



Simply Preferred™

TERM LIFE INSURANCE

Term 10 and 20



ADVISOR GUIDE

Protecting your clients today and tomorrow.

This advisor guide provides detailed product information to help you successfully present the benefits of Canada Life's term life insurance portfolio to your clients.

Whether your client's needs are long or short-term,
Canada Life has the term life insurance solution to fit:

- Affordable life insurance coverage
- Premiums guaranteed to remain the same for 10 or 20 years depending on your client's needs
- Convertible to a permanent life insurance policy



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Products and features

Product types

Whether your client's needs are short-term, like debt protection, or long-term, like mortgage protection, you can help them choose the term life insurance product that's best for them.

Term 10 – Premium remains level for 10 years, then the policy renews automatically without any proof of insurability. The new premium, reflecting the life insured's new age, is locked in for another 10 years.

Term 20 – Premium remains level for 20 years, then the policy renews automatically without any proof of insurability. The new premium, reflecting the life insured's new age, is locked in for another 20 years.

With both options, the coverage keeps renewing until the policy anniversary nearest to the life insured's 85th birthday.

Issue ages (age nearest birthday)

Term 10

Convertible	
Non-smoker issue ages 18 – 75	Single life: coverage ceases at the policy anniversary nearest the insured's age of 85
Smoker issue ages 15 – 75	Joint first-to-die: coverage ceases at the policy anniversary nearest the oldest insured's age 85

For joint first-to-die policies:

- Minimum issue age: Smoker 15, non-smoker 18 for the youngest insured
- Maximum issue age: 75 for the oldest insured

Term 20

Convertible	
Non-smoker issue ages 18 – 65	Single life: coverage ceases at the policy anniversary nearest the insured's age of 85
Smoker issue ages 15 – 65	Joint first-to-die: coverage ceases at the policy anniversary nearest the oldest insured's age 85

For joint first-to-die policies:

- Minimum issue age: Smoker 15, non-smoker 18 for the youngest insured
- Maximum issue age: 65 for the oldest insured

Backdating

A policy issue date may be backdated up to 11 months from the date of underwriting approval.

Coverage options

Single-life policy

The life of one individual is insured under the policy. The death benefit is payable when the insured dies.

Joint-life policies

Joint-life policies are available on a first-to-die basis only and provide coverage on two lives. A death benefit is paid on the death of the first insured. A survivor benefit and the exchange option are features on joint first-to-die term 10 and term 20 policies. A child's life insurance rider can be added on joint first-to-die term 10 and term 20 policies.

Issue limits

The minimum insurance amount is \$100,000 for a stand-alone policy and \$50,000 as a term rider.

For a coverage amount over \$12 million, please contact your regional marketing centre for a special quote.

Premium bands

- Band 1: Under \$250,000
- Band 2: \$250,000 to \$499,999
- Band 3: \$500,000 to \$999,999
- Band 4: \$1,000,000 to \$4,999,999
- Band 5: \$5,000,000 to \$9,999,999
- Band 6: \$10,000,000+

Policy fees

Annual: \$20.00
Monthly: \$1.80

Our pricing methodology ensures that a joint policy is less expensive than two single-life stand-alone policies assuming the same insureds.

Premium rates and renewals

Premium rates for all future renewals of the policy are guaranteed as long as no coverage changes have been made. Payment of the applicable premium automatically renews the policy for the next renewal period without further action. New issue rates are lower than renewal rates for the same age to recognize the value of underwriting.

Temporary insurance

Preferred underwriting allows reduced premium rates to those who qualify. At application, you may not have all the information required to accurately determine the appropriate preferred underwriting class for your clients. Therefore, it's necessary to use the gold rate for non-smokers and the silver rate for smokers when accepting premium to bind coverage at the time of application. If not, the temporary insurance, if otherwise qualified for, will not be in place. Once underwriting has determined the rate class of the applicant, any excess premium will be refunded or applied to future premiums.

Note: The temporary life insurance coverage maximum is limited to \$1 million of life insurance coverage on any individual. A deposit must not be taken for temporary insurance on cases where the insurance amount is \$5 million or greater, or if the insured is 71 or over, because temporary insurance is not available in these cases.

Conversion option

Term 10 and term 20 convertible policies and term riders may be converted to permanent life insurance without medical evidence of insurability, up to age 70. The conversion may be made to any permanent life insurance policy offered by Canada Life at the time of conversion. The conversion may include enhanced coverage option (ECO). If preferred rates are available for the converted permanent contract, the preferred rates will apply if the conversion takes place prior to the fifth anniversary of the term life insurance policy with a preferred risk being converted. The new premium rates will be offered on an attained age basis.

