

Investing in UL today...for tomorrow

Presented by: MARTIN LYDON

BUSINESS DEVELOPMENT MANAGER



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- Term dod budget
- WL Par expensive
- WL non par an option

- Lets look at a typical family market/mid market situation.

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UL Just for protection

- M37 F38 joint FTD both NS
- Need \$492,000 plus CI 25,000 CI 20
- 3 kids \$30,000 CTR each covered for....

- T20
- \$119.75

- Comp 1400 (150%)

- PLUS you need Blood
Para
Urine

Life Provider UL 25k/467

\$157.69

Plus \$38.00 perm insurance

Comp 2200 (150%) (OVER 50%)

Only Urine

WHY????

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- Lock in the cost of perm
- Youngest and healthiest
- Affordability
- Ease of UW

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- What about over funding in a UL?
- Is it a good thing?
- Does it work?
- Level COI or YRT?
- Get to know ideas and concepts you currently don't know.

UL investment options 1990

- Daily Interest
- 5 yr portfolio average
- Cdn Equity Index
- US Equity Index

- Daily interest account
- 5, 10 yr GIA
- 500+ funds including
 - Managed Mutual Funds
 - Indexed Funds
 - Managed Portfolio Indexes
 - Exchange Traded Fund (ETFs)
 - Specialty Funds
- Guaranteed Market Indexed Accounts

- Low volatility
- 1st, 2nd quartile performance
- Minimum Supervision
- Good diversification

- Here are just a few of our investment choices that delivered great results in 2012 as well as consistent returns over the past several years.

- **Designated Fund Returns as of December 31, 2012**

	» Inception	1 Year	3 Year	5 year	10 Year	UL Fees
• Bissett Small Cap Fund Series A	» 8.93%	20.77%	10.41%	4.16%	8.77%	1.50%
• BMO GDN Enterprise Fund	» 9.38%	14.91%	12.53%	5.29%	9.53%	1.00%
• CI Signature High Income Fund Class A	» 9.78%	11.58%	10.47%	6.69%	9.72%	1.50%
• Trimark US Small Companies Class Series A	» 6.54%	10.02%	10.83%	5.94%	6.53%	0.00%
• BMO GDN Monthly High Income Fund II	» 11.68%	7.67%	12.80%	6.78%	11.66%	0.00%

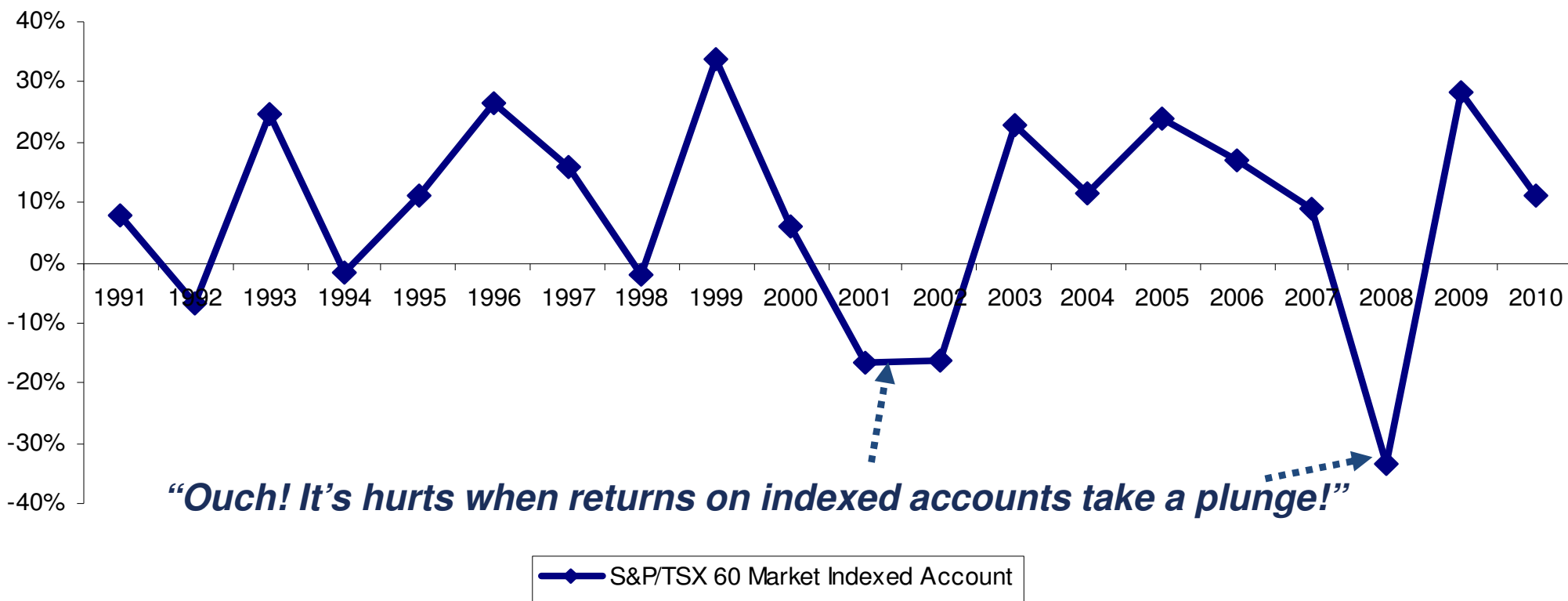
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The Low Fee “No Fee” Advantage

2% - 2.5% immediate client savings!!

AGF Canadian Growth Equity Class Ser A	0.00%	2.00%	Mac Cundill Global Balanced Fund C	0.00%	2.00%
AGF Canadian Resources Class Series A	0.00%	2.00%	Mac Cundill Recovery Fund Series C	0.00%	2.00%
AGF Global Equity Fund	0.00%	2.50%	Mac Cundill Value Fund Series C	0.00%	2.25%
AGF International Stock Class	0.00%	2.50%	Mac Focus Canada Series A	0.00%	2.50%
BMO GDN Cdn Diversified Monthly Inc Fund	0.00%	2.50%	Mac Focus Japan Class Series A	0.00%	2.00%
BMO GDN Dividend Fund Advisor Series	0.00%	2.50%	Mac Maxxum Dividend Growth Fund Series A	0.00%	2.25%
BMO GDN Monthly High Income Fund II	0.00%	2.50%	Mac Sentinel Corporate Bond Fund Ser A	0.00%	2.50%
CI Global Fund Class A	0.00%	2.50%	Mac Unv Canadian Balanced Fund Ser A	0.00%	2.25%
Counsel All Equity Portfolio Series A	0.00%	2.00%	Mac Unv Canadian Resource Fund Ser A	0.00%	2.25%
Dynamic Canadian Dividend Fund Ser A	0.00%	2.25%	Mac Unv Precious Metals Fund Series A	0.00%	2.25%
Dynamic Power Balanced Fund Series A	0.00%	2.25%	Mac Unv Wld Resource Class Series A	0.00%	2.50%
Dynamic Power Canadian Growth Fund A	0.00%	2.00%	Mac Unv World Real Estate CI Ser A	0.00%	2.00%
Dynamic Small Business Fund Series A	0.00%	2.50%	MLI U.S. Opportunities Fund Adv Ser	0.00%	2.25%
Dynamic Value Fund of Canada Series A	0.00%	2.25%	Renaissance Canadian Balanced Fund	0.00%	2.25%
Fidelity Canadian Large Cap Fund Ser A	0.00%	2.50%	Renaissance Global Health Care Fund	0.00%	2.00%
Fidelity Cdn Disciplined Equity Fd A	0.00%	2.50%	Renaissance Global Value Fund	0.00%	2.00%
Fidelity Europe Fund Series A	0.00%	2.50%	Templeton Global Smaller Comp Fd A	0.00%	2.25%
Fidelity Global Fund Series A	0.00%	2.50%	Templeton International Stock Fund A	0.00%	2.25%
Fidelity True North Fund Series A	0.00%	2.50%	Trimark Canadian Class Series A	0.00%	2.25%
Invesco Canadian Balanced Fund	0.00%	2.25%	Trimark Global High Yield Bond Fund	0.00%	2.50%
Invesco Canadian Premier Growth Fund A	0.00%	2.25%	Trimark U.S. Small Companies Class Ser A	0.00%	2.00%
Invesco European Growth Class Series A	0.00%	2.00%			

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ADVANTAGES

- No negative returns
- Sheltered fixed income
- Ease of management

DISADVANTAGES

- Locked in to low % environment
- Costly MVA's in an increasing interest rate environment
- IIT & commissions reduces return
- Limited fund growth

