

UNIVERSAL LIFE INVESTOR PROFILER QUESTIONNAIRE



universal life



Equitable Life
of Canada

UNIVERSAL LIFE INVESTOR PROFILER QUESTIONNAIRE



Universal life combines the benefits of cost-effective life insurance protection with tax-advantaged growth opportunities* and competitive savings and investment options.

Three steps to selecting your ideal investment portfolio:

- 1 Define your financial goals and the length of time you have to achieve those goals.
- 2 Consider how comfortable you are with investment risk. For example, will you lose sleep over investments that fluctuate in value?
- 3 Create a balanced portfolio that suits your financial needs through a mix of the major asset classes.

DESIGNING YOUR SAVINGS AND INVESTMENT PORTFOLIO

Our wide investment selection available with universal life is ideal for building a portfolio that is suitable for conservative investors to those looking for more aggressive growth...and everyone in between. You can invest in any combination of the following:

- **Daily Interest Account:** Similar to a typical savings account.
- **Guaranteed Deposit Accounts:** Available in terms of 1, 5 and 10 years.
- **Linked Interest Options:** Non-registered accounts that enjoy tax-advantaged growth* with performance that reflects domestic, global equity, or bond markets.

WHAT'S THE RIGHT INVESTMENT MIX FOR YOU?

Choosing the right savings and investment mix within your policy is an important task. Your financial goals and objectives, time horizon, and attitudes towards risk all play a role in determining the investment mix or asset allocation that's right for you.

WHAT IS ASSET ALLOCATION? WHY IS IT SO IMPORTANT?

Asset allocation is the process of determining which asset classes (guaranteed investments, fixed income, equity) should be included in your policy and in which proportions. Each asset class has a different level of risk and return and reacts differently to market conditions. The goal is to find the mix that provides you with a balance between risk and potential return that won't keep you awake at night. Proper asset allocation may help to reduce volatility within your portfolio while increasing the potential for higher returns.

With the help of your advisor and this Investor Profiler Questionnaire, you can determine an appropriate investment mix for your personal situation. And as your needs change, you have the flexibility to change your savings and investment options.

* Subject to maximums and other restrictions as prescribed in the Income Tax Act (Canada)

WHAT'S YOUR INVESTOR PROFILE?

This questionnaire can assist in finding the portfolio that best fits your time frame, financial goals and the amount of risk you are willing to assume. Choose the option best suited to you. Answering the questions honestly will help your advisor recommend an investment mix unique to your situation.

1. Tell us about your RRSP planning.

- | | |
|----|--|
| a. | I contribute to RRSPs but am nowhere near my maximum limit |
| b. | I faithfully maximize my RRSPs every year |
| c. | I do not regularly contribute to my RRSPs |
| d. | I am currently drawing an income from my registered funds |

2. What is the primary reason for purchasing this type of insurance?

- | | |
|----|--|
| a. | To provide an income for my dependents and/or cover my final expenses (funeral costs, legal fees, income taxes) in the event of my death |
| b. | To create or preserve an estate for my beneficiaries |
| c. | To maximize my tax-advantaged investment opportunities |
| d. | To accumulate wealth that can be transferred tax-free to my beneficiaries upon my death |
| e. | To achieve both life insurance protection and tax-advantaged investment growth |

3. What are your goals with respect to the savings portion of your policy?

- | | |
|----|---|
| a. | Grow my savings safely to be used for emergency purposes only |
| b. | Assist in paying the ongoing insurance costs of my policy |
| c. | Build enough cash value to provide additional income during retirement |
| d. | Maximize the growth potential of my investments to use as I see fit in the future |
| e. | Attempt to grow my savings to keep pace with inflation |

4. When do you plan to access the investment portion of your policy?

- | | | | | | | | | | |
|----|----------------|----|----------------|----|----------------|----|--------------------|----|-------|
| a. | Within 9 years | b. | 10 to 14 years | c. | 15 to 19 years | d. | More than 20 years | e. | Never |
|----|----------------|----|----------------|----|----------------|----|--------------------|----|-------|

