

Choosing the right segregated fund for you

Help protect your savings as you grow your wealth



Let's get started

Protect your wealth

Maturity and
Death guarantees

Lock-in long-term growth

Pass on your assets

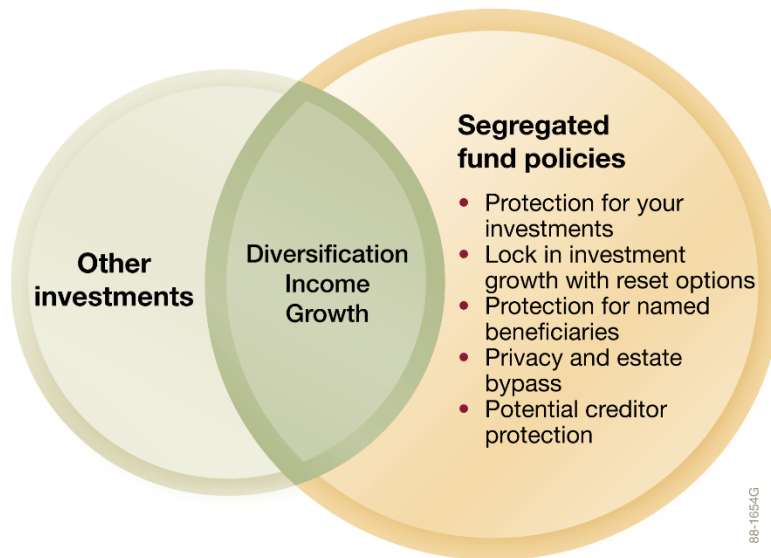
Example of potential
estate settlement costs
(outside Quebec)

Maintain privacy

Creditor protection

Segregated fund policies help protect your wealth and estate in ways other investments can't

It's like investing with a safety net. Segregated fund policies combine characteristics of both insurance and mutual fund investments. They let you grow your wealth while the insurance protection guarantees some or all of your original investment.



Protect your wealth

Maturity and
Death guarantees

Lock-in long-term growth

Pass on your assets

Example of potential
estate settlement costs
(outside Quebec)

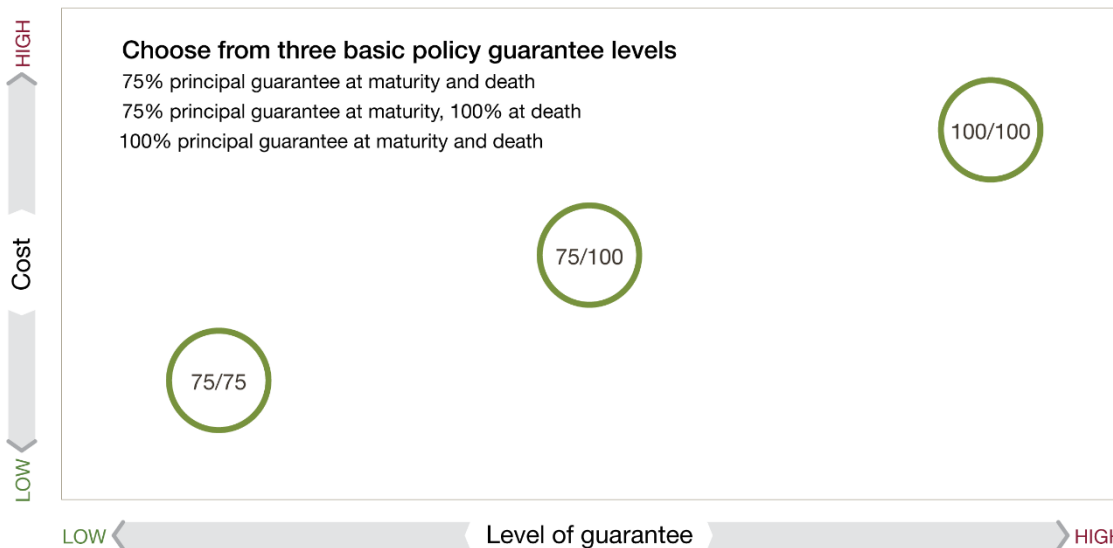
Maintain privacy

Creditor protection

Grow your wealth while you protect what you've already invested

Guarantee 75% or 100% of your original investment (principal) when your policy matures or upon death.

