
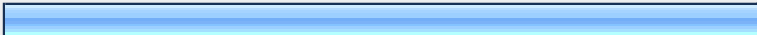
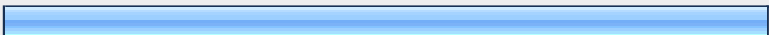
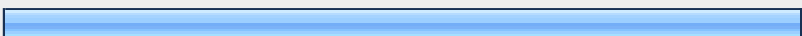
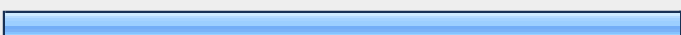
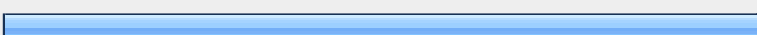
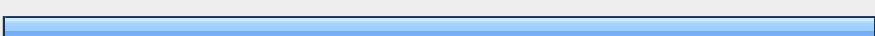



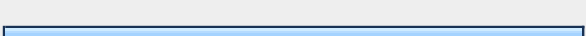
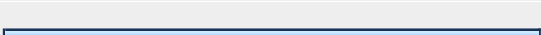
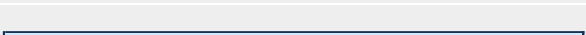


LIFE INSURANCE COMPANIES QUESTIONNAIRE

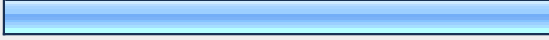
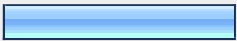
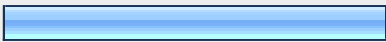
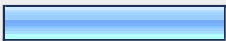
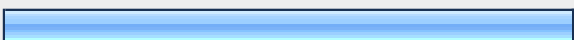
1. YOUR INFORMATION			
		Response Percent	Response Count
Company Name:	<input type="text"/>	100.0%	83
Unique Identification Number:	<input type="text"/>	100.0%	83
Your Name:	<input type="text"/>	100.0%	83
Your Position:	<input type="text"/>	100.0%	83
Your e-mail:	<input type="text"/>	100.0%	83
Your telephone:	<input type="text"/>	100.0%	83
		<i>answered question</i>	83
		<i>skipped question</i>	0

2. If this questionnaire is for a group of companies where the Policies, distribution methods and CEOs are the same, please list the companies in this group and their unique identification numbers:			
		Response Percent	Response Count
1	<input type="text"/>	100.0%	18
2	<input type="text"/>	38.9%	7
3	<input type="text"/>	5.6%	1
4		0.0%	0
5		0.0%	0
6		0.0%	0
7		0.0%	0
8		0.0%	0
9		0.0%	0
10		0.0%	0
		<i>answered question</i>	18
		<i>skipped question</i>	65

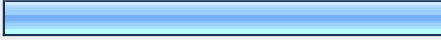
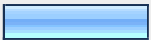


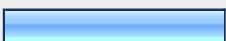
3. Please indicate the jurisdiction(s) where your company (or group of companies) is (are) licensed to conduct business: (check all that apply)

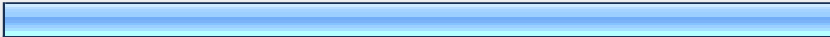

		Response Percent	Response Count
Alberta		86.7%	72
British Columbia		83.1%	69
Manitoba		84.3%	70
New Brunswick		88.0%	73
Newfoundland & Labrador		74.7%	62
Nova Scotia		83.1%	69
Ontario		96.4%	80
Prince Edward Island		79.5%	66
Quebec		91.6%	76
Saskatchewan		84.3%	70
Northwest Territories		63.9%	53
Nunavut		59.0%	49
Yukon		63.9%	53
		<i>answered question</i>	83
		<i>skipped question</i>	0



4. Which of the following distribution methods does your company use to make its products available to consumers? (check all that apply) NOTE: IF YOU CHECK "INDEPENDENT AGENTS" YOU MUST ALSO ANSWER QUESTIONS 18, 19, 20, 22 and 24.

