

2005 Student Initiative



You Have the Power to Protect Your Financial Future!

HIGHLIGHTS OF RBC INSURANCE®

2005 STUDENT INITIATIVE:

- › Up to 5 months of waived premiums
- › 15% discounts for eligible products
- › Special Student Business Overhead Expense Offer
- › Critical Illness Recovery Plan™ policy
- › Includes Canada's top MBA schools
- › Flexibility and FIO "Conversion" for Interns and Residents

If you're like most students, you're looking forward to a career, earning a good living and having a comfortable financial future.

But what if something happens to you that drains your savings or even worse, prevents you from working? What would happen to your financial dreams?

Let us show you how you can take control and learn how to protect your financial dreams now. You are invited to attend the following seminar:

Time:

Location:

Producer Name:

Company Name:

Phone #:

Contact your RBC Insurance Sales Representative for further information about the 2005 Student Initiative.

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FFC027 (11/2004)



**RBC
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2005 Student Initiative



Welcome to the 2005 Student Initiative

Eligibility:

- › Applicant qualifies for Student Limits (per underwriting guidelines)
- › Applications are received at your local sales office before October 1, 2005
- › Discounts* and Waived Premium Coverage will apply to the following products:
 - The Professional Series® policy
 - Critical Illness Recovery Plan™ policy
 - Preferred Business Overhead Expense Policy
 - Quantum® policy
 - The Foundation Series™ policy

Additional details:

- › Payment method must be PAC
- › First month premium deposit must be paid with the application
- › Upon request, all eligible, pending new business will be considered
- › Not available on makeovers of previous Student Initiative Policies, GSI Policies or In-Force Policies

To ensure proper processing:

1. Indicate STUDENT INITIATIVE on the top right corner of the application and SELECT discount* and franchise. (#D05895 for medical doctors OR #D06811 for everyone else.)
2. If the applicant is NOT eligible for coverage under the Conditional Insurance Agreement (CIA), please complete the “Special Receipt for Student Initiative” form emphasizing that the premium deposit is being accepted ONLY for the purpose of the Initiative – not for the purpose of the CIA Coverage.

Welcome Back! We hope you had great success with our 2004 Student Initiative. Effective January 1, 2005, applicants who are eligible for our Student Issue Limits will:

- › Receive a 15% discount on each of the eligible products*;
- › Receive up to 5 months of waived premiums (as shown below) on each of the eligible products.

Policies Effective in:	Waived Premium Period from:
January	February through June (5 months)
February	March through July (5 months)
March	April through August (5 months)
April	May through September (5 months)
May	June through October (5 months)
June	July through October (4 months)
July	August through October (3 months)
August	September through October (2 months)
September	October (1 month)

- › Be eligible for RBC Insurance® special Student Business Overhead Expense Offering.
- › The inclusion of students and recent graduates of Canada’s top ranked MBA programs. (Some qualification criteria apply; see specific flyer for details.)
- › Enhanced plan design flexibility and Special FIO option for medical interns and residents. (See specific flyer for details.)

*Discounts not available on the Critical Illness Recovery Plan policy.

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FFC031 (11/2004)



2005 Student Initiative



Announcing the 2005 Student Initiative

Eligibility:

- › Applicant qualifies for Student Limits (per underwriting guidelines)
- › Applications are received at your local sales office before October 1, 2005
- › Discounts* and Waived Premium Coverage will apply to the following products:
 - The Professional Series® policy
 - Critical Illness Recovery Plan™ policy
 - Preferred Business Overhead Expense Policy
 - Quantum® policy
 - The Foundation Series™ policy

Additional details:

- › Payment method must be PAC
- › First month premium deposit must be paid with the application
- › Upon request, all eligible, pending new business will be considered
- › Not available on makeovers of previous Student Initiative Policies, GSI Policies or In-Force Policies

To ensure proper processing:

1. Indicate STUDENT INITIATIVE on the top right corner of the application and SELECT discount* and franchise. (#D05895 for medical doctors OR #D06811 for everyone else.)
2. If the applicant is NOT eligible for coverage under the Conditional Insurance Agreement (CIA), please complete the “Special Receipt for Student Initiative” form emphasizing that the premium deposit is being accepted ONLY for the purpose of the Initiative – not for the purpose of the CIA Coverage.

