

Help Clients get the coverage they need and grow your business with a new **limited-time Special Offer**. The Special Offer will be available between **April 27th, 2026 and July 31st, 2026**.

Clients who purchase an Evolve Term (Term) life insurance policy with a Sun Permanent Life (Perm) policy at the same time will receive a 10% discount on the Perm policy premiums.

NOTE: Due to a system requirement, a premium reduction must be applied to the Term policy in the bundle when a lifetime discount on the Perm policy is activated. Due to this system requirement, Clients will also receive a nominal 0.01% premium reduction on the Term policy in the bundle. This premium reduction will be reflected in the Term policy as a premium discount and will be subject to the same terms and conditions as the 10% discount on the Perm policy.

Premium discounts will be automatically applied upon application submission and apply to premium associated with the base coverage, policy fee, any ratings and all optional benefit costs, except for any Term Insurance Benefit (TIB) costs. Any premium associated with a TIB on the Perm policy will receive the 0.01% Term premium reduction.

Both Term and Perm policy applications need to be approved by underwriting and accepted by the Client to keep the premium discounts, otherwise at the next billing date the full premium will be applied. If the Term policy in the Special Offer is partially or fully converted or replaced after purchase, the discount on the Perm policy will not be impacted. If the Perm policy is reduced after purchase, the discount will remain on the portion of the Perm policy that remains. If the Perm policy is replaced after purchase, the discount will end on the date the new policy takes effect; the new policy will not be eligible for this discount offer. If the Perm policy has a TIB and it is partially or fully converted or replaced after purchase, the discount on the Perm policy will not be impacted. The premium discount on the Term policy will follow the same rules as the Perm policy discount as explained above. Premium discounts will be reflected in the terms of the policy receiving the discount.

Want to know more?

Read the Frequently asked questions below for details.

Act now to help Clients get the coverage they need and make the most of this limited-time cross-sell opportunity. This offer is only available from April 27th, 2026 – July 31st, 2026.

Letter Samples and FAQs

Sun Permanent Life

We have updated the first page of the Welcome Letter to reflect that the policy was purchased as part of a Special Offer bundle with Evolve Term.
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Firstname  
Lastname  
11 Here Rd  
Anywhere, ON  
A1A B2B

Policy number: XX-X123,456-0  
Insurance for **firstname lastname**:

Hi,

Congratulations, you're now covered! You made the right decision choosing Sun Life for your Sun Permanent Life coverage. We look forward to helping you and your loved ones achieve lifetime financial security and live healthier lives. Since you applied for this product as part of the 2026 Term and SunPerm Special Offer you may be eligible for a premium discount based on the criteria for the offer. If applicable we'll apply your discount to the eligible portion of your premium payments. You can find more information in the *Special Offer Premium Discount* section of your policy pages and in the offer terms and conditions for this offer.

By now, you've received your Sun Permanent Life insurance policy from your advisor. This is our contract with you. It outlines your coverage and other important details. If anything's missing or you have questions about your policy, please:

- Call your advisor, Shtest Shtes-Tshtes, at (613)555-8983 ext 2236, or
- Contact us at 1877 SUNLIFE (1877 786-5433), or
- email [service@sunlife.com](mailto:service@sunlife.com)

To view your Sun Life products and access health and wellness tools, download the **my Sun Life mobile app**. Learn more by visiting your mobile app store. You can also view your policy details on **mysunlife.ca**.

We're glad to be supporting your health and financial journey. We're here to help if you need us.

Sincerely,  
The team at Sun Life

We have added an amendment to the policy pages to clearly outline how the discount will be applied and when it may end.

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Special Offer Premium Discount:

This policy was purchased as part of the 2026 Term and SunPerm Special Offer, entitling you to receive a 10% discount on your premiums for this policy. This discount applies only to the eligible portion of your premiums outlined in this section. The eligible portion to receive the discount are the premiums for the basic insurance, policy fee, and all optional benefits except for Term Insurance Benefit (TIB).

