

Investment

SSQ Equity GIA

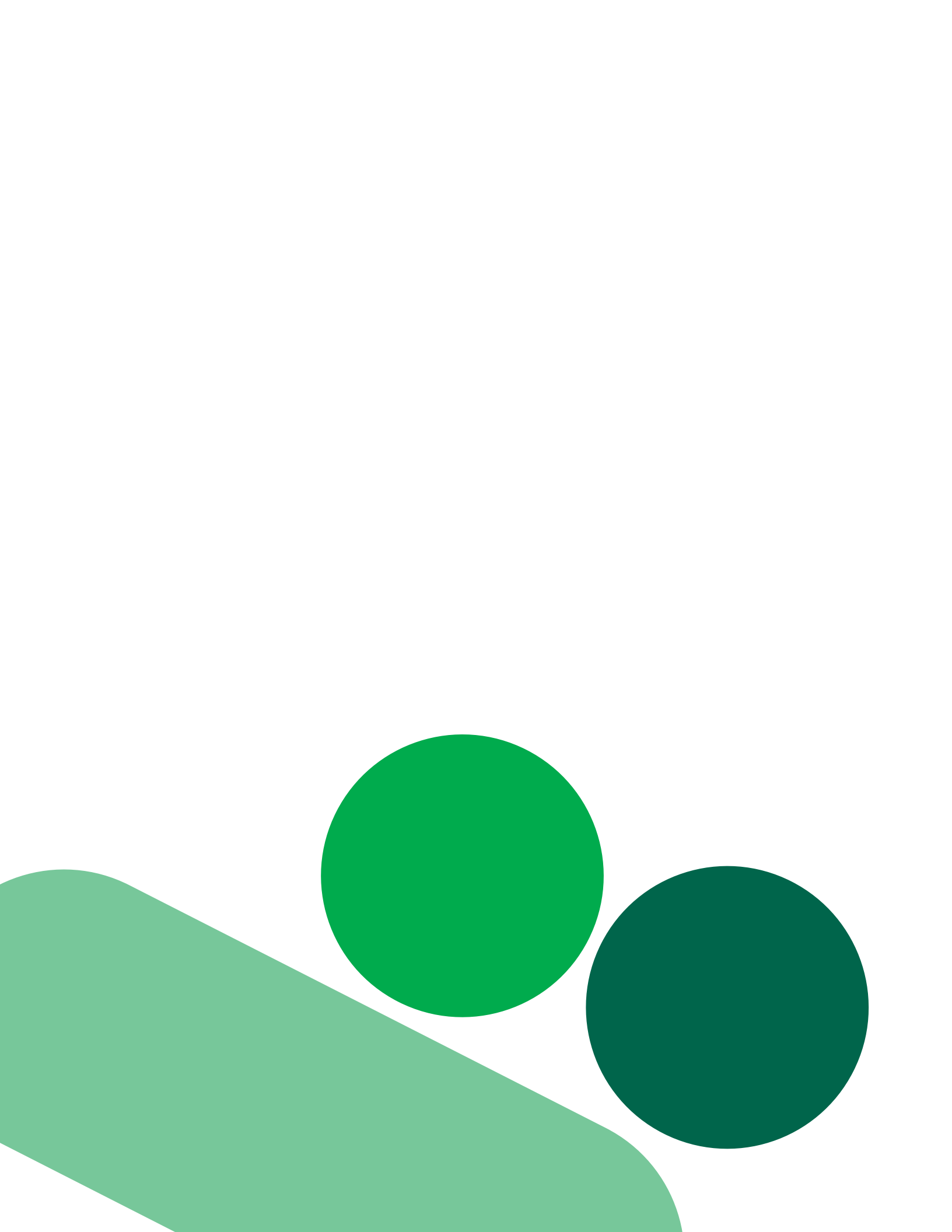
All the security of a Guaranteed Interest Account (GIA)
combined with the performance potential of the stock market
For SSQ Equity GIAs purchased or renewed as of November 26, 2012





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With SSQ Equity GIA, you can have peace of mind, flexibility and growth.

When it comes to choosing an investment vehicle for savings or retirement, it's not always easy to balance capital preservation and income growth.

The SSQ Equity GIA offers all the security of a guaranteed investment combined with all the performance potential of the stock market.

What is SSQ Equity GIA?

SSQ Equity GIA is an investment vehicle that can be purchased as part of individual registered savings plans (RRSP, LIRA, TFSA) or non-registered savings plans (NRSP) with a 10-year term.

Three unique features give the SSQ Equity GIA an edge over its competitors:

- 100% capital guarantee at maturity after a 10-year term plus guaranteed minimum return!
- No caps on growth means unlimited potential returns!
- Redeemable at any time.