New and improved Crediting Rate Formula

Simply the best against other universal life providers¹

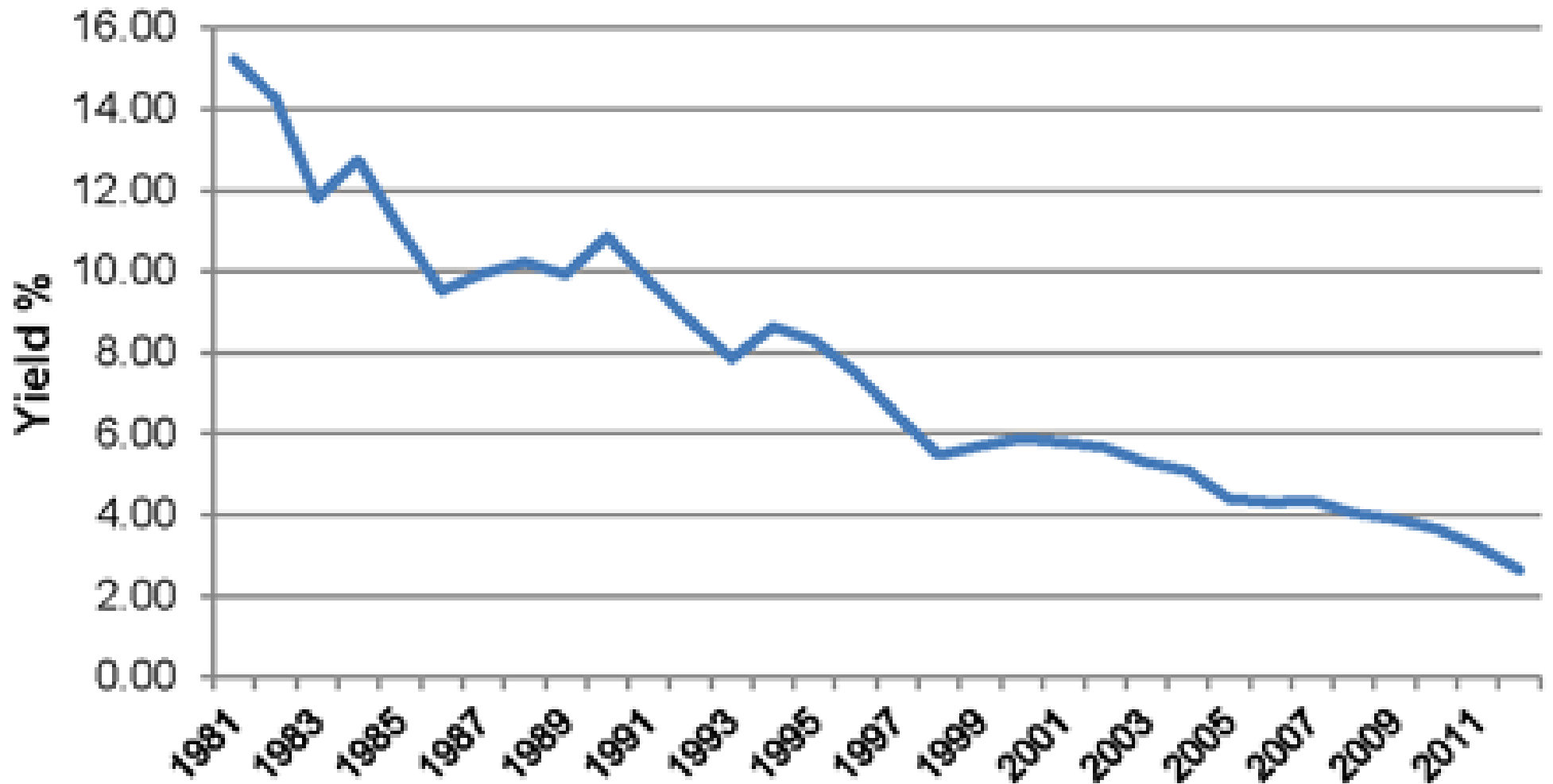
	Bonus Plans	Low Fees Plans
BMO Insurance	90% of ... less 1.25%	90% of ... less 0.75%
Company A	90% of ... less 1.75%	90% of ... less 1.05%
Company B	90% of ... less 1.75%	90% of ... less 1.25%
Company C	90% of ... less 1.75%	n.a.
Company D	90% of ... less 1.75%	90% of ... less 1.75%
Company E and Company F	90% of ... less 2.00%	90% of ... less 1.50%
Company G	90% of ... less 2.75%	90% of ... less 1.50%
Company H	90% of ... less 2.00%	n.a.

¹ Companies surveyed: BMO Insurance (LifeProvider and Life Dimensions), Canada Life (Millennium), Desjardins Financial (Pace UL), Empire Life (Trilogy), Equitable Life (Equation Generation), Industrial Alliance (Genesis), Manulife (InnoVision), Sun Life (Sun UL) and Transamerica (Estate Advantage).

The comparison was performed based on information believed to be reliable and in effect as of October 15, 2012. BMO Life Assurance Company is not liable for any errors or omissions in the information derived from third party sources.

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Locked into low % environment



- Example of MVA on \$100,000 FV invested in a 10yr GIA at current 1.5% switched out in yr 3 with an increase in rates of:
 - 0.5%.....MVA: ?
 - 1.0%.....MVA: ?
 - 1.5%.....MVA: ?

- Example of MVA on \$100,000 FV invested in a 10yr GIA at current 1.5% switched out in yr 3 with an increase in rates of:
 - 0.5%.....MVA: **\$3,500**
 - 1.0%.....MVA: **\$7,000**
 - 1.5%.....MVA: **\$10,500**
- Imagine the MVA on a 20 year GIA!!

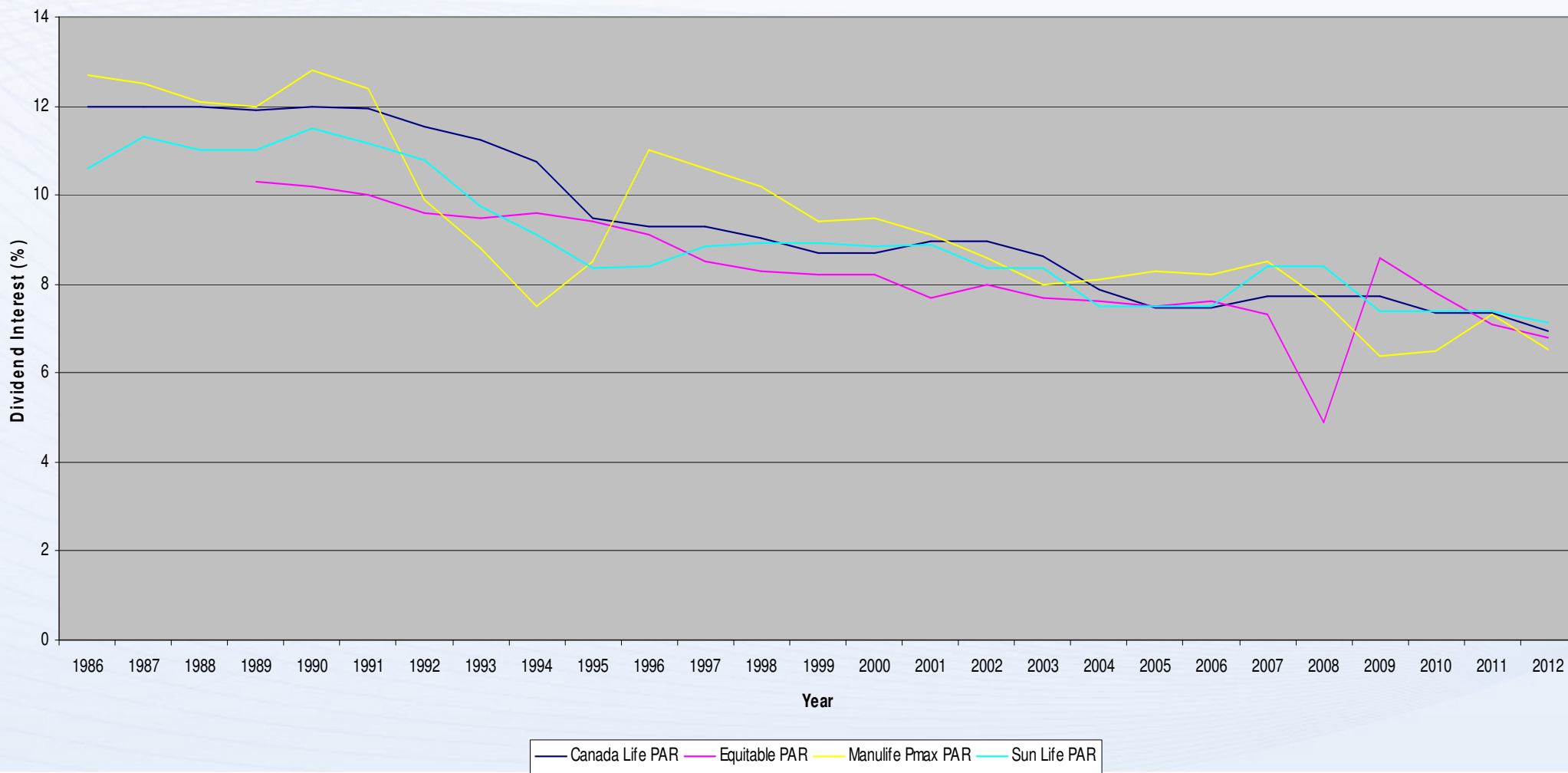
- ...1986 CL PAR 12%
- ...1987 Sun PAR 11.3%
- ...1988 Manu PAR 12.1%
- ...1989 Equitable PAR 11%

- 2012 announced PAR rates:
 - Canada Life : 6.96% (down 40 bps)
 - Manulife: 6.55% (down 75 bps)
 - Sun Life: 7.15% (down 25 bps)
 - Equitable: 6.8% (down 30 bps)

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Where is the POSITIVE message?

PAR Dividend Scale



- Some insurers have exited the PAR Whole Life Market
- Uncertain future
- Gtd CSV/DB creates accounting pressures (expenses) under Phase 2 IFRS
- Older maturing bonds replaced by low yielding long term bonds
- Declining lapse gains also dragging the performance downwards

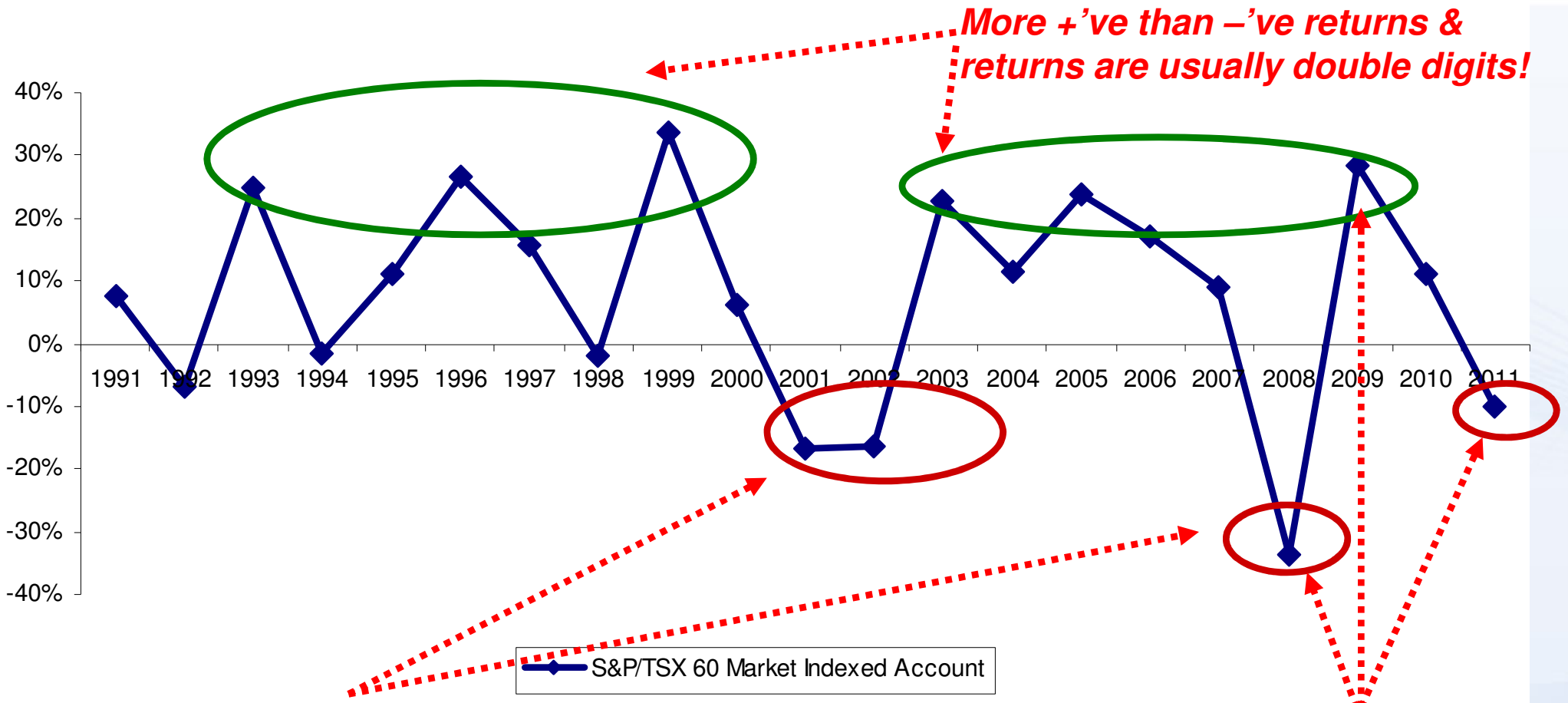
- ARE THERE ANY OTHER OPTIONS?