5. Which best describes your savings and investment knowledge?

- | | | |
|----|------------|---|
| a. | Novice. | My knowledge of investing is limited |
| b. | Beginner. | I have been investing for a few years and have a basic understanding of investing |
| c. | Good. | I have a working knowledge of the major characteristics of the different types of investments as well as the insurance and financial marketplace |
| d. | Very Good. | I have been investing for some time and have a solid understanding of the different classes of investments and their associated risks |
| e. | Excellent. | I am a seasoned investor. I have a comprehensive understanding of insurance concepts, the different types of investments, their associated risks and how they relate to market volatility |

6. What is your total household income?

- | | | | | | |
|----|------------------------|----|----------------------|----|----------------------|
| a. | Under \$30,000 | b. | \$30,000 to \$59,999 | c. | \$60,000 to \$99,999 |
| d. | \$100,000 to \$149,999 | e. | Over \$150,000 | | |

7. Which of the following types of investments do you own or have you owned in the past? (select all that apply)

- | | |
|----|--|
| a. | Guaranteed Investments, Canada Savings Bonds or Money Market Funds |
| b. | Fixed Income or Bond Funds, government, provincial or high quality corporate bonds |
| c. | Canadian stocks, mutual or segregated funds |
| d. | U.S. stocks, mutual or segregated funds |
| e. | Foreign stocks, mutual or segregated funds |
| f. | Cash Value life insurance |

8. Choose the statement that best describes your attitudes towards investment risk.

- a. I want my investments to be secure even if it means that my investments will not keep pace with inflation
- b. I am willing to accept a low level of fluctuation in the value of my investments to attempt to keep pace with inflation
- c. I am willing to accept a moderate level of fluctuation in the value of my investments to attempt to achieve investment returns somewhat higher than inflation
- d. I am willing to accept a high level of fluctuation in the value of my investments to maximize my tax-advantaged growth potential

9. When considering investment return, what is the maximum decline in the value of the investment portion of your policy that you would be willing to accept over a one year period?

- a. 0%. Stability is important to me
- b. -5%
- c. -10%
- d. -20%
- e. -25% or greater. I understand that markets periodically correct themselves and I have confidence in its long-term prospects

10. Which of the following ranges includes your current age?

- a. Under 40
- b. 40 to 49
- c. 50 to 59
- d. 60 to 69
- e. Over 70

CALCULATE YOUR SCORE

Match each of your responses from the previous questions to the corresponding point value.

	a	b	c	d	e	f	TOTAL
1.	2	5	0	2			
2.	0	6	10	7	6		
3.	0	8	10	15	4		
4.	0	5	8	10	10		
5.	0	2	3	4	6		
6.	0	2	5	6	8		
7.	0	1	2	2	2	1	
8.	0	5	10	15			
9.	0	3	6	9	12		
10.	8	6	4	2	0		
TOTAL SCORE							

INTERPRET YOUR SCORE

Once you have determined your score, match it to one of the six Investment Profile Categories:

Total Score	Investment Profile Category
0 to 25 points	No Risk
26 to 41 points	Conservative
42 to 57 points	Moderate Conservative
58 to 73 points	Balanced
74 to 87 points	Growth
88+ points	Aggressive Growth

On the following page, you'll find suggested portfolios for each Investment Profile Category.

Design your own portfolio by choosing from a combination of guaranteed investments, fixed income or equities in the proportions recommended. Or for a simpler approach, select the Portfolio Interest Option that best fits your profile.

If you would like further details on the Savings and Investment opportunities available with your universal life plan, please talk to your advisor.

This investment profiler is intended to provide you and your financial advisor with suggested savings and investment mix selections within a universal life insurance policy. Other factors, in addition to those listed, should be considered when choosing the savings and investment mix for your policy. This information does not constitute legal, tax, investment, or other professional advice. It is strongly recommended that you speak to your financial advisor or other professional regarding your individual insurance, savings and investment goals.

