Help Clients get the coverage they need and grow your business with a new **limited-time premium discount.** The offer will be available for applications received between April 1, 2025 and June 30, 2025. There are 2 options to take advantage of.

1. **Adult Critical Illness Insurance Discount:** Purchase a Sun Critical Illness Insurance (CII) policy on an adult insured person, age 18 or older, and receive a 3-month premium discount. After the new policy is issued and remains in effect for 1 year, the policy owner will receive a cheque equivalent to 3 months of premium.
2. **Child Critical Illness Insurance Discount:** Purchase a Sun Critical Illness Insurance policy on a child insured, age 30 days to 17 years old, and receive a 6-month premium discount. After the new policy is issued and remains in effect for 1 year, the policy owner will receive a cheque equivalent to 6 months of premium.

Want to know more?

Read the Frequently asked questions below for details.

Act soon to help Clients get the coverage they need and make the most of this limited-time opportunity. This offer is only available for applications received from April 1, 2025 – June 30, 2025.

Resources

CII

This is a copy of the letter we sent to your Client.

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Firstname Lastname
11 Here Rd
Anywhere, ON
A1A B2B

May 1, 2024

Good news! You qualify for a three/six-month premium reduction for policy number LI-W111,111-1
~~~~~~

Hi first name,

Congratulations on choosing to add Sun Critical Illness Insurance (Sun CII) to your financial roadmap. If life catches you off guard, Sun CII can provide a tax-free cash payment. This can help with the costs that can come with an unexpected life-altering illness.

We also want you to know that you'll see a cheque in the mail soon for three/six months' worth of your Sun CII premiums. This is because your coverage under your Sun CII policy has been in effect for one year. Based on the terms of your attached policy amendment, you now qualify for a three/six-month reduction in your total first year premium payments.

If you have questions or want to discuss your financial roadmap, call your advisor, Jane Doe, at (709)111-1111. You can also call us at 1 877 SUN-LIFE (1 877 786-5433) any business day between 8 a.m. and 8 p.m. ET. We're here to help.

Sincerely,
The team at Sun Life

Policy number: _____ (the "Policy")
Owner: _____

Policy Amendment

This Policy Amendment describes changes to your policy. This Policy Amendment forms part of the Policy and should be kept with your policy documents.

