



LIFE & HEALTH

Product Overview

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Insurance & Investments

Simple. Fast. Easy.®





We've been helping individuals, Canadian families and businesses build wealth and achieve financial security since 1923.

Among the top 10¹ life insurance companies in Canada and proudly headquartered in Kingston, Ontario, Empire Life is known for² our integrity, personalized service, sound financial management, strength and capitalization, and industry-leading technology.

We have established ourselves as a trusted insurer by driving innovation, supporting the community, fostering diversity and inclusion, and focusing on delivering simple, fast and easy solutions created to meet the needs of Canadians.

¹ Based on total assets as reported in December 31, 2022 OSFI filings.

² Canadian Individual Life Insurance Study, NMG Consulting, April 2023.

Term Life Insurance

	Solution ART®	Solution 10®/15™/20®	Solution 25®/30®
Plan description	Annual renewable and convertible term life insurance	10-year, 15-year or 20-year term renewable and convertible life insurance	25-year or 30-year term. then annual renewable and convertible term life insurance
Client profile	<ul style="list-style-type: none"> • Temporary life insurance coverage at a low cost • Plan to improve health status or switch to a longer term or permanent solution 	Short- or longer-term life insurance coverage for a variety of needs including: <ul style="list-style-type: none"> • Paying mortgages & debts • Small business planning 	Long-term life insurance coverage for a variety of needs including: <ul style="list-style-type: none"> • Paying mortgages, debts & final expenses • Family income replacement
Issue ages (age nearest)	18 to 65	Solution 10: 18 to 75 Solution 15: 18-70 Solution 20: 18 to 65	Solution 25: 18 to 60 Solution 30: 18 to 55
Coverage duration	Lifetime coverage, fully paid-up at age 100	Lifetime coverage, fully paid-up at age 100	Lifetime coverage, fully paid-up at age 100
Minimum coverage	\$25,000	\$25,000 up to age 65 \$10,000 for ages 66 to 75	\$25,000
Maximum coverage	\$499,999	\$20,000,000	\$20,000,000
Non Face to Face Coverage Limits	\$20,000,000		
Underwriting classification	All amounts: <ul style="list-style-type: none"> • Standard non-smoker • Standard smoker 	All amounts: <ul style="list-style-type: none"> • Standard non-smoker • Standard smoker \$1,000,001 & up if fluid tests provided: <ul style="list-style-type: none"> • Elite non-smoker • Preferred non-smoker • Preferred smoker 	All amounts <ul style="list-style-type: none"> • Standard non-smoker • Standard smoker \$1,000,001 & up if fluid tests provided: <ul style="list-style-type: none"> • Elite non-smoker • Preferred non-smoker • Preferred smoker
Coverage type	<ul style="list-style-type: none"> • Single life • Joint First-to-die (2 lives) • Joint Last-to-die (2 lives) • Multi-Life (2 lives) 	<ul style="list-style-type: none"> • Single life • Joint First-to-die (2 lives) • Joint Last-to-die (2 lives) • Multi-Life (2 lives) 	<ul style="list-style-type: none"> • Single life • Joint First-to-die (2 lives) • Joint Last-to-die (2 lives) • Multi-Life (2 lives)
Premium	Guaranteed premium rates with no increases for the first three years and then increases every year with the last premium increase occurring on the premium renewal at age 85	Guaranteed premium rates that increase every 10 years for Solution 10, every 15 years for Solution 15 and every 20 years for Solution 20 with the last premium increase occurring on the premium renewal after age 75 for Solution 10, age 70 for Solution 15 and age 65 for Solution 20	Guaranteed premium rates for the first 25 years for Solution 25 and for the first 30 years for Solution 30, and then increases every year with the last premium increase occurring at age 85
Premium Banding	Under \$100,000 \$100,000 – \$249,999 \$250,000 – \$499,999	Under \$100,000 \$100,000 – \$249,999 \$250,000 – \$499,999 \$500,000 – \$999,999 \$1,000,000 +	Under \$100,000 \$100,000 – \$249,999 \$250,000 – \$499,999 \$500,000 – \$999,999 \$1,000,000 +
Annual policy fee	Base plan: \$50, Rider: \$0	Base plan: \$50, Rider: \$0	Base plan: \$50, Rider: \$0
Monthly modal factor	0.09	0.09	0.09
Conversion	Up to age 75	Up to age 75	Up to age 75
Conversion options	Solution 100®, EstateMax®, Optimax Wealth® or Term to 100	Solution 100, EstateMax, Optimax Wealth or Term to 100	Solution 100, EstateMax, Optimax Wealth or Term to 100
Policy values	Not available	Not available	Not available
Available benefit riders	<ul style="list-style-type: none"> • Waiver of Premium • Guaranteed Insurability • AD&D • Children’s Life Rider • Children’s Critical Illness Rider 	<ul style="list-style-type: none"> • Waiver of Premium • Guaranteed Insurability • AD&D • Children’s Life Rider • Children’s Critical Illness Rider 	<ul style="list-style-type: none"> • Waiver of Premium • Guaranteed Insurability • AD&D • Children’s Life Rider • Children’s Critical Illness Rider
Available insurance riders	Solution Series® CI Protect® & Protect Plus® Empire Life Disability Credit Protect™	Solution Series CI Protect & CI Protect Plus Empire Life Disability Credit Protect	Solution Series CI Protect & CI Protect Plus Empire Life Disability Credit Protect

