

canada *life*™

## Canada Life Risk-Managed Portfolios

Stability, income  
and growth for today's  
market challenges



## Today's investors face unique challenges

Shifting market conditions and changing outlooks can increase your clients' concerns about their investments, and they may be tempted to make emotional decisions that might not be the best for their financial plan. On top of that, market and economic uncertainty, combined with low expected returns for many asset classes, require **new and different** ways of designing portfolios that help **protect** clients from the unexpected while still helping them reach their goals.

# Canada Life Risk-Managed Portfolios

This is where you can help. With **Canada Life Risk-Managed Portfolios™**, you can provide your clients with a single-fund solution that brings together risk management strategies and traditional and non-traditional investments. These portfolios are specifically designed to help Canadians **protect** and **grow** their hard-earned savings by helping guard against volatility while still allowing them to participate in the markets.

When your clients invest in these portfolios, you can be confident they're getting:

## Reduced volatility

These portfolios are designed to help defend against extreme market swings through investment strategies aimed at reducing losses during periods of market volatility.

## Growth potential

While Risk-Managed Portfolios give you and your clients access to a variety of asset classes and strategies to reduce volatility, they also provide equity market exposure to help your clients grow capital.

## Professional portfolio managers

When it comes to managing these portfolios, we partner with **Irish Life Investment Managers (ILIM)**, who have been part of the Great-West Lifeco group of companies since 2013. They're an award-winning, highly experienced team whose key focus is on mitigating risk, while still allowing the portfolios to capture income and growth.



Award winning



Established in **1939**<sup>1</sup>



**\$130 billion** across a broad range of asset classes<sup>2</sup>



**1.3 million** customers, including leading institutional clients from around the world<sup>3</sup>



Key focus on **managing risk**

<sup>1</sup>Refers to Irish Life Group (ILIM's parent company), who have been part of the Great-West Lifeco group of companies since 2013.

<sup>2</sup>As of Sept. 30, 2020

<sup>3</sup>Irish Life Investment Managers is appointed as investment manager to Irish Life Assurance Company, which has approximately 1.3 million customers.

## How do these portfolios work?

To strike a balance between risk and return and achieve each portfolio's target outcomes, ILIM leverages their proprietary portfolio modelling framework, which includes:



Forward-looking portfolio analysis, to assess how each asset mix is likely to perform in the future with an emphasis on reducing the probabilities of loss.



Historical back-tested analysis, to show how different asset mixes would have performed historically and get a sense of how robust the portfolio might be to withstand such events in the future.



Portfolio risk decomposition, to gain insight into how individual asset classes contribute to overall risk and returns and how they fare during specific market events.

### Designed to withstand real-world conditions

What's unique about this framework is that it ensures each portfolio is constructed in a real-world setting. It accounts for extreme events (such as the Global Financial Crisis), changing volatility and correlations of asset classes through different economic periods to ensure a long-term strategic focus across asset classes. This process ensures the portfolios are more likely to deliver in line with their expected risk and return profiles and are able to weather different economic scenarios, reducing the probability of loss.

### Diversified across asset classes, risk exposures and styles

ILIM's data-driven framework works alongside our very own Investment Manager Research (IMR) team and process. The IMR team objectively evaluates the funds within our Risk-Managed Portfolios. The result? Diversified and competitive portfolios that balance stability, income and opportunities for growth. With a full range of investments spanning asset classes, risk exposures, investment styles and time horizons, they're designed to help you and your clients navigate market volatility and achieve long-term success.

**Active investing**

The portfolio manager is hands-on, making decisions to buy or sell investments based on their investment strategy and market outlook.

**Passive investing**

Investing in index ETFs as an efficient way to gain broad market exposure for long-term growth.

**Alternative strategies**

Hold assets that tend to be less correlated with overall market performance. They offer additional return opportunities and help protect against downside risk.

**Non-traditional strategies**

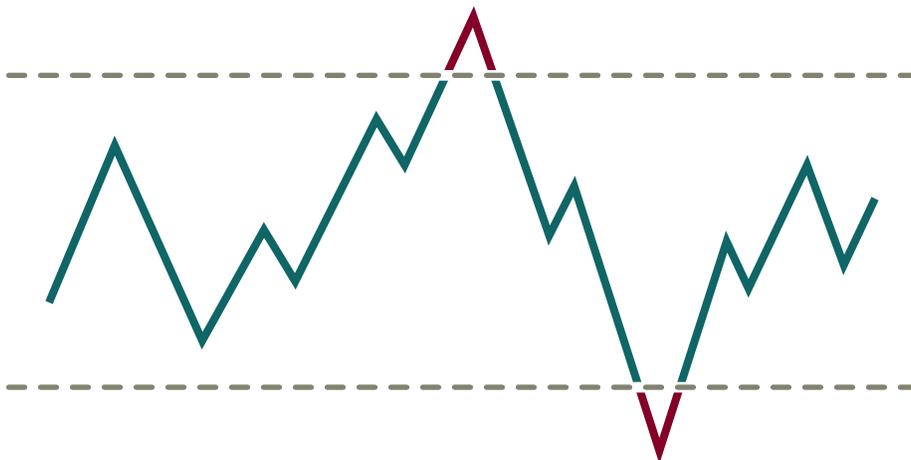
Canada Life's Risk Reduction Pool helps protect against the downside at a small cost to the upside for more consistent returns.