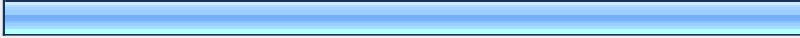

		Response Percent	Response Count
Independent Agents - We use independent agents		60.2%	50
Career Agents - We use a career agent sales force		25.3%	21
In-House Employees - We use our own employees in our call centers, etc.		42.2%	35
Outsourced Call Centers – We use an outsourced call center		24.1%	20
Other, e.g., direct sales, third party sales, etc., (please specify below)		62.7%	52
		<i>answered question</i>	83
		<i>skipped question</i>	0

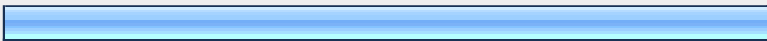

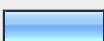
5. Which one of the following distribution methods generates the most business for your company?





		Response Percent	Response Count
Independent Agents - We use independent agents		48.2%	40
Career Agents - We use a career agent sales force		15.7%	13
In-House Employees - We use our own employees in our call centers, etc.		4.8%	4
Outsourced Call Centers – We use an outsourced call center		7.2%	6
Other, e.g., direct sales, third party sales, etc., (please specify below)		24.1%	20
		<i>answered question</i>	83
		<i>skipped question</i>	0


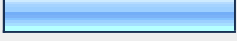
6. Do your documented Policies support the principle of "Priority of the Client's Interest"?				
			Response Percent	Response Count
Yes			91.6%	76
No			8.4%	7
			Comments:	27
			answered question	83
			skipped question	0

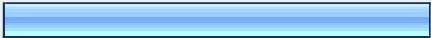
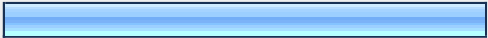
7. Do your documented Policies support the principle of "Disclosure of Conflicts and Potential Conflicts of Interest"?				
			Response Percent	Response Count
Yes			90.4%	75
No			9.6%	8
			Comments:	26
			answered question	83
			skipped question	0






8. Do your documented Policies support the principle of "Product Suitability"?				
			Response Percent	Response Count
Yes			88.0%	73
No			12.0%	10
			Comments:	28
			answered question	83
			skipped question	0

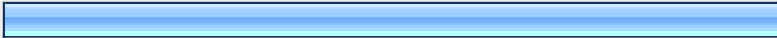
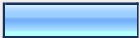
9. Do your Policies reflect industry associations' guidelines that support the Three Principles?			Response Percent	Response Count
Yes			84.3%	70
No			4.8%	4
N/A - Not a member of any association			10.8%	9
			Comments:	17
			answered question	83
			skipped question	0

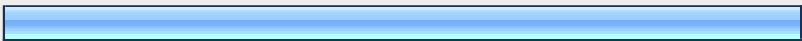

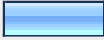
10. If "Yes" to question 9 above, please provide the names of these associations.			Response Percent	Response Count
1			100.0%	69
2			29.0%	20
3			18.8%	13
4			8.7%	6
			answered question	69
			skipped question	14

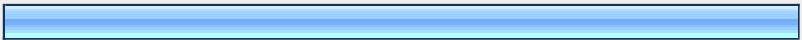
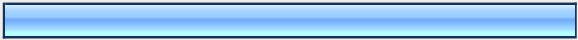

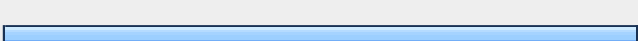
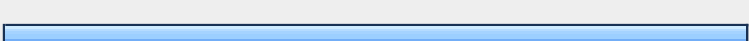

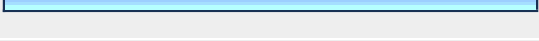


11. In 2006, the CCIR endorsed the Three Principles for managing conflicts of interest. As a result of this endorsement, did your company evaluate/confirm (review) whether its Policies effectively support the Three Principles?			Response Percent	Response Count
Yes			74.7%	62
No			25.3%	21
			If "Yes", please explain how.	59
			answered question	83
			skipped question	0

