



GLOBAL PACIFIC
FINANCIAL SERVICES LTD.

Product Launch

Submitted by Josh on October 14, 2014 - 9:03am

NEW PRODUCTS AND EXISTING PRODUCT CHANGES

EMPIRE LIFE INFORMATION CIRCULAR

KEY DATES TO KNOW

Key dates	Description
October 14, 2014	Visit www.launchcentral.empire.ca for details regarding our new products, including marketing materials, and product closures
October 20, 2014	GIC applications posted on Launch Central and available to order Applications, Information Folders and Fund Facts for GIF 75/100, GIF100/100 and Class Plus 2.1 posted on Launch Central and available to order
October 31, 2014 after 4pm EST	Elite/Elite XL Investment Program, Class Segregated Funds and Class Plus 2 no longer open to new contracts Class Plus 2 \$25,000 maximum deposit limit, for remainder of 2014 and for 2015, comes into effect
November 3, 2014	Empire Life launches new suite of investment products, pending regulatory approval: <ul style="list-style-type: none"> • Empire Life Guaranteed Investment Funds 75/100 • Empire Life Guaranteed Investment Funds 100/100 • Class Plus 2.1 • Empire Life Guaranteed Interest Contract Marketing materials available to order Consumer notice posted to empire.ca website
Late January 2015	Customers receive notification of Annual Fund Fee Rate increase for Class Plus 2 on December 31, 2014 annual statement
January 30, 2015	Increased Annual Fund Fee Rates for Class Plus 2 are collected
January 31, 2015	Final day for T2033 funds to be received into Elite, Elite XL and Class Segregated Fund policies for T2033s received by Citi in good order before the October 31, 2014 deadline

A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a Segregated Fund is invested at the risk of the contract owner and may increase or decrease in value.**

Attachment

[Empire Life New Product Launch Circular \(PDF\)](#)

Size

136.8 KB

Type

application/pdf

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