If you purchased a Term Insurance Benefit (TIB) and the Special Offer included a discount on the Term policy, then the premiums for the Term Insurance Benefit (TIB) will receive the same discount as the Term policy.

When your premium discount takes effect

The premium discount takes effect on the Policy date shown on the *Policy Summary*.

When your premium discount ends

The premium discount will remain in effect while all policies within the eligible 2026 Term and SunPerm Special Offer remain in effect. If any policies within the 2026 Term and SunPerm Special Offer end because they lapse for non-payment or are canceled, the premium discount will end on the date the earliest policy is lapsed or canceled. If the discount ends, your premiums will revert to the amounts set out in the *Schedule of Guaranteed Premiums* section of this policy.

If this policy is fully converted or replaced, the premium discount will end on the date the new policy takes effect. Any other product(s) receiving a discount as part of the 2026 Term and SunPerm Special Offer will not be affected. Any new policies resulting from a conversion or replacement of this policy will not be eligible to receive the premium discount outlined in this section.

Term

We have updated the first page of the Welcome Letter to reflect that the policy was purchased as part of a Special Offer bundle with Sun Permanent Life.

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Firstname  
Lastname  
11 Here Rd  
Anywhere, ON  
A1A B2B

Policy number: XX-X123,456-0  
Insurance for firstname lastname:

Hi,

Congratulations, you're now covered! You made the right decision choosing Sun Life for your Sun Life Evolve Term coverage. We look forward to helping you and your loved ones achieve lifetime financial security and live healthier lives. Since you applied for this product as part of the 2026 Term and SunPerm Special Offer, you may be eligible for a premium discount based on the criteria for the offer. If applicable we'll apply your discount to the eligible portion of your premium payments. You can find more information in the *Special Offer Premium Discount* section of your policy pages and in the offer terms and conditions for this offer.

By now, you've received your Sun Life Evolve Term policy from your advisor. This is our contract with you. It outlines your coverage and other important details. If anything's missing or you have questions about your policy, please:

- Call your advisor, Shtest Shtes-Tshtes, at (613)555-8983 ext 2236, or
- Contact us at 1 877 SUNLIFE (1 877 786-5433), or
- email [service@sunlife.com](mailto:service@sunlife.com)

To view your Sun Life products and access health and wellness tools, download the **my Sun Life mobile app**. Learn more by visiting your mobile app store. You can also view your policy details on **mysunlife.ca**.

We're glad to be supporting your health and financial journey. We're here to help if you need us.

Sincerely,  
The team at Sun Life

We have added an amendment to the policy pages to clearly outline how the discount will be applied and when it may end.

## **Special Offer Premium Discount:**

This policy was purchased as part of the 2026 Term and SunPerm Special Offer, entitling you to receive a 0.01% discount on your premiums for this policy. This discount applies only to the eligible portion of your premiums outlined in this section. The eligible portion to receive the discount are the premiums for the basic insurance, policy fee, and all optional benefits except for Term Insurance Benefit (TIB).

If you purchased a Term Insurance Benefit (TIB) and the Special Offer included a discount on the Term policy, then the premiums for the Term Insurance Benefit (TIB) will receive the same discount as the Term policy.

### **When your premium discount takes effect**

The premium discount takes effect on the Policy date shown on the *Policy Summary*.

### **When your premium discount ends**

The premium discount will remain in effect while all policies within the eligible 2026 Term and Perm Special Offer remain in effect. If any policies within the 2026 Term and Perm Special Offer end because they lapse for non-payment or are canceled, the premium discount will end on the date the earliest policy is lapsed or canceled. If the discount ends, your premiums will revert to the amounts set out in the *Schedule of Guaranteed Premiums* section of this policy.

If this policy is fully converted or replaced, the premium discount will end on the date the new policy takes effect. Any other product(s) receiving a discount as part of the 2026 Term and Perm Special Offer will not be affected. Any new policies resulting from a conversion or replacement of this policy will not be eligible to receive the premium discount outlined in this section.