Spectrum of policy guarantee levels



[Important notes on guarantees](#)

Protect your wealth

> Maturity and Death guarantees

Lock-in long-term growth

Pass on your assets

Example of potential
estate settlement costs
(outside Quebec)

Maintain privacy

Creditor protection

Maturity and death guarantees

You invest so you can provide for the important people or causes in your life. Segregated funds offer maturity and death guarantees to help you achieve this:

- **Maturity guarantee:** You can have the assurance that all or a specified percentage of the money you invest is protected at a specific date, defined in your contract, even if the markets go down.
- **Death guarantee:** Your investment is protected so your named beneficiaries will receive a guaranteed amount or market value when you die – whichever is greater.

Protect your wealth

Maturity and
Death guarantees

Lock-in long-term growth

Pass on your assets

Example of potential
estate settlement costs
(outside Quebec)

Maintain privacy

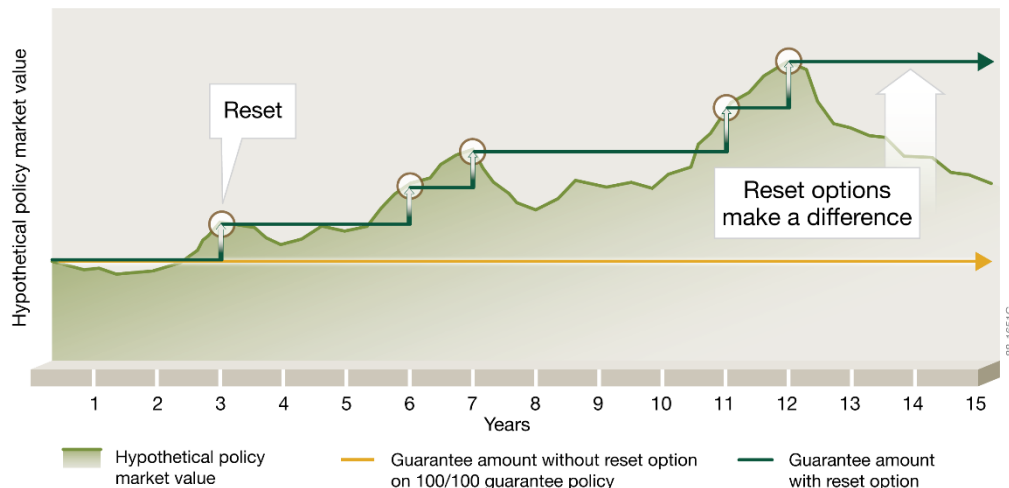
Creditor protection

[Important notes on
guarantees and reset options](#)

Increase your long-term growth potential using reset options to lock-in investment growth

- If your policy value increases due to good fund performance, your new guarantee amount also increases. Your larger investment total becomes the amount protected by your chosen guarantees. Resets help reflect the current market value of your investments going forward.
- Available with 75/100 and 100/100 guarantee policies.

