

LifeBeat – “it’s all about living!”

Product Snapshot:

LifeBeat is a unique new flexible comprehensive critical illness policy providing lifetime lifestyle protection against virtually any critical or serious illness. You can personally customize your plan by selecting any of a number of optional riders.

LifeBeat automatically adjusts to changing requirements at pivotal stages during your lifetime. It is available on a Renewable basis with premiums renewing every 10 years to Age 70 or on a Level basis with premiums remaining the same throughout to Age 70.

LifeBeat’s concept originated from discussions with Dr. Marius Barnard, the world-renowned South African heart surgeon, creator of the world’s first critical illness insurance product.

Critical Illness Insurance:

Everyone, without exception, is vulnerable to a critical illness. Critical illnesses can strike anywhere, anytime. In any given year prior to age 65, an individual’s probability of suffering a critical illness is almost ten times greater than dying (34.7% chance of a critical illness versus 3.5% probability of dying).

During your working years while you are earning a living, running a business, raising a family and acquiring assets, **LifeBeat** provides the most comprehensive and broadest critical illness insurance definitions available. Benefits, from \$100,000 to \$2,000,000., are promptly paid in a tax-free lump sum, upon the initial diagnosis of any one of 29 covered conditions, regardless of severity, degree of disability or ability to work.

Comprehensive Critical Care Rider:

Additionally, you have the option of including a comprehensive critical care rider which provides coverage for almost any conceivable serious or critical condition resulting from accidental injury or illness not covered under the base plan.

The comprehensive critical care rider pays a lump sum benefit immediately upon the occurrence of a cognitive impairment, or if you are unable to functionally perform any 2

of 6 activities of daily living – bathing, dressing, toileting, bladder and bowel continence, transferring or feeding.

In most cases, the comprehensive critical care rider begins paying a monthly benefit after 30 days, or 90 days in the cases of muscular or skeletal disorders, which prevent you from performing your regular occupation, and you aren’t otherwise employed.

Benefits range from a minimum of \$750 to a maximum of \$7,500 monthly, based on a formula of \$7.50 per \$1,000 of face amount of base plan. Benefits are second payer to all other benefits received, including but not limited to, individual or group disability plans, CPP benefits and WSIB payments. The combined maximum from all benefits is limited to 70% pre-tax net earned income. The longest time rider payments can be received is 24 months, per incident.

If you are receiving monthly benefits under the comprehensive critical care rider and suffer a base plan covered condition, the lump sum paid will be reduced by any monthly payments received from the rider. If you receive benefits under the rider and then experience three continuous claim free years, the original lump sum will be reinstated.

Long Term Care / C.I. Option:

As you near retirement you become increasingly aware of the need for Long Term Care Insurance, to prevent asset erosion while protecting your quality of life.

For over 30 years, companies have been offering consumers Long Term Care policies with adjustable premiums, with or without a ceiling on increases.

Since traditional Long Term Care coverage is very restrictive and limited, consumers have normally postponed purchase until retirement, at which time costs are frequently prohibitive and often medical conditions disqualify would be purchasers.

LifeBeat has overcome the typical negative aspects associated with Long Term Care by initially providing Critical Illness Insurance and then offering a transition to an innovative Long Term Care plan.

At age 70, **LifeBeat** provides an option to convert to an innovative Long Term Care coverage to age 100. Premiums are guaranteed at your original rate when the policy was issued. This feature makes **LifeBeat** the only LTC plan anywhere to offer guaranteed premiums.

LifeBeat's LTC Option is more lenient, less restrictive and more comprehensive than any other LTC plan available. It not only provides coverage for all Long Term Care conditions, it also provides lifetime monthly benefits should any of the original 29 critical illness conditions occur. For example, if you suffered a heart attack at age 75 a traditional LTC policy wouldn't pay anything, whereas **LifeBeat** would provide a monthly annuity for life or at least five years, whichever is longer.

LifeBeat uses funds equal to the policy's face amount, prior to the LTC Option conversion, to purchase the annuity. The tax-free annuity payments can be level throughout or indexed 3% per annum. Or, if you wanted you could take 25% of the benefit in a lump sum payment, with the balance used to purchase your tax-free lifetime annuity.

Return of Premium upon Death rider:

LifeBeat offers an optional Return of Premium upon Death rider that refunds all premiums paid to a maximum of 100% of the policy's face amount. This refund is paid tax-free to a named beneficiary, in the event you die without having received a critical illness benefit.

Return of Premium at Expiry rider:

Another optional rider, Return of Premium at Expiry, refunds all premiums paid to the policyowner at age 70 if the insured is alive and hasn't received a critical illness benefit. The Return of Premium at Expiry rider is limited to 75% of the policy's face amount.

Both the Return of Premium upon Death rider and the Return of Premium at Expiry rider refund the costs of both riders, when applicable. The Comprehensive Critical Care rider costs are excluded.

The Return of Premium at Expiry rider offers two choices at age 70. At age 65 you can elect to receive a full tax-free refund and terminate the policy at Age 70. Or, you can take a 25% refund and convert your policy to the comprehensive LTC Option, receiving a 25% premium discount and extending coverage to age 100. This provision is only available to Level plan purchasers. Of course, Renewable plan purchasers have a guaranteed convertibility feature that permits conversion to the level plan, without medical evidence, at any time up to age 60.

Waiver of Premium Options:

When the Comprehensive Critical Care rider is selected, an optional benefit that waives the entire

plan's premium when monthly claim benefits are being received can be added. If the Comprehensive Critical Care rider is not selected a separate waiver of premium benefit can be purchased with a 4 month or 6 month qualifying period.

Summary:

LifeBeat's structure, the first of its kind in the world, is able to offer Long Term Care coverage with expanded benefits, at totally guaranteed rates and affordable prices.

LifeBeat is the only product currently available to provide you with Lifetime Lifestyle protection. It protects you against the financial devastation a critical illness can cause, during your working years while you are acquiring assets; or alternatively, it prevents asset erosion and helps protect your quality of life during your lengthy retirement years, by providing both Critical Illness and Long Term Care coverage to age 100.

LifeBeat. . . it's all about living and sooner or later chances are you're going to need it!

LifeBeat is backed by AXA Assurances Inc., a member of the AXA Group, a world leader in financial protection. The AXA Group is active in nearly 60 countries on five continents and serves over 50 million insureds.

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