



INFORMATION CIRCULAR

DATE: JULY 31, 2017

No. 2017-20

CATEGORY: INVESTMENTS

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

SUBJECT: Launch of the Empire Life Fast & Full Investment Application

Announcement Empire Life is pleased to introduce the insurance industry's first 100% digital online investment application for all segregated fund products to make it simple, fast and easy for advisors to apply for segregated fund products with an improved client experience.*

The Fast & Full® Investment Application Process (Fast & Full Investment App) is 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.

Advisors who have realized the convenience and benefits of the Empire Life Fast & Full Insurance Application have been asking for a similar process for submitting their Empire Life segregated fund business. The new Fast & Full Investment App allows advisors to:

- Save time with a faster application process
- Get applications processed faster and get paid faster
- Complete Non-Face-to-Face sales for improved client convenience**
- Reduce administration and not worry about out-dated forms or software downloads
- Reduce paper and courier costs

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 or to schedule a live demo, please visit FastandFull.ca/Investment.

* Empire Life Competitive Survey June 2017.

**Non-face-to-face option only available for registered and TFSA accounts.

Reference Mike Stocks, Vice-President and Chief Marketing Officer