

EMBLEM GIF PORTFOLIOS

5 reasons to recommend
Emblem GIF Portfolios

FOR ADVISOR USE ONLY

Insurance & Investments
Simple. Fast. Easy.®



DIVERSIFICATION WITHOUT COMPLICATION

Your clients are looking for **diversification**, not complication. They want exposure to asset classes based on their individual risk profile, goals and time horizon, while still knowing what they are invested in.

Empire Life Emblem GIF Portfolios¹ are a **simple**, straightforward investment **solution** that gives your clients everything they are looking for, including valuable maturity and death benefit guarantees.

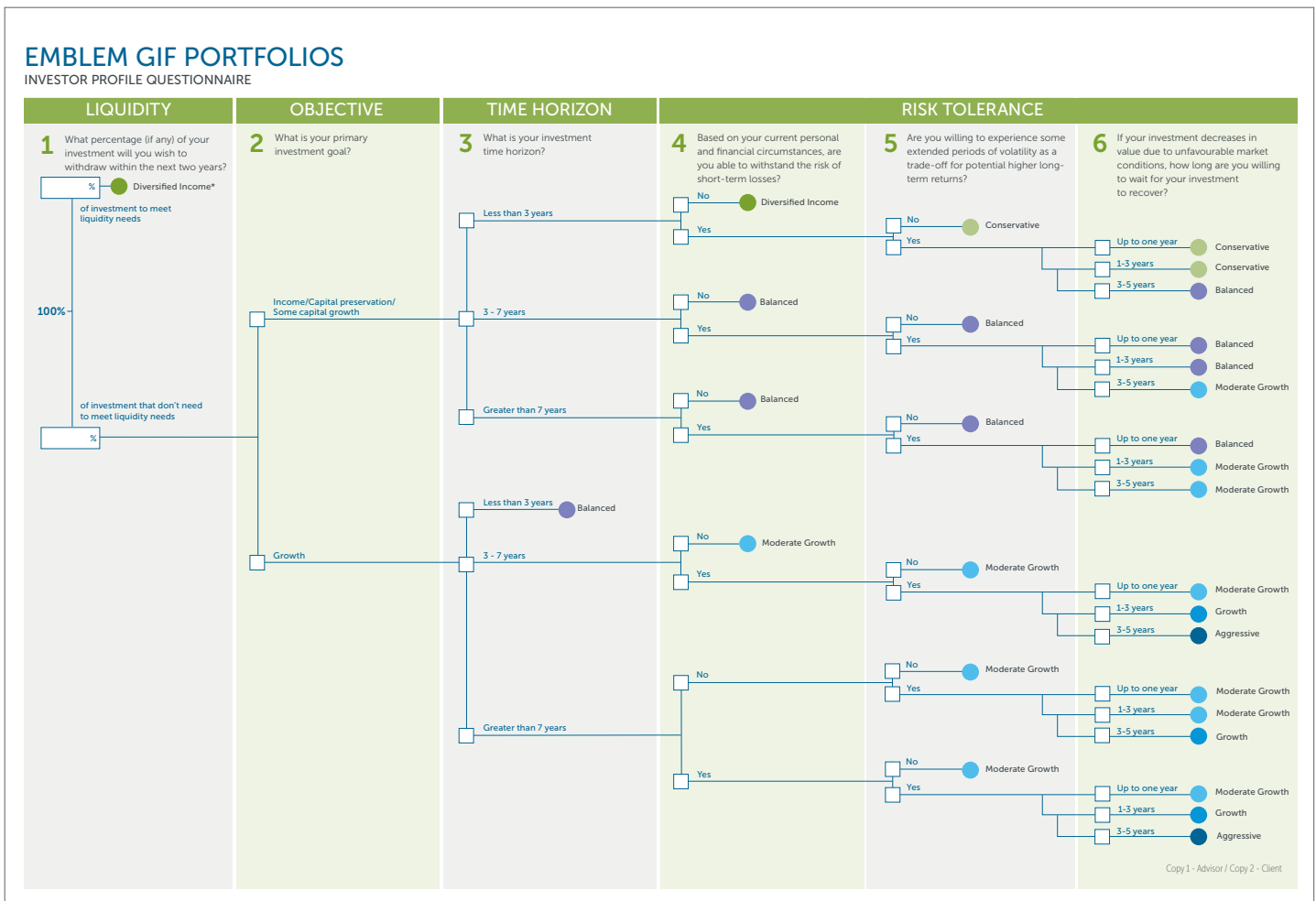
5 reasons to recommend Emblem GIF Portfolios

