

DATE: April 12, 2019 **N° 2019-05**
CATEGORY: **INSURANCE**
TO: Managing General Agents, Associate General Agents, Advisors, General Agents and National Accounts
SUBJECT: **Premium rate decreases for Solution 20 & Solution 30 Term Life Insurance**

We are pleased to announce rate reductions for Solution 20 & Solution 30 term life insurance effective April 22, 2019.

The overall average decreases for our initial premium rates are:

- Solution 20 – 1.2%
- Solution 30 – 1.8%.

These rate reductions will improve our Solution 20 & Solution 30 overall premium rankings:

Competitive initial premiums

Solution 20 – 98% top 5 rankings (for ALL ages, premium bandings and gender)¹

Coverage	Expected Premium Rankings ¹ – Male Standard Non-smoker			Expected Premium Rankings ¹ – Female Standard Non-smoker		
	Age 30	Age 35	Age 40	Age 30	Age 35	Age 40
\$250,000	1	2	5	3	5	4
\$500,000	2	3	5	1	1	1

Solution 30 – 97% top 5 rankings (for ALL ages, premium bandings and gender)¹

Coverage	Expected Premium Rankings ¹ – Male Standard Non-smoker			Expected Premium Rankings ¹ – Female Standard Non-smoker		
	Age 30	Age 35	Age 40	Age 30	Age 35	Age 40
\$250,000	3	4	4	3	4	3
\$500,000	3	5	5	3	5	4

¹ Expected premium rankings are based on the proposed new annual premiums for the first 20 years for Solution 20 and first 30 years for Solution 30 comparing the annual premiums quoted on LifeGuide on April 8, 2019 for the initial premiums of 24 other comparable 20-year and 18 other comparable 30-year renewable term products, for the gender, ages, coverage amounts and risk class shown.

Transition Rules

- Solution 20 or Solution 30 applications received in Head Office after 5:00 p.m. April 21, 2019, if approved, they will be issued with the new rates.
- For pending “in the mill” Solution 20 or Solution 30 applications received in Head Office before April 22, 2019; if approved, they will be automatically issued with the lower new rates.
- Any Solution 20 or Solution 30 policies issued before April 22, 2019, but not yet settled must be returned to Head Office by May 6, 2019 at 5:00 p.m. (EST) to receive the lower new rates.

Reference

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