- In July 2011, BMO Insurance partnered up with BMO Capital Markets to offer the GMIA.
- Inspired by popular American “GMIA” style UL investment options offered by Hartford Life, Aviva, Minnesota Life, John Hancock, Penn, Lincoln, etc
- Available in Life Dimensions Universal Life policy issued November 2010 or later.
- A hybrid between a GIC & ETF: Best of both worlds!!

- ETF+GIC Hybrid / Market Linked GIC / GIA+Equity Blend
- Unlimited growth potential of a market index plus the security of a GIC.
- Rates of return are guaranteed to never be negative.
- Annual reset allows gains to rollover into new series.
- Fixed Interest Option available that is tied to long term bond rates.
- A GIC alternative - Long term averages somewhere between a GIC & Index

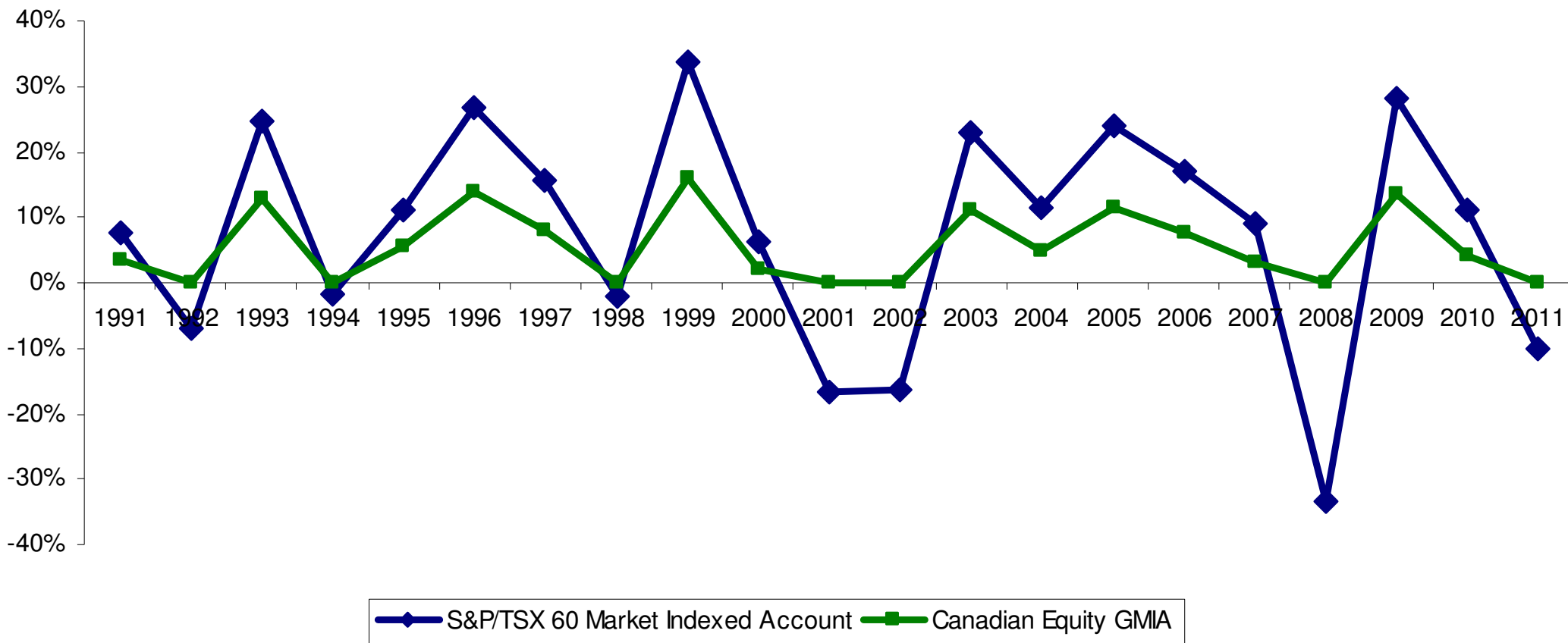
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Get off the rollercoaster ride with the GMIA



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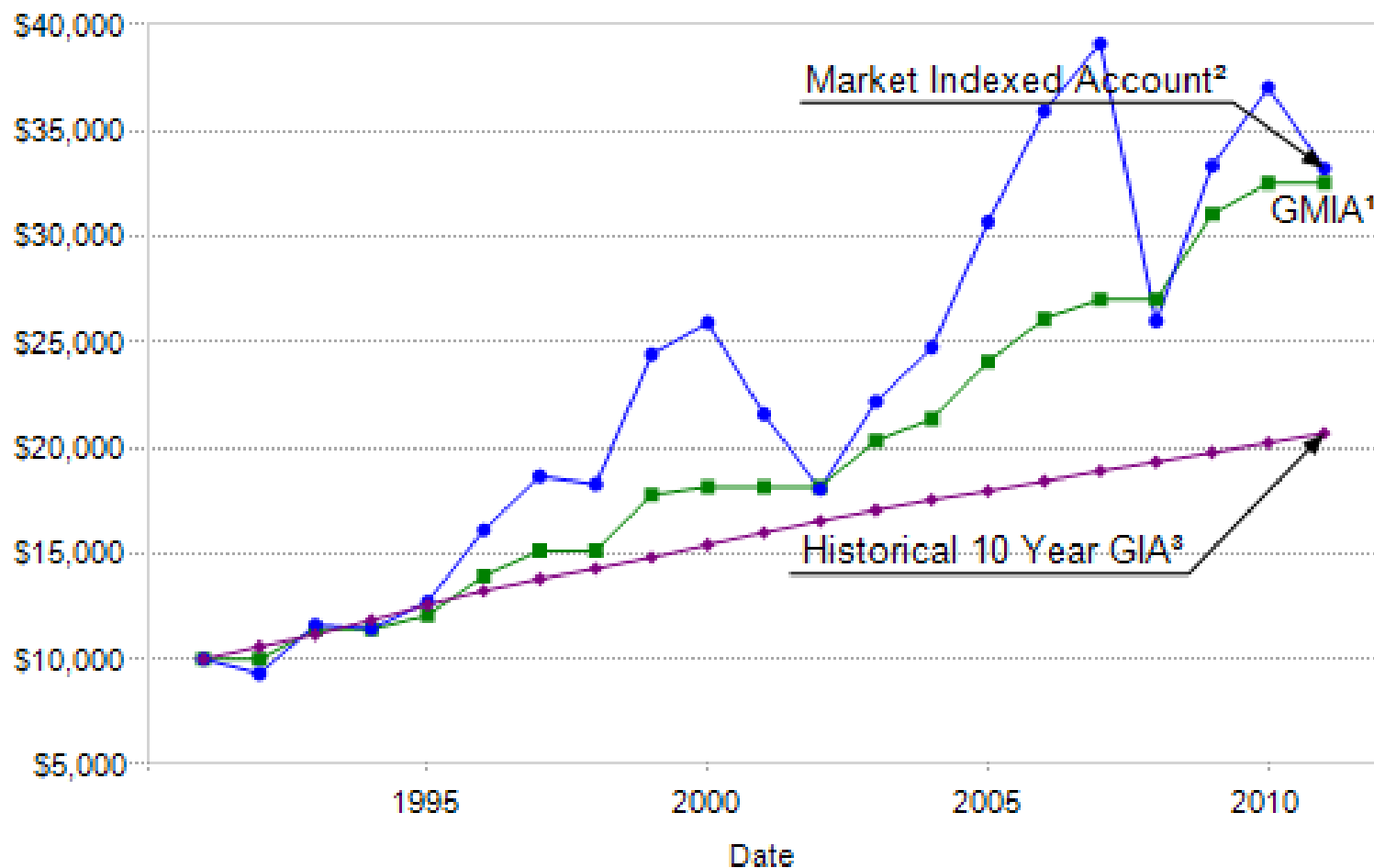
Get off the rollercoaster ride with the GMIA



¹ GMIA Values are based on the GMIA Credited Rate of Return using the historical performance of the underlying Reference Market Index by calendar year assuming the fund was available for that period. The historical performance of securities in the Reference Market Index does not indicate the future performance of those securities. Assumptions: Index Cap Rate: No maximum; Hurdle Rate: 3%; Participation Rate: 55%

² Market Indexed Account Values are based on the historical performance of the underlying Total Return Index less 1.75% by calendar year. The historical performance of securities in the Total Return Index does not indicate the future performance of those securities.

Growth of \$10,000 for 20 years (Illustrated Index Participation Rate: 60%)



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Back Tested Example of Returns

Growth of \$10,000 for 10 years						
End of Year	Illustrated GMIA ¹		Market Indexed Account ²		Alternative ³	
2002	0.00 %	\$10,000	-16.42 %	\$8,358	3.51 %	\$10,351
2003	11.96 %	\$11,196	22.86 %	\$10,269	3.06 %	\$10,669
2004	5.16 %	\$11,773	11.59 %	\$11,459	2.88 %	\$10,976
2005	12.59 %	\$13,256	23.96 %	\$14,204	2.40 %	\$11,239
2006	8.41 %	\$14,371	17.07 %	\$16,629	2.55 %	\$11,526
2007	3.51 %	\$14,876	8.91 %	\$18,110	2.57 %	\$11,823
2008	0.00 %	\$14,876	-33.52 %	\$12,039	2.30 %	\$12,094
2009	14.97 %	\$17,103	28.20 %	\$15,435	2.30 %	\$12,373
2010	4.73 %	\$17,911	11.12 %	\$17,151	2.30 %	\$12,657
2011	0.00 %	\$17,911	-10.34 %	\$15,378	2.30 %	\$12,948
Annualized Average Rate Of Return	6.00 %		4.40 %		2.62 %	

- Results of back testing our current model of participation rate setting:
 - Periods that would hit our internal limits range from 85% to 30% participation.
- Average Participation between 1994 to 2001 would have been 82%.
 - 65% between 2001 to 2011
- Annualized returns:
 - 7.3% between 1994 to 2004
 - 7.01% between 2004 to 2011
 - 6.03% between 2002 and 2012
- All values from data assuming a January 1st purchase date.

