



Wise thinking for your financial plans

Wanting to grow your wealth or preserve your estate? Equimax[®] has you covered.



What Equimax is

Equimax is a participating permanent whole life insurance policy. It can help with estate planning and passing your wealth to your beneficiaries. Using life insurance to pass your wealth to the next generation comes with tax benefits. Any death benefit is paid tax-free to your beneficiaries.

Equimax also has cash value you can access if you need it. The cash value in the policy grows on a tax-advantaged basis. If you access the cash value, you may be taxed.

How it works

Equimax has traditional whole life insurance benefits including:

- Guaranteed premiums and cash values. And a guaranteed death benefit if you pay your premiums.
- A choice of two plan types to meet your short- or long-term goals (Equimax Estate Builder[®] or Equimax Wealth Accumulator[®]).
- A choice of life pay, 20 pay (premiums payable for 20 years), or 10 pay (premiums payable for 10 years on Equimax Estate Builder plan only).
- The option to make additional deposits to increase the tax-advantaged growth within some plans. Limits are set on the deposit amounts you can make. This helps keep your policy tax-exempt under the Income Tax Act (Canada).

And because Equimax is **participating** whole life insurance you also have:

- The ability to receive some of the earnings of the participating account in the form of dividends. How much you are paid will depend on the dividend scale. Dividends are not guaranteed and are paid at the discretion of the Board of Directors. They could change and be different based on how well investments do, how many death benefits we pay and other factors.

A choice of how you receive dividends:

- As cash.
- As payment that reduces your premium.
- As payment to increase the death benefit.

Your policy value could go above the guaranteed amount based on which dividend option you choose.

You own a part of us!

Equitable[®] is one of Canada's largest mutual life insurance companies. Our company is owned by people like you who count on us and use our services. Together, with you, our purpose is protecting today, preparing tomorrow.

We manage our investments with you in mind

Equimax has a stable, hands-off investment option that offers tax-advantaged growth.

The right plan to meet your needs

We offer two plan types to help you find the best solution to meet your financial goals. Equimax Estate Builder and Equimax Wealth Accumulator offer the permanent whole life insurance coverage you need along with access to cash value should you need it. You can access the cash values of your policy as a withdrawal, policy loan or policy surrender. If you access the cash value, you may be taxed.

Equimax Estate Builder	Equimax Wealth Accumulator
<ul style="list-style-type: none"> • Has higher long-term value. • Ideal for any tax burden that occurs at death. Your beneficiaries can use the death benefit to help pay any taxes on your assets that you want to pass intact to your heirs. 	<ul style="list-style-type: none"> • Has higher early cash values within the first 20 years. • Ideal for building wealth early in the policy. • It is an excellent choice to help protect your business.

Customize your plan

Life changes. We offer optional riders and features you can choose to add to your policy. These options can help meet changing needs and keep your financial plans on track.

- **Disability waiver of premium rider:** You can add this rider for a life insured and/or the payor/owner of the policy. No policy premiums are charged if the person insured by the waiver of premium rider becomes disabled before the rider ends. The disability must be due to a sickness or accident. It must last for 6 months in a row. No premiums are charged while the disability lasts. Your policy coverage continues.
- **Term life insurance rider:** You can add a term rider to a single life plan. A term rider can help cover temporary insurance needs you have, like a mortgage.
- **EquiLiving® critical illness insurance rider:** If you add this rider to your policy, it pays a lump sum benefit if the insured person is diagnosed with one of the covered critical illnesses. This lump sum can help with expenses while recovering.
- **Excelerator deposit option (EDO):** This feature allows you to make additional payments above the required guaranteed premium. Doing this can help build the values in your policy. EDO payments buy paid-up insurance. This can immediately increase the total death benefit and total cash value of your policy.

You need to pay extra for optional riders you add to your plan. These payments may be required for longer than the 10 pay or 20 pay premium payment period for your Equimax coverage. Other terms and conditions apply. Please see the policy and rider contracts for more details.

Why it makes sense

Equimax can help you:

- **Create an inheritance.** The tax-free death benefit makes an instant legacy.
- **Preserve wealth.** Your beneficiaries can use the proceeds to help cover final expenses and help pay any tax burden that occurs on death.
- **Build wealth you can access.** Use the cash value for your retirement goals, to help pay for your children's education or financial needs, or use the policy as collateral for a loan from your lender.
- **Provide for your loved ones.** The death benefit can help replace your income to provide for those who depend on you.

Equimax: It's ideal

If you are looking for guarantees (premiums, cash values and death benefit) and the ability to create wealth or preserve an estate, Equimax may be the right solution for you.

Talk to your advisor about Equimax today.

Equitable has made every effort to make sure what is covered in this document is correct. However, the policy contract governs in all cases. ® or ™ denote trademarks of The Equitable Life Insurance Company of Canada.