

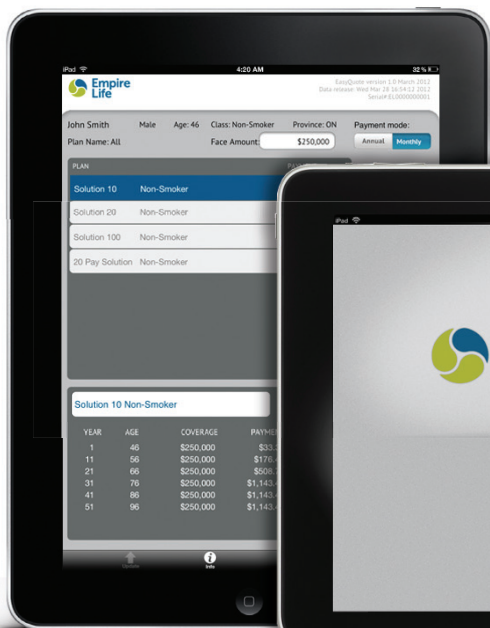
WHAT DOES **SMART SIMPLICITY**[™] MEAN TO YOU?

At Empire Life, it means innovative technology like SimpleQuote[™] to simplify your work life and innovative products like our Solution Series[®] family of non-participating life insurance products to provide unparalleled value for your clients.

SimpleQuote is Empire Life's new mobile quoting system for the Apple iPad. SimpleQuote is unique in the marketplace as the first bilingual, self-contained, fully functional illustration system for iPads.



Smart, Simple and Unique



Now available on iTunes!



SimpleQuote is Smart enough to provide fast, easy to understand illustrations for our Solution Series family of life insurance products anywhere, anytime; without the need for an internet connection. SimpleQuote will show you and your clients all issue and renewal premiums, Underwriting Requirements, Paid Up insurance values and policy Cash Values either on the screen or in a compliant illustration report.

SimpleQuote is also Simple to use. Enter your client's personal data and SimpleQuote will produce a compliant illustration for all four Solution Series products instantly. View the illustration on the iPad screen or produce and e-mail one of up to four reports available on SimpleQuote.

Combine SimpleQuote with our unique Solution Series family of products, to help your clients Simplify their financial decisions by choosing a Smart solution to their life insurance needs, offering;

- Four payment choices
- Permanent protection
- Unique cost of insurance levelling in later years
- Increasing life coverage after age 100

Download our short form application to further streamline the process.

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