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Let's Explore the Illustrator...

Input						
Fund Deposit			100,000			
Deposit Month			1			
Deposit Year			2001			
	Year	Participation	Growth	Fund Credit	Fund Value	
	1	50%	-12.65%	0.00%	100,000	
	2	45%	-15.18%	0.00%	100,000	
	3	66%	20.93%	11.78%	111,782	
	4	85%	7.47%	3.80%	116,032	
	5	85%	31.47%	24.20%	144,108	
	6	85%	9.98%	5.93%	152,657	
	7	85%	11.95%	7.60%	164,265	
	8	85%	-30.97%	0.00%	164,265	
	9	30%	16.47%	4.04%	170,902	
	10	30%	20.06%	5.12%	179,651	
Average Participation:		65%	Annualised Return:		6.03%	
Note: Data is from Jan 1994 to Jan 2012						

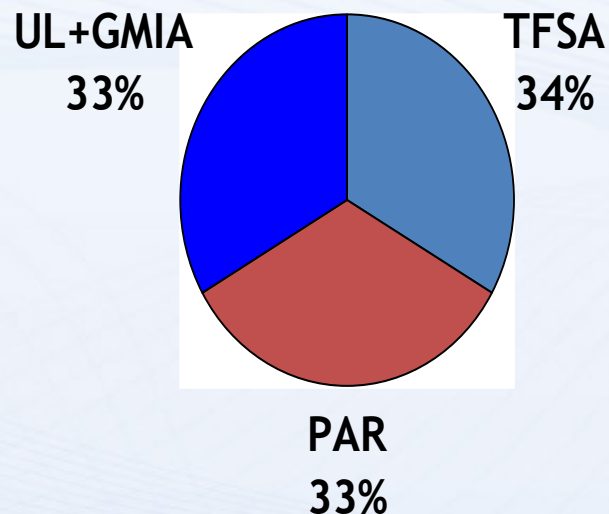
PAR Whole Life

- Downside Protection
- Long historical returns
- Limited Upside Potential
- Slow to respond to bond rate movements
- Very little premium flexibility
- No alternative investment options
- Limited product transparency

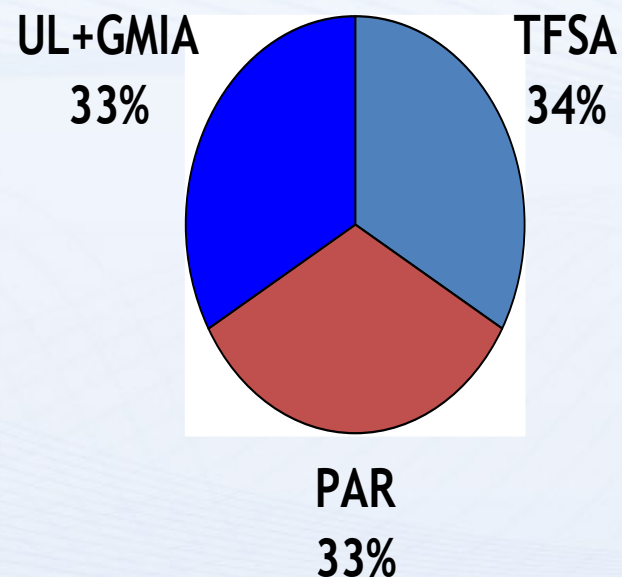
GMIA (Universal Life)

- Downside Protection (0% floor)
- New fund so no long term history
- Unlimited Upside Potential
- Quick response to increases in bond rates
- UL premium option is very flexible
- A multitude of investment options
- Total transparency

- Asset Allocation - spreads the risk between various asset classes to reduce volatility.
- Product Allocation spreads the risk between various product types.
- Diversification of product and asset class is key to a comprehensive risk management plan



- Is PAR dying?
 - **No!**
- Should you surrender your PAR contracts and stop selling PAR?
 - **No!!**
- Does it make sense to spread the risk so your clients eggs are not in one basket?
 - **YES!!!**
- Product Allocation is the key



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Exchange Traded Funds

- Over 20 BMO ETFs to offer your clients more choice and exposure
- Examples of some low volatility ETFs include but not limited to...

BMO Eql. Weight Utilities ETF (ZUT)

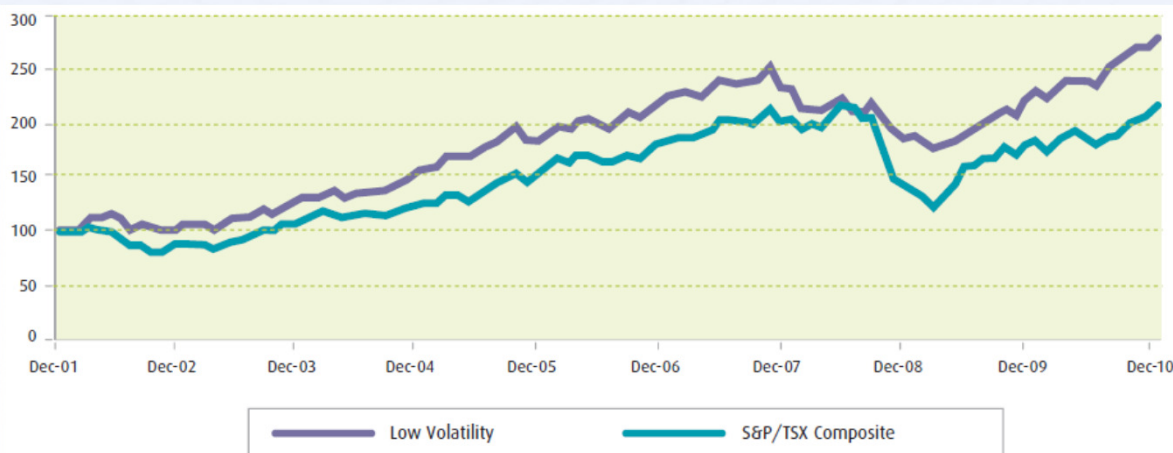
- Fortis Inc, Emera Inc, Atco Ltd
- Utility companies
- ↑ energy consumption world wide
- We all need electricity in good or bad economic times!
- 3 yr risk beta: 0.67*

Returns as at July 31, 2012

	Fund	Group Avg	Index*
1 month	2.13%	-0.63%	0.80%
3 months	0.31%	-2.77%	-4.35%
6 months	4.72%	2.07%	-4.90%
1 year	6.81%	0.72%	-7.22%
2 year avg	8.63%	7.05%	2.58%
3 year avg	-	7.15%	5.51%
4 year avg	-	2.89%	-0.85%
5 year avg	-	-0.74%	-0.58%

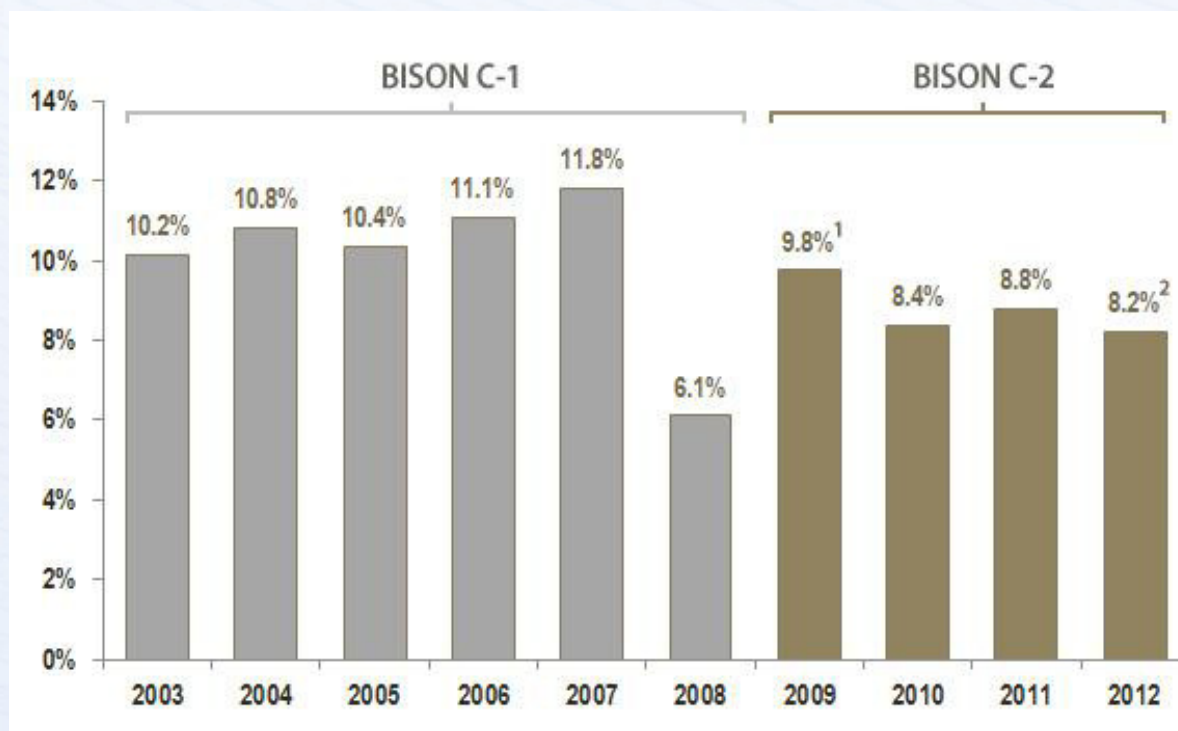
BMO Low Volatility Cdn Equity ETF (ZLB)

- Fairfax, Shoppers DrugMart, Weston
- Consumer staples
- We all need staples in good or bad times!
- 3 yr risk beta: 0.97*



- No need to be an ETF expert
- Contact BMO ETF Wholesalers today!!
 - Ontario: Kevin.Prins@bmoguardian.com
Daniel.Stanley@bmoguardian.com
 - Western: Mark.Wesbter@bmoguardian.com
 - Eastern: Alain.Desbiens@bmo.com
- Available to field your questions or available for group presentations to your COI or prospects

- Unique speciality funds available to your exclusive HNW clients
- Provides HNW Investment Advisors access to sophisticated investments beyond what is available on www.BMOInvestPro.ca
- Approval process available to add new funds

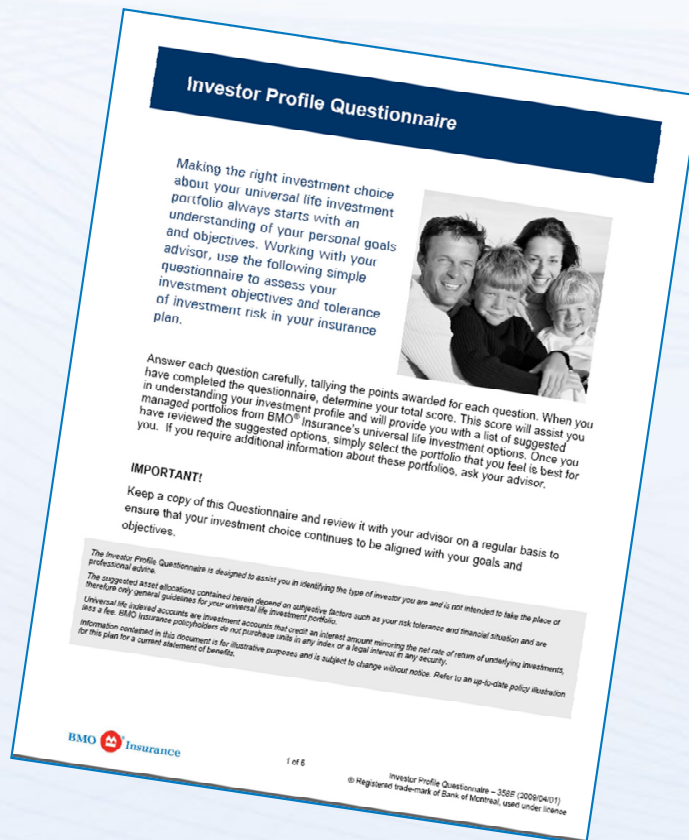


A Few Helpful Tips...

