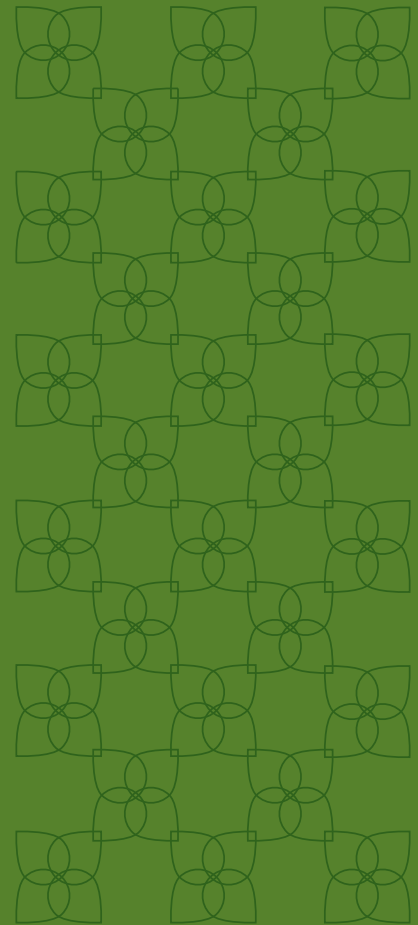
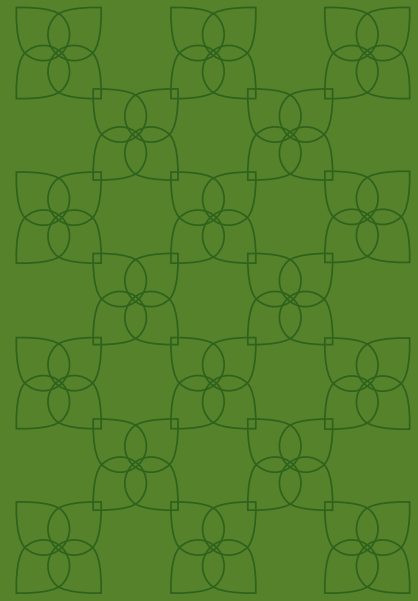


ESTATE PROTECTION

Secure your legacy



You've spent a lifetime being prepared for each stage of your life – planning ahead.

Leaving a legacy isn't any different.

How can you ensure the people or causes who matter to you get what you leave for them?

Estate Protection is a segregated fund that has the same benefits of potential growth and flexibility for your investment portfolio. There's also insurance protection for you and your beneficiaries through built-in guarantees.



A Great-West Life Estate Protection segregated funds policy allows you to continue to ensure the people or causes you care most about are looked after – you'll be guaranteed that 100 per cent of the money you've saved in this policy for your beneficiaries goes directly to them when you pass away¹.

It's a way to secure and grow the legacy you want to pass on.



Estate Protection can be the right choice if you:

- Are in the later years of your retirement (age 80-90)
- Want to protect the money you have set aside for the important people or causes that matter most
- Are looking to pass on your legacy
- Want to participate in the financial markets with a desire to potentially grow your money



¹ Guarantees are less a proportional reduction for withdrawals, including taxes, short-term trading fees and any other applicable charges. In addition to the 100 per cent death benefit guarantee for premiums applied to the policy prior to age 91, Estate Protection policies provide a maturity benefit guarantee, which is 75 per cent of your premiums applied to the policy prior to age 91. The youngest annuitant must be at least age 80 and no more than age 90 at the time the policy is issued.



Protecting your money¹

- **100% death benefit** – When you die, 100 per cent of your investment is protected to pass on to the people or causes that are important in your life
- **75% maturity guarantee** – When your policy ends (at age 105), even if the markets go down, it protects most of the money you put in for the important people or cause in your life
- You can select funds which can allow you to lower the impact of market volatility on your investments



Paying out your money when you pass away

- You choose who receives the money
- Goes directly to the people or the cause you choose to receive the money, and the process is private because it doesn't flow through your estate
- You choose how you want each individual to receive the money
- The amount you've set aside for your family or the cause you have chosen, doesn't flow through your estate, saving you costs such as legal, estate administration, probate fees and taxes




Your legacy matters – you choose how you want it to live on

Your legacy is important. You've worked hard to save for your family and you want to ensure your money makes a difference in their lives.

- How do I continue to protect my money from market shifts?
- How can I make sure my family gets the money quickly and smoothly?
- How do I make sure my family gets the most out of the money I've saved for them?





Get the most out of the money you've saved for your family

When you look at protecting the money you've set aside for your family, consider how you can save money so more of your legacy goes to your family. Let's take a look at how you could save money with Estate Protection.

Which legacy would you prefer?

Value of investment:

\$1,500,000

Mutual funds, securities, GICs

Value of investment:

\$1,500,000

Segregated funds

Costs that may impact your investments*

\$150,000

Market drop

\$0



\$22,000

Estate taxes

\$0



\$40,500

Executor fees

\$0



\$40,500

Deferred sales charges, etc.

\$0



\$33,750

Legal and accounting fees

\$0



Beneficiaries receive:

\$1,213,250

Beneficiaries receive:

\$1,500,000

* All costs above are estimates provided for this particular example and we do not guarantee their accuracy or completeness. Estate taxes vary across Canada and in this example are based on Ontario. Legal and accounting fees will vary based on the complexity of the estate settlement. Executor fees vary and may be waived.

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Which legacy would you prefer to leave for your family?