**Canada Life  
Risk-Managed  
Portfolios**

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By bringing together a powerful mix of investment styles, strategies and asset classes, ILIM's framework strives to create a **protected band of returns**. You and your clients can feel confident knowing that through good times and bad, these portfolios aim to provide a cushion to mitigate potential losses and consistently stay within expected return ranges for an investment experience that's a little smoother – even when markets aren't.



**Returns aim  
to stay within  
this band**

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## A suite of 3 portfolios, tailored to your clients' needs

We understand that clients have unique needs, goals and attitudes towards risk. That's why we offer three risk-managed portfolios: **Conservative Income, Balanced and Growth**. Each portfolio contains a mix of underlying funds and is designed to achieve **target outcomes** – with specific income, risk and return objectives.

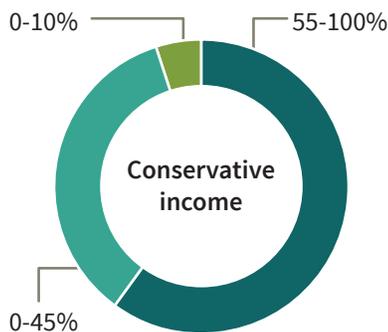


# Target asset mixes and ranges

## Canada Life Risk-Managed Conservative Income Portfolio

Designed for clients seeking significant downside protection with modest growth potential while still earning stable income.

### Asset mix ranges



### Target asset mix

- Fixed income 60%
- Equities 35%
- Alternatives 5%

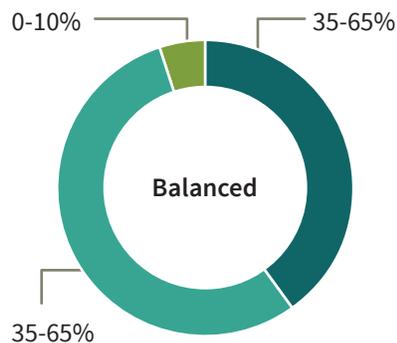
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May be suitable for **clients who have accumulated wealth** and are looking to **significantly limit the impact of market volatility** on their savings – including clients who are approaching or in retirement and are looking to draw income from their investments.

## Canada Life Risk-Managed Balanced Portfolio

Designed for clients seeking a balance of downside protection with growth potential.

### Asset mix ranges



### Target asset mix

- Fixed income 40%
- Equities 55%
- Alternatives 5%

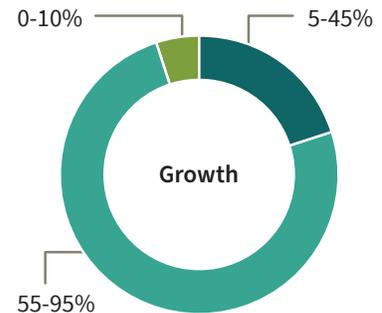
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May be suitable for **clients who want to continue to grow their investments with less risk** – including clients who have accumulated wealth, are later career earners and are looking to limit the impact of volatility on their savings.

## Canada Life Risk-Managed Growth Portfolio

Designed for clients seeking to maintain some downside protection with enhanced growth potential.

### Asset mix ranges



### Target asset mix

- Fixed income 15%
- Equities 80%
- Alternatives 5%

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May be suitable for **clients who want steady returns with less risk** – including clients who have a conservative attitude towards risk and a longer-term investment outlook.

# Canada Life Risk-Managed Portfolios

See your Canada Life Risk-Managed Portfolios toolkit for additional marketing, support and education materials. You can also reach out to your wealth partner at the Product Solutions Centre for more information.



Visit [canadalife.com](https://canadalife.com)

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Portfolios are managed based on the strategic asset mixes shown; however, actual allocations may vary. Strategic asset mixes, portfolio holdings, and their percentage weightings are subject to change.

Canada Life Risk-Managed Portfolios are available through a segregated funds policy issued by The Canada Life Assurance Company or as a mutual fund managed by Canada Life Investment Management Ltd. offered exclusively through Quadrus Investment Services Ltd. Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. Mutual funds are not guaranteed, their values change frequently, and past performance may not be repeated. A description of the key features of the segregated fund policy is contained in the information folder. Any amount allocated to a segregated fund is invested at the risk of the policyowner and may increase or decrease in value.