Permanent Non-Participating Life Insurance

	Solution 100	Term to 100
Plan description	Permanent life insurance with guaranteed premium rates, reduced paid-up and cash surrender values	Permanent life insurance with guaranteed premium rates
Client profile	<ul style="list-style-type: none"> • Competitive permanent life insurance coverage with no premium changes • Access to cash values for emergency needs 	<ul style="list-style-type: none"> • Competitive permanent life insurance coverage with no premium changes
Issue ages (age nearest)	0-75 years	18-75
Coverage duration	Lifetime coverage, fully paid-up at age 100	Lifetime coverage, fully paid-up at age 100
Minimum coverage	\$25,000 up to age 65 \$10,000 for ages 66 to 75	\$25,000 up to age 65 \$10,000 for ages 66 to 75
Maximum coverage	\$20,000,000	\$20,000,000
Non Face to Face Coverage Limits	\$20,000,000	
Underwriting classification	All amounts: <ul style="list-style-type: none"> • Standard Non-smoker • Standard Smoker 	All amounts: <ul style="list-style-type: none"> • Standard Non-smoker • Standard Smoker
Coverage type	<ul style="list-style-type: none"> • Single life • Joint First-to-die (2 lives) • Joint Last-to-die (2 lives) • Multi-Life (2 lives) 	<ul style="list-style-type: none"> • Single life • Joint First-to-die (2 lives) • Joint Last-to-die (2 lives) • Multi-life (2 lives)
Premium	Guaranteed level premium rates to age 100	Guaranteed level premium rates to age 100
Premium Banding	Under \$100,000 \$100,000 – \$249,999 \$250,000 – \$499,999 \$500,000 +	Under \$100,000 \$100,000 – \$249,999 \$250,000 – \$499,999 \$500,000 – \$999,999 \$1,000,000 +
Annual policy fee	Base plan: \$50, Rider: \$0	Base plan: \$50, Rider: \$0
Monthly modal factor	0.09	0.09
Conversion	Not convertible	Not convertible
Conversion options	None	None
Policy values	Guaranteed cash surrender and reduced paid-up values starting in year 10	Not available
Available benefit riders	<ul style="list-style-type: none"> • Waiver of Premium • Payor Waiver of Premium • Guaranteed Insurability • AD&D • Children's Life Rider • Children's Critical Illness Rider 	<ul style="list-style-type: none"> • Waiver of Premium • Guaranteed Insurability • AD&D • Children's Life Rider • Children's Critical Illness Rider
Available insurance riders	Solution Series CI Protect & CI Protect Plus Empire Life Disability Credit Protect	Solution Series CI Protect & CI Protect Plus Empire Life Disability Credit Protect