# Frequently Asked Questions

## Special Offer Eligibility and Timing

### **Q. Who is eligible for the Perm premium discount?**

**A.** Clients who apply for an Evolve Term (Term) policy and a SunPermanent Life (Perm) policy at the same time, using the Sun eApp 'Product bundling' feature, during the Special Offer window.

**Note:** Premium discounts will be reflected in the terms of the policy receiving the discount.

### **Q. Can I combine any product types for the premium discount?**

**A.** No. Only Evolve Term (Term) + Sun Permanent Life (Perm) are eligible for the Special Offer.

- **Note:** A Special Offer consists of 1 Term policy and 1 Perm policy. Multiple policies within each product type will not count towards the Special Offer and will not be eligible for the discount.
- **For example:** A policy owner purchases a Term for \$500k on their own life, a Perm policy on their own life and a Perm policy on their partner. The policy owner would have to select which Perm policy they want to 'bundle' with the Term policy. The Perm policy that was selected for the Special Offer will receive the premium discount and the remaining Perm policy will not be eligible.

**Note:** Achievers Term, Essential Term, 1-year Bridge Term, Simplified Issued Term, and Sun Life Go Term are not eligible Term product types for this Special Offer. Sun Lifetime Alternative, Sun Simple Solutions, Sun Life Go Guaranteed Life Insurance, Sun UL II, Sun Par Protector II, and Sun Par Accumulator II are not eligible Perm product types for this Special Offer.

### **Q. What is the Special Offer window?**

**A.** The Special Offer is available from April 27<sup>th</sup>, 2026, until July 31<sup>st</sup>, 2026. All applications must be submitted at the same time, using the Sun eApp 'Product bundling' feature, during the campaign to be eligible.

### **Q. What ages are eligible for the 2026 Term and SunPerm Special Offer premium discount?**

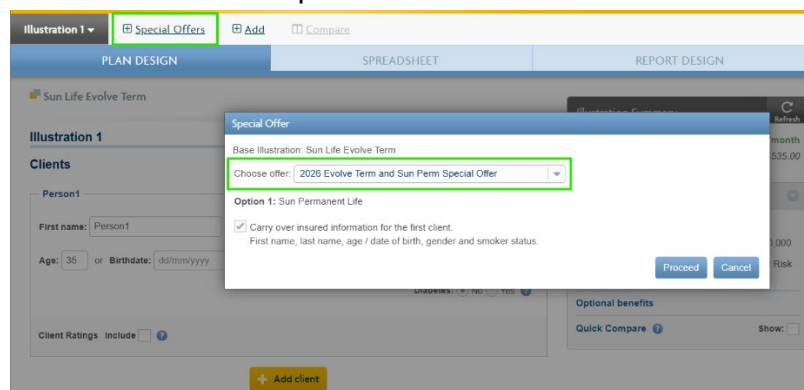
**A.** Eligibility is open to Clients of all ages who meet the age requirements for each product type.

**Q: How do I illustrate the 2026 Term and SunPerm Special Offer?**

**A.** As a reminder for this Term and Perm Special Offer, our administration system has a technical requirement that requires a percentage reduction to be applied to the Term policy in the bundle when a lifetime discount on Perm is activated. To accommodate this, we have applied a nominal 0.01% premium reduction on the Term policy in the bundle, and it will appear as a premium discount on the Illustration. In Client conversations, focus on the meaningful 10% Perm premium discount and clarify that the 0.01% Term premium reduction is simply a technical system requirement for this Special Offer.