How resets protect investment growth



Protect your wealth

Maturity and
Death guarantees

Lock-in long-term growth

Pass on your assets

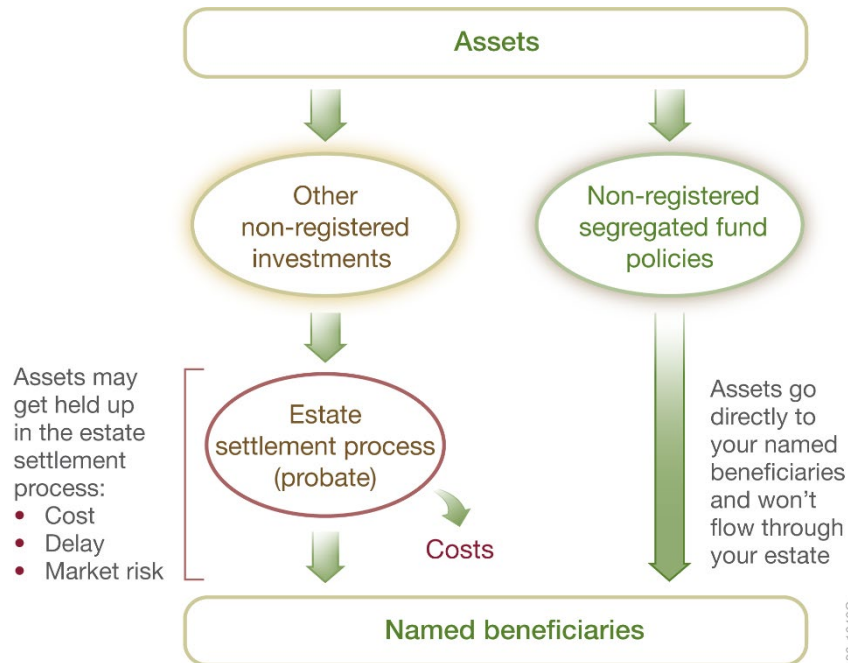
Example of potential
estate settlement costs
(outside Quebec)

Maintain privacy

Creditor protection

Ensure your family gets the money you've saved for them quickly and smoothly

Help pass on your wealth efficiently.



Protect your wealth

Maturity and
Death guarantees

Lock-in long-term growth

Pass on your assets

> **Example of potential
estate settlement costs
(outside Quebec)**

Maintain privacy

Creditor protection

Example of potential estate settlement costs (outside Quebec)

Cost of dying with \$1 million invested could be upwards of \$44,500, plus taxes on capital gains or registered investments.

Costs	Potential rate	Potential exposure on \$1 million
Probate fee (estate tax)	1.45%	\$14,500
Estate fees (lawyer fees)	1%	\$10,000
Executor fees	2 to 5%	\$20,000
Total		\$44,500

Example is an approximation, using Ontario rates. Exact numbers vary by province. Investors should use their own expectations about market volatility and loss in assessing their need for protection. It's important to remember that the markets can fluctuate (both up and down) during a term of extended estate settlement, which could last a year or longer. This means costs could be higher or lower once you factor in market risk.

Notes and assumptions.

Protect your wealth

Maturity and
Death guarantees

Lock-in long-term growth

Pass on your assets

Example of potential
estate settlement costs
(outside Quebec)

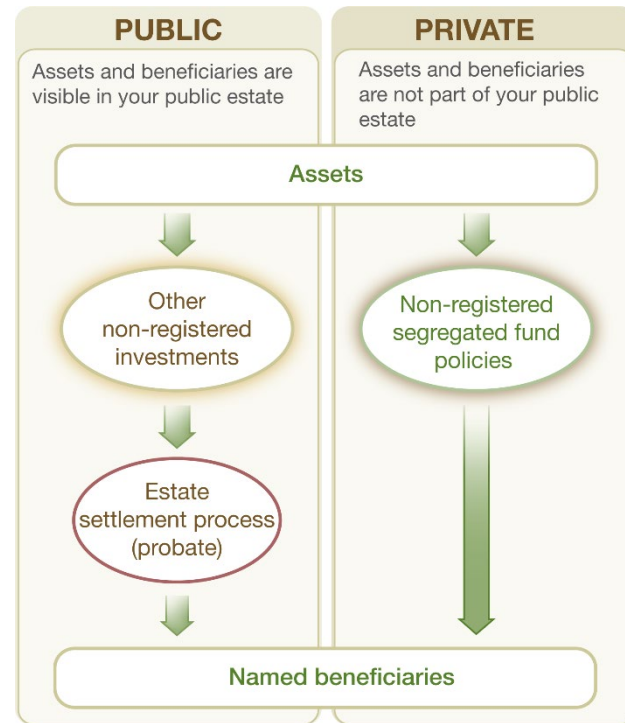
Maintain privacy

Creditor protection

Protect your legacy and keep your family matters private

Segregated funds avoid the estate settlement process, letting you control who gets to see the details of your estate.