Permanent Participating Life Insurance

EstateMax

Optimax Wealth

Plan description	Guaranteed permanent participating life insurance plan with long-term cash values and lower level cost of insurance rates.	Guaranteed permanent participating life insurance plan with higher early cash values that accrue on a tax-deferred basis.
Client profile	Suited for clients looking to use life insurance as part of their estate planning and interested in long-term cash value growth that is tax-sheltered.	Suited for clients looking to use the cash values in the early years or within their lifetime or have a low-risk exit strategy should their needs change.
Issue ages	0 to 75 (age nearest)	0 to 75 (age nearest)
Coverage duration	Lifetime coverage, fully paid-up at age 100	Lifetime coverage, fully paid-up at age 100
Minimum coverage	\$10,000 for Juvenile ages 0 to 17 \$25,000 for ages 18 to 65 \$10,000 for ages 66 to 75	\$10,000 for Juvenile ages 0 to 17 \$25,000 for ages 18 to 65 \$10,000 for ages 66 to 75
Maximum coverage	\$20,000,000	\$20,000,000
Non Face to Face Coverage Limits	\$20,000,000	
Underwriting classification	<ul style="list-style-type: none"> • Juvenile (issue ages 0 - 17) • Standard Non-smoker • Standard Smoker 	<ul style="list-style-type: none"> • Juvenile (issue ages 0 - 17) • Standard Non-smoker • Standard Smoker
Coverage type	<ul style="list-style-type: none"> • Single life • Joint-first (2 lives) • Joint-last (2 lives) 	<ul style="list-style-type: none"> • Single life • Joint-first (2 lives) • Joint-last (2 lives)
Premium	Guaranteed level premium	Guaranteed level premium
Payment option	8 Pay – premiums payable in the first 8 years 10 Pay – premiums payable in the first 10 years 20 Pay – premium payable in the first 20 years Life Pay – premiums payable to age 100	8 Pay – premiums payable in the first 8 years 10 Pay – premiums payable in the first 10 years 20 Pay – premium payable in the first 20 years Life Pay – premiums payable to age 100
Premium banding	None	None
Annual policy fee	Base plan: \$50	Base plan: \$50
Monthly modal factor	0.09	0.09
Dividend Options	Dividend Options <ul style="list-style-type: none"> • Cash Payment* • Paid-Up Additions • Annual Premium Reduction • Cash Accumulation* • Enhanced Coverage (Lifetime Guarantee)** 	Side Account (non-exempt) <ul style="list-style-type: none"> • Each participating policy includes a Side Account allowing lump sum deposits to fund future premium needs. • Additional funds can be deposited and withdrawn at any time. • Interest earned is subject to income tax.
Conversion	Not convertible	Not convertible
Policy loans	Yes. Minimum \$250 up to 100% of the available loan value	Yes. Minimum \$250 up to 100% of the available loan value
Available benefit riders	<ul style="list-style-type: none"> • Waiver of Premium • Guaranteed Insurability • AD&D • Children's Life Rider • Children's Critical Illness Rider • Payor Death & Disability (Child's Waiver) • Additional Deposit Option (ADO) 	<ul style="list-style-type: none"> • Waiver of Premium • Guaranteed Insurability • AD&D • Children's Life Rider • Children's Critical Illness Rider • Payor Death & Disability (Child's Waiver) • Additional Deposit Option (ADO)
Available insurance riders	Solution Series CI Protect & CI Protect Plus Empire Life Disability Credit Protect	Solution Series CI Protect & CI Protect Plus Empire Life Disability Credit Protect
Special features	<ul style="list-style-type: none"> • Joint First Death coverage contains survivor and policy exchange options: provides survivor with temporary insurance for 90 days after the first death. • Term coverage provided under Enhanced Coverage dividend option may be converted to permanent insurance*. • The dividend scale on all participating plans is guaranteed never to fall below zero. 	<ul style="list-style-type: none"> • Joint First Death coverage contains survivor and policy exchange options: provides survivor with temporary insurance for 90 days after the first death. • Term coverage provided under Enhanced Coverage dividend option may be converted to permanent insurance*. • The dividend scale on all participating plans is guaranteed never to fall below zero.