If the Policy remains in effect for at one year from the Policy date indicated in the *Policy summary*, the premiums payable for the first year of the Policy will be reduced by an amount equal to three (3)/six (6) months' worth of premiums. The amount of the reduction will be calculated based on the premium payment schedule chosen by the Owner (annual or monthly).

All other terms and conditions of the Policy remain unchanged.

Signed,

Kevin Strain
President and Chief Executive Officer
Sun Life Assurance Company of Canada

Adele Mossman
Vice-President, Individual Operations
Sun Life Assurance Company of Canada

Frequently Asked Questions

Campaign eligibility and timing

Q. Who is eligible for the premium discount?
A. The cheque will be sent to policy owners who:

- Apply for a Sun CII policy on an adult insured person, age 18 or older.
    - Keep the policy in effect for 12 months from the date the policy came into effect.
    - After the new policy has been in effect for twelve months, the policy owner will receive a lump sum payment cheque, equivalent to three months of the policy premiums.
- Apply for a Sun CII policy on a child insured, age 30 days to 17 years old.
    - Keep the policy in effect for 12 months from the date the policy came into effect.
    - After the new policy has been in effect for twelve months, the policy owner will receive a lump sum payment cheque, equivalent to six months of the policy premiums.

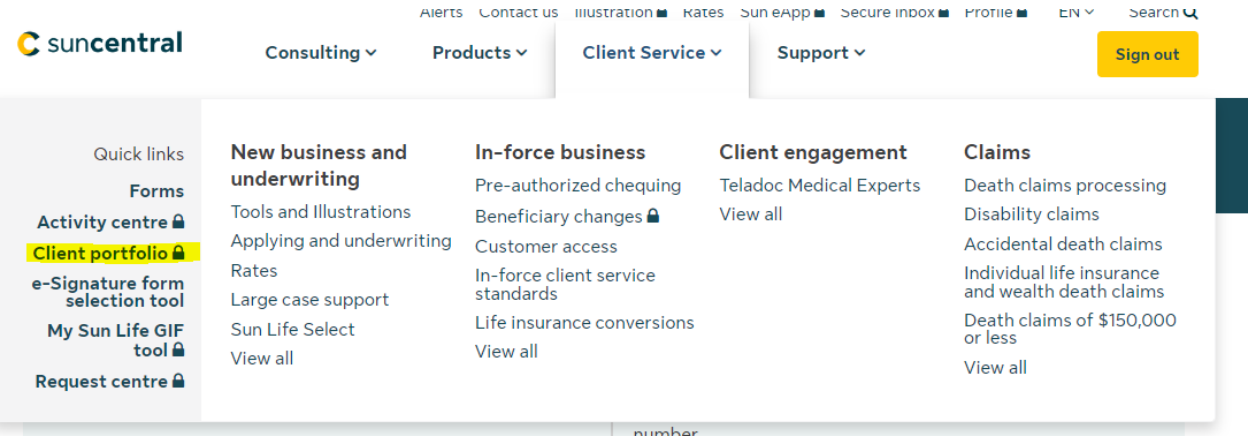
The premium discount will be reflected in a policy amendment sent at the same time as the cheque.

Q. Are CII conversions eligible for the premium discount?
A. No, CII conversions will not be eligible. The premium discount applies only to new business CII applications only.

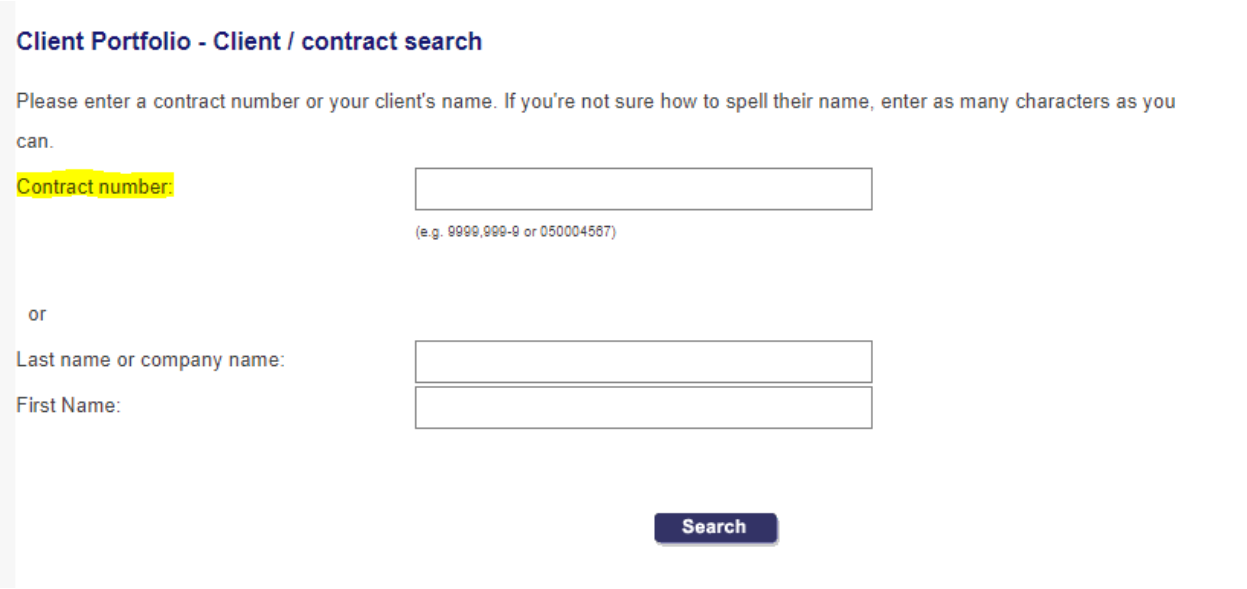
Q. What is the campaign timeframe?
A. The campaign is available for applications received from April 1, 2025, until June 30, 2025.

Q. Where can I find the date from which the 12-month waiting period starts?
A. The settle date (or issue date) can be found by accessing the **client portfolio** tool.

To access the client portfolio tool from suncentral, hover over the ‘Client Service’ dropdown menu and select 'Client Portfolio’ from the Quick links menu on the left-hand side.

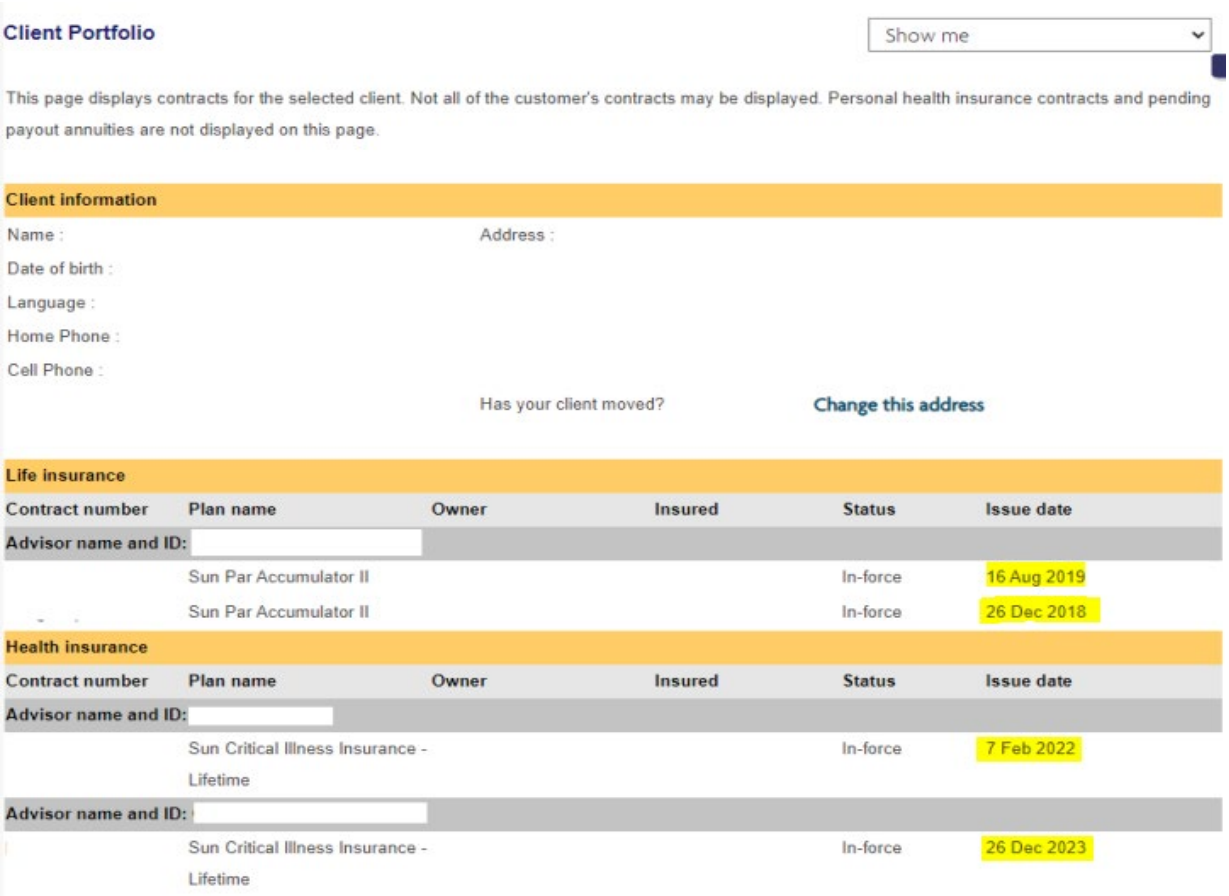


After clicking the link to view the client portfolio, the screen below will appear. Enter the contract number and click 'Search'



If the contract has a separate owner and insured, you will see the screen below and you will be asked to select which client portfolio you wish to view.

The entire file of client policies will display. Identify the new policy that applies to the premium discount offer. In the right-hand column, “Issue Date” will display. This date determines when the 12-month qualifying period begins. The qualifying period begins from the issue date of the eligible policy.