In 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.



BB-1650G

Protect your wealth

Maturity and
Death guarantees

Lock-in long-term growth

Pass on your assets

Example of potential
estate settlement costs
(outside Quebec)

Maintain privacy

Creditor protection

[Important notes on potential
creditor protection](#)

Potentially protect your assets from creditors in case of financial hardship

- Help ensure beneficiaries take priority over the claims of creditors
- Can be especially valuable if you own a business



Re: Policy: 123456789 - segregated fund policy

The above-noted policy is a life insurance policy as defined in subsection 171(2) of the Insurance Act (Ontario). Pursuant to paragraph 67(1)(b) of the Bankruptcy & Insolvency Act, property of a bankrupt that is exempt from execution or seizure under any law applicable in the province within which the property is situated, or within which the bankrupt resides, is **not available for distribution to the creditors** of the bankrupt.

According to our records, the insured has named a beneficiary, who is of a protected class, under the policy. Consequently, the policy is **exempt from execution or seizure** pursuant to subsection 196(2) of the Insurance Act and is not property of the bankrupt that is available for distribution amongst the bankrupt's creditors.

(Excerpt from sample letter to creditor)

Two ways to pay

Series options

Dollar one pricing

Preferred pricing

Series transfers

Fee rebates

The fees you pay to invest in a segregated fund policy go to:

- **Insurance company:** Guarantees all or part of your original investment; partners with your advisor to manage administration and provide compliance and oversight.
- **Fund manager:** Provides research, analysis and insight; manages the assets held within the fund.
- **Your advisor:** Develops a plan to help you stay on track; builds a portfolio that reflects your circumstances, goals and risk profile; adjusts your plan as your life evolves; helps you create savings habits that may pay off in the long run.
- **Taxes:** Unavoidable; one of the two certainties in life.

Two ways to pay

Series options

Dollar one pricing

Preferred pricing

Series transfers

Fee rebates

You have two ways to pay investment costs – the choice is up to you:

Embedded	Fee-based
<ul style="list-style-type: none"> The advisory fee is fixed (determined by the insurance company). You don't pay any fees directly – all fees are bundled together into a management expense ratio (MER). No fee transactions are shown on your statement – the MER is paid through the fund directly, which reduces the value of your investment accordingly. 	<ul style="list-style-type: none"> The advisory fee is flexible (agreed upon with your advisor). You pay some or all of the fees directly, whether they're partially or fully unbundled, to provide greater transparency. Fee transactions are shown as a separate amount on your quarterly statement – the advisory fee is always visible, of which a portion goes to your advisor.

**Regardless of which option you choose,
 you receive valuable advice from a team of experts**

Two ways to pay

Series options






Dollar one pricing

Preferred pricing

Series transfers

Fee rebates

Flexible fee options to suit your preference

	Embedded	Fee-based
Assets <\$500K	Standard series 	Partner series 
Assets >\$500K	Preferred series 1 	Preferred partner series 
		Preferred series 2 

With all Great-West Life segregated funds, you'll benefit from:

- A variety of high-quality, professionally managed funds to match your investment profile.
- Access to all segregated fund investment selections under all plan types.

With our Preferred series options (Preferred series 1, Preferred partner series and Preferred series 2), you'll get:

- Preferred pricing with savings that start with the first dollar invested.
- More frequent client reporting to help you stay informed.

With our Partner and Preferred partner series segregated funds, you'll receive:

- Transparency in fee-related information.

With our Preferred series 2 segregated funds, you'll benefit from:

- Dollar one pricing bands – as assets increase, fees decrease on every dollar invested.