RBC Insurance® is pleased to announce an early start of the 2005 Student Initiative – January 1, 2005!

THE 2005 STUDENT INITIATIVE INCLUDES:

- › 15% discount on eligible income protection products
- › Up to 5 months of waived premiums
- › Student Business Overhead Expense offering
- › Critical Illness Recovery Plan policy
- › Students and graduates of Canada’s top ranked MBA programs
- › Enhanced plan design flexibility and availability of Special FIO Option for medical interns and residents

ASK FOR YOUR “2005 STUDENT INITIATIVE KIT” WHICH CONTAINS IMPORTANT INFORMATION ABOUT:

- › Student BOE and the need it serves
- › Critical Illness Recovery Plan policy
- › MBA program eligibility
- › Flexibility and FIO “Conversion” for interns/residents
- › Sample flyer inviting students to a seminar
- › Sample advertisement to be placed in student publications
- › New, higher student limits for many occupations

*Discounts not available on the Critical Illness Recovery Plan policy.

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FFC032 (11/2004)



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2005 Student Initiative



MBA Programs

HIGHLIGHTS OF RBC INSURANCE®

2005 STUDENT INITIATIVE:

- › Up to 5 months of waived premiums
- › 15% discounts for eligible products†
- › Special Student Business Overhead Expense Offer
- › Critical Illness Recovery Plan™ policy
- › Includes Canada's top MBA schools

MARKETING TO MBA STUDENTS OR GRADUATES IS AN OPPORTUNITY TO:

- › Establish relationships with the brightest of today's and tomorrow's "up and coming" executives
- › Tap into a market with significant future earning potential

WHO IS ELIGIBLE?

Students and recent graduates* of one of the following thirteen MBA programs identified by the Financial Times as being the "top 100" programs worldwide:

- | | |
|-----------------------------------|-------------------------|
| Richard Ivey (Western University) | University of Calgary |
| Schulich (York University) | Simon Fraser University |
| McGill University | University of Manitoba |
| Rotman (University of Toronto) | University of Victoria |
| DeGroote (McMaster University) | University of Alberta |
| Queens University | Molson (Concordia) |
| University of British Columbia | |

HOW MUCH COVERAGE IS AVAILABLE WITHOUT FINANCIAL EVIDENCE? **

1st year	\$1,500 per month
2nd year	\$2,500 per month
Recent graduates*	\$2,500 per month

* within the past 12 months

** NOTE: Higher amounts are available subject to regular financial underwriting.

Occupational Classification:

- Minimum of 3A is guaranteed
- Upgrade to 4A based on regular executive guidelines

Group/Association Offset Amendment:

- Non-discounted offset will be used if there is no Group coverage in place at time of application
- Discounted (10%) offset will be used if there is existing Group coverage in place or if it is known that Group coverage will be in place shortly

† Discounts not available on the Critical Illness Recovery Plan policy.

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FFC033 (11/2004)



2005 Student Initiative



Student Business Overhead Expense Coverage

HIGHLIGHTS OF RBC INSURANCE®

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While preparing for their careers, young professionals often accumulate significant debt. A disability may hinder their ability to earn an income; however, the debt repayment obligations will likely remain.

Similarly, these same professionals often have business expenses once they begin their practice or start a business. A disability can interrupt their ability to generate an income, yet the expenses will continue.

TWO PROBLEMS – ONE SOLUTION!

Initially, the Student Business Overhead Expense (BOE) Coverage can play a significant role in helping your clients pay off student loans or other debts. Once they are maintaining an office or business, it automatically reverts to a more traditional BOE Coverage.

HOW DOES IT WORK?

- › Eligible students determine their BOE limits per the Underwriting Guidelines.
- › The special Student BOE will pay 25% of the monthly BOE benefit purchased, to a maximum of \$500. There is no need for proof of student loans or eligible expenses at time of underwriting and claim.

Monthly BOE Benefit Purchased	Monthly Student BOE Benefit Payable (lesser of 25% of the BOE amount and \$500)
\$1,000	\$250
\$2,000	\$500
\$3,000	\$500

- › As soon as the client becomes responsible for any expenses of maintaining an office or business, the special Student coverage will cease to apply – leaving the client with the expense reimbursing BOE coverage that is needed.