1. An easy to use online questionnaire and investment policy statement helps you make a portfolio recommendation.
2. A range of portfolios offer instant diversification in one investment decision.
3. The underlying fund of each portfolio is concentrated and transparent, investing directly in securities so clients always know what the fund is invested in.
4. Conservative, value-oriented and disciplined investment approach emphasizes downside protection.
5. Emblem Oversight Team monitors and adjusts portfolios in response to changing market conditions.

1 ONLINE QUESTIONNAIRE: CHOOSE THE RIGHT PORTFOLIO

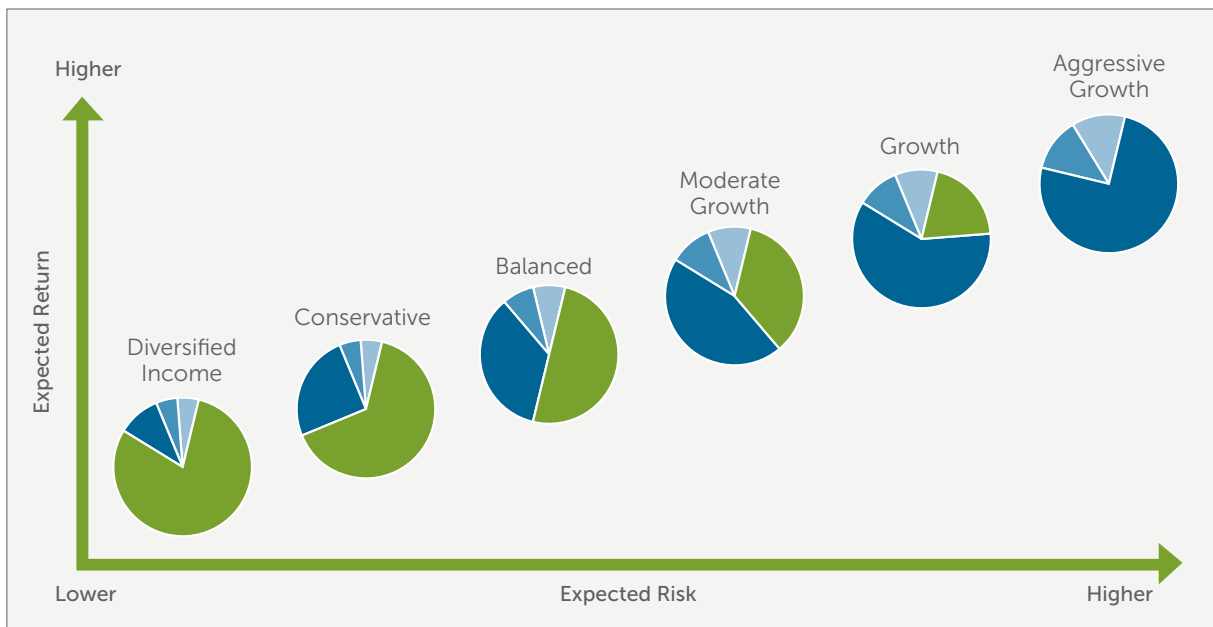
The Emblem GIF Portfolios investor profile questionnaire is **simple** for clients to use and understand, with six questions guiding them to a potential portfolio. It even provides the option of allocating part of their total investment to a portfolio more suitable for short-term liquidity needs.

Complete the questionnaire online and you can **automatically generate an Investment Policy Statement** for your client, clearly outlining their investment goals, suggested Emblem GIF Portfolio information and how their money will be managed.



2 DIVERSIFICATION AND CHOICE: RANGE OF PORTFOLIOS

Your clients can choose from six Emblem GIF Portfolios based on their individual time horizon, risk tolerance and investment goals. The portfolios are **diversified across multiple asset classes** – fixed income, Canadian equity, U.S. equity and international equity – and range from 80% fixed income to 100% equity.



