

Welcome to the new Canada Life



Three great Canadian brands —
Great-West Life, London Life and
Canada Life — are now one.



Welcome to the next
chapter in a great
Canadian story.

Welcome to the new
Canada Life.

Canada is a place to
put down roots and
watch them grow.

Whether you were born here or worked hard
to get here, you're in a country that's diverse
and accepting, and where potential is real.
In Canada, we look after each other, and we
stand up for what we believe in.

When it comes to your financial, physical and mental well-being, we know that actions speak louder than words.

We believe that with the right partner, and the right guidance along the way, potential becomes reality. And we believe we should all be empowered to make the most of every day, not just someday.

So with that, we say
‘Welcome’

Welcome to today.
To potential.
To confidence.
To a new optimism.
Welcome to the new Canada Life.

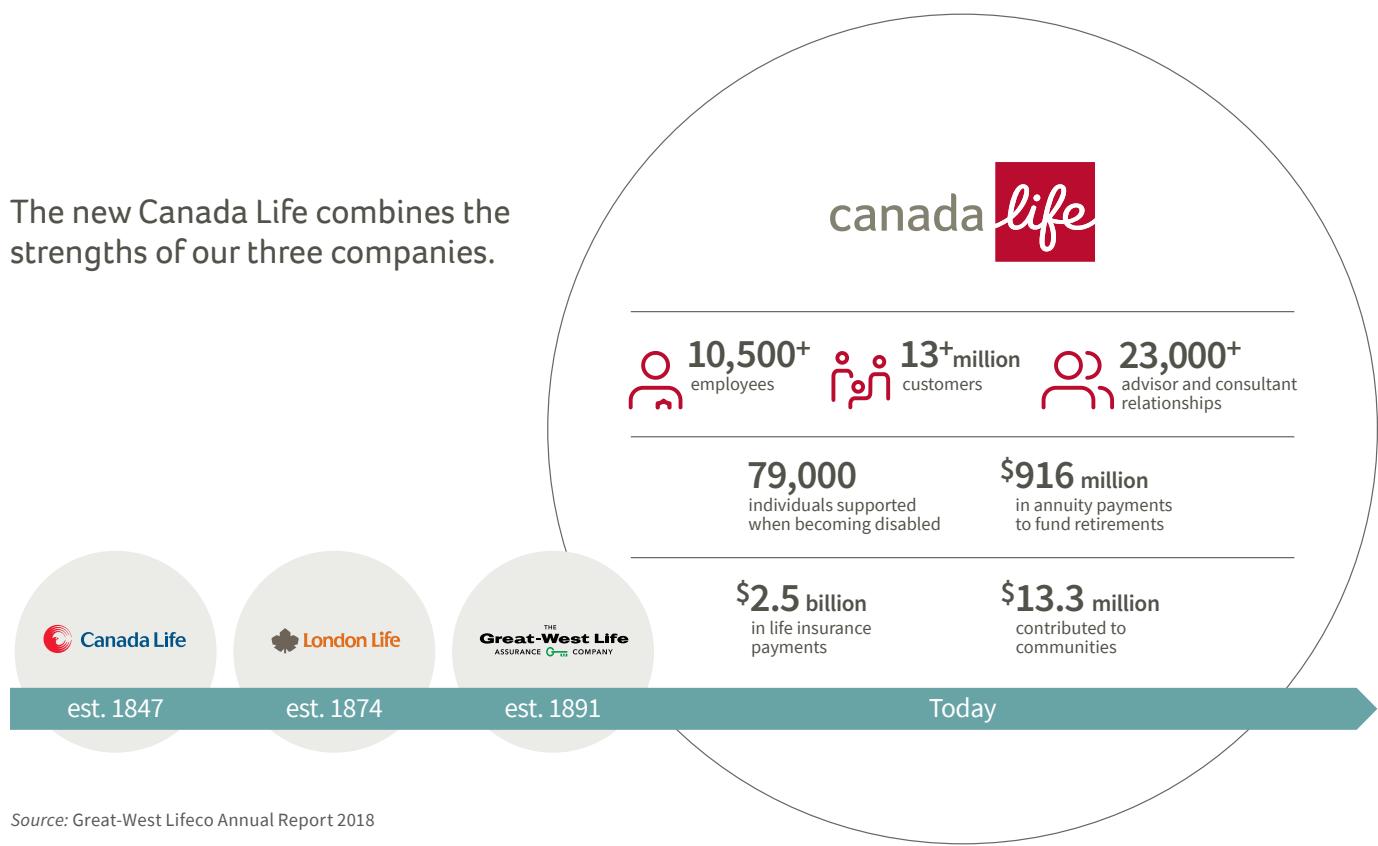
Combined strengths. One strong brand.

