



Canada Life™



Can you predict the investment winners?

Do all of your investments perform poorly when markets are weak and great when markets are strong?

Do you try to invest in the funds you predict will do best this year?

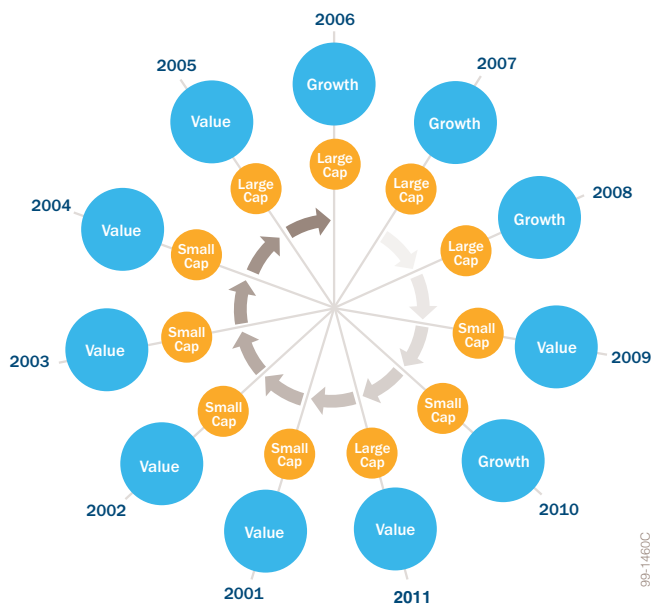
Do you only have one fund management style included in your portfolio?

INVESTMENT WINNERS

The situation

How do you pick the best funds?

It's difficult to predict and almost impossible to plan a portfolio made up of the funds you think will do the best each year. That's because investments with the greatest annual return will continually vary by management style and market capitalization.



Source: Morningstar Research, 2012

The solution

A diversified portfolio is your key to success

A diversified portfolio helps you achieve more consistent returns within your risk tolerance and can reduce volatility associated with the investment market.

In the illustration, you can see that growth and value styles tend to rotate as the performance leader. Performance will also vary between the large, mid and small market capitalization funds.

Therefore, holding a variety of investments is key to a strategic, long-term investment strategy.

With proper diversification within your investment portfolio, you're taking advantage of all market conditions and not relying on predicting which management style or market capitalization will perform the best.

● "Winning" market capitalization

● "Winning" investment style

Your advisor can use our time-tested asset-allocation process to examine the correlation of all your investments, to balance their risks and recommend the right combination of funds for you.

Canada Life segregated funds products offer you a wide-range of investment options. Contact your advisor to help you design a diversified portfolio.



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

In Quebec, advisor refers to a financial security advisor for individual insurance and segregated fund policies; and to an advisor in group insurance/annuity plans for group products.

A description of the key features of Canada Life's segregated fund policy is contained in the information folder, available from your advisor. Any amount that is allocated to a segregated fund is invested at the risk of the policyowner and may increase or decrease in value.

Subject to any applicable death and maturity guarantee, any amount that is allocated to a segregated fund is invested at the risk of the contract holder and may increase or decrease in value according to the fluctuations in the market value of the assets of the segregated fund.

Helping people achieve more™