The investor chooses one of two ways to allocate contributions:

For the more conservative investors...

60% in GIA and 40% in SSQ Guaranteed Investment Funds (GIF)

- 60% of the contribution is allocated to a Guaranteed Investment Account (GIA) for a period of 10 years with a guaranteed compound interest rate.
- 40% of the contribution is allocated to one or more SSQ GIFs whose capital is 100% guaranteed upon a 10-year term or upon the death of the annuitant.

OR

For the bolder investors who want to make the most of the stock markets...

40% in GIA and 60% in SSQ Guaranteed Investment Funds (GIF)

- 40% of the contribution is allocated to a Guaranteed Interest Account (GIA) for a period of 10 years with a guaranteed compound interest rate.
- 60% of the contribution is allocated to one or more SSQ GIFs whose capital is 100% guaranteed upon a 10-year term or upon the death of the annuitant.

Who should invest in an SSQ Equity GIA?

SSQ Equity GIA is most suitable for investors who:

... are looking for capital preservation.

... are looking for stock market potential but the security of guaranteed investments.

... want a turnkey solution.

Age limit for purchases and renewals	Up to December 31 of the year the annuitant reaches age 61.
Initial minimum investment	\$5,000 per contract
Contribution allocation options	60% in GIA and 40% in SSQ GIFs or 40% in GIA and 60% in SSQ GIFs
Guarantees	<ul style="list-style-type: none">• Invested capital is 100% guaranteed upon a 10-year term• Guaranteed minimum return at maturity• Upon death of the annuitant, capital is 100% guaranteed and the accumulated returns for the GIA portion and fund portion are granted (see page 4 for details).
Growth potential	No caps on additional potential returns related to the performance of selected segregated funds. Returns are granted in full.
SSQ Guaranteed Investment Funds (GIF) available	Please consult the Fund Facts or Guaranteed Investment Funds Summary (DRA719A) for more information about the funds offered under the SSQ Equity GIA product, as well as their codes. Investors may select one or more, and change their allocation at any time.
Interest rates	Interest rate and guaranteed minimum return in effect are posted weekly.
Fees	<ul style="list-style-type: none">• Management Expense Ratios (MERs) are the same as for our regular product.• Applicable guarantee fees are affordable. Refer to the product Information Folder for details about guarantee fees.
Transfers between SSQ Equity GIAs	Not permitted
Redemption before maturity*	Permitted at any time

* Redemption fees may apply. Refer to the product Information Folder for details.

All guaranteed amounts described in this brochure are reduced at the prorated market value if redemption occurs before term.



The minimum investment required to purchase an SSQ Equity GIA is affordable.

SSQ Equity GIA offers truly exceptional guarantees!

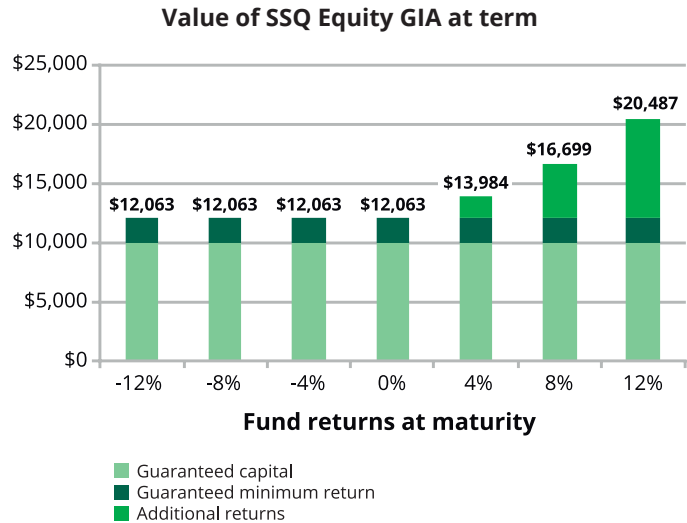
Guarantee #1

Invested capital is 100% guaranteed upon a 10-year term, a minimum return is guaranteed and any additional returns are unlimited.

Example 1 60% in GIA and 40% in SSQ GIFs

Elizabeth invests \$10,000 in an SSQ Equity GIA with the option of **60% in GIA and 40% in SSQ GIFs**, i.e. \$6,000 allocated to a GIA at 3%* and \$4,000 allocated to segregated funds. Based on the assumption of different annual fund returns, the SSQ Equity GIA would have the following value upon a 10-year term:

* These rates and amounts are provided for illustration purposes only and may be different at the time the investment is made.



