



GLOBAL PACIFIC  
FINANCIAL SERVICES LTD.

## eBulletin : April 23, 2013

Submitted by Josh on April 24, 2013 - 2:24pm

**In this week's issue:**

- *Financial facts 2012* now available, with highlights on what's new
- Updated participating account investment reports



## *Financial facts 2012* and participating account investment reports

### **Canada Life's participating life insurance *Financial facts* updated to reflect Dec. 31, 2012 year-end information**

Use Canada Life's *Financial facts* when presenting participating life insurance as a solution to clients' life insurance needs. This guide:

- Demonstrates the fundamental features unique to participating life insurance that contribute to its accountability, strength and long-term performance
- Provides detailed information on the assets and returns of the Canada Life participating account
- Gives an overview on how participating life insurance policies perform and how policyowner dividends are allocated

Here's an electronic copy of participating life insurance [\*Financial facts 2012\*](#).

**Financial highlights for Canada Life (open and closed block):** Total participating account assets, including surplus, was \$3.3 billion at Dec. 31, 2012, from \$3.1 billion at Dec. 31, 2011

- Participating account investment expenses were 7.7 basis points (0.077 per cent) for the Canada Life open block in 2012
- In 2012, Canada Life participating policyowner death claims totaled \$68.2 million
- In 2012, dividends paid to Canada Life participating policyowners increased to \$130.0 million from \$126.8 million in 2011
- The 2012 dividend scale interest rate was 6.96 per cent
- The 30-year average annual dividend scale interest rate was 9.5 per cent from 1983 – 2012
- The 30-year standard deviation (1983 – 2012) for the dividend scale interest rate is 1.8 per cent

The dividend scale interest rate is just one of many factors that contribute to the overall performance and stability of policyowner dividends.

Performance data is provided for illustrative purposes only and represents past performance, which is not necessarily indicative of future performance.

Numbers are rounded.

*Financial facts 2012* contains important details regarding these highlights.



## Dec. 31, 2012 participating account investment reports are now available

- [Total account](#)
- [Public bond holdings](#)
- [Mortgage holdings](#)
- [Equity holdings](#)
- [Private placement holdings](#)

The [Performance for the long term \(46-7587\)](#) participating account one-pager provides the year-end historical return information that can be used to complement the quarterly participating account investment reports.

At Canada Life, now more than ever, we believe in participating life insurance and the value it offers to participating policyowners.

## A leader in the Canadian marketplace

In 2012, Canada Life's performance showed an increase of 30 per cent growth in participating life insurance new sales premium. The Canadian life insurance industry's total whole life sales (participating and non-participating products) premium –totaled \$552 million; a year-over-year growth of 24 per cent. Whole life sales represent 39 per cent of total individual life insurance new sales premium in the Canadian industry in 2012.

## Combined market strength

Canada Life is a subsidiary of The Great-West Life Assurance Company. In Canada, Great-West Life and its subsidiaries, Canada Life and London Life saw:

- 25 per cent increase of new whole life sales premium over 2011 results
- 50 per cent of whole life market share in Canada
- The compound annual growth rate for whole life insurance sales for our companies from 2007 to 2012:
  - 22 per cent, compared with the industry's 20 per cent
  - Excluding our companies, the industry's compound annual growth rate for the same five-year period would have been 17 per cent.

*Source: LIMRA's Fourth Quarter 2012 Canadian Individual Life Insurance Sales Participant Report. Based on total premium.*

Note: LIMRA does not report participating life insurance separately. It's included in the whole life insurance category. Whole life figures include both participating and non-participating life insurance sales.

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Attachment	Size	Type
<a href="#">Canada Life Financial Facts 2012.pdf</a>	1.38 MB	application/pdf
<a href="#">Canada Life Total Account.pdf</a>	237.29 KB	application/pdf
<a href="#">Canada Life Public Bond Holdings.pdf</a>	188.2 KB	application/pdf

<b>Attachment</b>	<b>Size</b>	<b>Type</b>
<a href="#">Canada Life Mortgage Holdings.pdf</a>	153.72 KB	application/pdf
<a href="#">Canada Life Equity Holdings.pdf</a>	203.14 KB	application/pdf
<a href="#">Canada Life Private Placement Holdings.pdf</a>	147.59 KB	application/pdf
<a href="#">Canada Life Performance Long Term.pdf</a>	174.88 KB	application/pdf

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