For term 10 policies with an issue age of 69 and older, conversions will be available for the first two years after the contract policy date.

Partial conversion

When clients request a partial conversion, a portion of the term life insurance coverage may remain in force only if the face amount satisfies our then current minimum amount rules. The premium rates for the remaining term life insurance coverage will be those of the applicable reduced rate band. If band one rates apply, preferred underwriting won't be available on any remaining term life insurance coverage.

Term 10 to term 20 conversion

Clients with a term 10 single-life insurance policy with this provision in the contract can convert some or all of the coverage under their basic term 10 policy to a term 20 policy without evidence of insurability. The switch may be requested after the first anniversary and prior to the earlier of the fifth policy anniversary or the anniversary nearest the life insured's 65th birthday. The new premium rates are offered on an attained-age basis and the first renewal will occur 20 years from the date of the conversion, regardless of how many years the term 10 coverage was in force prior to the change.

A conversion is not available if the insured person is totally disabled and the premiums on the term 10 are being waived.

In a partial conversion, part of the term 10 policy can be retained under the original policy, provided all product minimums are met for the remaining term 10 and the new term 20 policy.

Riders and benefits on the original term 10 policy at the time of conversion can be carried over to the new term 20 policy, with the exception of the business growth protection rider, at the insured person's then current age and original risk class, provided a comparable rider is available. This includes guaranteed insurability, accidental death benefit, waiver of premium and child life insurance riders.

The suicide and incontestability clauses continue to run from the original policy date provided there has been no increase in coverage or a change in risk class.

For additional details, refer to the Canada Life *Simply Preferred term life insurance* contract.

Multiple policy benefit

The multiple policy benefit permanently waives the policy fee for subsequent term life insurance policies when the lives insured and payors are immediate family or business partners.

The policy fee must be paid on the original term life insurance policy (can be in force at the time of request) and the subsequent term life insurance applications must request the multiple policy benefit and cross-reference the original policy by policy number.

The multiple policy benefit must be requested on the application. For example, you can't request the elimination of the policy fee on in force policies. The reduced premium is shown in the contract and applies for the life of the policy. The current policy fee is \$1.80 monthly or \$20 annually.

Survivor benefits (joint first-to-die policies only)

The following survivor's benefits are provided if the following criteria are met:

- The first death occurs during the conversion period shown on the policy details page.
- No more than two lives are ever insured under the policy at any time.

Automatic temporary coverage

The survivor's benefit provides automatic temporary coverage on the life of the survivor, starting from the date of the first death.

A benefit may be payable under the automatic temporary coverage provision, if the second person dies within 60 days of the first life insured to die.

The coverage amount equals the face amount in effect at the time of the first death. The automatic temporary coverage is in effect for 60 days thereafter or until the survivor exercises the policy's optional permanent coverage, whichever is earlier.

If both insured people die in circumstances that make it uncertain who survived the other, then the company pays the death benefit in accordance with the policy's common disaster provision. If the survivor's benefit is in effect at the time of the first death, then the payout amount takes into account the automatic temporary coverage.

Optional permanent coverage

The survivor's benefit also provides an option for the owner to take out a new policy on a permanent life insurance plan or add new permanent coverage to an existing policy if the company consents. The new life insurance coverage cannot exceed the face amount of the original policy and will be issued at attained age without requiring evidence of insurability. The option must be exercised and the first premium paid for the new policy within 60 days of the first death.

If the survivor is not the owner, and the owner does not exercise this option, then the survivor is entitled to exercise it and becomes the owner of any new policy that is issued.

If the rate class for the original policy is joint preferred, then the risk class for the new policy will be standard. Any corresponding health class will be the next-less-favourable health class relative to the health class of the survivor under the original policy.

If the rate class for the original policy is not joint preferred, then the health class and rate class for the new policy will be the same as for the original policy.

Any benefit or rider in addition to the policy or coverage requested above is provided only with the company's consent.

Death of both insureds on joint first-to-die policy

Upon the first death, the basic policy death benefit is paid to that person's beneficiary, provided the company can determine which insured person died first.

An additional benefit may also be payable, under the automatic temporary coverage provision of the survivor's benefit, if the following criteria are all met:

- The first death occurs during the conversion period shown on the policy details page.
- No more than two lives are ever insured under the policy at any time.
- The second insured person dies within 60 days of the first death.

