



Your
 financial **advisor**
 will help you determine
the coverage
 and options
 best suited to meet
your needs.



The Canada Life Assurance Company, a subsidiary of The Great-West Life Assurance Company and a member of the Power Financial Corporation group of companies, provides insurance and wealth management products and services. Founded in 1847, Canada Life is the country's first domestic life insurance company.

Canada Life has received very strong ratings on our claims paying ability and financial strength from the major rating agencies.*

*as rated by A.M. Best Company, Dominion Bond Rating Service, Fitch Ratings, Moody's Investors Service and Standard & Poor's Corporation at time of publication.



Simply Preferred
 TERM INSURANCE



Helping people achieve more™

For more information about Canada Life and its products visit www.canadalife.ca or talk to your financial advisor.

Protecting you today
 and tomorrow

Long- or short-term insurance needs, Canada Life has the term solution for you:

- Affordable life insurance coverage.
- Premiums guaranteed to remain the same for 10 or 20 years depending on your needs.
- Convertible to a permanent insurance policy.



The insurance coverage you need at affordable prices

Your personal health and lifestyle determine the premiums for your insurance coverage — Canada Life rewards you for a healthy lifestyle. The benefits are:

- Premiums for each renewal period are guaranteed at the time of issue.
- No medical evidence required at renewal period.

Change your term insurance to lifetime protection

Purchase a Canada Life renewable and convertible *Simply Preferred term insurance* policy, and all or a portion of the coverage may be converted to a permanent life insurance policy offered by Canada Life, with no need for medical evidence at the time of conversion.

You control your coverage

As long as you pay the premiums, your coverage can't be cancelled or altered by Canada Life.

Multi-purpose coverage

A Canada Life *Simply Preferred term insurance* policy can be used to provide funds at your death to:

- create an estate for your heirs
- pay off your mortgage
- pay taxes owing on your estate
- pay off business loans and lines of credit
- pay off personal loans
- fund buy-sell agreements

Customizable to meet your needs

Canada Life provides options so that your insurance coverage can be customized to meet your needs:

- ten- or 20-year premium renewal periods
- single or joint-life coverage
- convertible to a Canada Life permanent policy
- survivor benefits
- exchange features
- waiver of premium benefits
- guaranteed insurability options rider
- child's life insurance rider
- multiple policy benefit

