



A history of strength and stability

There are many factors to consider when purchasing a participating life insurance policy. That's why it's crucial to look at the big picture – beyond dividend scale interest rates and short-term performance.

Consider the following:

- > The strength and stability of the company backing the participating account
- > A company's commitment to participating life insurance
- > A history of paying dividends to participating policyowners

Great-West Life's participating account is based on more than a century of sound management. When there's a need for life insurance – and stability and security are desired in an overall financial security plan – Great-West Life participating life insurance may be the solution.

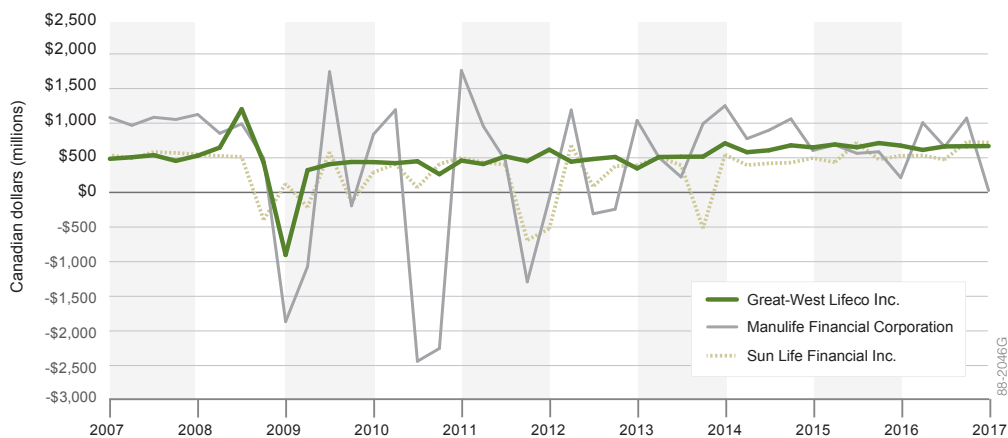
A leader in the Canadian participating life insurance market

As a subsidiary of Great-West Lifeco Inc., Great-West Life is a leading provider of participating life insurance in Canada and continues to focus on excellence in managing and growing the participating business.

The long-term strength and stability of Great-West Lifeco Inc. is reflected in its stable earnings – a result of its conservative and disciplined management approach.

Net income attributable to common shareholders

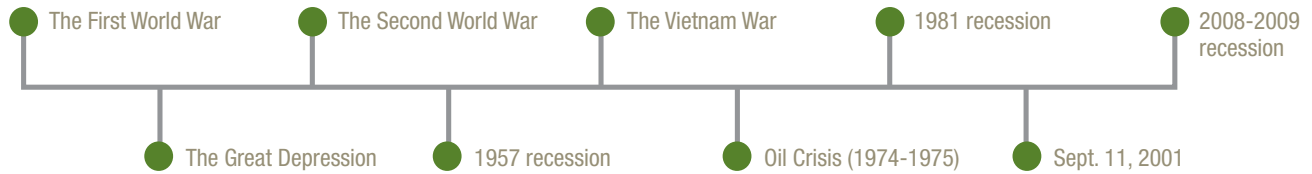
Conservative and disciplined management can also be found in Great-West Life's investment and participating account management policies, reflected in the conservative risk profile of the participating account.



Source: Public information, available on request. Quarterly data to Dec. 31, 2016. Consolidated net income presented for all companies.

A history of strength and dedication to participating life insurance

A lot has happened since Great-West Life was established in 1891, including some of history's most significant events. We remain committed to participating policyowners and have distributed participating policyowner dividends every year since 1899.



That strength continues today

When it comes to participating life insurance, Great-West Life has a proven track record as a conservative and disciplined industry leader. We're committed to maintaining this track record.

Our success shows that strength, stability and performance matter – it's why our products are appealing. We're dedicated to our participating life insurance products and it's a responsibility we take very seriously.

Overall, our investment and participating account management policies have been successful for our participating policyowners. We're confident they will continue to be well served by our approach.

Dividends aren't guaranteed and vary up or down from those illustrated depending on future dividend scales.

Great-West Life: strong and stable

Don't just take our word for it. Our standing with financial rating agencies across North America has remained stable throughout recent economic turmoil, relative to our North American peer group. This is due to our conservative risk profile and stable earnings track record.

The ratings speak for themselves

Rating agency	Ratings*		
	Great-West Life	Sun Life Assurance Company of Canada	Manulife Financial
A.M. Best Company	A+	A+	A+
Fitch Ratings	AA	AA-	AA-
Moody's Investors Service	Aa3	Aa3	A1
Standard & Poor's Rating Service	AA	AA-	AA-

Highest ratings for rating agencies:

A.M. Best Company: A++, A+ both considered superior ratings

Fitch Ratings: AAA

Moody's: Aaa

Standard & Poor's: AAA

*Source: A.M. Best Company, Fitch Ratings, Moody's Investors Service, Standard & Poor's Rating Service, as of March 27, 2017.

Ratings are subject to change without notice. For current Great-West Life ratings and financial strength, see the About us section on greatwestlife.com.

Performance data is provided for illustrative purposes only and represents past performance, which isn't necessarily indicative of future performance.

This is intended for information purposes only; it's accurate to the best of our knowledge as of April 19, 2017.

