



What makes Canada Life a leader in participating life insurance?

You don't reach this size without making a lasting commitment to participating life insurance (par). For more than a century, Canada Life has been a market leader helping Canadians protect what matters most.

1

Size

Canada Life's combined open participating account

The largest par account in Canada

Over \$49.5 billion
in open par account assets¹

More than 50% of all
Canadian open par account assets²

Over twice the size
of our nearest competitor²

1.5 million participating life
insurance policies in force in the
open block as of Dec. 31, 2021

\$1.26 billion in dividends
paid in 2021

\$802 million
in insurance claims paid in 2021

What can our size do for your clients?

- Our par account capitalizes on investment opportunities not available to small accounts.
- We realize economies of scale to keep expenses low.
- We can diversify our risk for stable long-term growth.

A few ways we reached this size:

- We've been in the par market for more than 170 years, without interruption.
- Advisors recommend Canada Life par to clients thanks to our reputation for performance, strength, and accountability.
- Many of Canada's wealthiest choose Canada Life.



Expertise

Our team of experts are with you every step of the way.

Whatever your needs, your insurance sales team is here to support you:

Fact finding

Case development

New sales opportunities

- Ultra high-net-worth (UHNW) cases receive additional attention from our large case team.
- Take advantage of our extensive shelf of sales tools and strategies to tell your clients compelling sales stories.
- Streamline your work with innovative tools like our SimpleProtect™ online application, electronic signature and policy delivery.
- Your clients' needs change. We can help grow your business by offering flexible solutions and policy change options for your clients.

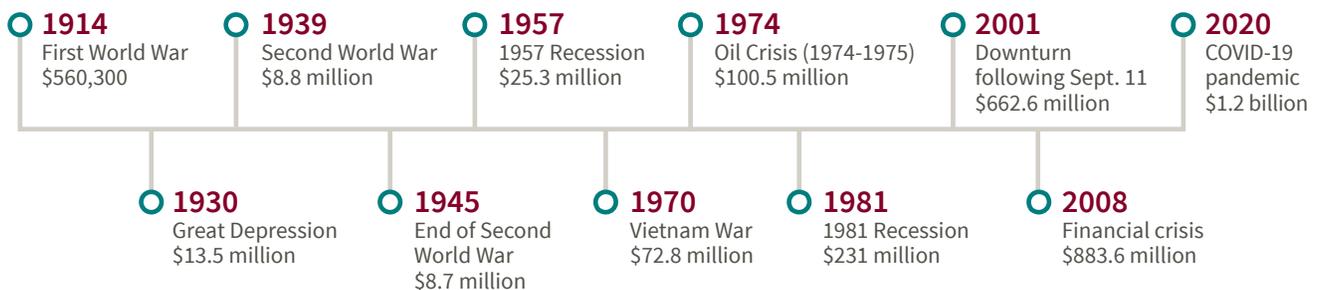




Experience

We have more than 170 years of experience in the par market – more than any of our competitors. We have distributed participating policyowner dividends since 1848, even through some of the worst economic events.

We’ve never left the par market, and our track record speaks for itself. Strong and stable par account management remains our long-term focus.



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Amounts shown before Jan. 1, 2020 include the Canada Life, Great-West Life and London Life participating accounts prior to amalgamation. Amounts shown after Jan. 1, 2020, are from the combined Canada Life open participating account.

Numbers reflect the then-current dollar amount of declared policyholder dividends, as reported in company annual reports for the associated year. Numbers may be rounded. Amounts reported before 2001 may include dividends for policies issued outside Canada. The dividends shown in a particular year do not necessarily reflect the event shown for that year. For example, in 2020, COVID-19 wasn't reflected in the 2020 dividend scale. Past performance is not indicative of future performance.



4

Accountability

We know the value of relationships.

That's why we work hard to earn your trust and the trust of your clients.

- Our disclosure in *Financial facts* is the industry gold standard. *Financial facts* focuses on bringing you transparent information about the Canada Life combined open par account.
- Our illustrations are based on our dividend scale interest rate (DSIR) which reflects past and current investment experience of the par account. This foundation of realistic assumptions helps you manage the expectations of both your new and long-standing clients.
- It's important to consider long-term performance and other factors beyond the DSIR when choosing the right par product to offer your clients.
- Our strong surplus provides stability for the par account. Surplus can help smooth short-term fluctuations in dividends, and more.

5

Conviction

Your clients can rely on our actively managed, time-tested investment strategy designed to deliver stable, long-term returns.

- We actively manage our participating account for long-term success so we can continue to fulfill our promises to your clients. Our investment strategy evolves in alignment with the current environment and our growing investment capabilities.
- We strive to provide your client with stable returns over the life of their policy. We focus on long-term performance and stability.
- Our teams work diligently to make sure that every asset in our account meets our high quality standards.
- We regularly review our asset mix to determine performance under different market conditions, limit risk, and maximize returns.
- We leverage expertise from our affiliates like GWL Realty Advisors.
 - Our high-quality real estate assets are managed by experienced teams to deliver strong risk-adjusted returns. For example, our Canadian real estate portfolio has outperformed the MSCI Canadian Property Index's 10-year historical average returns.³
- As a member of the Power Corporation of Canada family of companies, we have strategic relationships with elite asset management firms like Mackenzie Investments, Putnam Investments, Northleaf and Sagard. These industry-leading firms offer enhanced expert investment management capabilities that help us increase asset class diversification and provide greater risk-adjusted return potential.

Let's talk about growing your life insurance business

Grow your life insurance business by working with Canada's par leader. Talk to your insurance sales partners if you need more information or have any questions.



For more information about Canada Life par life insurance and the performance of our par account, please refer to our annual *Financial facts* brochure.

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¹ The figures in this brochure are for the Canada Life combined open par account. The combined account was formed on Jan. 1, 2020, when Great-West Life, London Life (including former Prudential), and Canada Life came together to form one company. The open account does not include the former New York Life, former Crown Life and Canada Life closed blocks of policies. Figures shown are as of Dec. 31, 2021. Numbers may have been rounded.

² The information provided is accurate to the best of our knowledge, based on public information about Canadian companies with open par accounts, available as of July 2022. The comparison is open to change, subject to receipt of further information.

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Throughout this document, numbers may have been rounded.