Typical Example:

- Many student loans are less than \$500 per month (over a repayment period of 10 years)
- A \$2,000 policy would pay the maximum \$500 Student BOE amount
- Under the Extension of Benefits clause, it could mean that the benefits are payable for as long as 8 years* in this example. (*assumes 2 year benefit period)
- This same policy could grow to a total of \$6,000 (if purchased with FCEO Future Covered Expense Option)

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FFC026 (11/2004)



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2005 Student Initiative



Critical Illness Recovery Plan

HIGHLIGHTS OF RBC INSURANCE®

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A critical illness or serious injury can happen to anyone, regardless of age.

CRITICAL ILLNESS INSURANCE CAN PROVIDE STUDENTS AND YOUNG PROFESSIONALS WITH FUNDS TO HELP REDUCE STUDENT LOANS OR OTHER DEBTS.

- › Complement to existing individual, group or association income protection policies
- › Attract new clients by offering critical illness coverage now and income protection in the future
- › Complement group or association income protection coverage with critical illness protection

WHAT'S AVAILABLE?

- › Choice of coverage periods – T10, T65, T75, T100
- › Assistance Services
 - Best Doctors®¹** - no cost access to medical information and services worldwide
 - Daily Living Assistance** - customized research specific to client's condition and assistance to help manage daily activities
 - Healing the Whole Person** - access to the Healing Journey program through a free kit that strives to help your client cope with the overwhelming emotions associated with a critical illness
- › Optional benefits:
 - Scheduled Increase Benefit Rider** – guarantees future benefit increases
 - Return of Premium on Expiry** – 100% of premiums returned at expiry
 - Functional Independence Rider** – monthly benefit to aid in the expense of receiving assistance in case of a severe disability
 - Waiver of Premium Rider**

WHAT'S THE COST?

EXAMPLE 1	EXAMPLE 2
25 year-old, female, non smoker	30 year-old, male, non smoker
10-year term plan; non-cancellable	T75 (level premium) plan; non-cancellable
\$50,000	\$25,000
NO OPTIONAL BENEFITS	SCHEDULED INCREASE BENEFIT RIDER (benefit increases to \$50,000 by year 10)
COST = \$182.00/YEAR OR LESS THAN \$16/MONTH	COST = \$229.69/ YEAR OR JUST \$20.10/MONTH

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FFC028 (11/2004)



2005 Student Initiative



News for Medical Interns/Residents!

HIGHLIGHTS OF RBC INSURANCE®

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- › Special Student Business Overhead Expense Offer
- › Critical Illness Recovery Plan™ policy
- › Flexibility and FIO “Conversion” for Interns and Residents

Contact your RBC Insurance Sales Representative for further information about the 2005 Student Initiative.

RBC Insurance offers unique and flexible strategies for young medical doctors with Intern/Resident Association coverage (PAIR/PARI).

PLAN DESIGN FLEXIBILITY – THE CHOICE IS YOURS!

	Prior to being eligible for “starting in practice” Student Limits	Once “starting in practice” Student Limits are applicable ¹
Option 1: Additional 10 % discount*	Apply the Group/Association amendment	Apply the Group/Association amendment
Option 2: No additional discount (no Group/Association amendment)	Ignore the PAIR/PARI coverage at time of underwriting	Program around the PAIR/PARI coverage at time of underwriting

¹PAIR/PARI will be ignored if it is not portable or convertible; or if client indicates it will be terminated (and not converted).

*discount subject to regular underwriting rules

NON-MEDICAL CONVERSION OF PAIR/PARI COVERAGE

Only applicable if PAIR/PARI is not portable.

EXPEDITE YOUR CLIENT’S ABILITY TO EXERCISE NON-MEDICALLY UNDERWRITTEN BENEFIT AMOUNT INCREASES!

- › PAIR/PARI coverage will be considered a “group long-term disability insurance plan” under the FIO Special Option Increase.
- › Your clients have access to an additional FIO exercise date within 91 days of PAIR/PARI coverage termination.
- › Some, or perhaps all, of the PAIR/PARI coverage can be replaced with coverage under their RBC Insurance policy without medical underwriting.