* May be subject to taxation. See policy contract for details.
 ** Subject to specific conditions. See policy contract for details

Guaranteed Issue life insurance

Guaranteed Life Protect®

Plan description	Guaranteed Issue life insurance, Permanent Non Participating with guaranteed level premiums, guaranteed cash surrender values and reduced paid-up values
Client profile	<ul style="list-style-type: none"> • No medical or lifestyle questions • Must be a Canadian resident for income tax purposes • Life insured must be the policy owner. No ownership changes allowed • Lifetime maximum coverage based on issue age • Limited benefits in the first two policy years
Issue ages	40 - 75 (age nearest)
Coverage duration	Lifetime coverage, fully paid-up at age 95
Minimum coverage	\$5,000
Maximum coverage (lifetime maximum)	Issue ages 40 – 75 \$50,000
Non Face to Face Coverage Limits	Issue ages 40 – 75 \$50,000
Underwriting classification	<ul style="list-style-type: none"> • All amounts • Standard – Non Smoker • Standard – Smoker
Coverage type	Single life only
Premium	Guaranteed level premium rates to age 95
Premium banding	None
Annual policy fee	Base plan \$50.00
Monthly modal factor	0.09
Conversion	Not Available
Conversion options	None
Policy values	Guaranteed cash surrender values starting at the 5th policy anniversary Reduced paid-up values starting at the 8th policy anniversary
Available benefit riders	None
Available insurance riders	None
Plan Features	<p>If death is caused by natural causes, during the first 24 months of coverage, after a policy takes effect or is reinstated, the death benefit is limited to premiums that have been paid during the 24 month period, without interest.</p> <p>If life insured dies within 2 years of contract taking effect or of reinstatement due to an accident, we will pay the face amount of the policy (some restrictions apply)</p> <p>If life insured dies from any cause on or after the 2nd anniversary of contract taking effect or of reinstatement, we will pay the face amount of the policy</p>

