

DATE: OCTOBER 23, 2019

No. 2019-19

CATEGORY: INVESTMENTS

TO: Managing General Agents, Associate General Agents, Brokers, General Agents and National Accounts

SUBJECT: Launch of 8 new GIF Funds

Announcement Empire Life is pleased to announce the launch of several new segregated funds to its Guaranteed Investments Funds (GIF) product. These new funds give customers additional diversification opportunities within their GIF contracts.

Launch of Multi-Strategy GIF Funds Effective October 23, 2019, Empire Life is pleased to announce the launch of a new suite of Multi-Strategy funds to GIF. The Empire Life Multi-Strategy GIFs provide exposure to both actively managed investments from third-party managers and passive strategies through exchange traded funds (ETFs) within one segregated fund solution. Each Multi-Strategy fund is available in all GIF series: 75/75, 75/100, and 100/100.

The Empire Life Multi-Strategy GIF Fund line-up includes:

- Multi-Strategy Canadian Equity GIF
- Multi-Strategy U.S. Equity GIF
- Multi-Strategy Global Equity GIF
- Multi-Strategy Global Conservative Portfolio GIF
- Multi-Strategy Global Balanced Portfolio GIF
- Multi-Strategy Global Moderate Growth Portfolio GIF

Launch of Additional Funds Effective October 23, 2019, Empire Life will also be adding 2 additional funds to GIF. The **Empire Life Global Dividend Growth GIF** (previously only available to customers in legacy segregated fund contracts) gives customers the ability to add a fund with a global diversified dividend investment strategy to their portfolio. The **Empire Life Short Term High Income GIF** provides customers with a high yielding fixed income investment option made up of primarily corporate bonds that mature in 1 to 5 years.

New GIF Point of Sale Materials Effective October 23, 2019, GIF point-of-sale materials are amended and/or updated to include the 8 new GIF funds. These materials are posted and are available for order at empire.ca/advisor:

- An updated version (INV-943 October 2019) of the GIF Information Folder Addendum and Contract Provisions must be used for all new GIF sales beginning October 23. Please destroy your existing stock of INV-943 (dated September 2017)
- Endorsement (INV-943E) must be included with the GIF Information Folder and Contract Provisions (INV-943) at the time of sale from October 23rd to November 1st
- An amendment (INV-941B) to the GIF Fund Facts document (INV-941 dated December 2018) which includes the new GIF global funds must also be provided to all customers at the time of sale.

**Customer
Notification**

- Existing GIF customers will receive the GIF Addendum and Endorsement with their December 31, 2019 semi-annual investment statement
- A notice of the changes will be posted on our consumer website on October 23 2019.

Reference

Mike Stocks, Vice President and Chief Marketing Officer

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