Two ways to pay

Series options

> Dollar one pricing

Preferred pricing

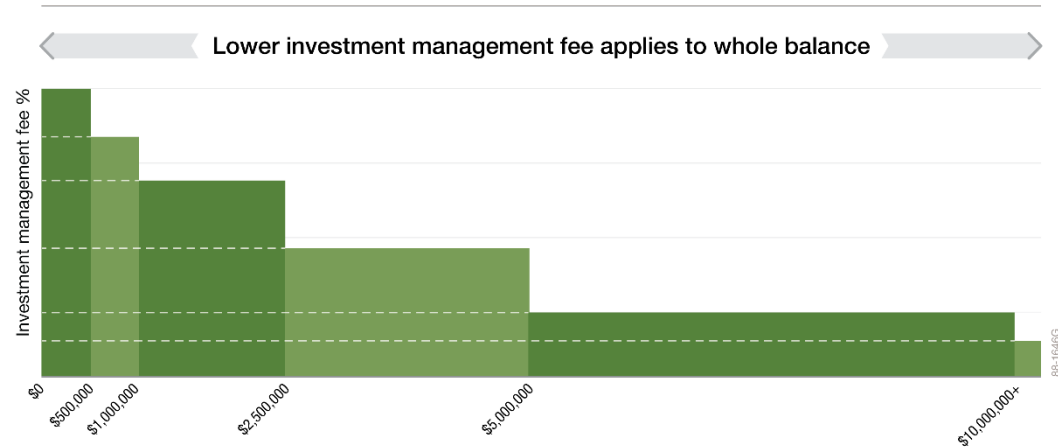
Series transfers

Fee rebates

Preferred series 2 dollar one pricing bands

As assets increase, fees decrease on every dollar.

Total eligible assets
\$10,000,000 or higher
\$5,000,000 – \$9,999,999
\$2,500,000 – \$4,999,999
\$1,000,000 – \$2,499,999
\$500,000 – \$999,999



Preferred series 2 pricing bands, based on total eligible assets

Two ways to pay

Series options

Dollar one pricing

Preferred pricing

Series transfers

Fee rebates

Consolidate your assets to qualify for preferred pricing

- \$500K or more in eligible assets
- \$100K investment in the series

Assets	Owners ²
<ul style="list-style-type: none"> • Great-West Life segregated fund policies • Great-West Flexible Accumulation Annuity and Flexible Income Fund policies/Great-West Life Managed-Money Program policies • Income annuities purchased after Oct. 2013 • Great-West Life estate protection policies • Great-West Life daily interest account and guaranteed interest option policies • Quadrus Group of Funds mutual funds¹ 	<ul style="list-style-type: none"> • You, including joint accounts • Your spouse • Parents and dependent children under age 25 living with you • Companies where you own the majority of voting shares

¹Quadrus Group of Funds is exclusively distributed through Quadrus Investment Services Ltd.

²Owners agree disclose assets to each other. All assets must be held under the same advisor.

