

Empire Life boosts return on its money market fund, targeting 4.5%¹



Now investors can have the benefits of segregated fund guarantees and a more attractive return on their investments¹, providing them a “safe haven” while taking advantage of the current market environment.

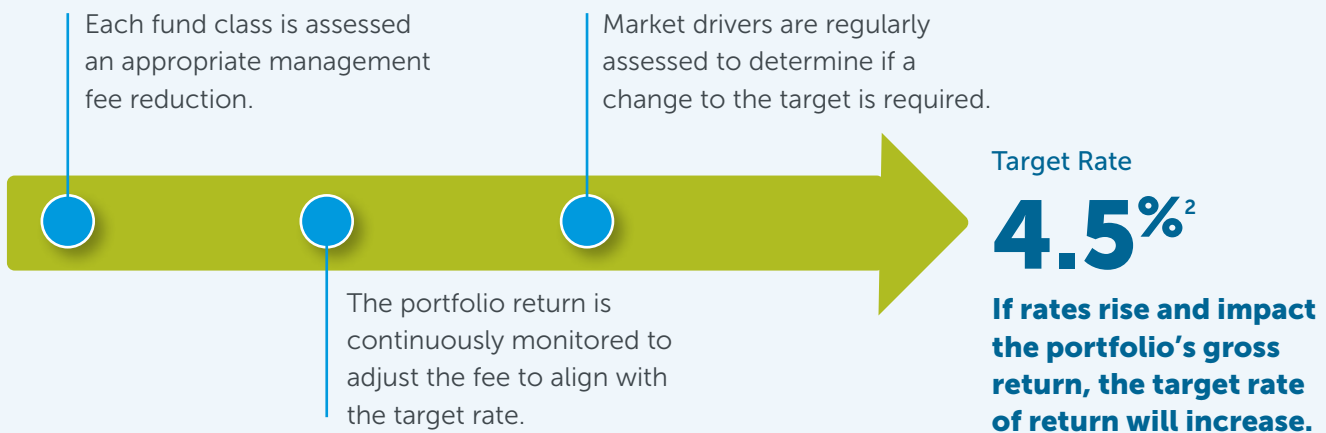
Why invest in the Empire Life Money Market Fund?

Money Market funds are fixed income funds that invest in short-term securities. This allows them to quickly take advantage of changes in interest rates.

The Empire Life Money Market Fund’s target rate of return of 4.5% allows investors to benefit from recent increases in short term interest rates while they wait for more favourable market conditions.

How do we get to 4.5%²?

This is achieved by temporarily¹ waiving part of the management fees for each fund class within the fund.



Example Calculation

Scenarios	Portfolio Gross Return (A)	Management Expense Ratio (MER) (B)	Net Return = A – B
Pre-promotional Rate	4.90%	1.25%	3.65%
Promotional Rate	4.90%	0.40% (reduced)	4.50%

¹ Available July 1, 2023 – March 31, 2024. Empire Life reserves the right to revise and/or cancel this rate at any time.

² Empire Life’s target is to provide the annualized 4.5% rate of return for a limited period from July 1, 2023, to March 31, 2024. Empire Life may, at its discretion, at any time and without prior notice, increase or decrease the amount of the Money Market management fee waived, which will therefore affect the rate of return.

When you're ready to get back into the market...

Here are a some conversation starters when you and your advisor feel it's time to reinvest in the market.

GUARANTEED INVESTMENT FUNDS

PROTECTION FOR LIFE
PROTECT THEIR FUTURE WHILE INVESTING FOR YOURS

Insurance & Investments
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INV-3558

I want growth, but I also want to be able to sleep at night

5 Reasons to be invested
Understanding investment risk

Current events such as Europe's energy crisis, rising interest rates and inflation have given investors the perception that the global financial system is more fragile than previously believed. With volatility and sentiment like that, it is no wonder investors are nervous about the markets. The willingness to take on risk has been fundamentally altered.

Get a clear view of investment risk

Looking at almost anything under a microscope can make it look scarier than usual. The same is true for the market, when we focus up any period of volatility as seen here in the S&P 500 Total Return Index.

Source: Morningstar Research Inc. 10-year cumulative return ending November 30, 2022.

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STAY CALM AND INVEST REGULARLY

A volatile market can make anyone nervous about investing. Calm your nerves by setting up a regular contribution plan to benefit from dollar cost averaging. This means you buy more units when prices are low and fewer units when prices are high, which over time may help to smooth out the effects of market fluctuations.

How dollar cost averaging works

Dollar cost averaging can help lessen the impact of market volatility in your portfolio. We'll compare two investors: Jane and Frank both invest \$1,400 in the same fund, but only one uses a dollar cost averaging strategy.

- Jane** made a lump-sum investment with a unit price of \$10. She purchased 240 units.
- Frank** made monthly contributions of \$100 for 24 months. Because he bought some units in a market dip, his average unit price was \$8.41 and he purchased 285 units.

Dollar Cost Averaging

As you can see, with dollar cost averaging, Frank was able to capitalize on periods of market dips to acquire more units at the end of the period, than Jane's lump-sum purchase at the beginning.

*The market values quoted are hypothetical and for illustrative purposes only. They should not be considered representative of past or future investment performance.

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Protect their future while investing in yours (INV-3558)

Whether your life's goal is building wealth, having income for retirement or protecting your loved ones, Empire Life segregated funds offer the choice and guarantees you need to help meet your financial goals today and in the future.

Understanding investment risk is more critical than ever before (INV-3655)

Rising interest rates, inflation and ongoing geopolitical events have created market volatility and given investors pause when it comes to taking risks in their portfolio. However, observing market movements in a broader time frame can help you understand the size and shape of investment risk. This is a crucial step in determining how much risk you are willing to take on, and the most appropriate strategy that is best suited for you.

When you're ready, consider a dollar-cost averaging strategy (INV-1314)

Dollar cost averaging helps manage price risks. This long-term investment strategy increases the chances that a lower average price will be paid when this strategy is implemented over time, rather than making one lump sum investment.

Product Details

Empire Life Money Market GIF return boost	
Eligible contracts and programs	<ul style="list-style-type: none">• Any contract that contains the Empire Life Money Market Fund.• Any deposits into Empire Life Money Market GIF will count towards meeting the threshold for Preferred Pricing.
Purchase Fee Options	<ul style="list-style-type: none">• Front End Load (FEL)• No Load (NL) – Advisor Charge Back• F-Class/Fee for service³
Limitations	<ul style="list-style-type: none">• Certain Empire Life Money Market Fund Classes (Class Plus, Class Plus 2, Class Plus 2.1, and Class Plus 3.0) charge a separate insurance fee in addition to management fees and operating expenses.• For these fund classes, the Empire Life Money Market Fund return will target 4.5%; however, the client's actual rate of return will be less due to the collection of the insurance fees.

³ Any commissions in an F-Class contract are negotiated by the client and the advisor/dealer and are paid by the client directly

Segregated Fund contracts are issued by The Empire Life Insurance Company ("Empire Life"). 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.** Please read the information folder, contract and fund facts before investing. Past performance is no guarantee of future performance. All returns are calculated after taking expenses, management and administration fees into account.

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For more information contact your financial advisor or visit empire.ca

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