

iA Participating Life Insurance



LIFE
INSURANCE

ENSURING THE GROWTH OF YOUR ESTATE

LAUNCH
OFFER

**Bonus
for life**



For advisor use only

iA PAR

STRENGTH
DISCIPLINE
STABILITY

iA Participating Life Insurance (iA PAR¹) completes our line of permanent life insurance products and allows your clients to ensure tax-advantaged growth of their estates.

iA PAR is targeted to affluent clients and business owners looking to maximize their estate wealth, have access to liquidity and diversify their investments.

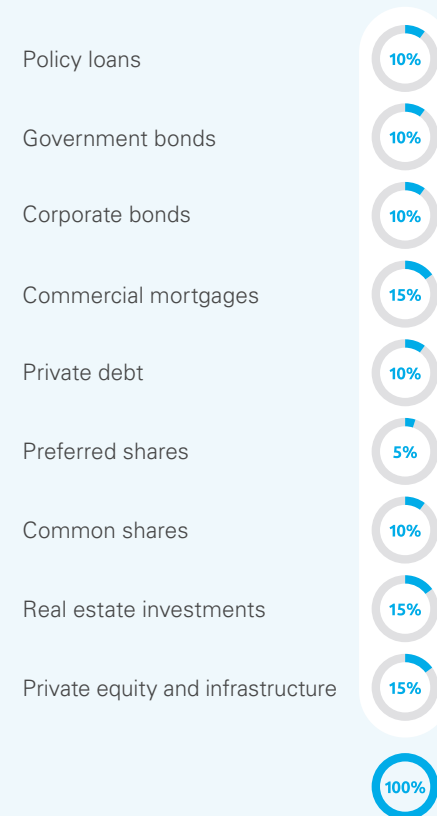
Our product not only offers advantageous guarantees, but also the main advantage of dividends that clients can use to grow their coverage amount and their policy cash value.

A SEASONED INVESTMENT TEAM

iA Investment Management (iAIM) is a team with a proven track-record! Offering iA PAR means allowing your clients to benefit from our team's expertise. Our seasoned, disciplined team manages the iA participating account to maximize investment growth, give clients a strong, well-planned financial future and offer them a source of asset diversification targeting superior long-term returns.

With its long-term outlook and composition of multiple asset classes, our participating account seeks to maximize returns, and therefore annual dividends, by proposing an optimal allocation of assets:

Target composition



Note that based on investment opportunities and associated risks, target composition may vary. The account will be actively managed to optimize return while limiting risk.

For more information on the participating account, see document F13-1072A.



iA FINANCIAL GROUP IN NUMBERS

A solid, trusted company since 1892. iA Financial Group is one of Canada's largest public companies.

Listed on the Toronto Stock Exchange under the ticker symbols IAG (common shares) and IAF (preferred shares) since February 3, 2000.

4 million+
clients

25,000+
advisors

6,800+
employees

\$612.7 million
net income attributed
to common shareholders

\$10.3 billion
premiums, premium
equivalents and deposits

IAG stock performance

453%

Growth of IAG share since iA Financial Group became a public company on February 3, 2000, compared to 61% for the S&P/TSX benchmark index of the Toronto Stock Exchange.

\$169 billion

assets under management (AUM)
and administration (AUA)

Solvency ratio

126%

Above the **110% – 116%** target range

¹ iA Participating Life Insurance may also be promoted as iA PAR.

Data as at December 31, 2018, unless otherwise indicated.

iA PAR

A BENEFICIAL SOLUTION
TO MEET YOUR CLIENTS'
HIGH EXPECTATIONS

"Maximize my estate values."

"Benefit from a source of tax-advantaged asset diversification with privileged access to institutional asset classes."

"Generate a long-term source of liquidity for flexibility in the future should I wish to increase my retirement income or reduce my premium payments, as needed."

"Provide a strong financial foundation for my children or grandchildren and protect their future insurability."

At iA Financial Group, our history is one of growth and we are recognized for our strength, discipline and stability.