Two ways to pay

Series options

Dollar one pricing

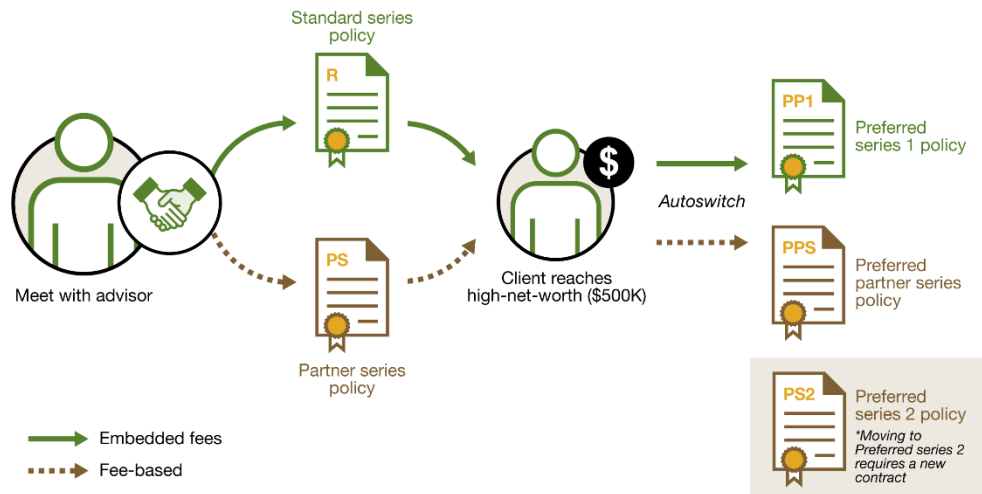
Preferred pricing

Series transfers

Fee rebates

Automatic transitions to Preferred series

- Consolidating your assets allows us to monitor the market value of your combined policies for Preferred series eligibility in the future.
- When market value increases or new premium deposits push your assets over the \$500k high-net-worth threshold, we'll automatically switch you into Preferred series 1 or Preferred partner series so you can benefit immediately from preferred pricing.



Two ways to pay

Series options

Dollar one pricing






Preferred pricing


Series transfers

Fee rebates

Fee rebates help provide more value to you

- Help grow your wealth faster through quarterly management fee rebates when you invest \$100k in eligible products.
- Rebates are calculated for each fund held and are used to purchase additional units.

	Embedded	Fee-based
Assets <\$500K	Standard series 	Partner series 
Assets >\$500K	Preferred series 1 	Preferred partner series 
		Preferred series 2 

 Series eligible for fee rebates

Asset classes

Investment manager
selection

Product choice

Customizing your investment to match your individual style

When you choose segregated funds from Great-West Life, you benefit from:

- **Breadth and exclusivity:** We've established a strong investment lineup to help cover all your investment needs. Our fund shelf provides you with the tools that allow you to tailor and customize your portfolio as your needs continue to evolve.
- **Expertise and experience:** Our team of experts apply their extensive industry knowledge and experience when bringing funds and managers to our lineup.
- **A measured approach:** Acting as a “manager of managers”, we maintain a high standard by focusing on accountability.

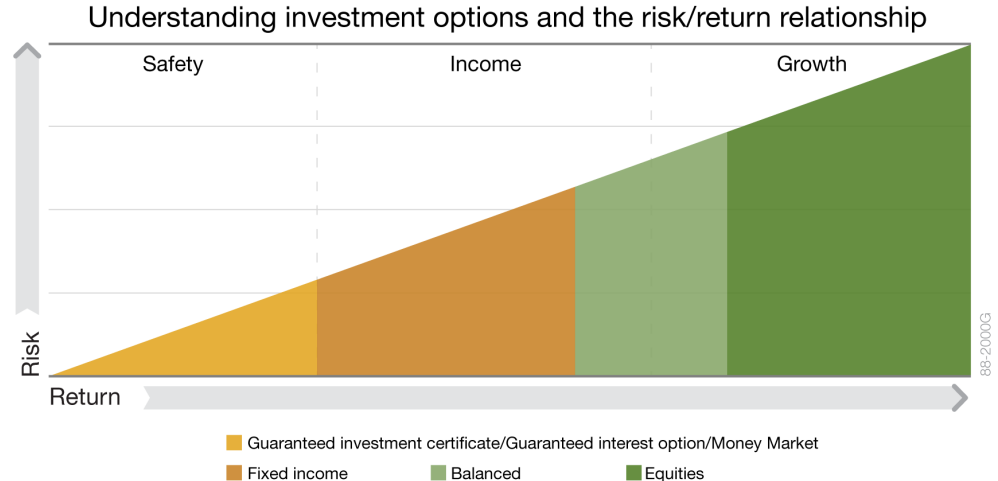
Asset classes

Investment manager
selection

Product choice

Full range of asset classes

- Fixed income
- Balanced
- Equities
 - Canadian equities
 - Foreign equities
 - Speciality equities
- Portfolio funds
- Alternative funds
(i.e., real estate (GWLRA))



