

**DATE:** JANUARY 18, 2021

No. 2021 - 03

**CATEGORY:** INVESTMENTS

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

**SUBJECT:** Launch of a new segregated fund product exclusive to the World Financial Group (WFG) distribution network

**Announcement** On January 18, 2021 Empire Life will launch a new segregated fund product that will be sold exclusively through the World Financial Group (WFG) distribution network. The product, the Canoe EL Protection Portfolios, was developed in collaboration with Canoe Financial (Canoe) and will offer segregated fund portfolios made up of Canoe mutual funds.

**Canoe EL  
Protection  
Portfolios  
Administration**

The Canoe EL Protection Portfolios product will be sold under the ECF Fundserv company code and Canoe EL Protection Portfolio fund codes were included in the latest ECF FD file sent to Fundserv Dealers.

As noted above the Canoe EL Protection Portfolios is only available for sale through agents contracted with WFG. Any trades submitted by a non-WFG advisor will be rejected and may be subject to dilution charges.

**Questions** Should you have questions about the Canoe EL Protection Portfolios please contact your Empire Life Sales Team representative or Strategic Account Manager.

**Reference** Geoff Gibson, Vice President Investment Product and Marketing

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