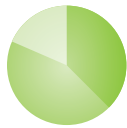
INVESTMENT PROFILE CATEGORIES



- 1. No Risk – 0 to 25 points**
100% Guaranteed (Guaranteed/Term Deposit Accounts)



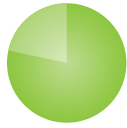
- 2. Conservative – 26 to 41 points**
30% Equity, 45% Fixed Income, 25% Guaranteed
OR
45% Balanced, 30% Fixed Income, 25% Guaranteed
OR
Diversified Income Portfolio Interest Option



- 3. Moderate Conservative – 42 to 57 points**
40% Equity, 40% Fixed Income, 20% Guaranteed
OR
60% Balanced, 20% Fixed Income, 20% Guaranteed
OR
Balanced Income Portfolio Interest Option



- 4. Balanced – 58 to 73 points**
60% Equity and 40% Fixed Income
OR
100% Balanced
OR
Growth Portfolio Interest Option



- 5. Growth – 74 to 87 points**
80% Equity and 20% Fixed Income
OR
80% Balanced and 20% Equity
OR
Growth Portfolio Interest Option



- 6. Aggressive Growth – 88+ points**
100% Equity
OR
Diversified Equity Portfolio Interest Option

LEGEND



Guaranteed



Fixed Income



Equity

SAVINGS AND INVESTMENT OPTIONS

Guaranteed Investment Options

- Daily Interest Account
- Guaranteed Deposit Accounts (terms of 1, 5 and 10 years)

Fixed Income Exposure

- Performance Fund Interest Option – Canadian Bond
- Performance Fund Interest Option – Global Fixed Income

Balanced Exposure

- Performance Fund Interest Option – Canadian
- Performance Fund Interest Option – Global Balanced

Domestic Equity Exposure

- Index Interest Option – Canadian Equity
- Performance Fund Interest Option – Canadian Value Stock
- Performance Fund Interest Option – Large Cap Canadian Equity

U.S. Equity Exposure

- Index Interest Option – American Equity
- Index Interest Option – U.S. Technologies
- Index Interest Option – U.S. Blue Chip

Foreign Equity Exposure

- Performance Fund Interest Option – Global
- Index Interest Option – European

Portfolio Interest Options

- Diversified Income Portfolio Interest Option (Conservative)
- Balanced Income Portfolio Interest Option (Moderate Conservative)
- Balanced Growth Portfolio Interest Option (Balanced)
- Growth Portfolio Interest Option (Growth)
- Diversified Equity Portfolio Interest Option (Aggressive Growth)

The Linked Interest Options available with your universal life policy offer exposure to both equity and fixed income markets. While Linked Interest Options may provide the potential for greater rates of return over the long term, there is an inherent risk in selecting them as investment options. Unlike the Daily Interest Account or the Guaranteed Deposit Accounts where there are guarantees surrounding the credited interest rates, investments in the Linked Interest Options are NOT GUARANTEED. It is possible to receive negative interest, which will result in a decrease to your Account Value. You want to ensure that there are always sufficient funds to cover the monthly charges including cost of insurance, administration and any Riders and benefits.

Linked Interest Options are NOT Mutual Funds or Indices; you are NOT investing in or acquiring units in a mutual or investment fund or other security. You are placing funds on deposit, earning interest, with the general funds of Equitable Life. Performance is not guaranteed. Past performance does not guarantee future results. You may be credited positive or debited negative interest depending on the performance of the Mutual Fund or Index being tracked. The Mutual Fund or Index being tracked may change at any time. Linked Interest Option Administration Fees will apply.

EQUITABLE LIFE OF CANADA. A wise choice.

Through personal service, superior products and an ongoing commitment to mutuality, Equitable Life can assist you in reaching your financial goals. Whether you're making your first investment, building your financial plan, or looking for ways to protect what is most important to you, we have the solutions you need. With customer-centred staff, and a prudent investment strategy focused on long-term stability, growth and profitability, we also have the focus and expertise you need. In all aspects of your life, we're committed to helping you achieve the financial future you're looking for, by putting you first.

While Equitable Life has made every effort to ensure the accuracy of the information presented here, the policy contract governs in all cases.

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