Common disaster

If the order of death is not clear, the company contacts the physician or coroner to see if they can determine the order of death. If the order of death still cannot be determined, the proceeds are paid as follows:

- Under the basic policy, the proceeds due on first death are divided into equal portions, in proportion to the number of insured people who died. For each insured person, their portion is paid as if they were the first to die.
- If the criteria of the automatic temporary coverage provision are met, then the proceeds payable under that provision are divided into two equal portions. For each insured person, their portion is paid as if they were the second to die.

Exchange feature (joint first-to-die only)

The exchange feature allows the joint first-to-die coverage to be split into two separate single-life policies, terminating the joint-first-to-die term coverage. Each single-life policy may have coverage up to 60 per cent of the face amount of the joint-life term insurance policy, as last in effect before exchange. This feature expires at the conversion expiry date.

The exchange feature can be elected (provided it's within the conversion period):

- For any reason prior to the fifth policy anniversary
- Thereafter, it may only be elected within 60 days following a legal separation or partnership dissolution of the joint lives insured.

The new coverage can be any Canada Life term or permanent life insurance policy available at the time of exchange. With Canada Life's consent, waiver of premium or other benefits can be added to the new policies; however, clients must provide evidence of insurability for these additions.

Benefits and riders

The following benefits and riders can be added to a term 10 or term 20 single-life policy.

- Waiver of premium (WP)
- Accidental death benefit (ADB)
- Guaranteed insurability option rider (GIR)
- Child's life insurance rider (CIR)
- Term riders on Millennium universal life insurance
- Term riders on participating life insurance

Waiver of premium – disability (WP)

The company will waive premium payments if the insured with the WP coverage is totally disabled (as defined above right) for a waiting period of six consecutive months. The total disability must occur before the policy anniversary nearest the insured's age of 60. The policy benefits will continue as if the premiums had been paid. While on benefit, the insured still has the option to convert to permanent life insurance coverage, but the premium for the new policy will not be waived (i.e. when converting term life insurance with waiver to Millennium universal life insurance with automatic payment benefit (APB), when not disabled, the APB amount is limited to the greater of minimum or target premium without further evidence).

If the life insured is totally disabled prior to age 60 and remains totally disabled at age 70, the policy automatically converts to a non-participating permanent life insurance policy with level premiums for life, or at least age 85, that is then available. Premiums for the converted coverage will continue to be waived.

Definition of disability

Total disability is defined as accidental bodily injury or sickness that results in the following:

- i) During the first two years of total disability, the life insured covered by WP is prevented from engaging in the substantial duties of his or her regular occupation and isn't working in any other gainful occupation.
- ii) After the first 24 months of total disability, the life insured covered by WP can't engage in any occupation for which he or she is or becomes qualified by education, training or experience.

Issue ages

Non-smoker 18 – 55

Smoker 15 – 55

Not available for joint first-to-die

Issue limits

The maximum is the lesser of:

- (a) \$2.5 million of total face amount for term, including all basic term coverages and term riders inforce and applied for with all companies; and
- (b) \$50,000 of premium, including all amounts inforce and applied for with all companies industry wide (including all plans)

Accidental death benefit (ADB)

This benefit provides additional coverage if the death of the insured is caused by an accident prior to the policy anniversary nearest the life insured's age 70 and occurs within 365 days of the date on which the injury was sustained.

Issue ages

Non-smoker 18 – 65

Smoker 15 – 65

Issue limits

The maximum amount available is the lesser of:

- a) The basic policy insurance amount plus any term life insurance rider
- b) \$400,000 ADB applied for and in force with all companies

Guaranteed insurability rider (GIR)

The guaranteed insurability rider (GIR) allows the life insured to purchase additional insurance on specified option dates without providing additional medical evidence of insurability. The additional insurance may be any permanent individual life insurance policy issued by Canada Life at that time, with Canada Life's consent. Premiums are based on the attained age, using the same class of risk as the base policy, except where noted.

This rider may be included at the time of issue or added subsequently to standard policies. It automatically ceases if the base policy is terminated.

Issue age

15 – 45

Benefits and riders

- If the base policy includes a disability waiver of premium rider, then a WP rider may be added to the new policy without medical evidence when a GIR option is exercised. However, if the insured is disabled due to a condition that existed before exercising the GIR option, the premium for the new policy isn't waived for that disability.
- If the base policy does not include a disability waiver of premium rider, then when a GIR is exercised, a WP rider may be added to the new policy with satisfactory evidence of insurability.
- If the policy contains an accidental death benefit (ADB) rider on the life insured at the date of option, then a similar rider may be added to the new policy. The amount of the new rider may not exceed the new insurance amount applied for at the date of option and must be within the minimum and maximum amounts we would then allow for the new plan or type of coverage.
- All other riders included on the base policy may be added to the new policy with satisfactory evidence of insurability.

