



Dividend notice

Dividend scale for July 1, 2025

The Equitable Life Insurance Company of Canada (Equitable®) is pleased to announce that its Board of Directors has approved continuing the current dividend scale for the period of July 1, 2025, to June 30, 2026.

- The interest rate* we use to decide the dividend scale will stay at 6.40%.
- 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 stay at 3.50%.
- The interest rate for most policy loans will stay 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 \$175 million from July 1, 2025, until the end of June 2026.

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 their policy's future performance. It was meant to show that the performance is based on some values that are guaranteed and others 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 2025/2026 dividend scale and Equitable's dividend policy.

Will there be updates to illustrated values?

No change will be made to the Equitable illustrations system at this time.

What does this notice mean to participating whole life clients?

Any dividends received before July 1, 2025 belong to the client and will not be affected in any way.

How are policy values affected?

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

How will this information be shared with policyholders?

Participating whole life clients will get a [notice of the Dividend Scale for July 1, 2025](#) 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 and the dividend scale notice to their secure inbox. The same information will be sent to your secure EquiNet® inbox.

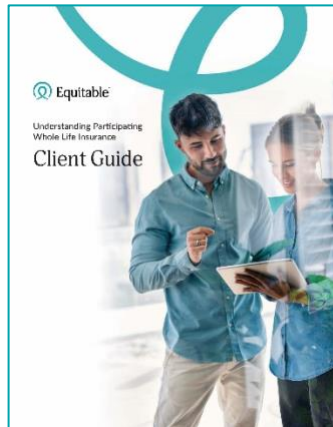
If clients have questions, they may contact their advisor.

They may also reach out to Equitable Individual Client Service for:

- Questions about the 2025/2026 dividend scale.
- Details on what this notice means for their insurance contract.

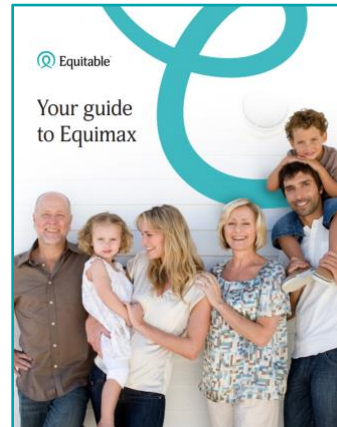
How can I help clients learn more about dividends?

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.

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.
Phone: **1-800-668-4095**

You may also contact us anytime by email: clientcarecentre@equitable.ca

Monday to Friday: 8:30 a.m. – 7:30 p.m. ET

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