STRENGTH

Choosing iA PAR means allowing your clients to benefit from the strength of one of the largest insurance and wealth management groups in Canada with over a century of experience. Founded in 1892, iA Financial Group is also one of Canada's largest public companies and is listed on the Toronto Stock Exchange under the ticker symbols IAG (common shares) and IAF (preferred shares).

Our financial strength gives us the means for our ambitions.

DISCIPLINE

The participating account is managed by iA Investment Management, a seasoned team with incomparable expertise in asset management:

- 180 people on the iAIM team
- 100 investment professionals
- 50 CFA charterholders

Solid management and tangible results

\$96B of the Group's assets under management are managed by iAIM and our management subsidiaries.

STABILITY

The participating account benefits from an optimal diversification of asset classes as well as a smoothing technique that weakens variations to favour long-term stability. Our team of portfolio managers at iA Investment Management employs a prudent, measured approach to maximize long-term returns.

iA PAR

FOR THE NEEDS OF
YOUR HIGH NET WORTH
OR AFFLUENT CLIENTELE

PARENTS OR GRANDPARENTS

Well-off clients wanting to provide a solid financial foundation for their children/grandchildren

- Get life insurance coverage with long-term growth potential that can be fully paid up after 10 or 20 years
- Guarantee loved ones' future insurability while they are still young and healthy
- Benefit from a strong policy cash value that can be used as a source of liquidity if needed

PROFESSIONALS

Successful clients with strong income growth and excess liquidity

- Maximize long-term wealth and reduce tax burden at death
- Have access to policy cash value to complement retirement income
- Diversify assets in a tax-efficient vehicle

BUSINESS OWNERS

Clients wanting a flexible permanent insurance solution with access to liquidity

- Maximize long-term wealth and optimize estate value
- Benefit from solid financial protection against the loss of a key partner or to ensure succession
- Access asset classes normally reserved for the institutional investors
- Generate liquidity by surrendering cash value as collateral, making withdrawals or taking out policy loans

PREMIUM PAYMENT DURATION OPTIONS

iA PAR allows you to offer different payment duration options to meet the specific needs and expectations of your clients.

10-year or 20-year payment

Premiums are leveled and guaranteed. The contract is paid up after 10 or 20 years. Paying the premiums faster generally allows your clients to accumulate a higher value than the Payable to age 100 option.

Payable to age 100

Premiums are leveled and guaranteed. The contract is paid up when the insured reaches age 100.

ANNUAL DIVIDENDS

Your clients may have access to annual dividends that can be used to maximize the growth of their estate or generate liquidity, depending on the dividend option selected.

Each year, the Board of Directors will determine the amount of the dividend to be paid in accordance with the dividend policy. This policy governs the fair distribution of dividends to clients.

The dividend amount is set according to the dividend scale, which varies based on investment return, lapse rate, mortality and expenses related to the participating policy block of business.

Dividends vary annually and are not guaranteed.

LAUNCH OFFER – BONUS FOR LIFE



As part of the iA participating life insurance launch offer, your customers will receive a +0.25% bonus applicable on the current dividend scale for the duration of their contract.

This bonus will apply each year on the dividend scale determined by iA Financial Group and will contribute to increasing the annual dividends amount that your client may receive. This launch promotion will apply to all contracts entered into until October 31, 2020.

How the account works



iA PAR

HELPS YOUR CLIENTS
EVERY STEP OF THE WAY

ACCUMULATION ▷

Provide a strong financial foundation for children/grandchildren

Benefit from paid-up insurance coverage that continues to grow for life

Guarantee future insurability

Access a source of liquidity with a policy cash value that can be used in adulthood

Maximize death benefit and cash value by paying the premium faster, in 10 or 20 years

Payable to age 100 also available

Estate building

Access liquidity for professional development plans

Change dividend options based on needs over time

Access liquidity thanks to policy cash value

Enhance retirement income

Benefit from liquidity thanks to a policy cash value to enhance retirement income

Reduce premium payment if needed with the dividend premium reduction option

Enjoy a comfortable retirement with peace of mind

Maximize estate value

Leave a higher estate to loved ones

Ensure heirs are protected with insurance to cover taxes at death

Leave loved ones a maximized estate



Tips

- Use the additional deposit option to grow cash value faster and maximize death benefit
- Get rid of premium payments thanks to annual dividends (premium offset)

TIME ▷



[Click here to view the study case](#)

Elizabeth and Nicolas, ages 32 and 34, Engineers

"It's comforting to know our daughter's financial future is protected."