We have updated Sun Life Illustrations with the ability to illustrate the Special Offer and show the discounted premium value. To illustrate the Term and Perm Special Offer, you can:

1. Log into Sun Life Illustrations and select either Evolve Term or Sun Permanent Life from the Product selection.
2. At the top of the illustration page, you will see the 'Special Offers' tab.
3. Click 'Special Offers' and in the dialog box select the 2026 Term and SunPerm Special Offer from the drop-down list and click 'Proceed'



4. A new illustration appears at the top for each of the products in the Special Offer. Both the Term and Perm illustration will show discounted premiums, and a new section for 'Lifetime Savings' has been added for Perm to highlight the total benefit to the Client over the life of the policy.

|                                                    |                 |
|----------------------------------------------------|-----------------|
| Discounted Premiums:                               | \$185.55 /month |
| Premium before discount:                           | \$194.40 /month |
| Lifetime savings:                                  | \$6,825.00      |
| If premium frequency was set to yearly: \$2,160.00 |                 |

- The Illustration Report for the products will highlight that it contains discounted premiums on the front-page and Client Summary section. It will also indicate 'SO' for Special Offer in the illustration ID in the bottom right corner.

**Note:**

- The 'Special Offers' tab will only appear if the product you have chosen to illustrate is in an active Special Offer. For example, if you selected **Sun UL II**, you will not see the 'Special Offers' tab as it is not included in the active offer.
- Due to the nominal nature of the 0.01% Term premium reduction, you may not see a difference between the 'Discounted Premium' and 'Premium before discount' values.
- The **Solve by payment** feature is not available when a Special Offer is selected for illustration. The feature is greyed out because it cannot currently calculate the discount correctly. We may be able to include this feature in future Special Offers.

**Q. How do I apply for the 2026 Term and SunPerm Special Offer?**

**A.** Applications for the Term and Perm Special Offer will be handled on Sun eApp:

- Add the products you want to purchase (i.e., Term and Perm).
- A dialog box will appear indicating there is a Special Offer available and will bring you to the 'Product bundling' page. You will then select which products you want to combine into the Special Offer bundle.

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- Once you get to the **Sign and submit** section both the Term and Perm policies will be submitted together with one '**Declare and submit**' button. The application must be submitted before the end of the Special Offer.

See the "**Applying with the product bundling feature**" document for how to apply for this Special Offer.

**Note:**

- **Only 1 Term and 1 Perm policy will be counted as a Special Offer, if applying for more products you need to select which ones will apply for the Special Offer.**
- **The Sun eApp includes messages in the application to highlight when a product is receiving a discount. Due to the nominal nature of the 0.01% Term premium reduction, you may not see a difference between the discounted and undiscounted premium values.**

**Q. Do all policies have to have the same anniversary/issue/settle date?**

**A.** No. The eligibility is based on the application submitted date.

**Q. Am I allowed to backdate the policies?**

**A.** Yes. Backdating is allowed with existing backdating rules and maximum period based on each product type.

- Applications **submitted during an active Special Offer window** and backdated to a non-campaign time **will get the bundle discount.**
- Applications **not submitted during an active Special Offer window** and backdated to a campaign time will **not get the bundle discount.**

**Q. Does the advisor of record need to be the same for all policies in the Special Offer?**

**A.** Yes due to privacy reasons. If you have special circumstances, please reach out to [salesdesk@sunlife.com](mailto:salesdesk@sunlife.com).

**Q. A Client previously bought a Term policy outside of the Special Offer window. They now want to apply for Perm coverage during the Special Offer window. Can we combine all these policies to form a Special Offer for the premium discount?**

**A.** No. All the policies must be submitted, through the 'Product bundling' feature on Sun eApp, and within the Special Offer window to be eligible for the premium discount.

**Q. Does the premium discount affect advisors' compensation?**

**A.** Advisors will receive compensation for each product in the Special Offer, and it will continue to be based on the cost of insurance to the Client. Both the Term and Perm compensation will reflect the discounted amount, as that is what the Client pays.

**Q. What happens if the Term insurance application is declined or not accepted by the Client but the Perm policy is approved?**

**A.** Both Term and Perm policies need to be approved by underwriting and accepted by the Client to retain eligibility and keep the premium discounts. If the Term policy is declined, the Perm policy will be issued at the full non-discounted premium. Similarly, if the Perm policy is declined, the Term policy will be issued at the full non-discounted premium.

