



## What makes Canada Life a leader in participating life insurance?

You don't reach this size without making a lasting commitment to participating life insurance (par). For more than a 175 years, Canada Life has been a market leader helping Canadians protect what matters most.

# 1

Size

## Canada Life's combined open participating account

The largest par account in Canada

Over **\$53.4 billion** in the open par account.<sup>1</sup>

More than **50%** of all Canadian open par account assets.<sup>2</sup>

Over **twice the size** of our nearest competitor.<sup>2</sup>

**1.5 million** participating life insurance policies in force in the open block as of Dec. 31, 2022.

**\$1.57 billion** in dividends distributed in 2023, an increase of \$97 million year over year.

**\$804 million** in insurance claims paid in 2023 or an average of \$2.2 million a day.

### What can our size do for your clients?

- Our par account capitalizes on investment opportunities not available to small accounts.
- We realize economies of scale to keep expenses low.
- We can diversify our risk for stable long-term growth.

### A few ways we reached this size:

- We've been in the par market without interruption for over 175 years.
- Advisors recommend Canada Life par to clients thanks to our reputation for performance, strength, and integrity.
- Many of Canada's wealthiest choose Canada Life because of our strong track record. They know we are committed to our policyowners, both new and existing, for the entire life of their policies.



## Expertise

# Our team of experts are with you every step of the way.

Whatever your needs, your insurance sales team is here to support you, this includes:

### Fact finding

### Case development

### New sales opportunities

- Ultra high-net-worth (UHNW) cases receive additional attention from Canada Life Elevate, our large case team.
- Take advantage of our extensive shelf of sales tools and strategies to tell your clients compelling sales stories.
- Streamline your work with the most extensive suite of tools in the industry including Chinese reports and in-force illustrations.
- Your clients' needs change. We can help grow your business by offering flexible solutions and policy change options for your clients.

## Canada Life Elevate: Your large-case resources



### Regional Wholesaling Team

- Coast to coast to coast local support teams for large cases, including life and living benefits, and wealth and tax planning support in every region
- Largest regional wholesaling team in the industry



### Product Support

- Par account investment expertise
- Actuarial Marketing Services
- Lifeline



### Inforce Support

- Policy Change
- Insurance Tax Team



### New Business and Underwriting

- Medical consultant
- Aligned New business associates
- High-Net-Worth and Ultra-High-Net-Worth underwriting teams
- Financial Underwriting team



### Sales Enablement and Tax & Estate Planning

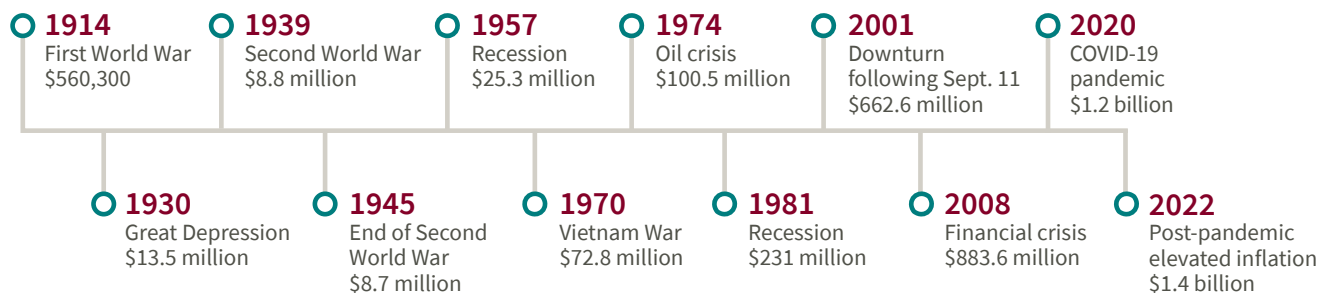
- Sales Strategies
- Tax and Estate Planning Group
- SimpleProtect
- Workspace
- Digital illustrations



## Experience

We have more than 175 years of experience in the par market – more than any of our competitors. We’ve distributed participating policyowner dividends since 1848, even through some of the worst economic events.

We’re the first company in Canada to offer par, have never left the par market, and our track record speaks for itself. Strong and stable par account management remains our long-term focus.



Amounts shown before Jan. 1, 2020 include the Canada Life, Great-West Life and London Life participating accounts prior to amalgamation. Amounts shown after Jan. 1, 2020, are from the combined Canada Life open participating account.

Numbers reflect the then-current dollar amount of declared policyholder dividends, as reported in company annual reports for the associated year. Numbers may be rounded. Amounts reported before 2001 may include dividends for policies issued outside Canada. The dividends shown in a particular year do not necessarily reflect the event shown for that year. For example, in 2020, COVID-19 wasn't reflected in the 2020 dividend scale. Past performance is not indicative of future performance.



# 4

## Integrity

### We know the value of relationships.

That's why we work hard to earn your trust and the trust of your clients.

- Our disclosure in *Financial facts* is the industry gold standard, improving the transparency of par account management across the market. *Financial facts* focuses on bringing you transparent information about the Canada Life combined open par account.
- Our illustrations are based on current experience. We don't assume improved future investment and insurance experience when setting dividends. This helps you manage the expectations of both your new and long-standing clients.
- It's important to consider long-term performance and other factors beyond the dividend scale interest rate when choosing the right par product to offer your clients.
- Fairness to all our policyowners guides every decision we make. We manage the par account to meet the guarantees and commitments to all our participating policyholders, now and in the future.
- Our strong surplus provides stability for the par account. Surplus can help smooth short-term fluctuations in dividends, and more.

# 5

## Performance

Your clients can rely on our actively managed, time-tested investment strategy designed to deliver stable, long-term returns.

- We actively manage our participating account for long-term success so we can continue to fulfill our promises to your clients. Our investment strategy evolves in alignment with the current market environment and our extensive investment capabilities.
- We strive to provide your client with stable risk-adjusted returns over the life of their policy. We focus on long-term performance and stability.
- Our teams work diligently to make sure that every asset in our account meets our high-quality standards.
- We regularly review our asset mix to determine performance under different market conditions, limit risk, and maximize returns.
- We leverage expertise from our affiliates like GWL Realty Advisors.
  - Our high-quality real estate assets are managed by experienced teams to deliver strong risk-adjusted returns. For example, our Canadian real estate portfolio has outperformed the MSCI Canadian Property Index's 10-year historical average returns.<sup>3</sup>
- As a member of the Power Corporation of Canada family of companies, we have strategic relationships with elite asset management firms like Mackenzie Investments, Northleaf and Sagard. These industry-leading firms offer enhanced expert investment management capabilities that help us increase asset class diversification and provide greater risk-adjusted return potential.

# Let's talk about growing your life insurance business

Grow your life insurance business by working with Canada's par leader. Talk to your insurance sales partners if you need more information or have any questions.



For more information about Canada Life par life insurance and the performance of our par account, please refer to our annual *Financial facts* brochure.

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

    @CanadaLifeCo

<sup>1</sup> The figures in this brochure are for the Canada Life combined open par account. The combined account was formed on Jan. 1, 2020, when Great-West Life, London Life (including former Prudential), and Canada Life came together to form one company. The open account does not include the former New York Life, former Crown Life and Canada Life closed blocks of policies. Figures shown are as of Dec. 31, 2023. Numbers may have been rounded.

<sup>2</sup> The information provided is accurate to the best of our knowledge, based on public information about Canadian companies with open par accounts, available as of Dec. 31, 2022. The comparison is open to change, subject to receipt of further information.

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Throughout this document, numbers may have been rounded.