Option amounts

When a GIR option is exercised, the new policy face amount must be within the following limits:

- Minimum: \$25,000
- Maximum is the lesser of:
 - Two times the face amount
 - \$300,000
- The total life insurance amount of all GIR-optioned new policies may not exceed the cumulative maximum amount allowed under the GIR option, as illustrated in the table below.

Issue limits

Original policy Issue age	Cumulative maximum of all options is the lesser of:
15 – 36	\$1,200,000 or four times selected option amount
37 – 39	\$900,000 or three times selected option amount
40 – 44	\$600,000 or two times selected option amount
45	\$300,000 or one time selected option amount

Option dates

Option dates are the policy anniversaries nearest the insured's following birthdays: 25, 28, 31, 34, 37, 40, 45 and 50.

Alternative option dates occur on the 91st day after:

- Marriage
- Birth or adoption of a child

The alternative option dates negate the next available option date. If a regular option date falls within the 90-day period before the alternative option date, it's cancelled. If an option date doesn't fall within the 90-day period and the insured purchases additional insurance on the alternative option date, the next available option date is cancelled. Requests for other special option dates are considered.

Exercising an option

A written application must be received at Canada Life's head office within 60 days before or 31 days after the option date. Provided the insured is still living, coverage takes effect upon the later of:

- The option date
- Receipt by Canada Life's head office of the first premium no later than 31 days after the option date

Underwriting and non-medical limit amounts

In applying the non-medical limit amounts, a policy with GIR will be considered as equivalent to the basic amount plus the amount of one option. A medical examination is required when the total exceeds the non-medical limit amount for the applicant's age.

Business growth protection (BGP) rider (10 or 15 year option period)

The business growth protection (BGP) rider gives business owners the option to purchase additional life insurance coverage on the life insured at their attained age, without providing additional medical evidence of insurability.

Designed to make it easier for business owners to increase their insurance when their share of the business grows in value, this rider is available to businesses and business owners, whether shareholders, partners or sole proprietors, for a business insurance need. The business must be headquartered in Canada, and have been operating at least three consecutive years. Operations in the U.S. will be considered on a case-by-case basis.

The rider is available for:

- Single-life policies – only one BGP rider is allowed per business per policy.
- Joint policies – available on single-life basis. Each insured can have their own BGP rider on the policy

Each rider can cover only one life and the life insured's interest in only one business.

The rider is not available for substandard risks. The risk must be standard before ASTRA programs are applied.

Issue age

10-year option: 18 - 65

15-year option: 18 - 60

Issue requirements

The rider can be added at issue or after issue, subject to medical evidence of insurability and financial underwriting approval. At the time of underwriting, the applicant must choose a rider option period of 10 years or 15 years.

In addition to the application, the business must provide:

- Financial statements for the company's last three fiscal years. These financial statements must be prepared using Generally Accepted Accounting Principles (GAAP) by an accountant whose qualifications are acceptable to Canada Life.
- Documentation acceptable to Canada Life establishing the life insured's current ownership interest in the company.

The valuation of the business and the life insured's share of it for the purposes of the rider will be as determined by Canada Life using one of the following methods:

- Asset-based valuation – This method is used for businesses with low earnings, where value is based on the underlying assets. For example, a real estate holding company or construction company.
- Earnings-based valuation – If the business has a stable track record and predictable prospects, then this method uses capitalized earnings or cash flow. If the business has fluctuating earnings or cash flow, then this method uses discounted earnings or cash flow.

Canada Life may accept alternative methods of valuation.

Cost

Rates vary by the chosen option period (10 years or 15 years), age, sex, and smoker status. The premium for the rider is not banded. The cost is a level rate per thousand of the option amount.

The rider is priced on the basis that the premium remains level even as options are exercised.

Preferred risk discounts are not available.

Option amount limits

- Issue minimum: \$100,000
- Issue maximum: \$2.5 million

Financial underwriting by Canada Life will determine the value of the business for an option date, based on the financial statements provided from the last three fiscal years (and other information as is deemed necessary).

Cumulative maximum amount

The cumulative maximum amount of new insurance coverage that can be purchased under the rider during the option period is the lesser of:

- \$10 million
- Four times the rider's option amount limit
- The life insured's ownership share of any increase in the business value measured from the rider date

Increases in the option amount and therefore in the cumulative maximum are not permitted. Decreases are permitted, subject to the minimum amounts for \$100,000 and our then current administrative rules.