[Click here to view the study case](#)

Justin, age 35
Dentist

"Access to liquidity from my policy cash value gives me lots of possibilities in the medium and long term."



[Click here to view the study case](#)

Catherine, age 45
Business owner

"iA PAR adjusts to the growth of my operations and will allow me to maximize my estate."



[Click here to view the study case](#)

Jacob, age 40
Physician

"Quick payment meets my needs perfectly and will help me to reach my financial goals faster."

FOUR DIVIDEND OPTIONS FOR GREATER FLEXIBILITY

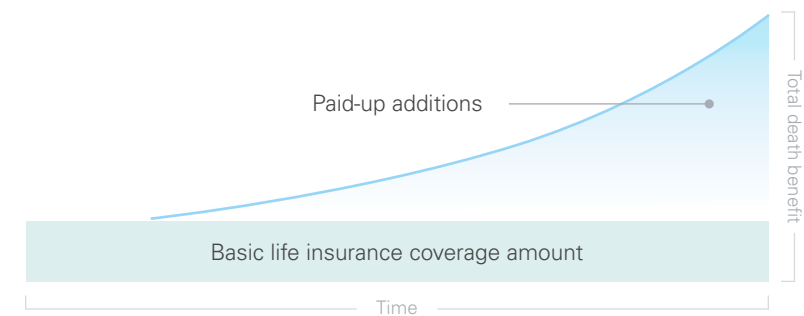


OPTION 1

Paid-up additions (PUA)

This option lets clients put dividends toward the purchase of paid-up insurance, offering them the following advantages:

- Maximized coverage amount and, consequently, long-term value for heirs
- Increased total cash surrender value



OPTION 2

Annual premium reduction

This option lets clients partially or fully pay their premium amount using dividends. This dividend option² can be used by clients who want to reduce their payment amount starting at a certain time, such as retirement, for example. Since dividends generally increase over time, the premium amount should decrease from year to year, leaving clients with more money for other projects.

OPTION 3

Payable in cash

This option lets clients receive annual dividend payments, providing them with an extra source of funds while maintaining their coverage amount. These clients may receive tax slips at the end of the year.

OPTION 4

Deposit with interest

This option allows clients to receive dividends in a savings account managed by iA Financial Group. This savings account generates interest that is taxed at the end of the year. The interest rate for this account is available in the rate schedule in the Advisor Centre.

OPTION 3

Payment of dividends
to clients



OPTION 4

Payment of dividends into
an iA savings
account



²The annual premium reduction option is only offered when the premium is paid annually.

OTHER ADVANTAGES OF OUR PRODUCT

PREMIUM OFFSET

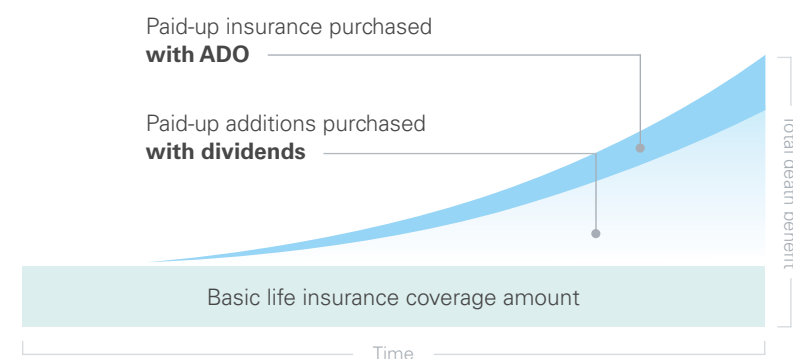
This concept allows you to target a date after which your clients can stop paying their premium. For your clients to benefit from a premium offset, you must request a dividend option change from PUA to annual premium reduction. This is therefore another option available to your clients that makes iA PAR a product adapted to their needs.