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FFC029 (11/2004)



RBC Insurance



2005 Student Initiative



Business Overhead Expense Coverage

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- › Special Student Business Overhead Expense Offer
- › Critical Illness Recovery Plan™ policy
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- › Flexibility and FIO "Conversion" for Interns and Residents

Contact your RBC Insurance Sales Representative for further information about the 2005 Student Initiative.

Why Now?

1. You may be eligible for up to five months of waived premiums.*
2. It can provide you with a minimum benefit guarantee* in case you become disabled prior to having insurable Business Overhead Expenses. This money may assist you in paying off debts (e.g. student loans).
3. This coverage can grow with you through your career. You can have the option of tripling your original amount of coverage in the future – without providing evidence of good health! A small amount of coverage now can grow into a significant amount in the future.
4. You will simplify the process by purchasing your Business Overhead Expense Coverage now. If you decide to purchase it in the future, you will be required to complete another application and be underwritten again. Buying now – the same time you are protecting your income or lifestyle – allows you to avoid this.
5. Lower your insurance costs in future years. Premiums are based on your age at purchase – every year you delay, the cost of coverage increases.

TAKE ADVANTAGE OF RBC INSURANCE WAIVED PREMIUM COVERAGE OFFER:

You've just purchased a personal income protection policy from RBC Insurance with a premium of \$50 per month. Should you consider purchasing a Preferred Business Overhead Expense policy costing \$20 per month if you know you will need it someday but are unsure about purchasing it right now.

CONSIDER THE FOLLOWING:

- › You can get up to 5 months of waived premiums on both your Personal Income Protection Policy and the Preferred Business Overhead Expense Policy.*
- › The \$250 saved on the Personal Income Protection Policy* is equivalent to over 12 months of Business Overhead Expense Coverage.
- › Adding the 5 months of waived premiums to the Preferred Business Overhead Expense Policy is like not paying any premiums on this additional policy for almost 18 months!

* Some conditions and eligibility criteria apply.

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FFC030 (11/2004)



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2005 Student Initiative

SPECIAL RECEIPT FOR FIRST MONTH'S PREMIUM FOR 2005 STUDENT INITIATIVE APPLICATIONS (WHERE THE APPLICANT IS NOT ELIGIBLE FOR CONDITIONAL INSURANCE)

To: _____
Name of applicant

RBC Life Insurance Company ("the Company") hereby acknowledges receipt of the sum of \$ _____ from You in relation to Your application for insurance (the "Application") under the _____ policy(ies). This money represents the probable cost of one month's premium for the insurance for which You have applied. It will be applied toward the premium cost of any policy that may be issued and delivered to You as a result of the Application.

The Company has accepted the said sum solely so that the Application may be considered under our special 2005 Student Initiative program. Your payment of the said sum has not given you any conditional (or other) insurance for any period prior to the effective date of any policy that may be issued and delivered to You as a result of the Application.* This is because:

- 1) You answered "yes" to a particular question (or questions) on the Application;
- 2) You did not pay the said sum when You first submitted the Application to us; and/or
- 3) You have requested that the recently completed Application be reconsidered under our Student Initiative program.

*This does not take away from any coverage that You may already have under any policy that the Company previously issued and delivered to you.

Date: _____

_____ for RBC Life Insurance Company
Signature of producer



Please leave above signed receipt with applicant.



Please sign, witness and return the following to RBC Life Insurance Company

2005 STUDENT INITIATIVE ACKNOWLEDGEMENT OF NO CONDITIONAL INSURANCE (WHERE THE APPLICANT IS NOT ELIGIBLE FOR CONDITIONAL INSURANCE)

To: RBC Life Insurance Company ("the Company")

In relation to my application for insurance (the "Application") under the _____ policy(ies), I hereby acknowledge my understanding and agreement:

- 1) that the Company accepted the sum of \$ _____ from me for the sole purpose of enabling the Application to be considered under the Company's special 2005 Student Initiative program; and
- 2) that neither the Application nor the Company's acceptance of the said sum has resulted in any insurance coverage for me whatsoever prior to the effective date of any policy that may be issued and delivered to me as a result of the Application (although this does not take away from any coverage that I may have under any policy that the Company previously issued and delivered to me).

Date: _____ Signature of applicant

_____ Signature of witness
Print name and address of witness