Underlying Fund Target Asset Mix	Diversified Income	Conservative	Balanced	Moderate Growth	Growth	Aggressive Growth
Cash/Fixed Income	80.0%	65.0%	50.0%	35.0%	20.0%	—
Canadian Equities	10.0%	25.0%	35.0%	45.0%	60.0%	75.0%
U.S. Equities	5.0%	5.0%	7.5%	10.0%	10.0%	12.5%
International Equities	5.0%	5.0%	7.5%	10.0%	10.0%	12.5%

3 TRANSPARENT AND CONCENTRATED: KNOW WHAT YOU OWN

The underlying fund of each Emblem GIF Portfolio invests directly in securities to create the desired asset allocation for each risk/return profile. The portfolios are concentrated – typically holding 200 to 300 securities instead of thousands – representing the **highest conviction ideas** of our portfolio manager. There is no overlap or duplication in the underlying securities within the portfolios.

Emblem GIF Portfolios

EMBLEM MODERATE GROWTH PORTFOLIO GIF Top 10 holdings of the underlying fund at October 31, 2017	
Bank of Nova Scotia November 1, 2017	4.7%
The Toronto-Dominion Bank	2.7%
Royal Bank of Canada	2.6%
The Bank of Nova Scotia	2.5%
Government of Canada 1.25% November 1, 2019	1.8%
Bank of Montreal	1.8%
Brookfield Asset Management Inc.	1.6%
Alimentation Couche-Tard	1.6%
Prairiesky Royalty Ltd.	1.6%
Agrium Inc.	1.6%

200–300
TOTAL SECURITIES

Other managed portfolios

ILLUSTRATIVE TOP 10 HOLDINGS	
Canadian Large Cap Mutual Fund	
Canadian Bond Mutual Fund	
Canadian Dividend Mutual Fund	
International Equity Mutual Fund	
Canadian Income Mutual Fund	
U.S. Large Cap Mutual Fund	
Canadian Fixed Income Mutual Fund	
Canadian Large Cap Mutual Fund	
Canadian Bond Mutual Fund	
Canadian Small Cap Mutual Fund	

2000–3000
TOTAL SECURITIES

4 INVESTMENT APPROACH: VALUE AND DISCIPLINE

At Empire Life Investments Inc.², we believe the best way to build wealth is to follow a conservative, value-oriented and disciplined investment style, with an emphasis on providing downside protection during periods of market uncertainty.

The Empire Life Investments Team is made up of experienced professionals with specific expertise, skills and knowledge.

Our team-based approach is at the core of how we manage money. We believe sharing ideas leads to better investment decisions and ensures the continuity and stability of our funds and their performance. The team manages Canadian, U.S. and international equities, balanced and fixed-income investments.

Investment Philosophy

We believe that we can outperform by focusing on attractively valued, high-quality businesses, with a focus on downside protection.

Value

We employ a value oriented approach (rather than deep value) to facilitate proper diversification across industries and sectors in our portfolios.

Quality

We seek quality businesses that can generate returns above their cost of capital through a cycle, and management teams with a track record of efficient capital allocation and a long term strategy.

Downside Protection

We seek to avoid a permanent loss of capital by avoiding companies with too much debt, dishonest management, or those potentially facing bankruptcy.

5 EMBLEM OVERSIGHT TEAM: TACTICAL ASSET MANAGEMENT

The Emblem Oversight Team brings together a wealth of **investment management expertise** in core asset classes. The right experts are at the table to get the asset allocation decision right and ensure proper and timely implementation of the decision. Monitoring the asset allocation of each portfolio involves two components: strategic asset allocation and tactical asset allocation. Each portfolio is constructed with a longer-term strategic asset mix that offers a balance between expected risk and return.

Tactical asset management makes the portfolios more nimble. When market conditions change, the Emblem Oversight Team has the **flexibility to modestly adjust** the portfolios to take advantage of shorter-term market opportunities. Asset allocation updates are published when tactical calls are made, to keep you and your clients informed of what is happening with the portfolios.