**Q. Are there any restrictions on coverage or premium amounts for the Term or Perm products?**

**A.** No. The standard product minimums and maximums apply for the Term and Perm products.

## **Sun Permanent Life (Perm) Discount**

**Q. What percentage discount will apply to the Perm product?**

**A.** Under the terms of this Special Offer, a 10% premium discount will be applied to the eligible portion of the Perm premiums.

**Q. How is the Perm policy premium discount calculated?**

**A.** Under the terms of the Special Offer, the 10% premium discount will be applied to the eligible portion of the total monthly or annual premium of the Perm product. The eligible portion of the premium includes the base coverage, policy fee, any ratings, and all optional benefit costs, except for Term Insurance Benefit (TIB) costs. Any

premium associated with a TIB will be discounted at the 0.01% Term premium reduction amount.

**Q. Why is the Term policy only getting a 0.01% discount, and how do I position it to Clients?**

**A.** Due to a system requirement, a percentage reduction must be applied to the Term policy in the bundle when a lifetime discount on Perm is activated. To accommodate this, we have applied a nominal 0.01% premium reduction to the Term policy and any TIB riders. This will appear in illustrations, Sun eApp, and policy pages as a percentage discount. While the Term discount is nominal, it will be subject to the same terms and conditions as the Perm discount provided with this Special Offer.

**In Client conversations, focus on the meaningful 10% Perm premium discount and clarify that the 0.01% Term premium reduction is simply a technical system requirement for this Special Offer.**

In policy pages, the Schedule of Guaranteed Premiums will include:

- Full premium amounts for the permanent policy. These amounts will help Clients understand the premium amounts required if the discount ends due to the terms and conditions of the offer.
- Discounted premium amounts for the term policy. Due to the nominal nature of the 0.01% Term premium reduction, there may be no difference, or a minimal difference, between the discounted and full premium amount.

**Q. If a Term layer is added in the future, will that impact the premium discount?**

**A.** No. If the Client adds another layer of term insurance coverage during an eligible life event, the Perm policy premium discount will remain. The additional coverage of Term will receive the 0.01% Term premium reduction.

**Q. What happens to the Perm premium discount, if the Term policy is held to the end of the initial term duration and the Client chooses not to renew?**

**A.** Sun Life will continue to honour the 10% Perm policy premium discount.

**Q. When does the policy premium discount take effect?**

**A.** The premium discounts will be reflected in the terms of the policy pages and will be applied automatically upon application submission. Sun Life will monitor Special Offer eligibility during the underwriting decision stage and whenever in-force changes are applied and adjust the premiums as required.

**Q. Does the Perm premium discount apply to the base premium amount only? Or are all optional benefits included as well? (eg. ADB, TDB, etc.,)**

**A.** The discount applies to the base premium, policy fee, any ratings, and all optional benefit costs, except for the Term Insurance Benefit (TIB) costs. Any premium associated with a TIB will be discounted at the 0.01% Term premium reduction amount.

**Q. Does the Term premium reduction apply to the base premium amount only? Or are all optional benefits included as well? (eg. ADB, TDB, etc.,)**

**A.** The premium reduction applies to the base premium, policy fee, any ratings, and all optional benefit costs. It will appear on illustrations, Sun eApp, and policy pages as a premium discount.

**Q. If I'm applying for a special quote, can I take advantage of the 2026 Term and SunPerm Special Offer?**

**A.** There are 2 scenarios when special quotes are given:

1. **NOT ELIGIBLE:** Policies that are submitted as a 'competitive match'.
2. **ELIGIBLE:** Policies that are submitted because they are over the illustration threshold. If you have a Client interested in this Special Offer but either the Term or Perm policy falls in this scenario, work with your Sun Life Relationship Manager to receive the discount.

