



Simple.
Flexible.
Guaranteed.

BMO Insurance Whole Life



Do you have a financial cushion, if life took an unexpected turn?

Life has a way of throwing curveballs. An unexpected event could place financial stress on you and your family. That's why many Canadians rely on life insurance to help protect their financial futures.

Regardless of a person's age or stage in life, insurance should be a part of your financial planning discussions. What's more, if your plans change, so could your insurance needs.

That's why we've created BMO Insurance Whole Life. It's designed for Canadians who are looking for permanent life insurance protection that's simple to understand and adaptable to their changing needs.

What's important to you?

- Having money on hand to replace your or your spouse's income and pay-off your debt in case of either of you die prematurely?
- Minimizing the impact that taxes will have on the value of your estate such as the capital gains tax that will be due on your family cottage at death?
- Reducing the amount of income tax that you pay on your investment portfolio?

- Finding a simple and tax efficient way to transfer your personal or business assets to your heirs?
- Finding a tax effective way to save more for retirement (beyond RRSP and pension plan limits)?
- Starting an insurance program for your children (or grandchildren) that's paid-up by the time they become adults?

Talk to your insurance advisor about what's important to you and how BMO Insurance Whole Life can help you achieve your goals. Here's why.

According to a recent study by the BMO Wealth Institute, here are the top reasons that Canadians buy life insurance¹:

-  provide financial support for their dependants
-  fully pay-off debt, including their mortgage
-  give their beneficiaries a financial boost
-  cover funeral or other final expenses
-  get coverage (or lower rates) while they're young/healthy
-  cover tax liabilities at time of death

It's a simple plan with built-in guarantees

BMO Insurance Whole Life is a non-participating permanent life insurance policy. In other words, it's protection that's there for life. What's more, premiums are level and guaranteed and depending on your overall financial objectives, you can choose to pay premiums for either 10 years, 20 years or to age 100. There are two plan options to address two distinct markets – Wealth Accelerator to address the wealth accumulation market and Estate Protector for the estate protection market.

The plan includes a guaranteed cash value which increases over time so you have a source of cash on hand, just in case you need it.

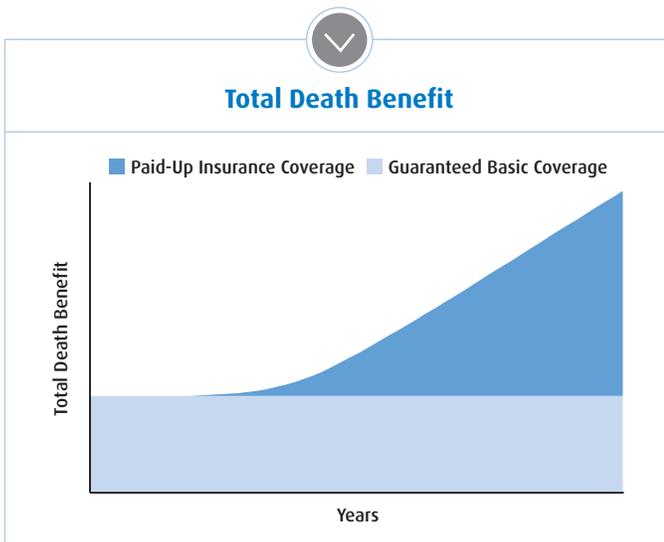
Plus you'll receive a bonus!

Each year, you're eligible to receive a Performance Bonus that's used to automatically add "paid-up" insurance coverage to your policy – that's more life insurance *at no additional cost to you beyond the premiums for the basic coverage!*

While the amount of the Performance Bonus can change from year-to-year, it's guaranteed to never be negative. So your coverage and cash value can never decrease – unless you decide to make a change to your policy.

It's life insurance that increases over time...²

With every BMO Insurance Whole Life policy, the amount of your basic coverage is guaranteed when you buy your policy. Then, each year, the death benefit increases each time a Performance Bonus is used to add paid-up insurance coverage to your policy.

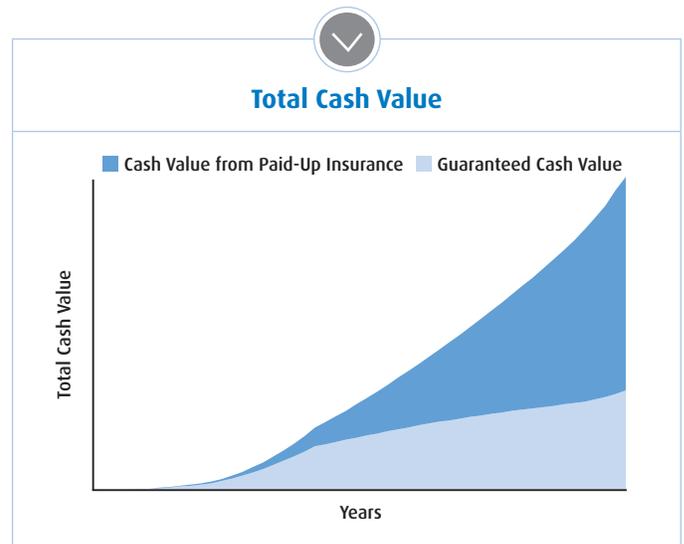


And includes a cash value that you can access, if you need it²

Your basic coverage includes a cash value that's guaranteed when you buy your policy. What's more, whenever an amount of paid-up insurance coverage is added to a policy, it also includes a guaranteed cash value – increasing the total amount of cash value that you can access.