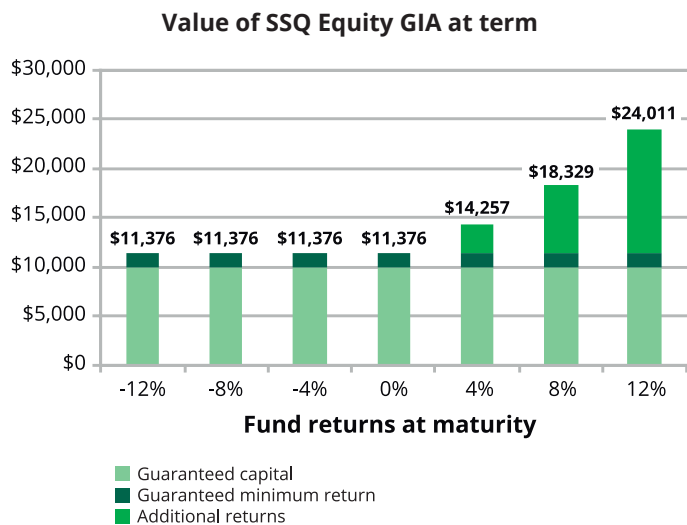
Get even more out of the stock market!

Guarantee #1

Example 2 40% in GIA and 60% in SSQ GIFs

Eric invests \$10,000 in SSQ Equity GIA with the option of **40% in GIA and 60% in SSQ GIFs**, i.e. \$4,000 allocated to a GIA at 3%* and \$6,000 allocated to segregated funds. Based on the assumption of different annual fund returns, the SSQ Equity GIA would have the following value upon a 10-year term:

* These rates and amounts are provided for illustration purposes only and may be different at the time the investment is made.



Guarantee #2

Protecting your assets in the event of death...
just one more way of ensuring your peace of mind!

The guaranteed value upon death is equal to the total market value (MV), using the initial contribution amount as the minimum value and any interest accrued on the GIA portion plus any increase in the value of the funds portion.

No market value adjustment is made. Please refer to the product Information Folder for more information on the guarantee application date upon death.

Example 1

The following table shows an example of guaranteed values upon death for the SSQ Equity GIA with the option of **60% in GIA and 40% in SSQ GIFs**, based on the assumption that the rate of return on the GIA portion is 3% for a **total investment of \$10,000**, and based on different rates of return on the fund investment portion.

Net annual return on fund(s)	After 2 years	After 4 years	After 6 years	After 8 years	After 10 years
-12%					
-8%					
-4%	\$10,365	\$10,753	\$11,164	\$11,601	\$12,063
0%					
4%	\$10,692	\$11,432	\$12,226	\$13,075	\$13,984
8%	\$11,031	\$12,195	\$13,512	\$15,004	\$16,699
12%	\$11,383	\$13,047	\$15,060	\$17,504	\$20,487

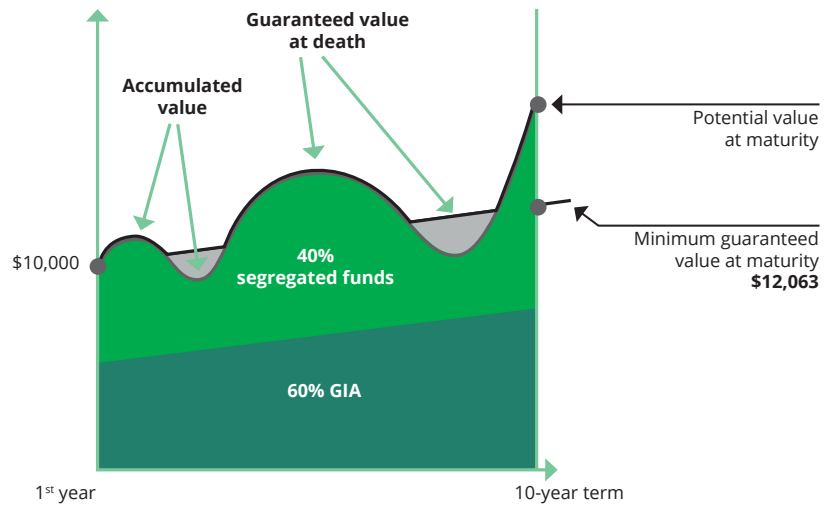
Example 2

The following table shows an example of the guaranteed values upon death for the SSQ Equity GIA with the option of **40% in GIA and 60% in SSQ GIFs**, based on the assumption that the rate of return on the GIA portion is 3% for a **total investment of \$10,000**, and based on different rates of return on the fund investment portion.

