

SIMPLY SPEAKING *news*

Evolving our brand

**We're retiring the name
Group Retirement Services.
Great-West Life has accepted the job.**

We're pleased to announce we'll begin to conduct business using the Great-West Life logo and we've updated our look.

Our three-company logo served us well during a decade when we successfully completed three major integrations. With this work behind us, it's time to look to the future and evolve our brand. Given its presence as a leading group benefits provider in Canada, building on the Great-West name is the logical choice. Together, Great-West and its subsidiaries London Life and Canada Life serve the financial security needs of more than 12 million people.

Our crisp new look reflects the evolution of our brand. Valuable research with plan sponsors and plan members helped us determine our new direction, as well as which elements of our design to keep.

The fresh colours add life and warmth, and the curved elements pull from the previous Group Retirement Services look. Our new design received extremely high ratings when tested with members by a third-party research company.

What does this change mean for you?

While our name and design have changed, we'll continue to provide the same unparalleled service. There are no changes to your plan, products or services as a result of this name change and we remain dedicated to offering ongoing enhancements.

As we transition to our new look, you may continue to see existing Group Retirement Services materials. Over time, you'll receive our newly-designed materials, and later this summer, we'll unveil the first phase of our re-designed website, *GRS Access*.

Moving into the future

Our new look and logo position us well to build on the success of our organization and make it even stronger. Great-West is committed to helping you envision and achieve your retirement and savings goals.

We're going "green"

In addition to the changes we're making to our brand, we're also taking steps to do our part for the environment.

To help us tread more lightly on the planet, we've started to use recycled paper products for our newsletters, brochures and some of our educational materials. The statements we send to all group retirement and savings plan members are being produced using 100 per cent recycled paper.

For every 10.6 million sheets of this paper we use each year, the environmental savings are:

- 1,088 mature trees (enough to fill 16.5 Canadian football fields)
- Solid waste reduced by 69,137 lbs.
- Water usage reduced by 652,545 gallons (a shower lasting 137.7 days)
- Air emissions reduced by 151,819 lbs. (emissions from 13.8 cars)
- Natural gas consumption reduced by 158,210 cubic feet

This is just one example of the difference it makes using one recycled paper product.

We'll keep investigating more opportunities to incorporate these materials to further reduce harmful effects on our environment.

As a member, you can also make a difference. If your plan allows, and you're comfortable with accessing your account summary and transaction details from our website, you may be able to decrease the frequency of your mailed paper statements and/or change the statement format from detailed to summary style.



> GETTING started

What's your net worth?

Part of planning for your future includes considering your retirement goals and developing a retirement budget that works for you. You should also review your present financial situation to ensure you're maximizing your pension contributions.

Start by determining your net worth to get an idea of your present "value". Net worth is really just the difference between your assets (things you own) and your liabilities (things you owe).

Assets could include:

- Investments outside your group retirement savings plan
- Equity in your home or cottage
- Vehicles
- Personal effects (antiques, jewelry, art, etc.)

Liabilities could include:

- Credit card or line of credit debt
- Mortgage
- Car loan
- Other debt

Sometimes we don't realize what our real net worth is and we're either pleasantly surprised or suddenly realize it's time to reduce debt.

The higher your net worth, the more comfortable you will be with investing more in your future.

Tip: Use our handy net worth calculator on the *Smart tools* CD to help with your planning.

> GETTING serious

Stay the course

When it's time to invest your money, you may hesitate, fearing that your investment might drop in value. You may question whether stocks are at an all-time high, or if bonds are too expensive relative to other investment alternatives. However, it's important to persevere during the ups and downs and not lose sight of your investment goals.

The myth of market timing

Some individual investors believe they can move in and out of the market to prevent losses when the market is performing poorly. This approach to investing – called "market timing" – is a strategy that involves buying before the market goes up and selling before it declines.

However, it's very difficult (some experts say impossible) to know what's ahead for financial markets. The truth is, no one can accurately predict when the market will decline or recover. The best way to weather the ups and downs is to stay invested. By doing so, you will ensure you benefit from the market's top-performing days.

Timing is key

The market often rewards those who stay invested during market fluctuations. This approach is called a "buy and hold" strategy. It works because market rallies tend to occur in spurts, increasing the odds that investors who buy and hold will benefit from these upsurges.

Long-term thinking is always the wise approach when investing in group retirement savings plans. Our experienced investment managers monitor the market trends for us and invest based on their expertise.

This doesn't mean you should avoid any transfers between funds. In fact, there are important times to review your portfolio mix:

- Major life events (marriage, birth of a child, increase in income, etc.)
- Change in risk style (based on your *Investment personality questionnaire*)
- *Smart messages* on your statement indicate that some action is required



> GETTING close

Why you should buy life insurance

Not just young people buy life insurance. It can also be an important part of your retirement savings strategy.

Establish an estate

Life insurance can help to create an estate at a time when money is needed most. It's also a cost-efficient way to ensure your family's continued financial well-being, and can provide extra income for the future.

When you need money quickly

Your beneficiary (the person you name to receive the insurance money) will generally be paid within a few days of the insurance company receiving the required information. By contrast, savings and other assets may be tied up legally for some time after death.

Financial benefits you can enjoy now

Some people think that life insurance pays only upon death. That's not always the case. Many permanent insurance policies, such as participating life and universal life, build cash values that you can access during your lifetime. The cash value is the equity you have built up in your policy. Cash values can accumulate within your policy on a tax-advantaged basis. The growth in the cash value is generally only subject to income tax when it's withdrawn from the policy.

Your policy's cash surrender value can be used for:

- Providing emergency funds
- Financing a down payment on a home or cottage
- Launching or expanding a business
- Acting as collateral for a loan from a third-party lending institution
- Supplementing your retirement income
- Providing income for long-term care or home care for you or your spouse

How you use the money is really up to you.

Coming soon to your statement

We've added another enhancement to mailed statements. If you have multiple accounts within your plan your next statement will feature a new section called "Breakdown of activity by source." This section details each account by both source (member or employer, if applicable) and type of activity that has occurred for a given period, such as:

- Opening and closing values
- Contributions and withdrawals
- Transfers from other plans

This new breakdown is an added benefit for you because it clearly shows how much has been contributed to your account. You'll also see the opening and closing balances for each of your accounts.

Enhancing member statements is one of the many ways we continue to offer you better service and products to help you reach your retirement goals.



The views expressed in this commentary are those of Great-West Life at the date of publication and are subject to change without notice. This commentary is presented only as a general source of information and is not intended as a solicitation to buy or sell specific investments, nor is it intended to provide tax or legal advice. Prospective investors should review all documents relating to any investment carefully before making an investment decision and should ask their advisors for guidance based on their specific circumstances.

The Great-West Life Assurance Company and key design is a trademark of The Great-West Life Assurance Company (Great-West), used under licence by London Life Insurance Company (London Life) and The Canada Life Assurance Company (Canada Life) for the promotion and marketing of insurance products. London Life and Canada Life are subsidiaries of Great-West. The group retirement, savings and payout annuity products and services described in this brochure are underwritten by London Life and Canada Life, respectively.

♻️ This item is made with 50 per cent recycled paper and 25 per cent post-consumer fibre.