



Dividend notice

New dividend scale for July 1, 2024

The Equitable Life Insurance Company of Canada (Equitable®) is pleased to announce that its Board of Directors has approved a new dividend scale for the period of July 1, 2024, to June 30, 2025.

- The interest rate* we use for the dividend scale will change. It will go from 6.25% to 6.40% on July 1, 2024.
- Other factors used to decide the dividend scale will stay the same.
- The interest rate for participating whole life insurance policies with dividends on deposit will change. It will go from 2.25% to 3.50% on July 1, 2024.
- The interest rate for most policy loans will remain at 6.50%. This rate applies to both new and existing policy loans, and automatic premium loans. It specifically applies to Equimax® policies with a 9-digit policy number that starts with either "3" or "8". Older policies may have different loan rates as they are based on the prime interest rate.

*The dividend scale interest rate (DSIR) is different from the participating account (PAR) rate of return. The PAR rate of return is the return on the investments in the participating account over the calendar year. The DSIR smooths out the ups and downs of the participating account experience.

We expect policyholder dividends to be close to \$140 million from July 1, 2024, until the end of June 2025.

How are dividends determined?

Premiums paid go into the participating account. The participating account is used to cover benefits, expenses, and the company's contributions to its surplus account. The remaining cash in the account is then invested. Death benefits paid and investment returns earned are the main factors that affect the participating account. It is also affected by policy loans, terminated policies, taxes, and expenses. Each year, we watch how the participating account performs. We look at the difference between the assumed and actual experience of the account. Any difference can have a positive or negative effect on the dividends paid.

Dividends and their future performance are not guaranteed. They could change and be different based on how well the investments do, how many claims are made, and other factors. Dividends are paid at the sole discretion of the Board of Directors. How much is paid will depend on the dividend scale.

When a client bought their participating whole life policy, they received an illustration that was based on the dividend scale at that time. It was not a projection or an estimate of a policy's future performance. It was meant to show that the performance is based on values that are guaranteed and those that are not.

An illustration shows how the policy would do if the dividend scale stayed the same for the life of the policy. The illustration also includes examples of other dividend scale scenarios that can affect the non-guaranteed values in the policy. It is not meant to show the largest dividend scale change that could happen over the life of their policy.

To learn more, visit Equitable's [Dividend Information page](#) on our website. The page has information about the 2024/2025 dividend scale and Equitable's dividend policy.

Will there be updates to illustrated values?

We will be updating all our illustration tools by June 8, 2024. The update will include the new dividend scale which comes into effect on July 1, 2024. After June 8, you may access the updated versions of Equimax Web Illustrations, the Equitable Sales Illustrations[®] desktop system, and EZstart[™] on our advisor site, EquiNet[®].

EZcomplete[®], our electronic application, also creates an illustration as part of the Equimax application process. This illustration is based on what is entered in the application. Illustrated values in EZcomplete will be updated with the new dividend scale by June 8, 2024.

What does this change mean to participating whole life clients?

Any dividends received before this change belong to the client and will not be affected in any way.

Policy values

Guaranteed cash values and guaranteed death benefits are also not affected by this change. The guaranteed values in the client's policy will continue to grow. To learn more, please see the "Table of Guaranteed Values" pages in the client's policy contract.

This dividend scale change will affect non-guaranteed values. As a result, the future policy values on an illustration made today may be higher or lower than what was shown when the client purchased their policy.

How will this information be shared with policyholders?

Participating whole life clients will get [a notice of the dividend scale change](#) from us. It will be included with their annual policy statement. A copy of this notice is posted on the [Dividend information](#) page on our website. There, you will also find more details about dividends that you can share with clients.

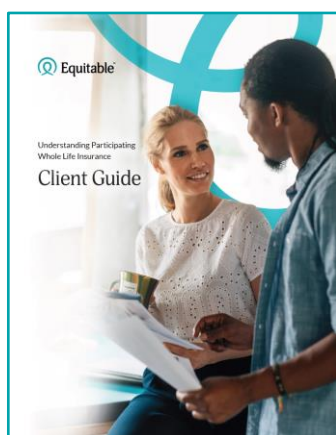
Clients with Equitable Client Access[®] will be sent their annual statement, the dividend scale notice, and inforce illustration (if applicable) to their secure inbox. The same information will be sent to your secure EquiNet inbox.

If clients have questions, they may contact their advisor. They may also reach out to Equitable Individual Customer Service for:

- Questions about the 2024/2025 dividend scale.
- An illustration showing new cash values and death benefits based on the 2024/2025 dividend scale. This will show the dividend scale unchanged for the life of the policy, but the dividend scale is subject to change.
- An illustration showing a new premium offset point based on the 2024/2025 dividend scale. This will show the dividend scale unchanged for the life of the policy, but the dividend scale is subject to change.
- Details on what this change means for their policy.

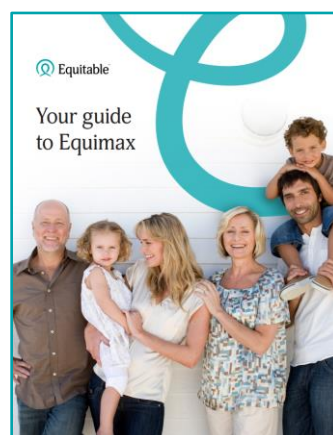
How can I help clients learn more about dividends?

Lots of great resources are available on EquiNet to help clients. We also have resources to describe how a dividend scale change affects a participating policy.



[Understanding Participating Whole Life Insurance \(1038\)](#)

This client guide has key financial facts about the management, performance, and strength of Equitable's participating account. It explains how dividends work and how they impact the policy.



[Your Guide to Equimax \(1129\)](#)

This client guide talks about Equimax. It explores options and features, how participating policies work, and the benefits of choosing whole life insurance.

Please visit the Marketing Materials page on EquiNet, under [Whole Life](#) for these guides and more.

Need more information?

If you still have questions, please reach out to your Equitable Advisor Service Representative.

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Monday to Friday

8:30 a.m. – 7:30 p.m. ET

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