**Q. What is the difference between the Special Quote eApp feature vs the Product Bundling functionality?**

**A.** Within Sun eApp there are 4 options when starting an application:

1. **New Business Application:** Use this button when submitting regular applications for the 2026 Term and SunPerm Special Offer. Once Term and Perm are added in the 'Product details' page you will be prompted to select the Special Offer and the 'Product bundling' screen will appear.
2. **Replacement, Conversion, or Option:** These applications are not eligible for the 2026 Term and SunPerm Special Offer.
3. **Special Quote Application:** Use this application if you are applying for policies that have received a special quote through your Sun Life Relationship Manager. If your special quote policies are eligible for the 2026 Term and SunPerm Special Offer, please submit both the Term and Perm within 1 special quote application. You will not be directed to the 'Product bundling' screen, as the premiums will be pulled from the special quote. Contact your Sun Life Relationship Manager for assistance with this process.

- 4. Supplementary Application:** These applications are not eligible for the 2026 Term and SunPerm Special Offer.

## Policy Eligibility

**Q. For the scenario where the Term and Perm policies are purchased by the same owner, can the insureds be different on the policies?**

**A.** Yes, insureds can be different on the policies. For example, if a policy owner purchases a Term policy on their own life and also purchases a Perm policy on their child, the discount will apply to the Perm policy premiums.

**Q. If I apply for Term and more than 1 Perm policy, will I get the premium discount on all Perm policies?**

**A.** No. Sun eApp will force the selection of 1 Perm policy to be 'bundled' with the Term policy and only that Perm policy will get the premium discount. The remaining Perm policies will not be considered as part of the Special Offer and will not get a premium discount.

**Q. Does this Special Offer apply only to newly applied for Term and Perm policies?**

**A.** Yes. Only applications that are submitted during the Special Offer window as part of a Special Offer application, will be eligible for the premium discounts.

**Q. Are Sun eApp and paper applications eligible?**

**A.** No, only applications submitted through Sun eApp are eligible. Paper applications for Term and Perm policies will not be considered for the premium discount.

**Q. Are conversions and replacements, into the Special Offer, eligible for the discount?**

**A.** No, this Special Offer is available on **new business** of Term and Perm policies only. Conversions, replacements, and supplementary applications are not eligible for the offer. Group conversion products are not eligible for the discount.

**Note:**

- Any application in underwriting when the Special Offer begins, or that is approved but not yet settled, that is then **cancelled in order to submit a new application** to receive the discount, will **NOT be eligible** for the premium discount.
- If the Term policy in the Special Offer is partially or fully converted or replaced after purchase, the discount on the Perm policy will not be impacted. If the Perm policy is reduced after purchase, the discount will remain on the portion of the Perm policy that remains. If the Perm policy is replaced after purchase,

the discount will end on the date the new policy takes effect; the new policy will not be eligible for this discount offer.

- The premium discount on the Term policy will follow the same rules as the Perm policy discount as explained above.
- If the Perm policy has a Term Insurance Benefit and it is partially or fully converted or replaced after purchase, the discount on the Perm or Term policy will not be impacted.

**Q. How will the discount on Perm premiums affect policies with ROPD?**

**A.** There is no impact to the ROPD process. The premium discount will be automatically applied to premium related to the ROPD option, which will reduce the premium the Client will pay. When the optional benefit is exercised the Client will receive back the discounted premium paid.

**Q. What are the requirements for policy ownership and life insured?**

**A.** All ownership types, single-individual, corporate and joint-ownership are eligible for the Special Offer. Ownership type is set up prior to product selection and applies to all products in the application. All policies within the Special Offer application must have the same ownership type.

**Q. If a Client purchases a Term policy individually and a Perm policy corporately will they qualify for the premium discount?**

**A.** No. All policies within 1 application must have the same ownership type. For example, if Perm is corporately owned then the Term must also be corporately owned and if Perm is jointly owned then the Term must also be jointly owned.

**Q. Do I need to submit a cover letter to indicate that the policies submitted should be included in the Perm premium discount?**

**A.** No. Please do not include a cover letter solely to indicate that the policy is eligible for the Special Offer 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](#).