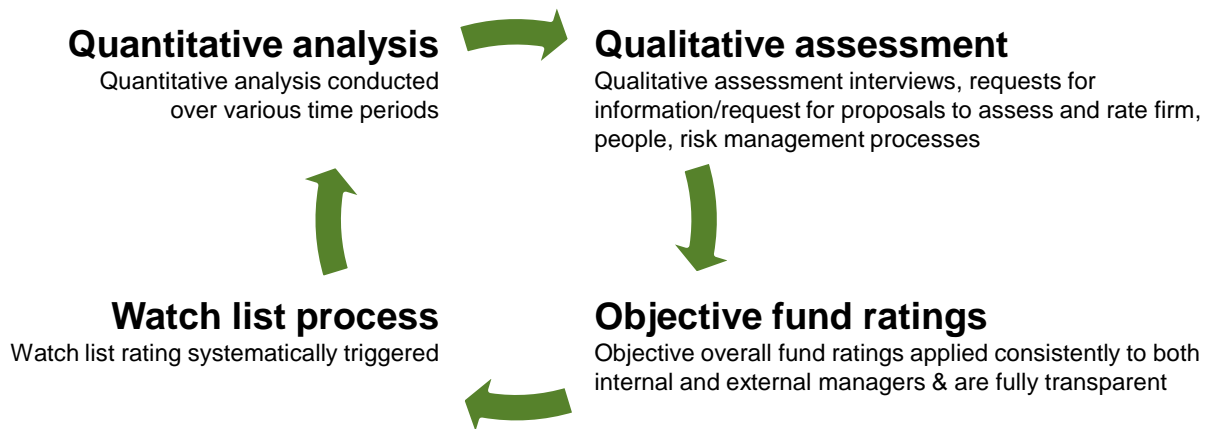
Asset classes

Investment manager
selection

Product choice

Investment manager research process

- Our Investment Funds team is responsible for building and maintaining our segregated fund offerings.
- The team applies a disciplined process that combines **quantitative** and **qualitative** analysis to decide whether each manager makes the grade.








Asset classes

Investment manager
selection

Product choice

Customize your investment with the following options

	Standard series 	Preferred series 1 	Partner series 	Preferred partner series 	Preferred series 2 
Guarantee levels (maturity/death)	75/75 75/100 100/100				
Sales charge options	<ul style="list-style-type: none"> • Front-end load • Deferred sales charge • Low-load sales charge 	<ul style="list-style-type: none"> • Front-end load • Deferred sales charge • Low-load sales charge 	<ul style="list-style-type: none"> • Front-end load 	<ul style="list-style-type: none"> • Front-end load 	<ul style="list-style-type: none"> • Front-end load
Estate protection version³	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Lifetime income benefit option⁴	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
HelloLife™ program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

³ Available for 75/100 guarantee policies only. ⁴ Not available for 100/100 guarantee policies.

Performance rankings

Performance factors

Strength

About Great-West Life

Corporate stability

- More than 120 years of serving Canadians
- A leading Canadian insurer
 - Investments and retirement savings
 - Life, living benefits and group life and health insurance