Saving money is an important part of protecting the legacy you've set aside for your family. With an Estate Protection segregated funds policy, you have a sense of certainty because:

- 100 per cent of the money you invested is protected to pass on to your family when you die.¹
- Your investment is protected from market shifts. You can select funds that allow you to lower the impact of market ups and downs.
- You have control over who receives the money and how the money is divided.

You are protecting your legacy. Your family does not have to take on the responsibility of making financial decisions on your investments when you die – as you would have already set it up for them. They won't go through a lengthy and complex process to receive the money you've set aside for them.



¹Guarantees are less a proportional reduction for withdrawals, including taxes, short-term trading fees and any other applicable charges. In addition to the 100 per cent death benefit guarantee for premiums applied to the policy prior to age 91, Estate Protection policies provide a maturity benefit guarantee, which is 75 per cent of your premiums applied to the policy prior to age 91. The youngest annuitant must be at least age 80 and no more than age 90 at the time the policy is issued

A description of the key features of the segregated fund policy is contained in the information folder.

Any amount that is allocated to a segregated fund is invested at the risk of the policyowner and may increase or decrease in value.



Growing your money

- With the guidance of your financial security advisor, you can choose from a selection of funds that will allow you to participate in the markets.

A Great-West Life Estate Protection segregated fund policy can help address many concerns people have about leaving a legacy.

Are you wondering...

If the market shifts, will it affect the money I've set aside for my legacy?



Estate Protection

100% death benefit – when you die, the people or cause you selected to receive the money will get 100 per cent of the amount you set aside to leave behind.¹

75% maturity guarantee – even if markets go down, when your policy ends, the people or cause you selected receive the majority of the money you've set aside for them.

Investment fund offering – selecting funds that allow you to lower the impact of market volatility on your investments.

WHAT THIS MEANS TO YOU...

The money you've set aside is protected for your family or a cause that matters most to you.

How can I make sure my wishes are fulfilled?
Is there a plan I can put in place to help?



Estate Protection

Ahead of time, you can:

1. **Name a beneficiary** – who the money goes to
2. **Choose settlement options** – you can choose how it's paid out when you die
3. **Choose investments** – you can work with your advisor to select the Estate Protection series of funds that could help your money grow

WHAT THIS MEANS TO YOU...

You can pass on a meaningful legacy and help maintain family harmony.

By outlining your wishes upfront, payments are made according to your plan – how beneficiaries receive money, who receives it and when.



Is my family or charity going to get the most out of the money I've set aside for them?



Estate Protection

Yes. With Estate Protection, it's a seamless way to pass on your wealth. Because the amount that you've set aside does not flow through your estate, you can save the legal, taxes, executor and accounting fees, etc. that can be part of passing on your legacy.

WHAT THIS MEANS TO YOU...

You're making sure the money you set aside is protected for the people or cause most important to you.

I've heard settling estates can sometimes take a long time. Is there anything I can do now to ensure my beneficiaries get the money sooner?



Estate Protection

Yes. Unlike some investments, the money that you've put into an Estate Protection policy will go directly to your family or the cause you've chosen, it doesn't flow through your estate, which could make it faster than other options.

WHAT THIS MEANS TO YOU...

Helping you maintain control. You're setting up an efficient process to pass on your money. This helps ensure your family or your cause receives the money sooner.

I've heard that estates and personal wealth are public information. How do I keep my financial matters private?



Estate Protection

With the money you've put into an Estate Protection policy it doesn't flow through your estate – the money you've left behind for your family or charity, will just be for them to receive and review – it's all private.²

WHAT THIS MEANS TO YOU...

You are protecting your legacy and the integrity of your family matters by keeping the details private.

²In Saskatchewan, executors must disclose all known life insurance policies owned by the deceased, including segregated fund policies. They must list the insurance company, policy number, designated beneficiaries and the value at the date of death.

Organize important information about your personal and financial affairs in one handy location with this record.

You'll find it easy to update once a year. It will also help your survivors quickly access important documents necessary to handle your financial and legal affairs after your death.

Your will

Do you have a will? Yes No

The original is located _____

A copy is located _____

The will was dated/last updated _____

Living will/power of attorney for personal care

Do you have a living will or power of attorney for personal care (if allowed in your province)? Yes No

Living will/power of attorney for personal care is kept _____

Power of attorney for property

Do you have a power of attorney for property? Yes No

Who _____

Arrangements are made through _____

The original is located _____

A copy is located _____

Important information I need to record

Executor Name _____
Email _____ Telephone _____
Address _____

Advisor Name _____
Email _____ Telephone _____
Address _____

Lawyer Name _____
Email _____ Telephone _____
Address _____

When it comes to fulfilling your wishes you want a sense of security. You want to feel empowered, knowing you have made the right estate planning decisions. You want to know you have adequately prepared for the financial well-being of your loved ones. By partnering with a financial security advisor, you can be confident you have secured your legacy.

Founded in Winnipeg in 1891, the Great-West Life Assurance Company is a leading Canadian insurer with interests in life insurance, health insurance, investment, savings and retirement income and reinsurance businesses, primarily in Canada and Europe.

A subsidiary of Great-West Lifeco Inc. and a member of the Power Financial Corporation group of companies, Great-West Life is well-established. Great-West Life provides a broad choice of investment, savings and retirement income products to individuals, families, businesses and organizations. Products include segregated funds, as well as mutual funds offered through Quadrus Investment Services Ltd., a mutual fund dealer affiliated with Great-West Life.



A description of the key features of Great-West Life's individual variable insurance contract is contained in the information folder, available from your advisor.

Any amount that is allocated to a segregated fund is invested at the risk of the policyowner.