Equitable Life of Canada®

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Equitable Life Segregated Fund Conversion: What you need to know

Dear Valued Distribution Partner:

Equitable Life is continually looking for ways to better serve you and your clients. As a result, we have invested in a new segregated fund administration system that greatly improves our FundSERV capabilities and provides an enhanced platform for us to process business electronically with you in the future.

To take advantage of these improved capabilities we will be moving all FundSERV-enabled Pivotal Solutions policies (including Pivotal Solutions No Load, Pivotal Solutions DSC, and Pivotal Solutions II) to the new administration system effective July 4, 2014. While this move will greatly enhance our FundSERV capabilities, there will be some administrative changes to existing Pivotal Solutions contracts.

Changes affecting all Pivotal Solutions policies:

1) Asset Rebalancing frequency

Starting July 1, asset rebalancing will be available on a semi-annual or annual basis. Policies that currently have a monthly or quarterly frequency will be changed to semi-annual.

- **Semi-annual asset rebalancing** will occur every May 15 and November 15 (or the first business day following either date).
- **Annual asset rebalancing** will occur every November 15 (or the first business day following this date).

Clients have been provided with advance notice of this change in their December 2013 statements.

2) New FundSERV manufacturer code (EQU changed to ELC)

When referring to our funds either electronically or by paper, the three-letter prefix associated with the funds is changing from EQU to ELC. For example, the code for “Equitable Life Bissett Dividend Income Fund” available within Pivotal Solutions DSC will change from EQU 516 to ELC 516. This manufacturer code will be consistent with all Pivotal Select funds.

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All fund code numbers however, will remain unchanged. The following link provides a chart of the post-conversion fund codes for all of the Equitable Life segregated funds.

Equitable Life Segregated Fund Codes

Changes only affecting FundSERV-enabled Pivotal Solutions policies:

1) Lead time required for scheduled payments through a Direct Deposit Plan (DDP)

As of July 1, clients receiving a regular income payment from their Pivotal Solutions policy to their bank account may notice the deposit take one to five business days longer to reach their account (depending on each client's financial institution). We have sent a letter to your clients who are affected by this change and have indicated that if they wish to change their Direct Deposit Plan date, to please contact their Advisor or call one of our Individual Customer Service representatives at 1-800-668-4095. A sample copy of the client letter can be found through the link below.

Sample client communication regarding changes to scheduled payments through a DDP

2) RRSP to RRIF conversions

Effective July 1, the process for transferring from an RRSP to a RRIF has been simplified for FundSERV-enabled policies. This new process is consistent with our recently released Pivotal Select product and is outlined as follows:

- Converting from an RRSP to RRIF will not trigger new commissions or restart the DSC schedule
- The policy will be assigned a new policy number, but all policy details (other than registration status) including guarantees and DSC schedule remain the same

3) Changes to Individual Inquiry on EquiNet

Following conversion you may notice a few minor changes to how a converted Pivotal Solutions policy looks through Individual Inquiry. In most cases, data will be streamlined and will only contain fields applicable to your policy. Given the conversion of data from one system to another, the transactions tab will only contain transactions from January 2014 forward. For historical transaction information prior to this date please contact your Regional Service Representative.

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4) Trailer Commissions

Effective July 5, trailer commissions will be paid following the last business day of the month rather than according to the policy monthiversary. This change is consistent with how trailer commissions are paid for Pivotal Select policies. To accommodate this transition, adjustments will be paid in the month of July. As is consistent with the current commission schedule, the trailer rate for Money Market Fund will be 0%.

Other Important Information

FundSERV financial processing for Pivotal Solutions will be unavailable June 30 - July 4.

To enable the completion of this conversion, Equitable Life will be shutting off financial transactions on FundSERV from Monday June 30 to Friday July 4. Please refer to the following schedule with regards to the processing of financial transactions throughout this transition period.

Date Transactions received	FundSERV Financial Processing Availability	Detailed Instructions
Up to 4:00 p.m. EDT on Friday June 27	Available	Existing financial processing continues using the existing manufacturer code EQU.
Monday June 30 to 2:00 p.m. EDT Wednesday July 2	Unavailable	Send transactions to Equitable for immediate processing.
2:00 p.m. EDT Wednesday July 2 - Friday July 4	Unavailable	Send transactions to Equitable for future processing. Any transactions received after 2:00 p.m. EDT Wednesday will be held and processed the week of July 7.
Monday July 7 onward	Available	Regular financial processing resumes using the new manufacturer code ELC.

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**NOTE: Non-financial transactions can continue to be submitted via FundSERV throughout this process. This schedule is for funds with the manufacturer code EQU only and not for existing ELC fund codes (Pivotal Select), which will remain available for financial processing throughout this transition.

Important Information for your back office IT:

To help ensure a successful conversion, there are some key steps that your Back Office will need to take. **Please ensure that the information provided in the link below is forwarded to the appropriate back office staff.**

Important Information for your back office IT

Our goal during this conversion is to minimize any inconvenience to you; if you have any questions please contact our Regional Service Representatives at 1-800-668-4095.

Thank you for your support as we transition through this process. We look forward to the improved functionality our new system will provide to you moving forward.

Sincerely,

Judy Williams

Judy Williams,
AVP, Savings and Retirement