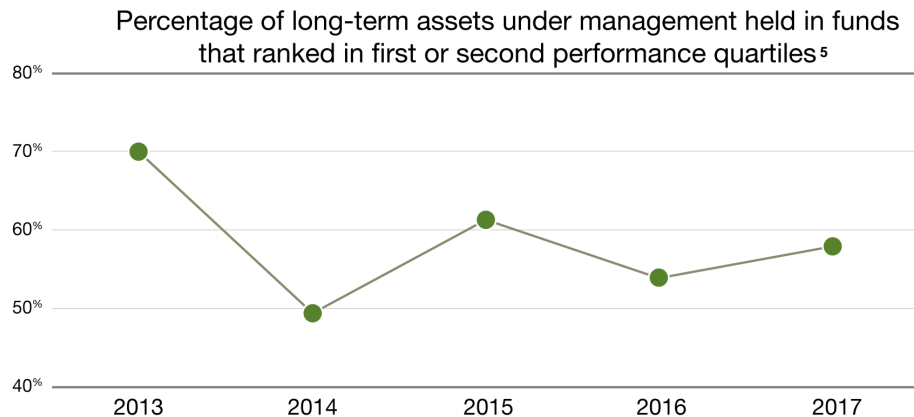
Performance rankings

Performance factors

Strength

Investment performance rankings

- Quartile rankings for segregated funds rate how well a fund has performed compared to all other funds in its peer group (i.e., funds within the same category).
 - The top funds reside in the first quartile while the poorest performing funds are the fourth quartile.
- The rankings alone or fund performance at a single point in time aren't the only factors to be considered when choosing a fund.
 - It's important to look at the factors that contribute to these rankings, see how they compare from year to year, and ultimately, how that ties in with client's goals.



⁵ Source: *Investment Executive*, "How seg fund families performed in 2015", Feb. 12, 2016 and "How seg fund families performed in 2017", Feb. 15, 2018.

Performance rankings

> Performance factors

Strength

Investment performance factors

When comparing performance rankings across companies, the following factors can exaggerate over- or under-performance:

- **Size of assets under management:** If the majority of assets under management are concentrated in top performing funds, rankings can be inflated.
- **Size of fund shelf:** It's easier to appear as a top performer when you have a limited fund offering.
- **Diversification of fund lineups (mandate, style, manager, asset allocation etc.):** Over the long run, a diversified fund offering can help build a better portfolio by mitigating risk. A diversified lineup will always have some funds that over- and under-perform.
- **Fund closures, launches and mergers:** Frequent fund closures, launches and mergers can boost rankings. However, clients may leave with a poor experience due to all the unexpected activity (tax triggers, sales charges, etc.).

Performance rankings

Performance factors

Strength

Corporate strength

Together, Great-West Lifeco and its subsidiaries (including Great-West Life, London Life and Canada Life), have more than \$1.3 trillion in consolidated assets under administration and are members of the Power Financial Corporation group of companies (assets as of December 31, 2017).

Great-West Life has received strong ratings from major rating agencies:

Rating agency	Ratings ⁶
A.M. Best Company	A+
Fitch Ratings	AA
Moody's Investors Service	Aa3
Standard & Poor's Rating Service	AA

⁶ Source: A.M. Best Company, Fitch Ratings, Moody's Investors Service, Standard & Poor's Ratings Services, as of April 24, 2018.

Important notes

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.

Example of potential probate costs. Probate fee is based on effective rate in Ontario on \$1 million. Lawyer fees vary based on complexity of estate settlement. Executors may choose not to charge a fee.

Policy guarantees. Features and guarantees vary by policy and age of annuitant and some limitations apply. Reset options must be chosen at time of initial premium to the segregated funds and cannot be removed once added. All guarantees are reduced proportionately by any withdrawals.

Reset options. Reset options must be chosen at the time of initial premium to the segregated fund policy and cannot be removed once added. Additional fees may apply.

Potential creditor protection. Creditor protection depends on court decisions and applicable legislation, which can be subject to change and can vary from each province; it can never be guaranteed. Talk to your lawyer to find out more about the potential for creditor protection for your specific situation.

Ratings and performance. 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. Highest ratings for agencies: A.M. Best Company: A++, A+ both considered superior ratings; Fitch Ratings: AAA; Moody's: Aaa; Standard & Poor's: AAA.

The information provided is based on current laws, regulations and other rules applicable to Canadian residents.

It is accurate as of September 2018. Rules and their interpretation may change, affecting the accuracy of the information.

The information provided is general in nature, and should not be relied upon as a substitute for advice in any specific situation. For specific situations, advice should be obtained from the appropriate professional advisors.

Great-West Life and the key design are trademarks of The Great-West Life Assurance Company.