Ian Hardacre, MBA, CFA
Senior Vice President &
Chief Investment Officer

Scott Pountney, CFA, CAIA
Director,
Investment Products



Geoff Johnston, CFA
Senior Portfolio Manager

Henry So, CFA
Senior Investment
Product Manager



Diane Burke
Manager Equity Trading

GIF PRODUCT SUMMARY

Guaranteed Investment Funds	75/75 (Class K)	75/100 (Class L)	100/100 (Class M)
Benefit guarantees			
Maturity benefit guarantee	75% of deposits		If more than 15 years until maturity, 100% of deposits; if less than 15 years until maturity, 75% of deposits
Maturity benefit guarantee resets	n/a		2 client-initiated resets per calendar year, provided there is at least 15 years to the maturity date, up to age 90
Death benefit guarantee	75% of deposits	100% of deposits if policy issued before annuitant's 80th birthday, otherwise 75% of deposits	
Death benefit guarantee resets	Automatic annual resets on policy anniversary date until age 80. Final reset occurs on the annuitant's 80th birthday.		
Effect of withdrawals on guarantees	Adjusted proportionally for withdrawals		
Guarantee Benefit Fee	<ul style="list-style-type: none"> Guarantee Benefit Fees are in addition to the underlying fund MERs Collected monthly from GIF contract 		
Policy maturity	December 31 of year annuitant is 100		December 31 of year annuitant is 105
Maturity date	Same as policy maturity		Client chooses date a minimum of 15 years after the initial deposit
Maximum issue age	80	90	
Maximum deposit age	90		
Minimum initial deposits			
Non-registered, TFSA and RRSP	\$1,000		
RRIF	\$10,000		
Monthly pre-authorized debit (PAD)	\$50 per fund		
Switches* and withdrawals			
Minimum	\$250 per fund		
DSC/LL-free: non-registered, RRSP, TFSA	10%		
DSC/LL-free: RRIF	20%		
Contracts			
Account types	Client name, Nominee name and Intermediary name		
Contract Types	RRSP, LIRA, LRSP, TSFA, RRIF, LIF, RLIF, PRIF, LRIF, TFSA and non-registered		
Emblem GIF Portfolios available ¹	<ul style="list-style-type: none"> Emblem Diversified Income Portfolio GIF Emblem Conservative Portfolio GIF Emblem Balanced Portfolio GIF 	<ul style="list-style-type: none"> Emblem Moderate Growth Portfolio GIF Emblem Growth Portfolio GIF Emblem Aggressive Growth Portfolio GIF 	
Maximum equity allocation	100% - Emblem Aggressive Growth Portfolio GIF		
Purchase fee options	<ul style="list-style-type: none"> FE, LL, DSC FFS (Fee for Service) - Nominee only LL and FFS cannot be held in the same contract as FE and/or DSC 		
Submission	<ul style="list-style-type: none"> Available in Fast and Full Investment App - Client Name only 		

* Switching funds to a different purchase fee option is not permitted.