Exercising an option

The option dates are on each rider coverage anniversary from years 1 through 10, or years 1 through 15, depending on the chosen option period. A letter of notification is mailed 60 days in advance, reminding the policyowner of the option date. The option expires 31 days after its option date.

Options may be exercised to:

- Buy a stand-alone term 10 policy – Preferred rates are not available on the new coverage
- Buy a stand-alone term 20 policy – Preferred rates are not available on the new coverage
- Buy a permanent life insurance policy, subject to administrative rules at that time
 - If universal life insurance is elected for the new coverage
 - Additional coverage can either be a stand-alone policy or added as coverage on an existing policy.
 - If participating life insurance is elected for new coverage
 - There are no dividend option restrictions on that new insurance
 - The additional deposit option (ADO) is available, subject to medical evidence for the ADO amount.

An option may only be exercised if the financial underwriting review concludes that the value of the insured person's share of the business has increased since the rider date.

Typically, the policyowner would apply for and be the policyowner of the new insurance. If the policyowner doesn't wish to apply for new insurance, the rider provisions allow the life insured to apply with the written consent of the policyowner. In this situation, the life insured would be the owner of any new insurance issued. This may result in tax implications and the policyowner and life insured should seek advice from their tax advisor.

The additional coverage that can be purchased at a single option date cannot be less than the policy minimums for the new insurance at that time. It also cannot exceed any of the following:

- The maximum option amount
- The life insured's ownership share of any increase in the business value measured from the rider date, minus all amounts of new insurance previously purchased under the rider
- The cumulative maximum amount minus all amounts of new insurance previously purchased under the rider

Benefits and riders

- If the base policy for the BGP rider includes a disability waiver of premium (WP) rider, then at the policyowner's request, that rider can also be added to the new insurance, without medical evidence of insurability, provided the insured person is not disabled at the time of opting. The APB that can be added to a universal life policy is the minimum premium or target premium for the converted life coverage, whichever is greater.
- If the base policy contains an accidental death benefit (ADB) rider on the life insured at the date of option, then at the policyowner's request a similar rider may be included with the new insurance, without evidence of insurability, unless prohibited by the terms of the rider or by our then current administrative rules. The amount of the new rider may not exceed the new insurance amount applied for at the option date and must be within the minimum and maximum amounts we would then allow for the new insurance policy or coverage.
- If the base policy includes other riders, they can be added to the new insurance with evidence of insurability.

Termination

The rider will terminate automatically on the earliest of the following dates:

- Date of the life insured's death
- Rider expiry date (the 10th or 15th anniversary of the rider, as applicable)
- Date the cumulative maximum amount has been reached
- Date the remaining cumulative maximum amount is less than any available product minimums
- Date the base policy to which this rider is attached is fully converted, terminates, or lapses.

When converting a term 10 policy that has this rider:

- If the base policy is fully converted to a term 20 or permanent policy, then the rider terminates.
- If it is partially converted to a term 20 or a permanent policy, then the rider remains in force on the base policy. The original rider cannot be converted to the new policy. A new BGP rider can be added to the new policy with financial evidence and medical evidence of insurability.

When converting a term 20 policy that has this rider:

- If the base policy is fully converted to a permanent policy, then the rider terminates.
- If it is partially converted to a permanent policy, then the rider remains in force on the base policy. The original rider cannot be converted to the new policy. A new BGP rider can be added to the new policy with financial evidence and medical evidence of insurability.

Child's term life insurance rider (CIR)

This rider provides increasing term life insurance coverage on all children to the policy of an insured parent. A particular child's coverage ceases on the earlier of the rider anniversary date immediately following that child's 25th birthday or the basic insured's age 65. However, the basic insured can extend coverage beyond the insured parent's 65th birthday, if any children are still under 25 at that time. The policyowner must request this extension within 60 days of the insured parent turning 65.

On each rider anniversary date, the child's term life insurance rider coverage amount will increase by four per cent of the original insurance amount.

Children include natural, adopted and stepchildren of the basic life insured. Once the rider is added to the policy, any additional children born to the life insured, or legally adopted prior to the basic insured's 60th birthday are automatically included under this rider, regardless of health, at 15 days of age. The initial coverage in these cases will be the increased amount in force at the time on the other children.

At the death of the basic life insured, the coverage on each child under the rider will automatically convert to paid-up convertible term life insurance. This convertible term life insurance will remain in force until the earlier of the term coverage conversion date or the rider anniversary date immediately following the insured child's 25th birthday.

Issue ages

Basic life insured: up to age 59

Children insured under rider:
15 days up to and including age 17

Issue limits

- Minimum: \$10,000
- Maximum: \$25,000

This rider is not available if any insured parent or their child are rated over 200 per cent on the date the rider would be issued.