- Assess your client’s risk tolerance and return objectives.
- Keep diversification in mind
- Select options that have a good track record compared with the industry average
- Focus on ***low volatility funds*** invested in less cyclical sectors
- Relatively stable ***calendar year returns***

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You have the tools at your fingertips...

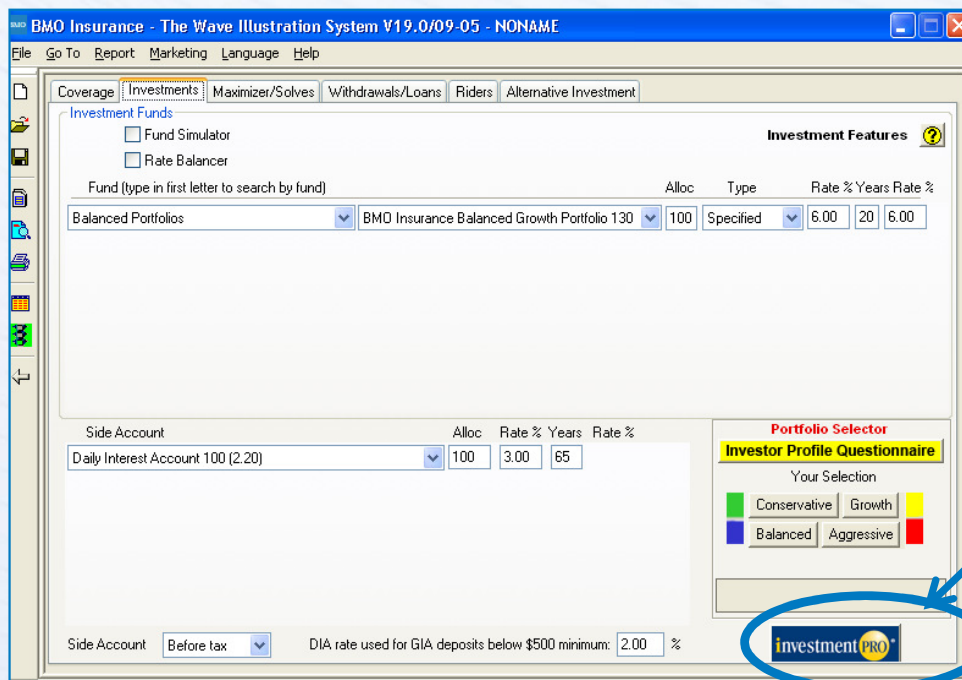


Determine your client's investor profile and risk tolerance by completing an "Investor Profile Questionnaire" with them.

Investor Profile Questionnaires are readily available in universal life sections of the Wave illustration and on our website at: www.bmoinsurance.com/advisor.

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You have the tools at your fingertips...



BMO Investment PRO provides up to date information on all your BMO Insurance investment options.

Connect to the investment PRO website directly from the Wave illustration or bookmark your link to <http://www.bmoinvestpro.ca>

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Key-in on What's Most Important...

BMO Insurance français | User Guide | Close

Top/Bottom Funds | Managed Index | Market Index | Guaranteed Interest | Quick Reports | investment PRO

Quick Search | **Advanced Search** | Current List

General

UL Plan Type: Life Dimensions (Low Fees) ▼
UL Fee: Less than 0.75% ▼
Fund Company: Any ▼
Fund Type: Canadian Equity ▼
Socially Responsible Investments
Total Assets (\$ millions): Any ▼

Performance

1 Mth Return: Any ▼
3 Mth Return: Any ▼
6 Mth Return: Any ▼
YTD Return: Any ▼
1 Yr Return: Any ▼
3 Yr Return: Any ▼
5 Yr Return: Any ▼
10 Yr Return: Any ▼
Inception Return: Any ▼

Rankings

FundGrade: A ▼
Quartile: I ▼

Search

Save Advanced Search as: New Saved Search ▼ Save

Advanced Search helps you select what you are looking for...

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The Results: An Example

VOLATILITY
Based on 3 year standard deviation

TOP HOLDINGS
As of May 31, 2012

Canada Dollar	25.32%
Manasse Shipell Inc - Common	3.37%
Directcash Payments Inc - Common	2.75%
Allied Properties REIT - Units	2.70%
Secure Energy Services Inc - Common	2.59%
Alerts Loyalty Corp - Common	2.59%
Black Diamond Group Ltd - Common	2.41%
Petrolina Pipeline Corp - Common	2.22%
Morguard Corp - Common	2.14%
Genesis Income Fund - Common	2.06%

ASSET ALLOCATION
As of May 31, 2012

Canadian Equity	51.5%
Cash and Equivalents	25.5%
Income Trust Units	9.0%
US Equity	3.4%
Mortgages	0.8%
Other	0.8%

SECTOR ALLOCATION
As of May 31, 2012

Financial Services	31.8%
Cash and Cash Equivalent	25.5%
Energy	9.4%
Industrial Services	8.2%
Utilities	6.3%
Other	10.0%

GEOGRAPHIC ALLOCATION
As of May 31, 2012

Canada	26.2%
United States	3.6%
Asia/Pacific Rim	0.2%

STYLE
As of July 31, 2012

	Value	Blend	Growth	
Large				
Medium				
Small				

UNIVERSAL LIFE MANAGED INDEXED ACCOUNT **CANADIAN EQUITY**

Dynamic Small Business Fund Series A

The information contained in this profile is related to the index indicated above. As part of a BMO Life Assurance Company policy, you do not purchase units in this index or a legal interest in any security.

OBJECTIVE
Dynamic Small Business Fund seeks long-term capital appreciation through investment primarily in equity securities of relatively small Canadian businesses.

Category	Canadian Small/Mid Cap Equity	Fund Managers	Oscar Beliche Jason Gibbs	Start Date	8/5/2002
Managed By	GCIC Ltd.				3/12/2007
Inception Date	April 28, 1997				
Designated Fund MER	2.77%				
Total Assets (\$ millions)	193.44				

COMPOUND RETURN
As of July 31, 2012

Period	1 Mth	3 Mth	6 Mth	1 Yr	3 Yr	5 Yr	10 Yr	Inception
Designated Fund	2.05%	-1.46%	1.94%	4.30%	19.03%	9.31%	16.99%	8.46%
Benchmark	2.24%	-0.10%	-12.17%	-16.56%	11.76%	-3.34%	7.17%	-
Quartile	1	1	1	1	1	1	1	-

CALENDAR RETURN
As of July 31, 2012

Period	2011	2010	2009	2008	2007	2006	2005	2004	2003
Designated Fund	1.46%	27.25%	38.54%	-18.05%	18.53%	17.83%	24.90%	24.17%	50.96%
Benchmark	-15.16%	35.23%	65.91%	-40.85%	-1.18%	13.55%	18.79%	13.18%	41.82%
Quartile	1	2	4	1	1	2	2	1	1

GROWTH OF \$10,000
Annual values as of July 31 2012

* Based on July 2012 results

Past performance is no guarantee of future performance. All returns are historical annual compounded total rates of return and reflect changes in yield and distributions reinvested. The Account credit an interest amount mirroring the net rate of return of a specified underlying investment, less a BMO Life Assurance Company daily management fee. The BMO Life Assurance Company management fee will be deducted from the returns and will be reflected in the policyholder's fund value.