12. If "Yes" to question 11 above, did this review lead to any changes in Policy?				
			Response Percent	Response Count
Yes			46.9%	30
No			53.1%	34
If "Yes", please explain or list the three most significant changes:				37
<i>answered question</i>				64
<i>skipped question</i>				19

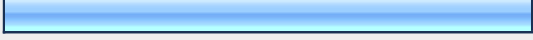
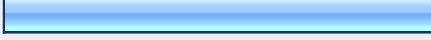
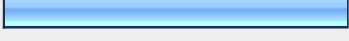


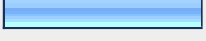

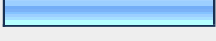
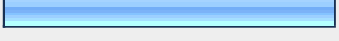



13. If "No" to question 11, when does the company intend to undertake such a review?				
			Response Percent	Response Count
In three months			4.3%	1
In six months			13.0%	3
In one year			21.7%	5
After one year			17.4%	4
Not at all (please comment)			43.5%	10
Comments:				21
<i>answered question</i>				23
<i>skipped question</i>				60

14. Has the company's Board of Directors/Chief Executive Officer/Chief Agent been made aware of the Three Principles?				
			Response Percent	Response Count
Yes			85.5%	71
No			14.5%	12
If "Yes", how and when? If "No", please explain.				71
<i>answered question</i>				83
<i>skipped question</i>				0

15. Does the company ensure that its Policies supporting the Three Principles are communicated to company staff?			
		Response Percent	Response Count
Yes		88.0%	73
No (please explain in the "Comments" box below)		1.2%	1
Not Applicable		10.8%	9
Comments:			30
answered question			83
skipped question			0

16. If "Yes" to question 15, how does the company communicate its Policies to company staff? (check all that apply)			
		Response Percent	Response Count
Meetings, seminars and/or training sessions		87.7%	64
Internal web communications		63.0%	46
Written communications, bulletins, best practices manuals		80.8%	59
Internal reviews of sales concepts, materials, illustrations		69.9%	51
Codes of Conduct for staff		82.2%	60
Market Conduct manuals for staff		23.3%	17
Underwriting practices		58.9%	43
Training manuals		39.7%	29
Other (please describe in the "Comments" box below)		9.6%	7
Comments:			11
answered question			73
skipped question			10



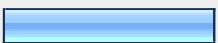


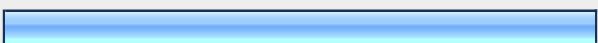
17. For intermediaries other than independent agents, does your company have procedures to facilitate disclosure of the following information before the consumer makes a purchase decision? (check all that apply)

		Response Percent	Response Count
Disclosure of name(s) of insurer(s) (including those carrying on business as a common undertaking) represented by intermediaries		58.1%	43
Disclosure of all relevant products offered by the company (including those carrying on business as a common undertaking)		47.3%	35
Disclosure of methods of compensation (e.g., salary, commission, bonus, etc.)		37.8%	28
Disclosure of benefits or conditions attached to loans/financing to intermediaries		4.1%	3
Disclosure of other financial links (e.g., loan guarantees, etc.)		4.1%	3
Disclosure of non-monetary benefits (e.g., trips, conferences, etc.)		21.6%	16
Disclosure of compensation practices (e.g., on company's website, etc.)		9.5%	7
Disclosure of price comparisons between products offered by the company		23.0%	17
Disclosure of reasons for recommending products		36.5%	27
Other - please describe in the "Comments" box below		10.8%	8
None of the above - please explain in the "Comments" box below		10.8%	8
Not applicable because we only use independent agents		21.6%	16
		Comments:	28
		answered question	74


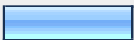





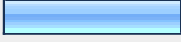
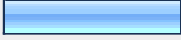
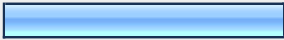

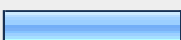
18. INDEPENDENT AGENTS - If you have indicated in question 4 that the company uses independent agents, does the company currently have any of the following activities or practices involving independent agents?