Premiums

The annual premium is level. The premium isn't dependent on the number of insured children.

The premium payment period is the greater of:

- 25 years
- to the basic insured's age of 65

The premium payment period may be extended on the policy owner's request beyond the basic insured's 65th birthday to protect all children who haven't yet reached the attained age of 25.

Conversion

The coverage on each child may be converted to a term or permanent life insurance policy either when the child turns 25 or within 31 days of the insured child's marriage, if the child marries between their 21st and 25th birthday.

At the time of conversion, the amount of coverage for an insured child converted may not be more than \$250,000 of new life insurance coverage.

If the policyowner has not exercised the conversion option by the insured child's 25th birthday, the insured child will be entitled to exercise it in place of the policyowner and will be the owner of the new plan.

Term rider on *Millennium universal life insurance*

Term 10 and 20 riders offered on *Millennium universal life insurance* are based on the same product design as stand-alone policies. *Simply Preferred* term riders are available on *Millennium*.

Term rider on participating life insurance

Term 10 and 20 riders offered on *Wealth Achiever* and *Estate Achiever* are based on the same product design as stand-alone policies. *Simply Preferred* term riders are available on *Wealth Achiever* and *Estate Achiever*.

Preferred underwriting classes

Simply Preferred term life insurance is a system of preferred underwriting that recognizes everyone's lifestyle and health are unique. *Simply Preferred term life insurance* underwriting requirements are based on blood pressure, cholesterol, build, lifestyle factors and family and personal health history.

Each *Simply Preferred term life insurance* class is based on specific measurable health tests. *Simply Preferred term life insurance* benefits clients who demonstrate good personal and family health with lower premium rates. For face amounts of less than \$250,000, our competitive gold/silver classes apply.

Preferred underwriting is available for coverage amounts of \$250,000 or greater and ages 18 and older under the following policies:

- Term 10 (single life and joint first-to-die)
- Term 20 (single life and joint first-to-die)
- Term 10 riders for *Millennium universal life insurance*
- Term 20 riders for *Millennium universal life insurance*
- Term 10 riders for *Wealth Achiever and Estate Achiever*
- Term 20 riders for *Wealth Achiever and Estate Achiever*

Preferred underwriting

The underwriting classes offered include the following:

Non-smoker	Smoker
- Diamond plus	- Silver plus
- Platinum	- Silver
- Gold	

See the preferred classifications section for the specific health requirements for each of the five underwriting classes.

Note: Any medically ratable cases will be rated based on the gold non-smoker class or the silver smoker class. Ratings aren't offered on preferred classes. Ratings can be illustrated in your *Zoom* software.

Preferred classifications

Diamond plus

This class is for those individuals with exceptional health and a low-risk lifestyle. About 20 per cent of non-smokers are expected to qualify.

Platinum

This class is for those individuals who meet above-average health requirements. About 25 per cent of non-smokers are expected to qualify.

Gold

The standard class for non-smokers exhibiting good health. About 55 per cent of non-smokers are expected to qualify.

Silver plus

The preferred smoker class considers smokers exhibiting superior health. About 45 per cent of smokers are expected to qualify.

Silver

The standard smoker class. About 55 per cent of smokers are expected to qualify.

Diamond plus

Preferred non-smoker – the elite *Simply Preferred term life insurance class*

Designed to offer the lowest premiums to those individuals who demonstrate superior health and a strong commitment to healthy living.

Preferred criteria

Tobacco use

No cigarettes, cigars, cigarillos, pipe or chewing tobacco or other nicotine products for at least five years.

Blood pressure

Ages 18 – 39 doesn't exceed 130/75
Ages 40 – 55 doesn't exceed 135/80
Ages 56 – 75 doesn't exceed 140/85
Never had any treatment

Total cholesterol and CHOL/HDL ratio

Ages 18 – 39 doesn't exceed 5.17/5.0
Ages 40 – 55 doesn't exceed 5.43/5.5
Ages 56 – 75 doesn't exceed 5.69/6.0
Never had any treatment

Build

See the build chart on page 20.

Family history

No family history of cardiovascular disease, stroke, cancer/tumour prior to the age of 65, in parents or siblings (death or diagnosis).

Personal history

- No personal history of diabetes, cancer/tumour, cardiovascular disease or stroke (including TIA). No ratable impairments.
- No participation in hazardous sports within the last two years
- No aviation within the last five years (except as a commercial pilot)
- Never had any treatment for alcohol or drugs. Never had any drug use or any excess use of alcohol.
- No marijuana use within the last five years
- No driving while impaired within the past 10 years
- No moderate or severe moving violations within the past three years
- No ratable foreign travel or residence

Platinum

Preferred non-smoker

Your clients do their best to maintain a healthy lifestyle exhibiting a great standard of health.

