

Hello **Life**™

# What have you been saving for?



THE  
**Great-West Life**  
ASSURANCE  COMPANY

Hello

Travelling

Cooking lessons

Piano lessons

Eating out

Staying in

Staying healthy

Golf

Grandkids

Relaxing

Enjoying

Life.





What is HelloLife™?

It's not a financial product.  
Not a way to save for  
the future. But an all  
encompassing program  
that sets you up with a  
spending plan that lasts  
all through your retirement  
years. It even allows for your  
money to grow while giving  
you a guaranteed income.

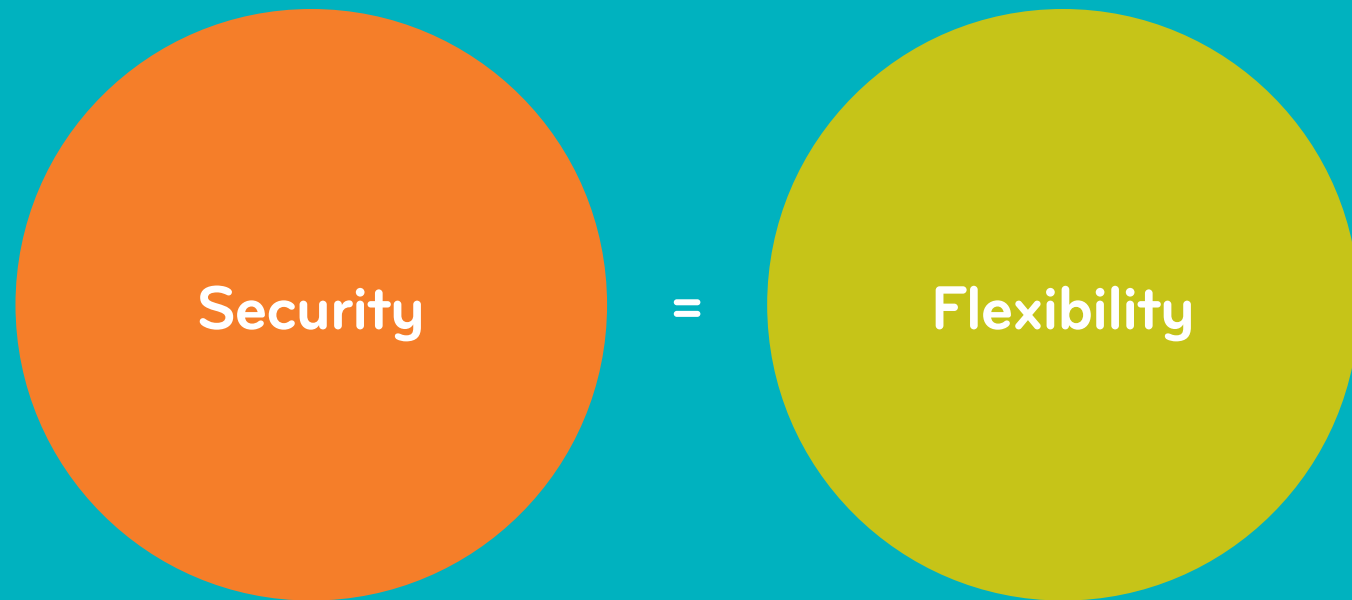
**Bring your  
retirement vision  
to life.**