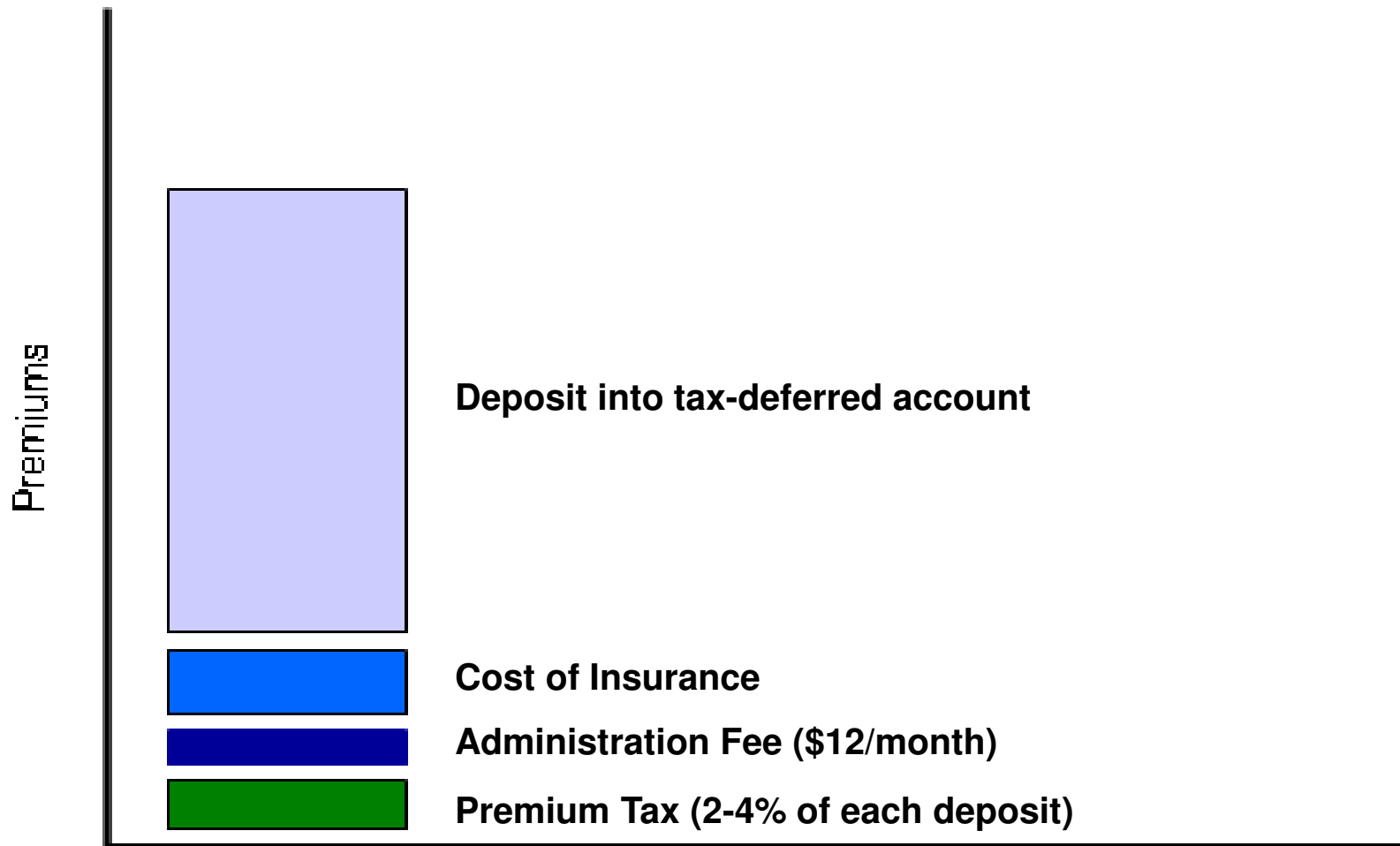
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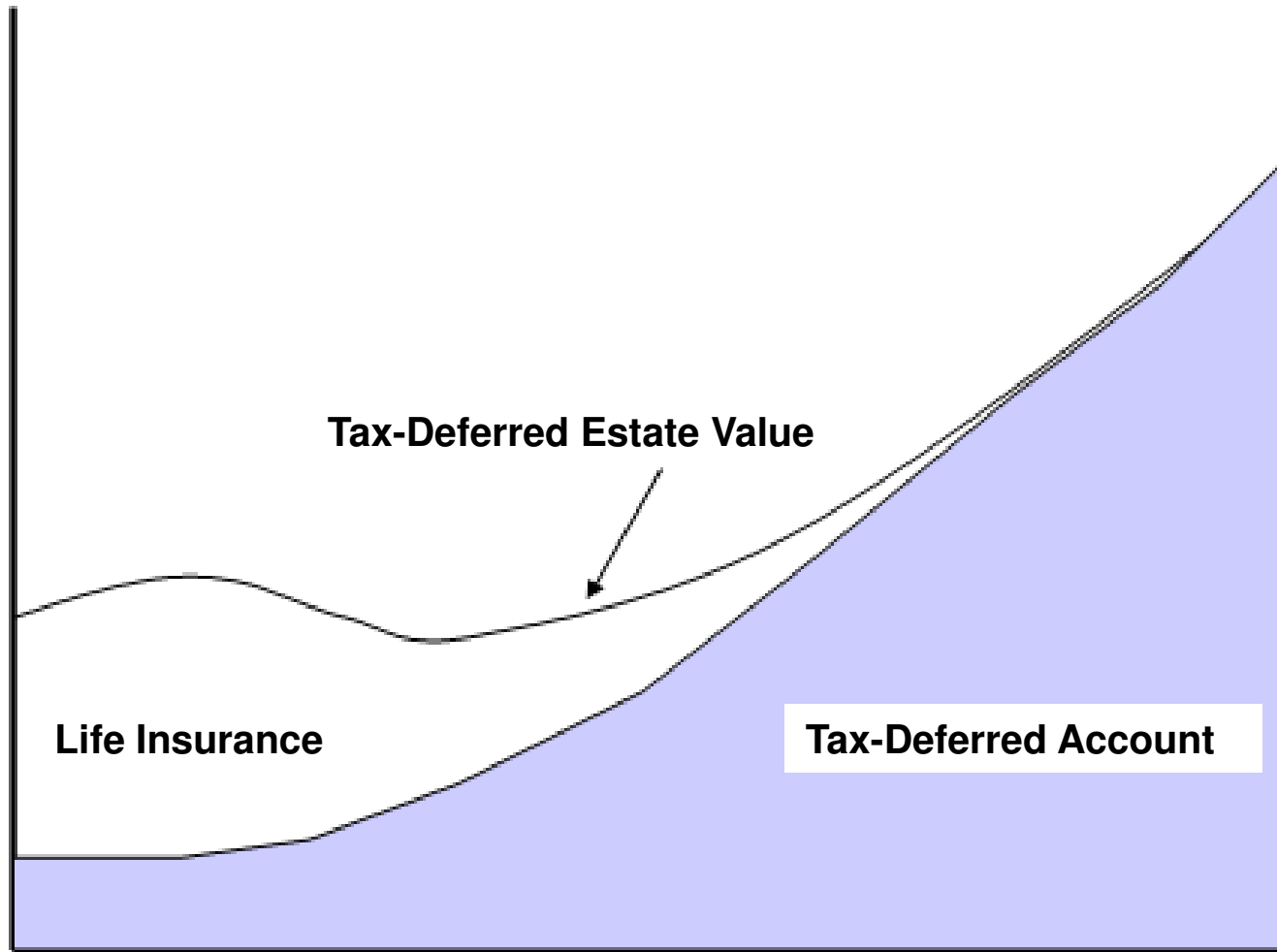
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BMO Insurance
Data Provided by Fundrise

- Total deposit determines the required Insurance amount to efficiently tax shelter funds
- YRT cost of insurance selected
- Add a “Maximizer” to keep the invested funds at MTAR
- Whenever possible, add a spouse on the contract as a joint-last-to-die to effectively reduce insurance costs
- Take advantage of the “Special Death Benefit” option on 1st death

- **Investor Maximizer**
Face Amount decreases start as early as the end of year 5
Designed for deposit durations of 5 years and over
- **Maximizer Select**
Face Amount decreases start as early as the end of year 5
Designed for deposit durations between 3 - 5 years
- **Maximizer Elite**
Low Initial Face Amount with increases at the beginning of years 2-10
Designed for early lump sum deposits
Three annual premiums are required





A Tax-Deferred investment portfolio with life insurance



Personal Asset Transfer Plan

Life Dimensions (Low Fees)

Personal Asset Transfer Plan (Comparison with an Alternative Investment)

Life Insured: Client 1_1, 50, Male, Non-smoker

Life Insured: Client 1_2, 50, Female, Non-smoker

Policy Details

Owner: Owner

Policy Type:

Face Amount:

Death Benefit Type:

Cost of Insurance:

First Year Annual Deposit:

Initial Illustration Rate:

Joint last to die

\$510,000

Sum Insured

Yearly Renewable Term
with Investor Maximizer

\$20,000.00

5.00%

Alternative Investment

Interest

100%

Individual Tax Rate:

47.00%

A.I. Rate:

Illustration Rate plus 0.00%

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Case Study 1 Investor Maximizer

Personal Asset Transfer Plan for Owner

Alternative Investment Values

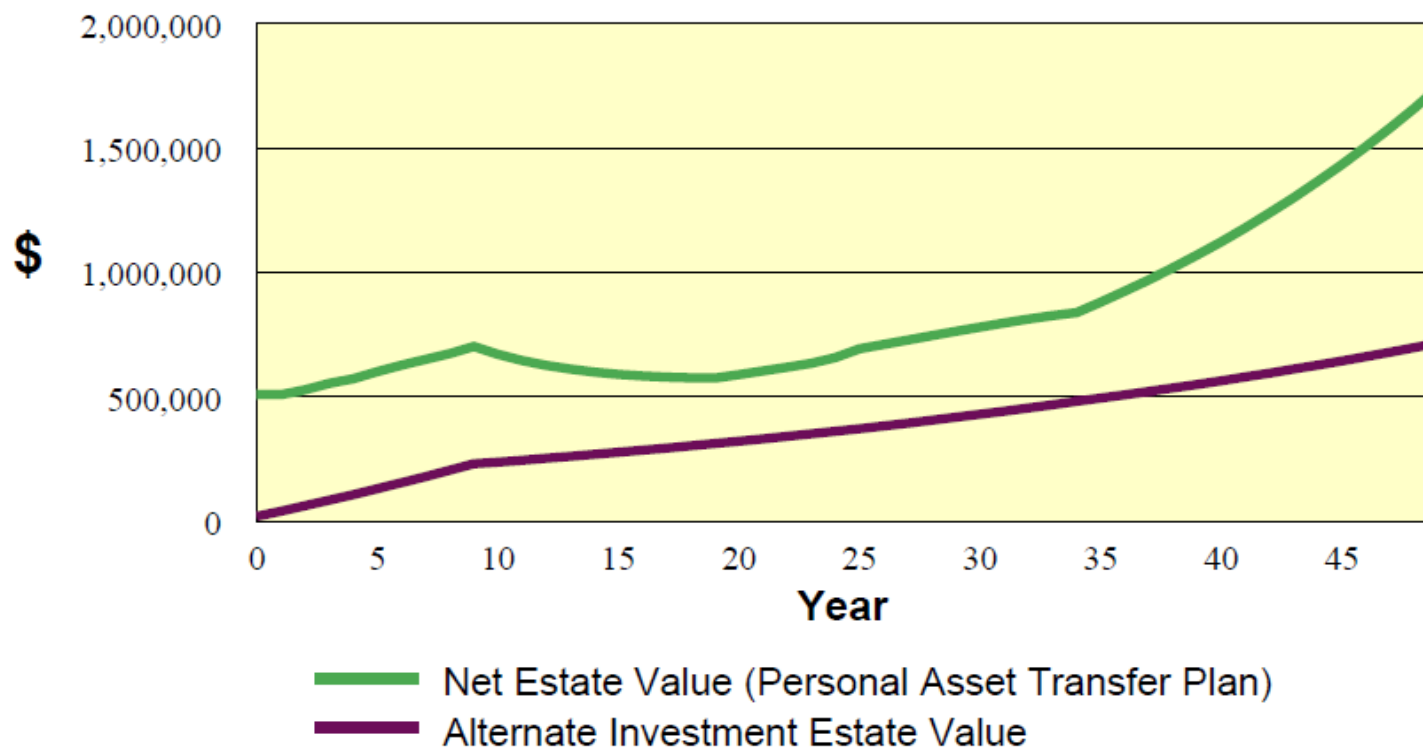
Age	Total Annual Deposit	Total Charges	Fund Value	Cash Value	Net Estate Value	Year	After-tax Estate Value	Net Estate Value at Death
51/51	\$20,000.00	\$865	\$19,671	\$16,973	\$510,000	1	\$20,530	\$20,530
52/52	\$20,000.00	\$870	\$40,322	\$34,925	\$510,000	2	\$41,604	\$41,604
53/53	\$20,000.00	\$860	\$62,015	\$56,078	\$529,185	3	\$63,237	\$63,237
54/54	\$20,000.00	\$859	\$84,793	\$78,317	\$554,902	4	\$85,442	\$85,442
55/55	\$20,000.00	\$869	\$108,700	\$101,144	\$573,561	5	\$108,237	\$108,237
56/56	\$20,000.00	\$876	\$133,795	\$127,319	\$602,358	6	\$131,635	\$131,635
57/57	\$20,000.00	\$893	\$160,127	\$154,730	\$627,984	7	\$155,653	\$155,653
58/58	\$20,000.00	\$905	\$187,763	\$183,446	\$651,817	8	\$180,308	\$180,308
59/59	\$20,000.00	\$920	\$216,765	\$213,527	\$674,695	9	\$205,616	\$205,616
60/60	\$20,000.00	\$907	\$247,230	\$247,230	\$703,614	10	\$231,595	\$231,595
65/65	\$0.00	\$813	\$310,423	\$310,423	\$588,962	15	\$263,951	\$263,951
70/70	\$0.00	\$783	\$391,595	\$391,595	\$557,229	20	\$300,828	\$300,828
85/85	\$0.00	\$621	\$791,485	\$791,485	\$791,485	35	\$445,351	\$445,351
100/100	\$0.00	\$144	\$1,642,177	\$1,642,177	\$1,642,177	50	\$659,306	\$659,306



