



# INFORMATION CIRCULAR

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| <b>DATE:</b>     | December 23, 2020  | <b>N° 2020-39</b> |
| <b>CATEGORY:</b> | <b>INSURANCE</b>   |                   |
| <b>TO:</b>       | Managing General Agents, Associate General Agents, Advisors, General Agents and National Accounts  |                   |
| <b>SUBJECT:</b>  | <b>eBUNDLE BONUS is back for 2021: Earn 15% More FYC when you use the Fast &amp; Full® Life App with eHQ and eContract Delivery vs. Paper!</b> |                   |

Empire Life is pleased to announce that our popular eBUNDLE BONUS for our Fast & Full Life App FYC bonus program is coming back for 2021! With advisors and their clients continuing to rely on digital options to meet their insurance needs, the Fast & Full Life App has delivered at an unprecedented rate with our simple, fast and easy solutions.

Advisors will be able to earn up to 15% more first year commission (FYC)\* as compared to paper applications when they submit Life and Health insurance applications electronically using the Fast & Full Life App and clients select the Electronic Health Questionnaire (eHQ) and the eContract Delivery options for applications submitted beginning **January 1, 2021 until 11:59 pm EST until March 31, 2021**. They will continue to earn 10% more FYC for submitting business via Fast & Full vs. paper and can also earn up to an **additional 5% FYC for all products** when both the eHQ and the eContract Delivery options are selected in the Fast & Full Life App.

## Commission schedule details

- The following table summarizes first year commission rates for paper applications versus Fast & Full and Fast & Full with eHQ and eContract Delivery.

| Product                                      | FYC rates |                                    |                                  |
|--|-----------|------------------------------------|----------------------------------|
|  | Paper     | Fast & Full Life App Bonus Program |                                  |
|  |           | Fast & Full                        | Fast & Full with eHQ & eContract |
| Solution 10 & Solution 20                    | 45%       | 50%                                | 52%                              |
| Solution 25                                  | 47.5%     | 52.5%                              | 55%                              |
| Solution 30 & Solution 100                   | 50%       | 55%                                | 57.5%                            |
| Solution ART                                 | 25%       | 27.5%                              | 29%                              |
| Guaranteed Life Protect                      | 35%       | 38.5%                              | 40%                              |
| CI Protect & CI Protect Plus                 | 45%       | 50%                                | 52%                              |
| Empire Life Disability Credit Protect        | 35%       | 38.5%                              | 40%                              |
| EstateMax & Optimax Wealth Life Pay & 20 Pay | 50%       | 55%                                | 57.5%                            |
| EstateMax & Optimax Wealth 10 Pay            | 35%       | 38.5%                              | 40%                              |
| EstateMax & Optimax Wealth 8 Pay             | 25%       | 27.5%                              | 29%                              |
| Additional benefits (bonuses do not apply)   | 70%       | 70%                                | 70%                              |

## Benefits of the Fast & Full Life App

There has never been a better time to use the award-winning Fast & Full Life App. With **fully-integrated screen sharing** software, Non-Face-to-Face client meetings are simple, fast and easy. Plus our **eHQ** and **eContract Delivery** options are more convenient for clients and now earn you even more bonus commission. In 2020, applications with eHQ and eContract have been issued within 3 business days on average\*\*, and many on the same day.

## Reference

**Mike Stocks**, Vice President and Chief Marketing Officer, Retail

\* The additional FYC is bonusable and is available on all life insurance products and applications using the Fast & Full Life App. This promotion can be withdrawn by Empire Life at any time.

\*\* Time to issue using the Fast & Full Life App with eHQ and eContract delivery to a valid email address between January 1 and November 30, 2020. Empire Life data on file.