

EMPIRE LIFE INFORMATION CIRCULAR

DATE: September 23, 2013
CATEGORY: INSURANCE
TO: Managing General Agents, Associate General Agents, Advisors,
General Agents, Independent Financial Advisors
SUBJECT: **Fall 2013 Term Reprice**

Nº. 2013-23

As the Term summer sale comes to a close on September 30, 2013, we are happy to announce some new changes to our line of insurance products. Effective October 1, 2013, the following changes will come into effect:

New Term Rates

- New Solution 10 and Solution 20 initial premium rates introduced to position Empire Life competitive across the board, especially for our target ages 25 to 55.
- The ultimate or last renewal rates for these plans will change to equal 80% of the current fully-guaranteed Solution 100 rates today. No changes will apply on all other renewal rates.

New Policy Fees

- A permanent reduction in our policy fee for all Solution Series and all Vital Link plans. Policy fees for these plans will drop from \$60 per year to \$50 per year. This change will not apply to Optimax plans at this time.
- As part of this change, the 'preferred discount' or multiple policies discount will no longer be available on Solution Series, Vital Link or Optimax plans.

Improved Underwriting Requirements

- We are reducing the number of underwriting requirements at some ages and face amounts. These changes include:
 - Eliminating fluid collection for clients up to age 45, for face value amounts up to \$300,000
 - Eliminating fluid collection for clients ages 45 to 55, for face value amounts up to \$150,000
 - Removing the routine APS requirement for clients ages 18 to 55, for face value amounts between \$2,000,001 and \$3,000,000
 - Removing the ECG requirement for clients ages 56 to 60, for face value amounts between \$250,001 and \$500,000
 - Medical requirements completed in the past 12 months (previously 6 months) can usually be accepted subject to a current non-medical
- These changes will apply for all our current life plans, including Solution Series, Optimax and Trilogy.

Transition Rules

- Applications received in Head Office after September 30, 2013, by 5:00 p.m. EST will be set up using the new plan rates and/or plan structures.
- All pending "in the mill" business that is in Head Office on September 30, 2013 will be eligible for the existing plan/rates structure, but must be settled by December 31, 2013, by 11:00 a.m. EST.
- Any request to reopen an application for old rates that has been closed must be received in Head Office by September 30, 2013, by 5:00 p.m. EST in order to qualify for existing rate and/or plan structures.
- To guarantee that clients receive the old rates and plan, applications must be received in Head Office no later than September 30, 2013, by 5:00 p.m. EST. Please make sure you allow time for courier service and delivery.

Reference Cameron Walker, Manager, Retail Insurance Products & Marketing

