



INFORMATION CIRCULAR

DATE: OCTOBER 10, 2017

No. 2017-24

CATEGORY: INVESTMENTS

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

SUBJECT: Enhancements to the Fast & Full Investment Application and \$50 bonus offer extended to December 29, 2017 for the first application submitted

Announcement

Effective Tuesday, October 10, 2017 we are pleased to announce several exciting enhancements to the Fast & Full[®] Investment Application designed to make purchasing an Empire Life segregated fund product Simple, Fast, and Easy. Since launch we have made numerous improvements to the application based on feedback from advisors

We are also extending the bonus period for the first Fast & Full[®] Investment Application submitted.

What is it?

On August 1, 2017, Empire Life launched the Fast & Full[®] Investment Application (Fast & Full Investment App) - a web-based tool that advisors can use with their clients to complete, submit, and fund new applications for all of Empire Life's segregated fund products, including our popular Guaranteed Investment Fund (GIF) lineup.

The Fast & Full Investment App works on any tablet, desktop or laptop, and uses electronic signatures to reduce paper and speed up processing time. To learn more about the Fast & Full Investment App, please visit FastandFull.ca/Investment.

Enhancements

The Fast & Full[®] Investment Application now features:

- **Non-Face-to-Face for Non-Reg Accounts:** Use the Non-Face-to-Face Sales option for Non-Registered contracts via the TransUnion Verification of Client Identity process
- **Go Back Button:** Edit previously entered client and deposit information before the application is submitted to DocuSign

Bonus Extension

Empire Life is recognizing advisors with a \$50 bonus on their first Fast & Full Investment App submitted. This offer has been extended to December 29, 2017 (from August 1 to October 31). The \$50 Bonus will be paid to the advisor on their next commission payment from Empire Life¹.

¹To be eligible, applications must be any Fast & Full Investment applications submitted between August 1, 2017 at 12:01 a.m. (ET) and December 29, 2017 at 4:00 p.m. (ET) with the policy issued by 4:00 p.m. (ET) December 29, 2017 as per Bonus Rules. Total bonus reward per advisor is \$50 and its value will be included as taxable income for 2017.

Reference Mike Stocks, Vice-President and Chief Marketing Officer

