



## Welcome to the new Canada Life

We are beginning an exciting evolution for Great-West Life, London Life and Canada Life. For more than a century, these companies have been trusted by Canadians for keeping our promises, and for helping them make good choices to help improve their well-being and achieve their full potential.

Now, building on these proud histories, Great-West Life will begin to transition to the new Canada Life brand with which you and your employees interact. Our new brand is more than just a logo. It represents who we are, what we stand for, and the promise we make to our customers.

In addition to the move to one brand, Great-West Life, London Life and Canada Life have also begun the process toward formal amalgamation into one company – The Canada Life Assurance Company. However, we will adopt the new Canada Life brand regardless of the legal structure behind it.

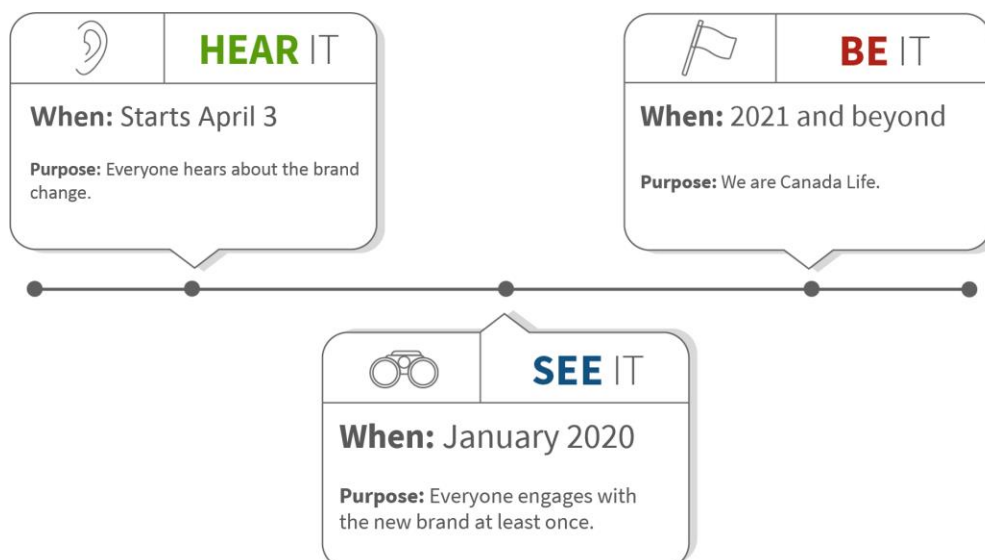
### Nothing changes today

You don't need to do anything.

These changes won't affect contracts or service agreements, renewal periods, call centre numbers, how members use benefit cards, make claims and receive payments. Your group representative will still be your first point of contact for questions and you can rely on them to let you know about changes before they occur.

### It's a journey

The image below shows we're taking a phased, deliberate approach that will introduce changes gradually. You'll continue to see materials with the Great-West Life brand for some time.



# GroupLine

News and updates for  
advisors and plan sponsors



In 2019, you'll hear about the name change in the media and through regular communications from us. But you won't **see** any physical changes yet to your group benefits plan materials.

In 2020, you'll start to **see** materials and digital resources with the new Canada Life name and identity. However, this change to a new name is a big one and it will take a few years to complete.

2021 and beyond – be it. All old brands will disappear.

Throughout this process, we'll remain focused on what matters most - you and your employees. We will deliver quality service and support your needs.

## Where you can learn more

Learn more about the new brand at [greatwestlife.com/welcome](https://greatwestlife.com/welcome).

As well, a NewsLine has been posted to GroupNet for Plan Members to help members understand what this change means to them.

Thank you for your trust in us. We're excited to begin this journey and look forward to showing how this change will help you and your plan members.