

EMPIRE LIFE INFORMATION CIRCULAR

DATE: April 2, 2013

N° 2013-10

CATEGORY : **INSURANCE**

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

SUBJECT : **Introducing Hybrid Solution 100**

Empire Life is introducing **Hybrid Solution 100**, a new permanent hybrid life insurance product that combines guaranteed and adjustable features in one plan. Hybrid Solution 100 is a unique product that provides the safety of minimum value limits and maximum premium limits with the flexibility to remain competitively priced throughout the lifetime of the policy.

Product features Hybrid Solution 100 is a permanent life insurance solution with premiums and values that can adjust within minimum and maximum limits. Coverage amounts are guaranteed and the minimum and maximum limits will not change during the life of the policy. This provides downside protection with upside potential. Premiums can move up or down each year, but only as a result of a change in the applicable Interest Rate Range. The applicable Interest Rate Range is based on the six-month average of an external benchmark, Government of Canada long-term bond yields, published by the Bank of Canada. It is available as a base plan or as a rider on all current Solution Series, Optimax and Vital Link products.

Hybrid Solution 100 offers the following guaranteed features:

- Level coverage
- Fixed payment period
- Transparent process how premiums change
- Premiums tied to a set of interest rate ranges
- Minimum and maximum premium limits
- Minimum and maximum cash value limits
- Minimum and maximum paid-up value limits
- Values start after the 4th year

Applications & SimpleQuote Applications and marketing material will be available through the Empire Life secure advisor website. Empire Life will be piloting the release of **SimpleQuote on the Web**. SimpleQuote on the Web is the latest addition to Empire Life's mobile quoting capabilities. This will allow users with any device that supports a browser to quote our Solution Series family of products.

How to apply A phased rollout approach is being used that will incorporate feedback during the initial product launch from a focus group of advisors in order to improve the overall experience. To learn more about Hybrid Solution 100 and how your clients can purchase this new product, contact your Empire Life Account Executive.

Reference **John Quirt**, Product Manager, Insurance Product Marketing
Cameron Walker, Product Development Manager, Insurance Product Marketing