Preferred criteria

Tobacco use

No cigarettes, cigars, cigarillos, pipe or chewing tobacco or other nicotine products for at least two years.

Blood pressure

Ages 18 – 39 doesn't exceed 135/80

Ages 40 – 55 doesn't exceed 140/85

Ages 56 – 75 doesn't exceed 145/90

No treatment in past five years

Total cholesterol and CHOL/HDL ratio

Ages 18 – 39 doesn't exceed 5.43/5.5

Ages 40 – 55 doesn't exceed 5.95/6.0

Ages 56 – 75 doesn't exceed 6.21/6.5

No treatment in past five years

Build

See the build chart on page 20.

Family history

No more than one occurrence of cardiovascular disease, stroke, cancer/tumour prior to the age of 65 in parents or siblings (death or diagnosis).

Personal history

- No personal history of diabetes, cancer/tumour, cardiovascular disease or stroke (including TIA). No ratable impairments.
- No participation in ratable hazardous sports
- No aviation within the last five years (except as a commercial pilot)
- No treatment for alcohol or drugs within the past 10 years. No drug use or excess alcohol use in the past 10 years.
- No marijuana use within the last five years
- No driving while impaired within the past five years
- No severe violations and no more than two moderate moving violations within the past two years
- No ratable foreign travel or residence

Gold

Non-smoker

The *Simply Preferred term life insurance* gold class is closest to standard non-smoker rates. It offers very competitive rates to those who demonstrate good health.

Preferred criteria

Tobacco use

No cigarettes, cigars*, cigarillos, pipe or chewing tobacco or other nicotine products for at least one year.

* Average of one large cigar per week or less is acceptable if the nicotine level tests negative.

Blood pressure

Blood pressure doesn't meet the requirements for platinum.

Total cholesterol and CHOL/HDL ratio

Total cholesterol and/or CHOL/HDL ratio doesn't meet the requirements for platinum.

Build

See the build chart on page 20.

Family history

Family history doesn't meet the requirements for platinum.

Personal history

Personal history doesn't meet the requirements for platinum.

Silver plus

Preferred smoker

The *Simply Preferred term life insurance* silver plus class is the preferred class for smokers. It offers competitive rates to those who demonstrate excellent health, but choose to smoke.

Preferred criteria

Tobacco use

Cigarettes, cigarillos, pipe, chewing tobacco, other nicotine products, more than one large cigar per week.

Blood pressure

Ages 18 – 39 doesn't exceed 135/80

Ages 40 – 55 doesn't exceed 140/85

Ages 56 – 75 doesn't exceed 145/90

No treatment in past five years

Total cholesterol and CHOL/HDL ratio

Ages 18 – 39 doesn't exceed 5.43/5.5

Ages 40 – 55 doesn't exceed 5.95/6.0

Ages 56 – 75 doesn't exceed 6.21/6.5

No treatment in past five years

Build

See the build chart on page 20.

Family history

No more than one occurrence of cardiovascular disease, stroke, cancer/tumour prior to the age of 65 in parents or siblings (death or diagnosis).

Personal history

- No personal history of diabetes, cancer/tumour, cardiovascular disease or stroke (including TIA). No ratable impairments.
- No participation in ratable hazardous sports
- No aviation within the last five years (except as a commercial pilot)
- No treatment for alcohol or drugs within the past 10 years. No drug use or excess alcohol use in the past 10 years.
- No marijuana use within the last five years
- No driving while impaired within the past five years
- No severe violations and no more than two moderate moving violations within the past two years
- No ratable foreign travel or residence

Silver**Standard smoker**

The *Simply Preferred term life insurance* silver class is the standard smoker class.

Tobacco use

Cigarettes, cigarillos, pipe, chewing tobacco, other nicotine products, marijuana, more than one large cigar per week.

Blood pressure

Blood pressure doesn't meet the requirements for silver plus.

Total cholesterol and CHOL/HDL ratio

Total cholesterol and/or CHOL/HDL ratio doesn't meet the requirements for silver plus.

Build

See the build chart on page 20.

Family history

Family history doesn't meet the requirements for silver plus.

Personal history

Personal history doesn't meet the requirements for silver plus.