CLASS PLUS 3.0 PRODUCT SUMMARY

Class Plus 3.0	Class R and S			
Guaranteed income features				
Lifetime Withdrawal Amount ³ (LWA)	LWA payable is based on the Annuitant's age and the applicable percentage of the Income Base as shown below:			
	age 55: 2.85%	age 62: 3.55%	age 69: 4.20%	age 76: 5.00%
	age 56: 2.95%	age 63: 3.65%	age 70: 4.30%	age 77: 5.05%
	age 57: 3.05%	age 64: 3.75%	age 71: 4.35%	age 78: 5.10%
	age 58: 3.15%	age 65: 4.00%	age 72: 4.40%	age 79: 5.20%
	age 59: 3.25%	age 66: 4.05%	age 73: 4.50%	age 80+: 5.25%
	age 60: 3.35%	age 67: 4.10%	age 74: 4.65%	
	age 61: 3.45%	age 68: 4.15%	age 75: 4.90%	
Automatic Income Resets	<ul style="list-style-type: none"> Percentage of Income Base payable automatically increases every year from ages 55 to 80 and is level from age 80+ Clients always receive the greater of a) their current LWA and b) their LWA for that year which is calculated based on the current Income Base and LWA % for their age 			
Retirement Income Privileges	Your client can discontinue income payments and then resume at any time			
Income Base Bonus ⁴	<ul style="list-style-type: none"> 4% annually Applied first 20 calendar years of contract for each year there are no withdrawals 			
Benefit guarantees				
Death Benefit Guarantee	Greater of market value or 75% of deposits, adjusted proportionately for withdrawal			
Maturity Benefit Guarantee	Greater of market value or 75% of deposits, adjusted proportionately for withdrawal			
Reset of Benefit Guarantees	<ul style="list-style-type: none"> Death Benefit Guarantee and Income Base reset automatically every 3 years Final automatic reset of the Death Benefit Guarantee on Annuitant's 80th birthday 			
Class Plus Fee	<ul style="list-style-type: none"> Class Plus Fees are in addition to the underlying fund MERs Collected monthly from Class Plus 3.0 contract 			
Maximum issue/deposit age	December 31st of year the Annuitant turns 80			
Maturity date/policy date	December 31st of year the Annuitant turns age 120			
Minimum initial deposit	\$10,000			
Withdrawals				
Scheduled payment frequency	Monthly, quarterly, semi-annual or annual			
Excess Withdrawal Alert	Our Excess Withdrawal Alert service safeguards clients' income			
Contracts				
Account types	Client Name, Nominee Name and Intermediary Name			
Contract types	RRSP, LIRA, LRSP, TSFA, RRIF, LIF, RLIF, PRIF, LRIF, TFSA and non-registered			
Emblem GIF Portfolios available ¹	<ul style="list-style-type: none"> Emblem Diversified Income Portfolio GIF Emblem Conservative Portfolio GIF Emblem Balanced Portfolio GIF 	<ul style="list-style-type: none"> Emblem Moderate Growth Portfolio GIF Emblem Growth Portfolio GIF 		
Maximum equity allocation	80% - Emblem Growth Portfolio GIF			
Purchase fee options	<ul style="list-style-type: none"> Class R: FE, LL, DSC Class S: FFS (Fee for Service) - Nominee only LL and FFS cannot be held in the same contract as FE and/or DSC 			
Submission	Available in Fast and Full Investment App - Client Name only			

WITHDRAWAL FEE SCHEDULE

Load options	<ul style="list-style-type: none"> • FE, LL, DSC • FFS (Fee for Service)-Nominee only • LL or FFS cannot be held in the same contract as FE and/or DSC 		
Sales charges	Number of complete years from date of deposit	LL	DSC
	Less than 1 year	3.0%	5.5%
	1 year	2.5%	5.0%
	2 years	2.0%	5.0%
	3 years	0.0%	4.0%
	4 years	0.0%	4.0%
	5 years	0.0%	3.0%
	6 years	0.0%	2.0%
	7 years	0.0%	0.0%

COMMISSIONS AND TRAILERS

Purchase fee option	Deposit commission	Annual Trailers				
		Fund	Class Plus 3.0		GIF Contracts	
			%	Upon expiry	%	Upon expiry
DSC: 7 years	5.00%	Emblem Diversified Income	0.375%	N/A	0.375%	0.75%
		Emblem Conservative	0.50%		0.50%	1.00%
		Emblem Balanced	0.50%		0.50%	1.10%
		Emblem Moderate Growth	0.50%		0.50%	1.25%
		Emblem Growth	0.50%		0.50%	1.25%
		Emblem Aggressive Growth	N/A		0.50%	1.25%
Low-load: 3 years	2.50%	Emblem Diversified Income	0.50%	N/A	0.375%	0.75%
		Emblem Conservative	0.70%		0.50%	1.00%
		Emblem Balanced	0.75%		0.50%	1.10%
		Emblem Moderate Growth	0.80%		0.50%	1.25%
		Emblem Growth	0.80%		0.50%	1.25%
		Emblem Aggressive Growth	N/A		0.50%	1.25%
Front-end load	0% - 5.00%	Emblem Diversified Income	0.75%	N/A	0.75%	N/A
		Emblem Conservative	1.00%		1.00%	
		Emblem Balanced	1.10%		1.10%	
		Emblem Moderate Growth	1.25%		1.25%	
		Emblem Growth	1.25%		1.25%	
		Emblem Aggressive Growth	N/A		1.25%	
Fee For Service (FFS)		N/A				

