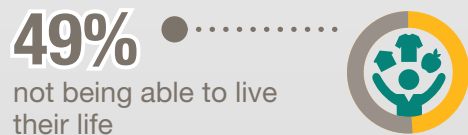
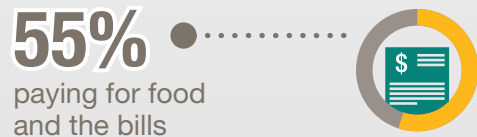




of working Canadians
WORRY ABOUT HAVING ENOUGH MONEY
if they experience a critical illness¹

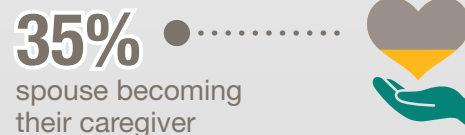
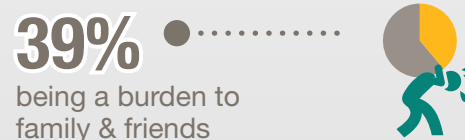
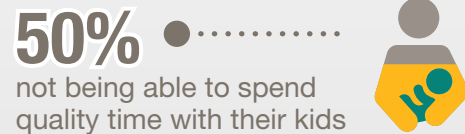
WHY

are they worried?



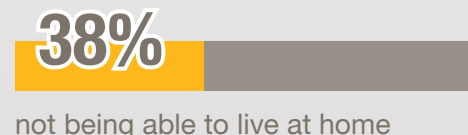
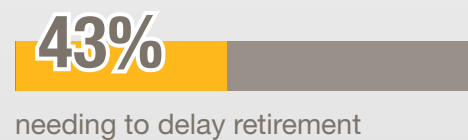
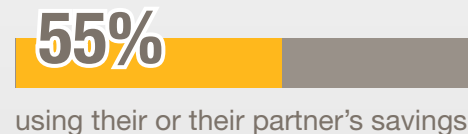
WHO

are they worried about?



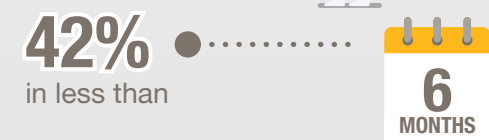
WHAT

risks worry them?



HOW

long will it take to spend through their savings?



And yet, only 5% of Canadians have taken steps to address their worries.²

What worries you? Get motivated to protect yourself at criticaluncovered.ca

¹ Source: Great-West Life, London Life and Canada Life™ commissioned consumer research conducted by Head Research called Critical Illness insurance thought leadership research: A summary of findings, Sept. 14, 2015. 1,786 working Canadians between 18-65 with a household income over \$30,000 were surveyed.
² Canadian Life and Health Insurance Association Inc. "Canadian Life and Health Insurance Facts." January 2015.