Net annual return on fund(s)	After 2 years	After 4 years	After 6 years	After 8 years	After 10 years
-12%					
-8%					
-4%	\$10,244	\$10,502	\$10,776	\$11,067	\$11,376
0%					
4%	\$10,733	\$11,521	\$12,368	\$13,278	\$14,257
8%	\$11,242	\$12,665	\$14,297	\$16,173	\$18,329
12%	\$11,770	\$13,943	\$16,619	\$19,923	\$24,011

How SSQ Equity GIA guarantees can work for you.

Let's use the example of a \$10,000 investment in an SSQ Equity GIA with the **60% in GIA and 40% in SSQ GIFs** option, i.e., \$6,000 allocated to a GIA at 3% and \$4,000 allocated to segregated funds. The minimum capital guaranteed upon a 10-year term would be 120.63% of the initial investment capital.



All guaranteed amounts described in this brochure are reduced at the prorated market value if redemption occurs before term. These rates and amounts are provided for illustration purposes only and may be different at the time the investment is made.



Stock markets can offer substantial growth over a 10-year period. There is no cap on any additional potential returns earned by the funds selected.



SSQ Equity GIA is synonymous with growth

Accumulated values



Total returns on SSQ Equity GIA depend on the guaranteed interest rate for the portion invested in the GIA, as well as the returns earned on the segregated fund portion. The interest rate for the GIA portion is compounded annually and posted weekly. The “minimum capital guaranteed at maturity” posted weekly designates the percentage of the total capital invested that the investor is guaranteed to receive at the end of the 10-year term. This percentage is fixed based on the rate in force on the date the investment vehicle is purchased.

Before term, the accumulated value is equal to the market value (MV), i.e. the sum of the GIA portion with accrued interest plus the current value of the units in the segregated fund portion. The amounts invested in the segregated fund portion are invested at the contractholder’s risk and their value may fluctuate with the market value of the assets in the fund(s).

At term, the minimum accumulated value guaranteed at term is equal to the market value (MV), i.e. the sum of the GIA portion with accrued interest plus the current value of the units in the segregated fund portion. This fund portion is guaranteed to 100% of the initial investment. If the funds chosen generate a positive return, the investor receives the full additional amount earned. If at term the funds have generated a negative or nil return, the initial capital layout invested in segregated funds is 100% guaranteed.

Example 1

The following table shows an example of values accumulated annually in an SSQ Equity GIA with the option of **60% in GIA and 40% in SSQ GIFs** based on the assumption that the rate of return on the GIA portion is 3% for a **total investment of \$10,000**, and based on different rates of return on the fund investment portion.

Net annual return on fund(s)	After 2 years	After 4 years	After 6 years	After 8 years	After 10 years
-12%	\$9,463	\$9,152	\$9,022	\$9,039	
-8%	\$9,751	\$9,619	\$9,590	\$9,653	
-4%	\$10,052	\$10,150	\$10,295	\$10,486	\$12,063
0%	\$10,365	\$10,753	\$11,164	\$11,601	
4%	\$10,692	\$11,432	\$12,226	\$13,075	\$13,984
8%	\$11,031	\$12,195	\$13,512	\$15,004	\$16,699
12%	\$11,383	\$13,047	\$15,060	\$17,504	\$20,487

Example 2

The following table shows an example of values accumulated annually in an SSQ Equity GIA with the option of **40% in GIA and 60% in SSQ GIFs** based on the assumption that the rate of return on the GIA portion is 3% for a **total investment of \$10,000**, and based on different rates of return on the fund investment portion.

Net annual return on fund(s)	After 2 years	After 4 years	After 6 years	After 8 years	After 10 years
-12%	\$8,890	\$8,100	\$7,563	\$7,225	
-8%	\$9,322	\$8,800	\$8,414	\$8,146	
-4%	\$9,773	\$9,598	\$9,473	\$9,395	\$11,376
0%	\$10,244	\$10,502	\$10,776	\$11,067	
4%	\$10,733	\$11,521	\$12,368	\$13,278	\$14,257
8%	\$11,242	\$12,665	\$14,297	\$16,173	\$18,329
12%	\$11,770	\$13,943	\$16,619	\$19,923	\$24,011

These examples do not take into account any possible redemption fees before maturity. Refer to page 8 for details about redemption fees.

All guaranteed amounts described in this brochure are reduced at the prorated market value if redemption occurs before term. These rates and amounts are provided for illustration purposes only and may be different at the time the investment is made.

SSQ Equity GIA, a redeemable investment product

Unlike many similar products, SSQ Equity GIA is **redeemable at any time before maturity**. However, redemption fees may apply. Refer to the product Information Folder for details.