Build chart (male and female): Maximum build

	Diamond plus Weight exceeding these values qualifies for platinum or gold rates	Silver plus / Platinum Weight exceeding these values qualifies for silver or gold rates
Height (ft/in/cm)	Maximum weight (lbs/kg)	Maximum weight (lbs/kg)
4'8" / 142	132 / 60	142 / 64
4'9" / 145	135 / 61	145 / 66
4'10" / 147	138 / 63	148 / 67
4'11" / 150	141 / 64	151 / 68
5' 0" / 152	145 / 66	155 / 70
5'1" / 155	148 / 67	158 / 72
5'2" / 157	152 / 69	162 / 73
5'3" / 160	156 / 71	166 / 75
5'4" / 163	161 / 73	171 / 78
5'5" / 165	166 / 75	176 / 80
5'6" / 168	170 / 77	181 / 82
5'7" / 170	177 / 80	188 / 85
5'8" / 173	183 / 83	195 / 88
5'9" / 175	190 / 86	203 / 92
5'10" / 178	196 / 89	210 / 95
5'11" / 180	203 / 92	217 / 98
6'0" / 183	210 / 95	225 / 102
6'1" / 185	214 / 97	230 / 104
6'2" / 188	218 / 99	235 / 107
6'3" / 191	222 / 101	240 / 109
6'4" / 193	226 / 103	245 / 111
6'5" / 196	230 / 104	250 / 113
6'6" / 198	234 / 106	255 / 116

Simply Preferred term 10 and 20 contracts

While every effort has been made to ensure the accuracy of the information in this guide at the date of printing, some errors and omissions may occur. In the event of a discrepancy, the terms of the *Simply Preferred* term 10 and 20 contract will prevail. Please contact your MGA, branch office or regional marketing centre for a sample contract. Sample contracts are also available in the *Zoom* illustration software. In advising any client on his or her particular policy, the terms of the actual policy must be consulted.

Whom do I call for help?

If you would like more information on *Simply Preferred term life insurance* and how it can help you achieve your business goals, please contact your MGA, branch office or regional marketing centre.

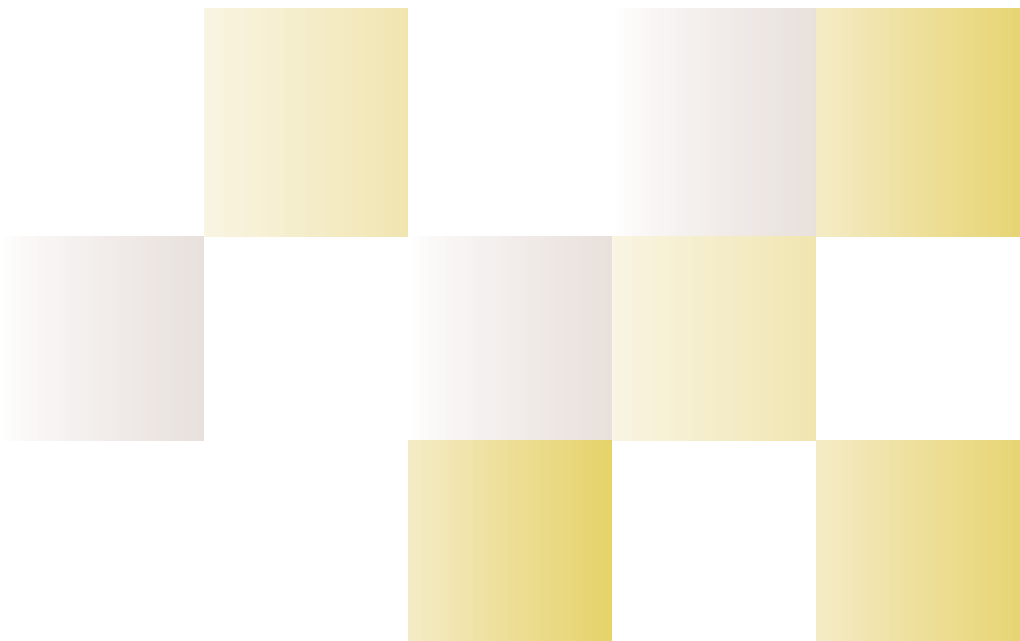
Why Canada Life?

Founded in 1847, Canada Life was Canada's first domestic life insurance company. In Canada, Canada Life offers a broad range of insurance and wealth management products and services for individuals, families and business owners from coast to coast. Canada Life is a subsidiary of The Great-West Life Assurance Company and a member of the Power Financial Corporation group of companies.

Canada Life has received very strong ratings on our claims paying ability and financial strength from the major rating agencies.*

*as rated by A.M. Best Company, Dominion Bond Rating Service, Fitch Ratings, Moody's Investors Service and Standard & Poor's Corporation at time of publication.

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