

09 May 2012

A NEW DEAL FOR POLICYHOLDERS

Equitable Life has agreed a new deal with Canada Life.

From 6 April 2012, when Equitable Life policyholders come to take their pension they will be offered a wide choice of annuities from Canada Life at highly competitive prices.

Canada Life is one of the leading annuity providers in the UK and has a strong track record for providing market leading rates. Through this deal, our policyholders will get access to a better and wider choice of annuities than Equitable Life can offer.

We shall continue to encourage policyholders to shop around and take advice. By doing so, they will be able to compare the level of income on offer under our deal with Canada Life, with that available on the open market. The most important thing is that they take a decision which will provide them with the best income in their retirement.

The agreement with Canada Life fits with our strategy of recreating policyholder value. By not offering our own annuities, it allows us to free up capital more quickly which we can then get back into the hands of our policyholders. This, together with the introduction of the 12.5% increase to policies as they mature or transfer are important steps to recreating value for policyholders.