	Yes	No	Response Count
Loans	28.6% (14)	71.4% (35)	49
Ownership interests	8.0% (4)	92.0% (46)	50
Financial guarantees	0.0% (0)	100.0% (49)	49
Other financial links	4.1% (2)	95.9% (47)	49
Commission overrides for portfolio transfers	0.0% (0)	100.0% (48)	48
Non-monetary benefits (e.g., trips, conferences, etc.)	62.7% (32)	37.3% (19)	51
Other – please describe in the “Comments” box below	21.1% (8)	78.9% (30)	38
		Comments:	18
		answered question	51
		skipped question	32




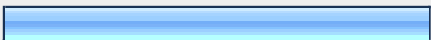
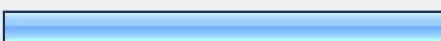
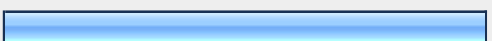
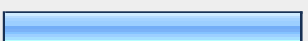
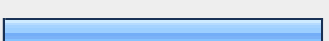
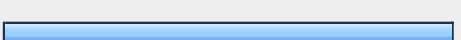

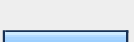
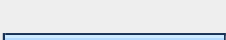
19. If “Yes” to question 18 above, does the company's Policy address the following conditions which may give rise to actual or potential conflicts of interest? (Check all that apply)

		Response Percent	Response Count
Profitability of business placed with company tied to loans, guarantees, etc.		7.7%	2
Compensation tied to loans, guarantees, etc.		3.8%	1
Restrictions/conditions on the repayment of loans or debts		23.1%	6
Volume conditions tied to loans, guarantees, etc.		7.7%	2
Right of first refusal tied to loans, guarantees, etc		3.8%	1
Other – please describe in the “Comments” box below		65.4%	17
		Comments:	33
		<i>answered question</i>	26
		<i>skipped question</i>	57

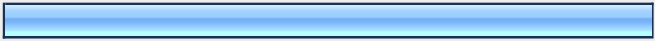
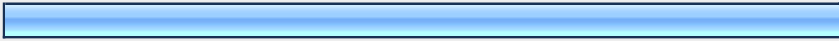
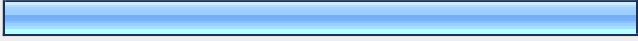
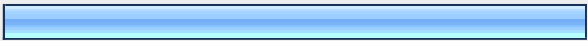
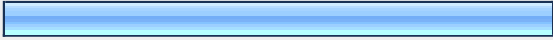
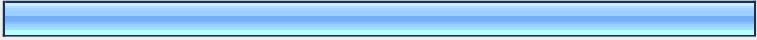

20. If “Yes” to question 18 above, does the company currently have any of the following activities, procedures, practices or systems designed so that consumers receive all relevant information before they make a purchase decision? (Check all that apply)

		Response Percent	Response Count
Disclosure of methods of compensation to intermediaries		61.1%	22
Disclosure of loans made to intermediaries		13.9%	5
Disclosure of ownership interests		19.4%	7
Disclosure of financial guarantees		8.3%	3
Disclosure of other financial links		5.6%	2
Disclosure of commission overrides for portfolio transfers		2.8%	1
Disclosure of non-monetary benefits (e.g., trips, conferences, etc.)		61.1%	22
Disclosure of compensation practices (e.g., on company's website, etc.)		19.4%	7
Disclosure of price comparisons where available		19.4%	7
Disclosure of reasons for recommending products		30.6%	11
Other - please describe in the "Comments" box below		5.6%	2
None of the above - please explain in the "Comments" box below		19.4%	7
		Comments:	21
		answered question	36
		skipped question	47


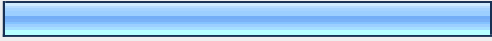
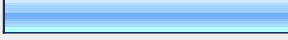


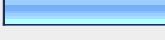


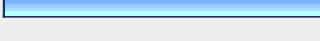
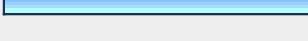
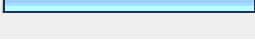
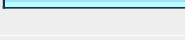