The best thing about Canada has always been Canadians. So we believe it's our duty to equip people to make good choices, to be at their side and help them thrive financially, physically and mentally.

For more than 125 years, three great companies — Great-West Life, London Life and Canada Life — have helped Canadians take care of the things that matter most.

And now, we're proud to announce that we'll begin to move forward under one strong brand: **Canada Life**. We'll work together to help you develop the confidence to reach your potential, every day.

The new Canada Life combines the strengths of our three companies.





Focus on what matters. You.

We chose the Canada Life name because of what it means to Canadians. It's a name that speaks to everyone, from coast to coast to coast. And it's a brand that includes us all — serving people in communities large and small.

This change will help us simplify our business to focus more on serving you. We're committed to bringing you products and services that not only fit the life you live but make it even better.

What's not changing is our deep commitment to keeping our promises. Throughout this transition and beyond, we'll keep that focus.

There is nothing you need to do. Each of our three companies will continue to operate as they do today. Your policy coverage and contract details will stay the same. And you will continue to work with the same advisor you know and trust. If you have any questions, your advisor is here, as always, to assist. This is the first step on our journey, and you'll continue to see the old Canada Life, Great-West Life and London Life logos for some time.



Celebrating the value of advice.

At the heart of our new Canada Life brand is a strong belief in the value of advice and the critical role a trusted advisor plays in helping Canadians achieve their potential, every day.

When it comes to financial well-being, we believe that with the right partner, and the right guidance along the way, potential can become reality. And we work with more than **23,000** advisors and consultants to deliver advice to Canadians, every day, to help make their lives better.



Freedom 55 Financial



While our three companies — Great-West Life, London Life and Canada Life — have come together under one brand, you'll still see some of our other brands in use, including Freedom 55 Financial.

We have always believed in the value of advice, and the important role your advisor plays in your financial well-being. Through Freedom 55 Financial, we'll continue to provide the guidance that empowers people to make good choices, to be at their side and help them thrive financially, physically and mentally.



Improving the lives of Canadians in so many ways.

By bringing these three companies together under one brand, we'll be able to do more, like invest with conviction in the things that matter most to our customers, and continue to be an important presence in our communities across the country.

At virtually any stage of your life, we offer a product or service to help you reach your personal, business and life goals: buying a home, saving for a special purchase, investing for a comfortable retirement or insuring what's most important to you.

We also help millions of Canadians to lead better lives through our group benefits and retirement solutions. Companies and groups across the country improve the health and well-being of their employees with our dental, vision and health care plans and with savings products for their retirement. In fact, last year alone, we helped over **30,000 employers** offer benefits plans and over **9,000 employers** offer retirement savings plans to their employees.

We're helping our customers and communities reach their potential, every day.

For Canadians

For more than a century, our three companies have been trusted by Canadians for keeping our promises, and for helping them make good choices to help improve their well-being and achieve their full potential. Building on these proud histories, we'll combine our strengths to support the potential of all Canadians.

For communities

We're making a positive impact across the country. Last year, we contributed **\$13.3 million** to help Canadian communities reach their potential.

Source: Great-West Lifeco Annual Report 2018



Unwavering commitment to communities.

Great-West Life, London Life and Canada Life all have long histories and deep roots in communities across Canada. *Stronger Communities Together™* is our national corporate citizenship program, contributing over **\$13.3 million** to Canadian communities in 2018. It's our way of addressing community issues related to education, health and wellness, arts and culture, social services, environment and community development at national, regional and local levels.

What's more, our employees raised more than **\$2.2 million** for United Way and other charities across the country.

We look to support innovations and better models for helping Canadians, along with creative, coordinated and compassionate efforts aimed at making lasting change for the better.

As an Imagine Canada Caring Company, we've supported the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada for more than two decades. In this time, we've contributed close to **\$200 million** in support of Canadian non-profit, charitable and community organizations.

Source: Great-West Lifeco Community Relations



Here any time
you need us.

As always.

As always, our focus will continue to be on doing the right thing at the right time for our customers. Today we are letting you know about our change to the new Canada Life brand.

If you want to learn more, or if you have questions, please visit us any time at **canadalife.com/welcome** or, as always, speak with your trusted advisor.

The Great-West Life Assurance Company, London Life Insurance Company, and The Canada Life Assurance Company market themselves under the Canada Life brand. London Life and design and Freedom 55 Financial and design are trademarks of London Life Insurance Company. Great-West Life and the key design and Stronger Communities Together are trademarks of The Great-West Life Assurance Company. Canada Life and designs are trademarks of The Canada Life Assurance Company.
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