Personal Asset Transfer Plan

Life Dimensions (Low Fees)

The Personal Asset Transfer Plan vs. Alternative Investment*



*Conventional assets such as Bonds, GICs, Mutual Funds

Total Charges to Fund Value Ratio

Yr	Age	Total Charges	Fund Value	Total Charges to Fund Value Ratio %
1	51/51	\$865.48	\$19,671.25	4.40
2	52/52	\$869.56	\$40,321.77	2.16
3	53/53	\$860.26	\$62,014.59	1.39
4	54/54	\$859.14	\$84,793.22	1.01
5	55/55	\$869.22	\$108,700.20	0.80
6	56/56	\$876.35	\$133,795.04	0.65
7	57/57	\$892.86	\$160,127.29	0.56
8	58/58	\$905.18	\$187,763.21	0.48
9	59/59	\$920.44	\$216,764.91	0.42
10	60/60	\$907.36	\$247,230.43	0.37
15	65/65	\$812.52	\$310,423.32	0.26
20	70/70	\$783.19	\$391,595.21	0.20
35	85/85	\$620.64	\$791,484.84	0.08
50	100/100	\$144.00	\$1,642,177.47	0.01



Personal Asset Transfer Plan

Life Dimensions (Low Fees)

Personal Asset Transfer Plan (Comparison with an Alternative Investment)

Life Insured: Client 1_1, 57, Male, Non-smoker
Life Insured: Client 1_2, 57, Female, Non-smoker

Policy Details

Owner: Owner
Policy Type: Joint last to die
Face Amount: \$903,000
Death Benefit Type: Sum Insured
Cost of Insurance: Yearly Renewable Term with Maximizer Select
First Year Annual Deposit: \$75,000.00
Initial Illustration Rate: 5.00%

Alternative Investment

Interest: 100%
Individual Tax Rate: 47.00%
A.I. Rate: Illustration Rate plus 0.00%

Investing in UL today...for tomorrow

Case Study 2 Maximizer Select

Personal Asset Transfer Plan for Owner

Alternative Investment Values

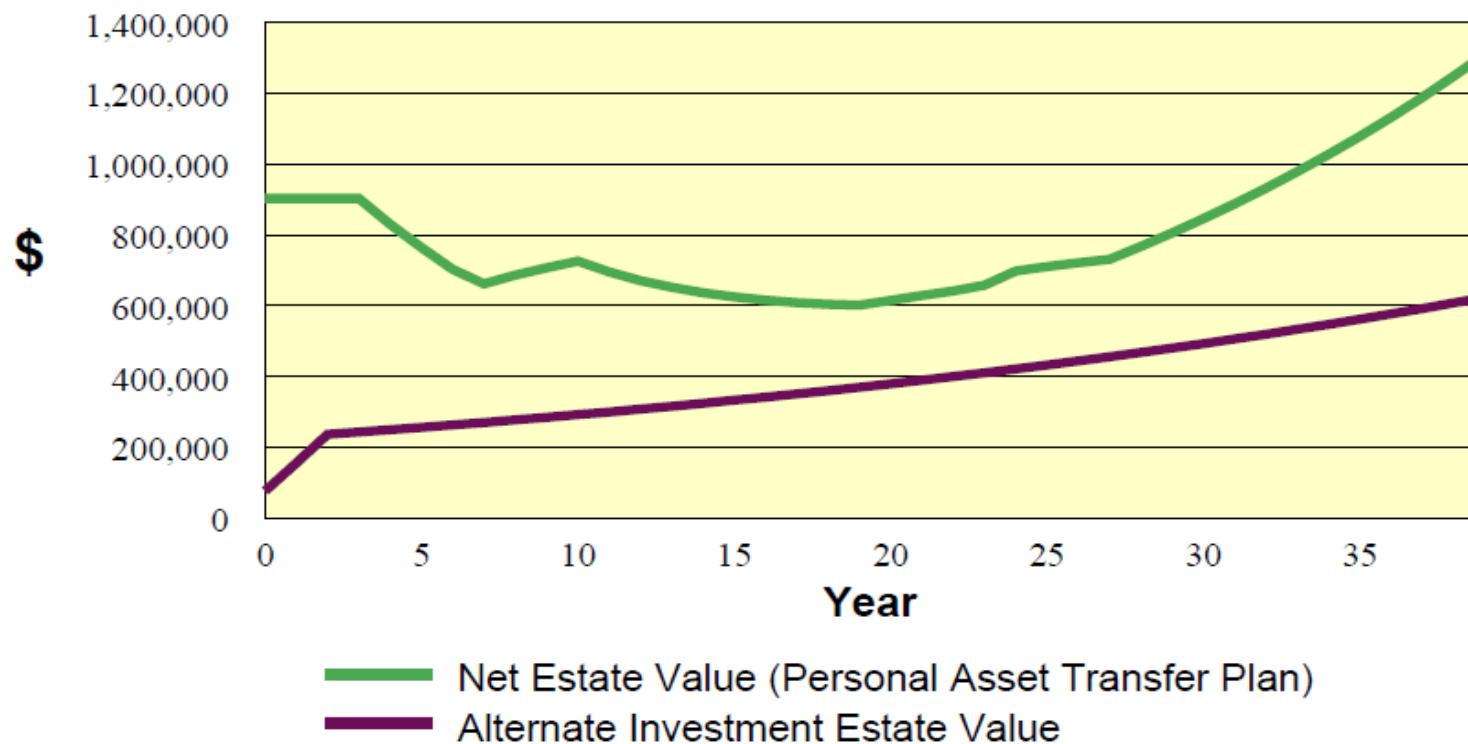
Age	Total Annual Deposit	Total Charges	Fund Value	Cash Value	Net Estate Value	Year	After-tax Estate Value	Net Estate Value at Death
58/58	\$75,000.00	\$2,071	\$75,001	\$30,001	\$903,000	1	\$76,988	\$76,988
59/59	\$75,000.00	\$2,002	\$153,823	\$48,823	\$903,000	2	\$156,015	\$156,015
60/60	\$75,000.00	\$1,890	\$236,706	\$90,456	\$903,000	3	\$237,137	\$237,137
61/61	\$0.00	\$1,945	\$246,498	\$111,498	\$903,000	4	\$243,421	\$243,421
62/62	\$0.00	\$2,011	\$256,711	\$132,961	\$830,760	5	\$249,872	\$249,872
63/63	\$0.00	\$1,869	\$267,585	\$155,085	\$764,299	6	\$256,493	\$256,493
64/64	\$0.00	\$1,721	\$279,157	\$189,157	\$703,155	7	\$263,291	\$263,291
65/65	\$0.00	\$1,571	\$291,465	\$223,965	\$662,355	8	\$270,268	\$270,268
66/66	\$0.00	\$1,474	\$304,490	\$259,490	\$686,595	9	\$277,430	\$277,430
67/67	\$0.00	\$1,490	\$318,151	\$295,651	\$707,496	10	\$284,782	\$284,782
70/70	\$0.00	\$1,416	\$363,377	\$363,377	\$671,453	13	\$308,027	\$308,027
72/72	\$0.00	\$1,265	\$397,836	\$397,836	\$637,102	15	\$324,569	\$324,569
77/77	\$0.00	\$1,047	\$500,965	\$500,965	\$601,697	20	\$369,915	\$369,915
85/85	\$0.00	\$584	\$731,268	\$731,268	\$731,268	28	\$456,009	\$456,009
100/100	\$0.00	\$144	\$1,516,991	\$1,516,991	\$1,516,991	43	\$675,084	\$675,084



Personal Asset Transfer Plan

Life Dimensions (Low Fees)

The Personal Asset Transfer Plan vs. Alternative Investment*



*Conventional assets such as Bonds, GICs, Mutual Funds

Total Charges to Fund Value Ratio

Yr	Age	Total Charges	Fund Value	Total Charges to Fund Value Ratio %
1	58/58	\$2,070.68	\$75,000.79	2.76
2	59/59	\$2,002.35	\$153,823.36	1.30
3	60/60	\$1,889.51	\$236,705.54	0.80
4	61/61	\$1,945.43	\$246,498.12	0.79
5	62/62	\$2,011.08	\$256,711.39	0.78
6	63/63	\$1,868.75	\$267,584.77	0.70
7	64/64	\$1,721.13	\$279,156.82	0.62
8	65/65	\$1,571.10	\$291,465.01	0.54
9	66/66	\$1,474.26	\$304,490.28	0.48
10	67/67	\$1,489.53	\$318,150.79	0.47
13	70/70	\$1,415.52	\$363,377.31	0.39
15	72/72	\$1,264.85	\$397,835.70	0.32
20	77/77	\$1,047.22	\$500,965.42	0.21
28	85/85	\$584.28	\$731,268.15	0.08
43	100/100	\$144.00	\$1,516,991.30	0.01



Personal Asset Transfer Plan

Life Dimensions (Low Fees) with Maximizer Elite

Personal Asset Transfer Plan (Comparison with an Alternative Investment)

Life Insured: Client 1_1, 60, Male, Non-smoker
Life Insured: Client 1_2, 60, Female, Non-smoker

Policy Details

Owner: Owner
Policy Type: Joint last to die
Face Amount: \$738,000
Death Benefit Type: Sum Insured
Cost of Insurance: Yearly Renewable Term with Maximizer Elite
First Year Annual Deposit: \$250,000.00
Initial Illustration Rate: 5.00%