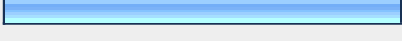
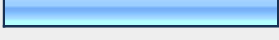
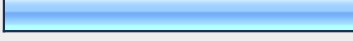

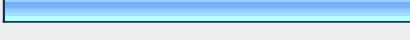
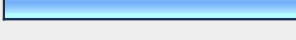
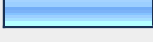
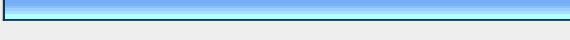
21. How does the company provide support to intermediaries, other than independent agents, in their efforts to align their business practices with the Three Principles? (check all that apply)



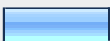

		Response Percent	Response Count
Accessible documentation for intermediaries on company policies, practices and standards, including Codes of Conduct		57.8%	48
Information for specific products		60.2%	50
Company bulletins and notices		48.2%	40
Accessible documentation and/or training on ethics		47.0%	39
Accessible documentation and/or training on compliance		48.2%	40
Periodic meetings/seminars for intermediaries on compliance and other matters		53.0%	44
Documents, worksheets, templates or guides for advisor disclosure		32.5%	27
Call centre scripting		34.9%	29
Training to assess the appropriateness of the products recommended to clients		41.0%	34
Contracts or other agreements that set out roles and responsibilities		49.4%	41
Other - please describe in the "Comments" box below		1.2%	1
None of the above - please explain in the "Comments" box below		13.3%	11
Not applicable because we only use independent agents		24.1%	20
		Comments:	18
		answered question	83
		skipped question	0

22. INDEPENDENT AGENTS - If you have indicated in question 4 that the company uses independent agents, how does the company provide support to independent agents in their efforts to align their business practices with the Three Principles? (check all that apply)



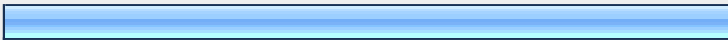
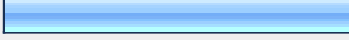
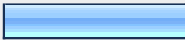



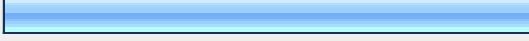
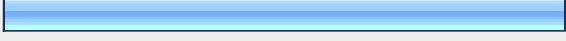
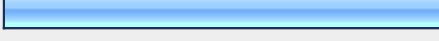
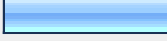
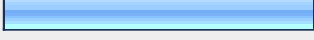
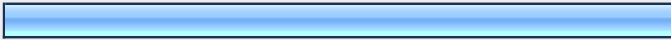
		Response Percent	Response Count
Accessible documentation for intermediaries on company policies, practices and standards, including Codes of Conduct		71.7%	38
Information for specific products		92.5%	49
Company bulletins and notices		69.8%	37
Periodic meetings/seminars for intermediaries on compliance and other matters		64.2%	34
Training to assess the appropriateness of the products recommended to clients		60.4%	32
Contracts or other agreements that set out roles and responsibilities		83.0%	44
Other (please describe in the "Comments" box below)		15.1%	8
		Comments:	23
		<i>answered question</i>	53
		<i>skipped question</i>	30


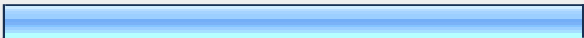
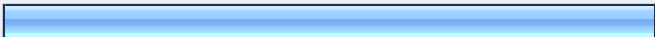
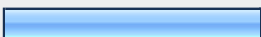
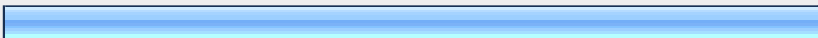


23. Which of the following tools does the company use to monitor whether intermediaries, other than independent agents, are adhering to the Three Principles? (Check all that apply)