Q. What ages are eligible for the premium discount?
A. Eligibility is open to clients of all ages who meet the age requirements for each product type and the premium discount criteria.

Q. Am I allowed to backdate the policies?
A. Yes. If a client wishes to backdate the CII policy, they may do so. Backdating is allowed on CII policies up to 6 months with existing backdating rules.

Q. Does the premium discount affect advisors' compensation?
A. No. There is no impact to advisor compensation.

Q. Are there any restrictions on coverage or premium amounts for the Sun CII product?
A. Yes. For Sun CII child plans, the amount of coverage that can be obtained may be limited by the underwriter depending on several factors including the child's attained age, the existing amount of CII coverage on the child and their siblings, as well as existing individual or group Disability, CII or Long-Term Care insurance on the child's parents. For adult plans, the standard product minimums and maximums apply for the Sun CII products.

Premium discount payments

Q. How is the premium discount calculated?
A. Under the terms of the policy, the premium discount will be equal to either three or six months of the first year of the critical illness insurance premiums. We calculate the premium discount amount based on the payment mode selected.

Calculation for the Adult CII premium discount:
Monthly: Total monthly premium for the Sun CII product x 3 = discount amount
Annual: (Total annual premium for the Sun CII product) /12) x 3 = discount amount

Calculation for the Child CII premium discount:
Monthly: Total monthly premium for the Sun CII product x 6 = discount amount
Annual: (Total annual premium for the Sun CII product) /12) x 6 = discount amount

Q. How is the premium discount payment made?
A. We will issue a cheque to the policyowner after we confirm:

- The policy meets the eligibility criteria
- Once the Sun CII policy has passed 12 months from the issue date.
- That the Sun CII policy remains in effect and is paid to date.

Q. Does the premium discount apply to the base premium amount only? Or are all optional benefits included as well? (eg. ROPD, ROPC/E, TDB etc.)
A. The discount applies to both the base premium and any optional benefits. We base the discount on the selected payment mode. This includes the base coverage, optional benefits and the policy fee.

Q. Is there a minimum or maximum amount for the premium discount?
A. No. There is no minimum or maximum discount amount.

Q. Who receives the cheque if the payor is not the policy owner?
A. The policy owner will receive the cheque.

