7, 2002, the fund falls within the Morningstar Canada Insurance Focused Equity category. For more details on the calculation of quartile rankings, please see [www.morningstar.ca](http://www.morningstar.ca). © 2024 Morningstar Research Inc. All rights reserved. The information contained herein: (1) is proprietary to Morningstar; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete, or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. All returns are calculated after taking expenses, management and administration fees into account. Annual Compound Returns: Returns under 1 year are simple rates of return. All others are annual compound rates of return.

Morningstar quartile rankings show how well a fund has performed compared to all other funds in its peer group. Each fund within a peer group is ranked based on its performance, and these rankings are broken into quarters or quartiles. Within a group, the top 25% (or quarter) of the funds are in the first quartile, the next 25% are in the second quartile, the next group in the third quartile, and the bottom 25% of funds with the poorest relative performance are in the fourth quartile. The point in which half the funds had better performance and half had worse performance is the median. If 100 funds are being compared, there would be four quartiles of twenty-five funds each. The median would be the fiftieth fund. For more details on the calculation of Morningstar star ratings or quartile rankings, please see [www.morningstar.ca](http://www.morningstar.ca).

Segregated Fund contracts are issued by The Empire Life Insurance Company ("Empire Life"). A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a segregated fund is invested at the risk of the contract owner and may increase or decrease in value.** Please read the information folder, contract and fund facts before investing. Performance histories are not indicative of future performance.

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### The Empire Life Insurance Company

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