		Response Percent	Response Count
Audits of intermediaries		43.8%	35
Customer feed-back		53.8%	43
Customer satisfaction surveys		31.3%	25
Mystery shopping		3.8%	3
Market research		10.0%	8
Sampling		17.5%	14
Focus groups		10.0%	8
Web-based tools		5.0%	4
Call center call monitoring		35.0%	28
Monitoring compensation structures		33.8%	27
Monitoring commissions		27.5%	22
Monitoring override commissions		20.0%	16
Monitoring contingent commissions		11.3%	9
Monitoring non-monetary benefits		20.0%	16
Monitoring the use of marketing materials in the sales process		43.8%	35
Monitoring the use illustrations by intermediaries in the sales process		30.0%	24
Monitoring patterns for unsuitable practices		38.8%	31
Monitoring patterns on persistency		41.3%	33
Monitoring lapses		45.0%	36
Monitoring replacements		32.5%	26
Monitoring internal funding, payment methods or advances		16.3%	13
Monitoring consumer complaints		62.5%	50

Monitoring disclosure of loans or advances made to intermediaries		6.3%	5
Other - please describe in the "Comments" box below		3.8%	3
None of the above - please explain in the "Comments" box below		11.3%	9
Not applicable because we only use independent agents		22.5%	18
Comments:			21
answered question			80
skipped question			3

24. INDEPENDENT AGENTS - If you have indicated in question 4 that the company uses independent agents, which of the following tools does the company use to monitor whether its business practices and processes support the Three Principles? (Check all that apply)

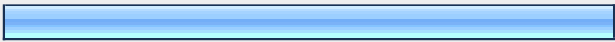
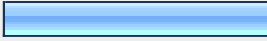

		Response Percent	Response Count
Agent audits		38.0%	19
Other reviews (please describe in the "Comments" box)		8.0%	4
Customer feed-back		80.0%	40
Customer satisfaction surveys		38.0%	19
Market research		20.0%	10
Sampling		14.0%	7
Focus groups		8.0%	4
Web-based tools		12.0%	6
Monitoring compensation structures		58.0%	29
Monitoring commissions		62.0%	31
Monitoring override commissions		48.0%	24
Monitoring contingent commissions		18.0%	9
Monitoring non-monetary benefits		34.0%	17
Monitoring patterns for unsuitable practices		74.0%	37

Monitoring patterns on persistency		56.0%	28
Monitoring lapses		64.0%	32
Monitoring replacements		72.0%	36
Monitoring internal funding, payment methods or advances		28.0%	14
Monitoring consumer complaints		90.0%	45
Monitoring disclosure of loans or advances made to intermediaries		6.0%	3
Other (please comment)		8.0%	4
Comments:			26
answered question			50
skipped question			33


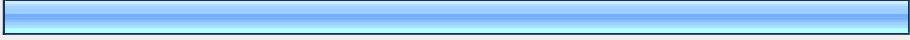
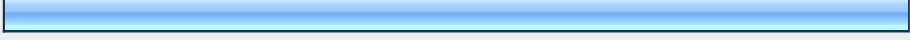
25. Does senior management review the results of the monitoring activities in questions 23 and 24 above to ensure that their policies and procedures are effective in managing conflicts of interest?			
		Response Percent	Response Count
Yes		90.4%	75
No		9.6%	8
If "No", please explain:			17
answered question			83
skipped question			0

26. Please provide any additional comments below including whether the company intends to make improvements or changes to its Policies. (Please note, the size of this comments box is approximately 500 words).		Response Count
		36
answered question		36
skipped question		47

27. Please indicate below which responses in this completed questionnaire contain trade secrets or commercial, technical or financial information that you have supplied in confidence.

		Response Percent	Response Count
All questions from 4 to 26		67.5%	56
None		28.9%	24
Other (please specify by question number in the "Comments" box below)		3.6%	3
Comments:			34
<i>answered question</i>			83
<i>skipped question</i>			0

28. Certification by CEO or Chief Agent - "I have knowledge of the information provided in this questionnaire. I certify that the information fairly represents the Policies of the company or group of companies as of the date this questionnaire was completed."

		Response Percent	Response Count
Name:		100.0%	83
Position(CEO or Chief Agent):		100.0%	83
Date:		100.0%	83
<i>answered question</i>			83
<i>skipped question</i>			0