Alternative Investment

Interest: 100%
Individual Tax Rate: 47.00%
A.I. Rate: Illustration Rate plus 0.00%

Personal Asset Transfer Plan for Owner

Alternative Investment Values

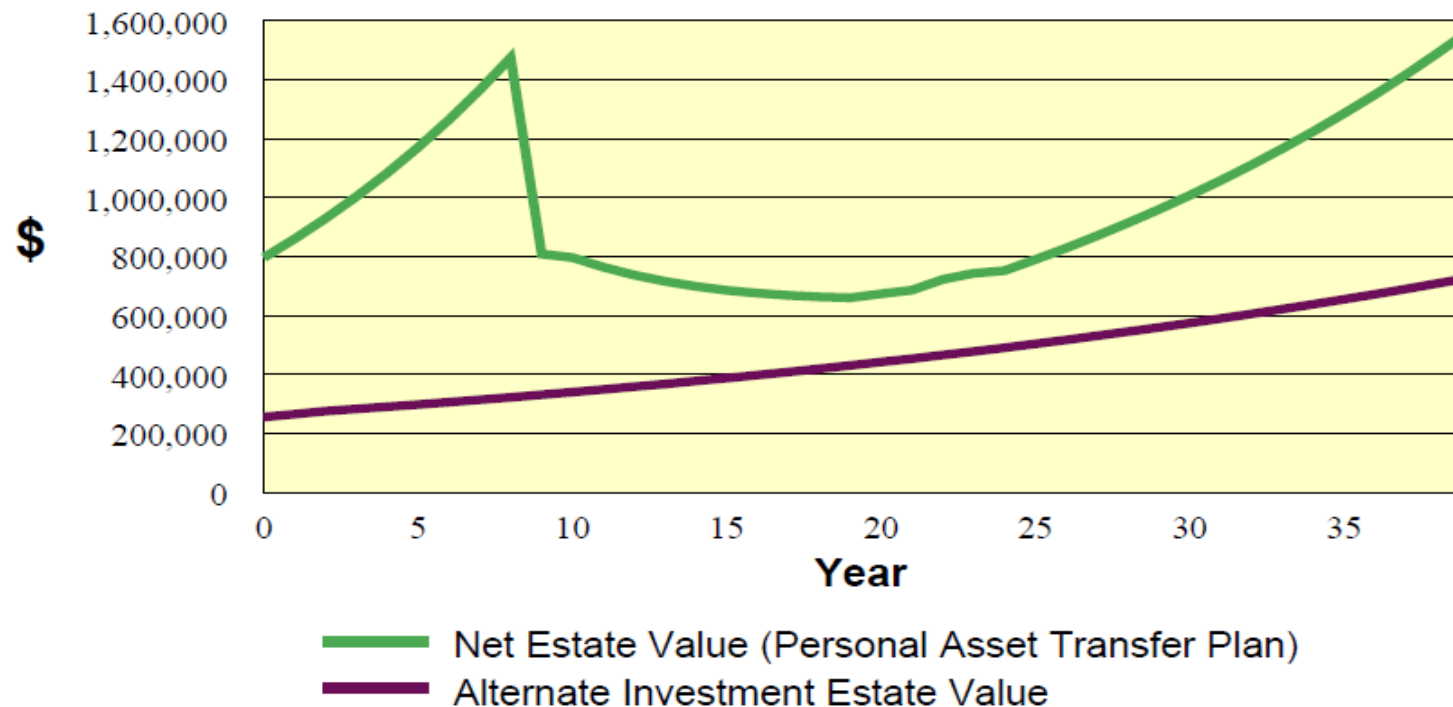
Age	Total Annual Deposit	Total Charges	Fund Value	Cash Value	Net Estate Value	Year	After-tax Estate Value	Net Estate Value at Death
61/61	250000.00	\$1,675	\$255,492	\$17,992	\$797,040	1	\$256,625	\$256,625
62/62	\$3,052.35	\$1,766	\$269,491	\$41,744	\$860,803	2	\$266,526	\$266,526
63/63	\$3,052.35	\$1,867	\$284,029	\$66,340	\$929,667	3	\$276,660	\$276,660
64/64	\$0.00	\$2,000	\$296,114	\$104,035	\$1,004,041	4	\$283,982	\$283,982
65/65	\$0.00	\$2,175	\$308,636	\$142,168	\$1,084,364	5	\$291,508	\$291,508
66/66	\$0.00	\$2,394	\$321,554	\$180,696	\$1,171,113	6	\$299,233	\$299,233
67/67	\$0.00	\$2,687	\$334,811	\$232,369	\$1,264,802	7	\$307,163	\$307,163
68/68	\$0.00	\$3,053	\$348,346	\$271,514	\$1,365,986	8	\$315,302	\$315,302
69/69	\$0.00	\$3,524	\$362,062	\$323,647	\$1,475,265	9	\$323,658	\$323,658
70/70	\$0.00	\$3,254	\$376,748	\$363,943	\$809,023	10	\$332,235	\$332,235
75/75	\$0.00	\$1,631	\$471,489	\$471,489	\$699,957	15	\$378,652	\$378,652
80/80	\$0.00	\$1,122	\$593,581	\$593,581	\$660,909	20	\$431,554	\$431,554
85/85	\$0.00	\$598	\$753,261	\$753,261	\$753,261	25	\$491,846	\$491,846
100/100	\$0.00	\$144	\$1,562,712	\$1,562,712	\$1,562,712	40	\$728,138	\$728,138



Personal Asset Transfer Plan

Life Dimensions (Low Fees) with Maximizer Elite

The Personal Asset Transfer Plan vs. Alternative Investment*



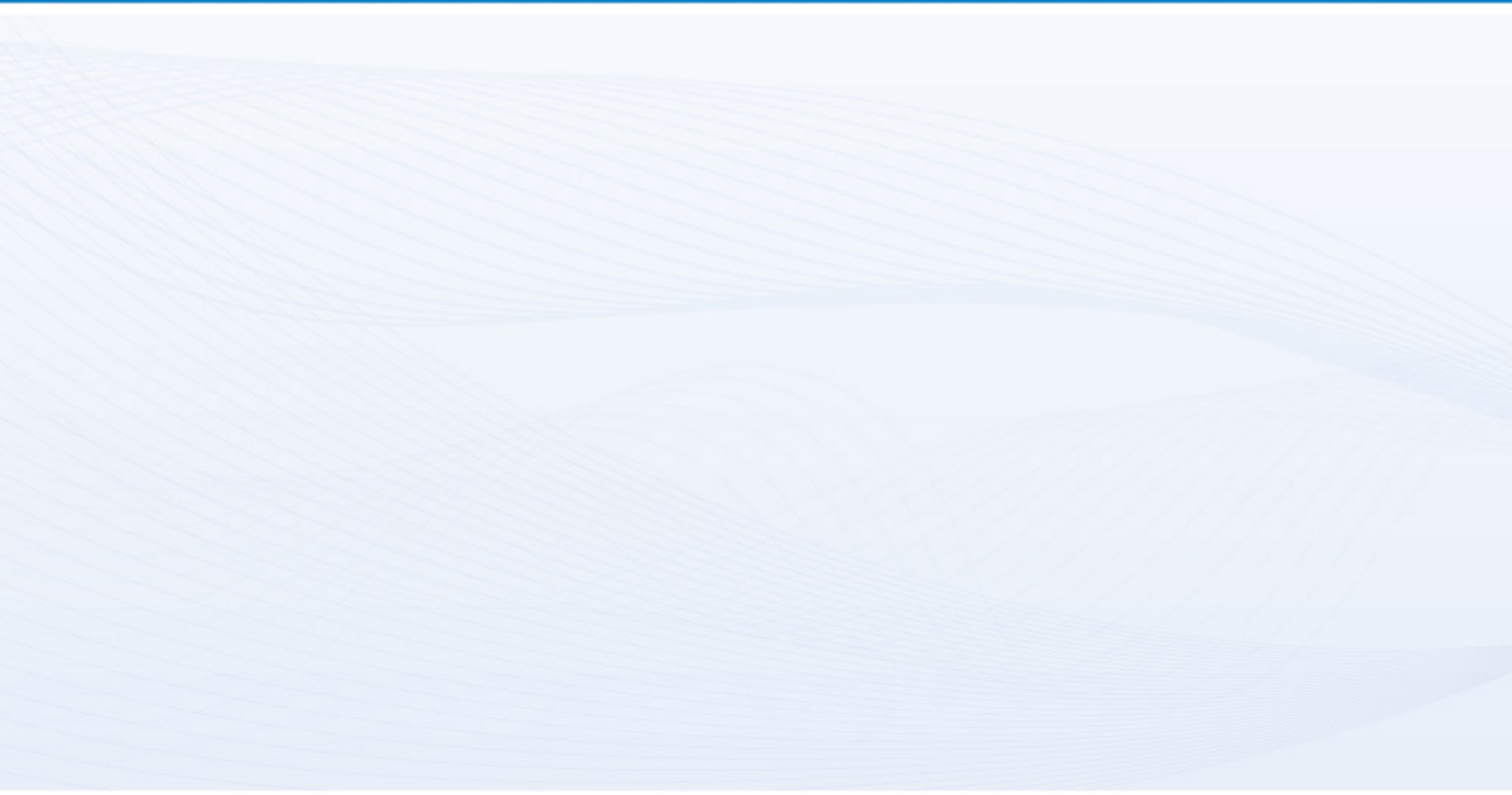
*Conventional assets such as Bonds, GICs, Mutual Funds

Total Charges to Fund Value Ratio

Yr	Age	Total Charges	Fund Value	Total Charges to Fund Value Ratio %
1	61/61	\$1,674.72	\$255,491.54	0.66
2	62/62	\$1,766.04	\$269,491.38	0.66
3	63/63	\$1,866.50	\$284,029.49	0.66
4	64/64	\$1,999.50	\$296,113.96	0.68
5	65/65	\$2,174.78	\$308,636.14	0.70
6	66/66	\$2,394.33	\$321,553.90	0.74
7	67/67	\$2,686.56	\$334,810.70	0.80
8	68/68	\$3,052.74	\$348,345.86	0.88
9	69/69	\$3,524.46	\$362,062.47	0.97
10	70/70	\$3,254.46	\$376,748.41	0.86
15	75/75	\$1,630.80	\$471,488.55	0.35
20	80/80	\$1,121.74	\$593,581.30	0.19
25	85/85	\$597.60	\$753,260.77	0.08
40	100/100	\$144.00	\$1,562,712.35	0.01

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- Traditional PAR not built for current economic times
- GIA investing limits growth for tomorrow
- Asset allocation is easy when you are given tools, resources, and viable investment options
- Nearly 500 investment options for you to choose from, ETFs, Bonds
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Investing in UL today...for
tomorrow

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