Critical Illness Insurance

CI Protect

CI Protect Plus

Plan type	<p>CI Protect 10 – 10-year renewable critical illness insurance to age 75 with guaranteed premiums that increase every 10 years</p> <p>CI Protect 20 – 20-year renewable critical illness insurance to age 75 with guaranteed premiums that increase every 20 years</p>	<p>CI Protect Plus 10 – 10-year renewable and convertible critical illness insurance to age 75 with guaranteed premiums that increase every 10 years</p> <p>CI Protect Plus 20 – 20-year renewable and convertible critical illness insurance to age 75 with guaranteed premiums that increase every 20 years</p> <p>CI Protect Plus 75 – Critical illness insurance to age 75 with guaranteed level premiums</p> <p>CI Protect Plus 100 15-Pay – Critical illness insurance to age 100 with guaranteed level premiums payable for the first 15 years</p>																												
Target audience	Suited for clients looking for affordable critical illness coverage without traditional critical illness insurance underwriting.	Suited for clients looking for comprehensive critical illness coverage with an option to get money back if no claims are made.																												
Issue ages	<p>CI Protect 10 – 18 to 65 (age nearest)</p> <p>CI Protect 20 – 18 to 55 (age nearest)</p>	<p>CI Protect Plus 10 – 18 to 65 (age nearest)</p> <p>CI Protect Plus 20 – 18 to 55 (age nearest)</p> <p>CI Protect Plus 75 – 18 to 65 (age nearest)</p> <p>CI Protect Plus 100 15-Pay – 18 to 65 (age nearest)</p>																												
Coverage duration	To age 75	To age 75																												
Coverage limits	\$25,000 to \$75,000	\$25,000 to \$2,000,000																												
Coverage type	Single Life	Single Life or Multi-Life (maximum 2 lives)																												
Covered illnesses (see contract for details)	<ul style="list-style-type: none"> • Cancer (life threatening) • Coronary artery bypass surgery • Heart attack • Stroke 	<ul style="list-style-type: none"> • Aortic Surgery • Aplastic Anemia • Bacterial Meningitis • Benign Brain Tumour • Blindness • Cancer (Life Threatening) • Coma • Coronary Artery Bypass Surgery • Deafness • Dementia incl. Alzheimer’s Disease • Heart Attack • Heart Valve Replacement or Repair • Kidney Failure 	<ul style="list-style-type: none"> • Loss of Independent Existence • Loss of Limbs • Loss of Speech • Major Organ Failure on Waiting List • Major Organ Transplant • Motor Neuron Disease • Multiple Sclerosis • Occupational HIV Infection • Paralysis • Parkinson’s Disease and Specified Atypical Parkinsonian Disorders • Severe Burns • Stroke 																											
Underwriting classification	<ul style="list-style-type: none"> • Standard non-smoker & smoker (substandard rates are not available) 	<ul style="list-style-type: none"> • Standard non-smoker & smoker (substandard rates are available) 																												
Annual policy fee	Base plan: \$50, Rider: \$0	Base plan: \$50, Rider: \$0																												
Waiting period	30 days (unless otherwise noted)	30 days (unless otherwise noted)																												
Conversion	Not convertible	To age 65 – CI Protect Plus 10 & CI Protect Plus 20 can be converted to CI Protect Plus 75 or CI Protect Plus 100 15-Pay																												
Available benefit riders	None	<ul style="list-style-type: none"> • Waiver of Premium • Accidental Death & Dismemberment • Children’s Life Rider • Children’s CI Rider 																												
Available insurance riders	None	<ul style="list-style-type: none"> • Solution Series plans (Term & Permanent) • CI Protect Plus plan (Critical Illness) 																												
Return of premium on surrender or maturity rider	Not available	<p>Issue age: 18 to 55 (age nearest)</p> <table border="1"> <thead> <tr> <th colspan="2">CI Protect Plus 10/20/75:</th> <th colspan="2">CI Protect Plus 100 15-Pay:</th> </tr> <tr> <th colspan="2">% of Eligible Premiums Returns - starting the later of 15 years & insurance age 60</th> <th colspan="2">% of Eligible Premiums Returned</th> </tr> <tr> <th>Life Insured’s Attained Age</th> <th>%</th> <th>Coverage anniversary</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>60 – 64</td> <td>70%</td> <td>1st to 14th anniversary</td> <td>0%</td> </tr> <tr> <td>65 – 69</td> <td>80%</td> <td>15th anniversary and after</td> <td>100%</td> </tr> <tr> <td>70 – 74</td> <td>90%</td> <td></td> <td></td> </tr> <tr> <td>75</td> <td>100%</td> <td></td> <td></td> </tr> </tbody> </table>	CI Protect Plus 10/20/75:		CI Protect Plus 100 15-Pay:		% of Eligible Premiums Returns - starting the later of 15 years & insurance age 60		% of Eligible Premiums Returned		Life Insured’s Attained Age	%	Coverage anniversary	%	60 – 64	70%	1st to 14th anniversary	0%	65 – 69	80%	15th anniversary and after	100%	70 – 74	90%			75	100%		
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65 – 69	80%	15th anniversary and after	100%																											
70 – 74	90%																													
75	100%																													
Return of premium on death rider	Not available	<p>Issue age:</p> <ul style="list-style-type: none"> • CI Protect Plus 10: 18 to 65 (age nearest) • CI Protect Plus 20: 18 to 55 (age nearest) • CI Protect Plus 75: 18 to 65 (age nearest) • CI Protect Plus 100 15-Pay: 18 to 65 (age nearest) 																												
Built-in benefit(s) (see contract for details)	<ul style="list-style-type: none"> • Life insurance coverage with lump sum benefit of \$1,000 at death 	<ul style="list-style-type: none"> • Life insurance coverage with lump sum benefit of \$1,000 at death • Non-Life Threatening Illness Benefit pays 15% (max two payments) up to a maximum of \$50,000 • Medical Concierge Services (non-contractual) 																												

FOR ADVISOR USE ONLY

The Empire Life Insurance Company

259 King Street East,
Kingston, ON K7L 3A8

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.

Our mission is to make it simple, fast and easy for Canadians to get the products and services they need to build wealth, generate income, and achieve financial security.

Follow us on social media @EmpireLife or visit empire.ca for more information, including current ratings and financial results.

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