Q. If the Sun CII policy lapses during the first 12 months, will it still be eligible for the premium discount?
A. No, the Sun CII policy must remain in force for 12 months from the anniversary date for the premium discount to apply.

Q. How do changes in coverage amount/policy changes made during the eligibility period affect the amount available for the premium discount?
A. The premium discount will be based on the actual premiums paid during the first 12 months of a policy that qualifies for the premium discount.

Policy Eligibility

Q. Are eApp and paper applications eligible?
A. Yes. All applications formats are eligible for the premium discount; however, we **strongly** recommend using the Sun eApp for a smoother, more efficient process. Resources are available on the **Sun eApp landing page**, to help you navigate the process when submitting a conversion application using the Sun eApp.

Q. Are Sun CII policies that have not yet settled eligible?
A. No. Any application in underwriting when the campaign begins, or that is approved but not yet settled, will NOT be eligible for the premium discount. **NOTE: Any application that is cancelled and re-submitted during the campaign period to qualify for the offer will not be deemed eligible for the premium discount.**

Q. If the discount applies to a Sun CII policy that has ROPC/E, will the discount amount be deducted from the return of premium amount when the option matures?

A. No. The premium discount applicable to a Sun CII policy does not impact the accumulated returnable premium amount.

Q. Can the ownership of the new Sun CII policy be changed during the 12-month eligibility period?
A. Yes, the ownership of the new policy can be changed during the 12-month eligibility period.

Q. Can corporately owned policies, or policies with joint/shared ownership be eligible for the premium discount?
A. Yes, provided they meet the eligibility criteria. For shared ownership scenarios with a corporation and individual as joint owners, the premium discount will be prorated based on the premium amount paid by each owner during the first 12 months. Two premium discount cheques will be sent, one to each owner listed on the policy for their proportional share of the total amount payable.

Q. Do I need to submit a cover letter to indicate that the policy submitted should be included in the premium discount?
A. No. Please do not include a cover letter solely to indicate that the policy is eligible for the premium discount campaign as this will stop straight through underwriting and processing and will cause service delays. If there is another valid reason to include a cover letter, please continue to do so.

Questions?

Please reach out to your Sun Life representative or **email us**.