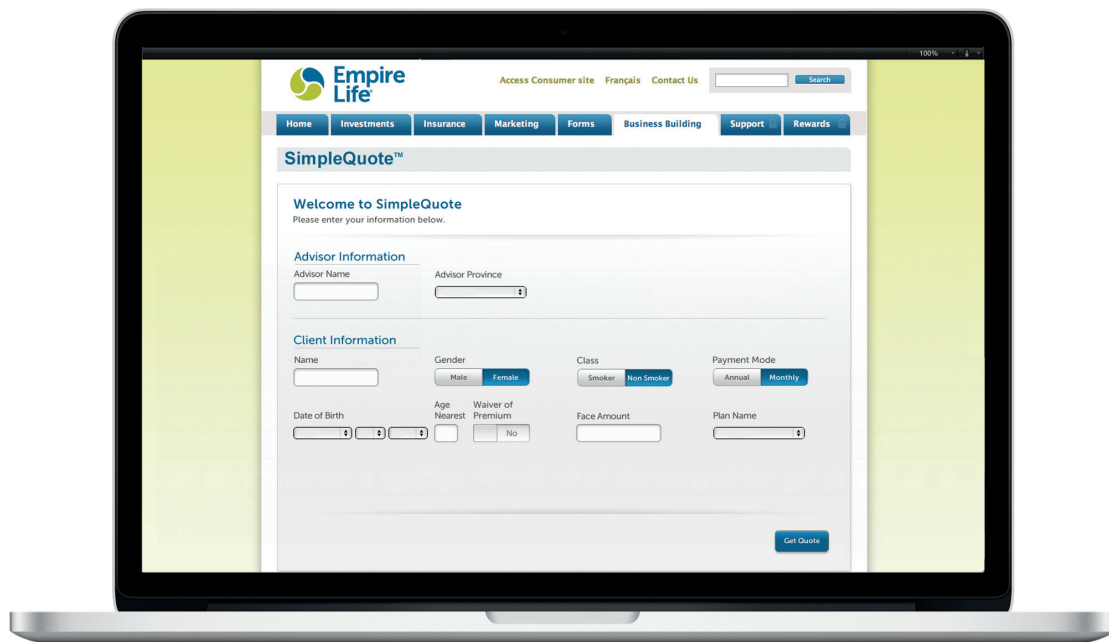


WHAT DOES SMART SIMPLICITY™ MEAN TO YOU?

At Empire Life, it means being easier to do business with everyday. It means innovative technology that delivers just what it says it does, quickly and simply. SimpleQuote™, the newest addition to our mobile quoting systems, produces easy-to-understand illustrations for all four of our Solution Series® non-participating life insurance products, including the industry-first **Hybrid Solution 100**.

SimpleQuote works on any device with a browser, and it's designed for advisors who want to travel light and work anywhere, anytime*.



Smart, Simple and Unique

The screenshot shows the SimpleQuote web application interface. The top navigation bar includes links for Home, Investments, Insurance, Marketing, Forms, Business Building, Support, and Rewards. The main content area is titled 'SimpleQuote™' and 'Welcome to SimpleQuote'. It prompts the user to enter information below. The 'Advisor Information' section includes fields for Advisor Name and Advisor Province. The 'Client Information' section includes fields for Name, Gender (Male/Female), Class (Smoker/Non Smoker), Payment Mode (Annual/Monthly), Date of Birth, Age Nearest, Waiver of Premium (Yes/No), Face Amount, and Plan Name. A 'Get Quote' button is at the bottom right. A second window in the background shows a 'Payment' table with columns for Coverage and Payment, and a 'Details PDF' button.

Coverage	Payment
\$250,000	\$73.13
\$250,000	\$437.85
\$250,000	\$1,086.98
\$250,000	\$2,695.95
\$250,000	\$2,695.95

Now available
online at:
www.empire.ca/advisor

With just a few simple clicks, **SimpleQuote** gives you all issue and renewal premiums, underwriting requirements, cash values and paid-up values, in a compliant illustration report, which can be saved as a PDF, printed or emailed to your client.

Empire Life Solution Series family of products offering:

- Four plan options: Solution 10, Solution 20, Solution 100 and **Hybrid Solution 100**
- Permanent protection
- Increasing life coverage after age 100

Help your clients make smart financial decisions anywhere, anytime, with SimpleQuote from Empire Life.

Download our short-form application to further streamline the process.

* Internet connection required

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