

DATE: SEPTEMBER 20TH, 2021

No. 2021 -22

CATEGORY: INVESTMENTS

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

SUBJECT: Launch of new revamped segregated fund Prices & Performance page

Announcement Empire Life is pleased to announce the revamped segregated fund Prices & Performance page making it simple, fast and easy for customers and advisors to find the investment information they're looking for.

Launch of new Prices & Performance page Effective September 20th, 2021, Empire Life is pleased to announce the launch a new and improved [Prices & Performance Page](#) with an abundance of new features including:

1. **New search functionality** – By using the new search field or the predefined dropdown filters, it's now easier to refine your search and create custom fund lists to come back to.
2. **Individual fund documents** – Download series-specific fund profiles and for the first time; individual fund fact documents directly from the Prices & Performance page. You can even create custom PDF booklets to share with clients.
3. **Enhanced digital fund page**
 - a. Refreshed look with summarized fund performance and other details specific to the fund series you're most interested in.
 - b. Create a custom growth illustration at the fund level to review with clients and prospects.
 - c. Download historical NAVs for any Empire Life segregated fund.

To learn more; [watch the video](#), [visit the page](#) or speak to your Empire Life sales representative

Reference

Geoff Gibson, Vice President Investment Product and Marketing

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