If you decide that you need more coverage, you can also choose to add term life or critical illness riders to your policy for a more complete insurance plan.

You will have access your policy's Cash Value if you become disabled.⁶



And that's not all!

Every policy includes the BMO Insurance Health Advocate™ Plan – available at NO EXTRA cost^{3!}

This program includes access to medical information and services as well as personal assistance programs.

Medical Information and Services include unlimited access to medical information and services from Teladoc Medical Experts^{®†} – a leader when it comes to delivering world class medical advice and support.

Personal Assistance Services include programs provided by TELUS Health, one of Canada's leading providers of these programs.

Finally, just in case your plans change...

Ask your insurance advisor about the different ways you can adjust your BMO Insurance Whole Life policy⁴:

- lower your yearly premiums if you can't continue to make your planned premiums with the "premium switch option"
- make additional payments to increase the cash value and death benefit of your policy or to pay-off your required premiums sooner
- use a policy loan to help you pay for premiums temporarily or if you just need an immediate source of cash
- stop paying premiums completely but still keep an amount of reduced paid-up life insurance coverage⁵





Backed by Expertise

The assets held within BMO Insurance Whole Life form part of the general assets of BMO Insurance and are managed in partnership with BMO Asset Management and BMO Capital Markets.

BMO Asset Management, BMO Capital Markets and BMO Insurance are members of BMO Financial Group, one of the largest diversified financial services providers in North America with \$807 billion in total assets as at January 31, 2019.

Talk to your insurance advisor about BMO Insurance Whole Life – it can be an important part of your financial future.

BMO Insurance Whole Life

It's permanent financial protection that's there for life.

- ✓ easy-to-understand
 - ✓ guaranteed premiums
 - ✓ guaranteed cash values
 - ✓ a Performance Bonus that automatically adds "paid-up" insurance coverage to boost the death benefit
 - ✓ Disability Benefit⁶ included at no extra cost
 - ✓ can adapt to your changing needs
 - ✓ backed by one of Canada's most respected financial institutions
-

Our Commitment to You

BMO Life Assurance Company, a part of BMO Financial Group, appreciates the opportunity to help you meet your financial needs. We are committed to respecting and protecting your privacy and confidentiality of the personal information you have entrusted to us. It is important for you to understand what information we will collect, how we will use it, and who may see it.



To view our full privacy policy, please visit the privacy section at bmoinsurance.com

For more information about BMO Insurance or our products, please consult with your insurance advisor or contact us at:

BMO Life Assurance Company, 60 Yonge Street, Toronto, ON M5E 1H5

1-877-742-5244

bmoinsurance.com



¹ BMO Wealth Institute, "Insuring for a financially secure future", July 2015

² This projection is for illustrative purposes only. The amount of the paid-up insurance coverage and cash value from reduced paid-up insurance will vary from this illustration. Ask your insurance advisor for a projection based on your personal profile, amount of insurance you need and premium option you'd like to select.

³ BMO Insurance offers the services on a referral basis only and will not charge you for the services provided. TELUS Health (Canada) Ltd. and Teladoc Health, Inc. will not charge you for the services they provide. You may, however, incur additional costs for services or for providers that may be referred to you by TELUS Health or Teladoc Medical Experts. These additional charges are incurred at your sole discretion and BMO Insurance will not be liable for their payment. BMO Insurance reserves the right to change the service provider, the nature of services or cancel access to these services at any time without notice, unless otherwise stated.

⁴ Certain limits and conditions apply. Ask your insurance advisor or refer to a sample policy for more details.

⁵ Under this option, the amount of the basic coverage and paid-up coverage will be reduced but no further premiums will be required.

⁶ Evidence of Disability required. Terms and conditions apply. Ask your insurance advisor to refer to a sample policy for more details.

The information in this publication is intended as a summary of our products and/or services and may include projected values based on a set of assumptions. Actual results may not be guaranteed and may vary. Please consult the appropriate policy contract for details on the terms, conditions, benefits, guarantees, exclusions and limitations. The actual policy issued governs. Each policyholder's financial circumstances are unique and they must obtain and rely upon independent tax, accounting, legal and other advice concerning the structure of their insurance, as they deem appropriate for their particular circumstances. BMO Life Assurance Company does not provide any such advice to the policyholder or to the insurance advisor.

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Insurer: BMO Life Assurance Company

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