This concept is not contractual and is not guaranteed. Clients can change their dividend option at any time. The different applications of the premium offset are detailed in the product guide.

ADDITIONAL DEPOSIT OPTION

If your clients choose the PUA option, they can make additional deposits in their contract to get additional paid-up insurance thanks to the additional deposit option (ADO)³. The additional paid-up insurance results in both increased coverage and an increased policy cash value.

Clients can modify the amount of their ADO contributions any time without having to provide evidence of insurability. However, their contribution amount must remain equal to or less than the contribution indicated in the insurance application.



³ The additional deposit option is not available with 10-year payment and must be included in the contract.

ACCESS TO LIQUIDITY

iA PAR gives your clients access to liquidity thanks to a guaranteed cash surrender value available starting the sixth policy year. Your clients can access this source of liquidity through partial withdrawals, policy loans or loans with financial institutions.⁴

DISABILITY BENEFIT: Peace of mind for your clients

iA PAR includes a disability guarantee that allows clients age 18 and over to access their policy cash value in the event of total disability. The funds available can be used as income replacement during working years and to cover health care costs.

Under the *Income Tax Act* and its current regulations, the payment of these benefits is not taxable. Certain conditions apply.

ENHANCE YOUR CLIENTS' COVERAGE with additional benefits and riders

- Term coverage: Renewable and convertible term life insurance:
 - T10 (R&C) and T20 (R&C)
 - Pick-A-Term: T25 and T30
- Child Module
- Child Module PLUS
- Accidental death (AD)
- Accidental death and dismemberment (AD&D)
- Accidental fracture (AF)
- Waiver of premiums in the event of the applicant's disability (WPDIs)
- Waiver of premiums in the event of the insured's disability (WPDIs)
- Waiver of premiums in the event of death (WPD)

⁴ Certain conditions apply.

REDUCED PAID-UP INSURANCE

Starting on the 10th policy anniversary, if clients want to reduce their premium or stop paying it altogether, it is possible to convert all or part of their basic coverage to reduced paid-up insurance. The conversion only reduces the insurance amount and cash surrender value of their basic coverage. It has no impact on paid-up insurance already acquired. The amount of reduced paid-up insurance eligible each year is specified in the contract and guaranteed. Like paid-up additions, reduced paid-up insurance is eligible for dividends.

STREAMLINING INSURANCE WITH EVO

EVO will provide you with an unparalleled sales experience. The illustration tool is simple, intuitive and adapted to your work environment. At a glance, you have an overview of all the information you need and you can get a premium in just a few clicks. This allows you to focus on your clients, discuss their needs and build relationships of trust.

iA PAR combined with EVO will give you and your clients a unique sales experience including instant acceptance at the point of sale without systematically having to submit medical requirements for coverage up to \$1,000,000!

iA Financial Group is the reference in instant point-of-sale acceptance with EVO.

EVO

Experience driven

Your innovative technological platform for insurance and savings products, offering a simplified experience tailored to your reality.

ONBOARDING KIT

Click on the document number to access the various promotional materials.

Product guide

 [F13-1070A](#)

Product summary

 [F13-1071A](#)


Participating account explanatory document

 [F13-1072A](#)


Overview of the participating account


 [F13-1080A](#)


Client brochure


 [F13-1073A](#)

Case studies

 [F13-1075-1A](#)

 [F13-1075-3A](#)

 [F13-1075-2A](#)

 [F13-1075-4A](#)

These documents are available in the document centre within the Advisor Centre. Apart from the product guide, which is only available in electronic format, paper copies of these documents are also available for order.



iA Financial Group – A solid, trusted company

With over 125 years of history in the insurance and wealth management businesses, iA Financial Group is a name that inspires trust for its clients. Founded in 1892, iA has always succeeded in adapting its practices and product offering to changing market needs in order to meet the needs of clients.

Our mission is to ensure the financial wellbeing of our clients by offering them personal insurance coverage and investment solutions to help them achieve their personal goals.



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INVESTED IN YOU.

iA Financial Group is a business name and trademark of
Industrial Alliance Insurance and Financial Services Inc.

ia.ca