**HelloLife is a mix of:**

**Income annuities  
for certainty  
and security.**

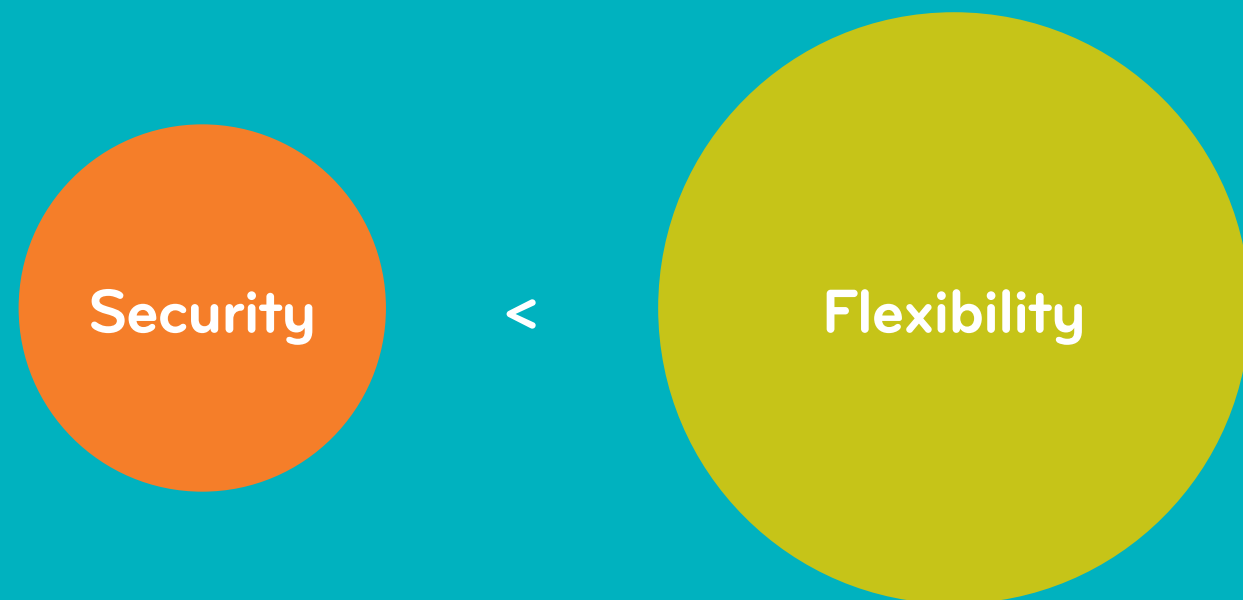
**&**

**Segregated funds  
for potential growth  
and flexibility.**



Our HelloLife retirement planner helps customize a plan that's balanced for your situation and temperament.

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Invest more heavily in segregated funds for more growth potential and some added flexibility.

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Or, increase the amount of income annuities for a comforting sense of certainty and security.

# It's payback time (but in a good way).

With a lifetime income annuity, you'll receive a stream of guaranteed income for as long as you live. Just think of it as a personal pension plan – customized to your unique situation. You can choose to start your guaranteed income right away or in the future, depending on when you plan to retire. Your income is also fully sheltered from market fluctuations.

## Age 98

Our oldest living client currently receiving annuity payments. That's a lot of birthday candles.

**It's about  
what's right  
for you.**



A woman with blonde hair is lying on a grey couch, reading a book. She is wearing a brown long-sleeved shirt. The background is a blurred indoor setting with a light blue wall and a blue chair.

# Growth, flexibility and a whole lot of 'me' time.

With our customizable segregated fund policies, you can put some of your money aside and invest it for potential growth. You can also use your funds to supplement the income you're already paying yourself from your income annuity. Plus, you'll always have the ability to switch funds, pass assets to a beneficiary or withdraw money depending on changes in your lifestyle and your needs.



# Can anybody see the future? Well, kind of.

Nobody likes surprises (unless they involve cake). Using our exclusive HelloLife retirement planner, your financial security advisor can show you how a HelloLife program – with its blend of income annuities and segregated funds – can last for the rest of your life.

**Guaranteed.**

# Why choose Great-West Life?

HelloLife is brought to you by Great-West Life. We're a company with over 100 years of long-standing financial strength and stability. At Great-West Life, we look to our insurance roots to effectively manage risk to meet our commitments to you – now and in the future.



So stop  
worrying.  
Yes, seriously.  
And say  
'hello life.'



Talk to your financial security advisor today,  
or visit us at [HelloLifeRetirement.com](http://HelloLifeRetirement.com).



Connect with your financial  
security advisor to talk  
about HelloLife and your  
retirement income needs, or go to  
[www.HelloLifeRetirement.com](http://www.HelloLifeRetirement.com).