FEES AND CODES FOR EMBLEM GIF PORTFOLIOS

Fees ⁵																				
Product	GIF 75/75				GIF 75/100				GIF 100/100				Class Plus 3.0							
Class	K				L				M				R				S			
Fund	Insurance Fee	MER	Total Cost	Insurance Fee	MER	Total Cost	Insurance Fee	MER	Total Cost	Insurance Fee	MER	Total Cost	Insurance Fee	MER	Total Cost	Insurance Fee	MER	Total Cost		
Diversified Income	0.05%	2.32%	2.37%	0.35%	2.30%	2.65%	0.55%	2.24%	2.79%	1.00%	2.34%	3.34%	1.00%	1.21%	2.21%	1.00%	1.21%	2.21%		
Conservative	0.05%	2.28%	2.33%	0.35%	2.30%	2.65%	0.55%	2.28%	2.83%	1.00%	2.34%	3.34%	1.00%	1.21%	2.21%	1.00%	1.21%	2.21%		
Balanced	0.10%	2.37%	2.47%	0.50%	2.36%	2.86%	0.75%	2.33%	3.08%	1.15%	2.39%	3.54%	1.15%	1.26%	2.41%	1.15%	1.26%	2.41%		
Moderate Growth	0.10%	2.38%	2.48%	0.55%	2.41%	2.96%	0.75%	2.36%	3.11%	1.25%	2.45%	3.70%	1.25%	1.32%	2.57%	1.25%	1.32%	2.57%		
Growth	0.10%	2.45%	2.55%	0.55%	2.44%	2.99%	0.75%	2.47%	3.22%	1.25%	2.51%	3.76%	1.25%	1.38%	2.63%	1.25%	1.38%	2.63%		
Aggressive Growth	0.20%	2.59%	2.79%	0.75%	2.59%	3.34%	1.20%	2.57%	3.77%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		

Fund Codes																								
Product	GIF 75/75				GIF 75/100				GIF 100/100				Class Plus 3.0											
Class	K				L				M				R				S							
Fee option	FE	LL	LL	DSC	FE	LL	LL	DSC	FE	LL	LL	DSC	FE	LL	LL	DSC	FE	LL	LL	DSC	FE	LL	LL	DSC
Diversified Income	11079	11279	11279	11579	12079	12279	12279	12579	13079	13279	13279	13579	14079	14279	14279	14579	14579	14779	14779	14779	14779	14779	14779	14779
Conservative	11081	11281	11281	11581	12081	12281	12281	12581	13081	13281	13281	13581	14081	14281	14281	14581	14581	14781	14781	14781	14781	14781	14781	14781
Balanced	11083	11283	11283	11583	12083	12283	12283	12583	13083	13283	13283	13583	14083	14283	14283	14583	14583	14783	14783	14783	14783	14783	14783	14783
Moderate Growth	11085	11285	11285	11585	12085	12285	12285	12585	13085	13285	13285	13585	14085	14285	14285	14585	14585	14785	14785	14785	14785	14785	14785	14785
Growth	11087	11287	11287	11587	12087	12287	12287	12587	13087	13287	13287	13587	14087	14287	14287	14587	14587	14787	14787	14787	14787	14787	14787	14787
Aggressive Growth	11089	11289	11289	11589	12089	12289	12289	12589	13089	13289	13289	13589	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

The Empire Life Insurance Company (Empire Life) is a proud Canadian company that has been in business since 1923. We offer individual and group life and health insurance, investment and retirement products, including mutual funds through our wholly-owned subsidiary Empire Life Investments Inc.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our mission is to make it simple, fast and easy for Canadians to get the investment, insurance and group benefits coverage they need to build wealth, generate income, and achieve financial security.

Follow Empire Life on Twitter @EmpireLife or visit our website, www.empire.ca for more information.

¹ Based on general fund and segregated fund assets in Canada as at December 31, 2016 as reported in regulatory filings

² As at June 1, 2017. For the latest rating, access www.ambest.com.

¹ Empire Life Emblem GIF Portfolios currently invest primarily in units of Empire Life Mutual Funds.

² Empire Life Investments Inc. is the portfolio manager of the Empire Life Guaranteed Investment Funds and is a wholly owned subsidiary of The Empire Life Insurance Company. ³ Please refer to the Class Plus 3.0 Information Folder for full details. ⁴ Income Base Bonus is a notional amount added to the Income Base at the end of each calendar year, for the first 20 calendar years of the contract, if no withdrawals are made for that year. ⁵ As of December 31, 2016.

A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a Segregated Fund is invested at the risk of the contract owner and may increase or decrease in value.**

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www.empire.ca investment@empire.ca

INV-929-EN-11/17