Redemptions in whole before term are permitted according to the following formula:

$$\begin{aligned} \text{Redemption fee} &= \text{MVA for the GIA portion} + \\ &= \text{MV} \times (i - j + 1.00\%) \times n / 12 + \end{aligned}$$

where MVA is always ≥ 0

Given that:

MVA = Market Value Adjustment

MV = Market value of the GIA portion invested in SSQ Equity GIA redeemed in whole or in part

i = Current interest rate offered by SSQ for a GIA for a term equivalent to the initial term selected, comprising similar interest provisions

j = Rate of interest of the initial GIA

n = Number of complete months until the end of the GIA

Redemption fee exemptions are not permitted. Also, no fees are deducted upon the death of the annuitant.

Fund redemption fee (back-load sales charge)

Redemption date	% of market value of the fund portion invested in SSQ Equity GIA at redemption
During the 1 st year	6.00
During the 2 nd year	6.00
During the 3 rd year	5.00
During the 4 th year	4.00
During the 5 th year	3.00
During the 6 th year	2.00
In subsequent years	None

- Partial redemptions are permitted for redemptions of \$5,000 and over. Following partial redemptions, the value of the SSQ Equity GIA must be at least \$5,000.
- A \$100 administration fee will apply to any crystallization of an SSQ Equity GIA, i.e. redemption for the purpose of purchasing a similar product.
- No exemption for back-load sales charges will be granted for this product.
- When the redemption of an SSQ Equity GIA is made following the death of the annuitant, the market value adjustment (MVA) is equal to zero. In such a case, the redemption value of an SSQ Equity GIA therefore corresponds to the market value.

Many SSQ guaranteed investment funds (GIF) are available

A wide **range of SSQ GIFs** are offered under the SSQ Equity GIA product. These funds have been carefully selected by our team of experts.

SSQ Insurance has chosen to do business exclusively with **external investment managers**. This has many advantages, including full autonomy when it comes to choosing our investment managers. This means our clients have access to money management specialists in all asset classes with a broad range of management styles and a proven track record.

It goes without saying that our decision to delegate the selection of securities includes the **responsibility of monitoring** the performance of the asset managers we have selected and ensuring their management styles remain in line with the mandates they are given.



Please consult the Fund Facts or Guaranteed Investment Funds Summary (DRA719A) for more information about the funds offered under the SSQ Equity GIA product, as well as their codes.

And don't forget...

You can change the funds selected throughout the 10 year period and you also have the option of choosing more than one fund.

The Information Folder provides more information about funds offered as well as their management expense ratios.



Please note...

Investment statements

Investment statements are issued every 6 months. Statements show the amounts invested in the GIA and in the selected SSQ GIFs portion under the heading "SSQ Equity GIA".

Age limitations

Contributions to an SSQ Equity GIA or renewals are possible up to December 31 of the year the annuitant reaches **age 61**.

Renewal procedure



Renewals must be made at the latest by December 31 of the year the annuitant reaches age 61. In the absence of instructions at renewal, the SSQ Equity GIA will be renewed according to the same parameters as the original SSQ Equity GIA. The proportion between SSQ Guaranteed Investment Funds (GIF) and GIAs will be re-established according to the proportion selected at purchase (40% - 60% or 60% - 40%), and the allocation between the different funds will be identical to the one in the SSQ Equity GIA at maturity date. The renewal of SSQ Equity GIAs may have tax consequences for non-registered contracts only. If so, tax slips will be provided.

The total redemption of one of the two portions (GIA or funds) will terminate the contract on maturity. A new application form will be required for transferring the sums in another product.

If the age limit is exceeded at maturity of the SSQ Equity GIA, the investments will have to be transferred into another investment vehicle. In the absence of instructions, the amounts will be transferred into a daily interest account.

Legal Notice and Limitation of Liability

The financial scenario simulations, rates and returns presented herein are provided for reference purposes only. Please refer to the *Contract Folder*, the *Annuity Contract* and the *Application Form* before investing. Actual rates of return on investment are not guaranteed and may vary. There are no guarantees that past performance will be repeated in the future. The returns presented herein are net of management and guarantee fees and do not take into account sales, redemptions, distributions or other optional charges that may reduce returns. **Any amount allocated to a segregated fund is invested at the risk of the contractholder and may increase or decrease in value.**

The information contained in this document is of a general nature and pertains to investment options and strategies, and must not be considered as investment advice that is applicable to all investment situations. It is strongly recommended that you consult your financial security advisor, who will analyze your needs on an individual basis and then recommend the appropriate financial products that correspond to your investor profile, financial situation, risk tolerance level and personal circumstances.



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