
RELEASE

Great-West Life, London Life and Canada Life announce alignment of Canadian operations and appointment of three senior executives

Winnipeg, Manitoba, November 8, 2016 . . . Great-West Life, London Life and Canada Life announced today an organizational alignment to respond to changing customer needs and expectations. The companies will structure their Canadian operations around two business units, one focused on individual customers and one on group customers. A strategic customer marketing function is also being created to provide a more holistic customer experience through digital and innovative capabilities and services.

“Our existing business model has been extremely successful and has provided outstanding value to our advisors and to our customers,” said Stefan Kristjanson, President and Chief Operating Officer, Canada. “The changes we are announcing today build on our core strengths and will position us to continue to meet the changing needs of both advisors and customers.”

As part of these changes, Mr. Kristjanson announced three appointments, effective immediately:

- **Jeff Macoun, Executive Vice-President, Group Customers:** Mr. Macoun will lead the Group Customers business unit, bringing to the role significant business and leadership experience spanning over 30 years with Great-West Life and London Life, most recently as leader of the Group Life & Health businesses.
- **Gerry Hassett, Executive Vice-President, Individual Customers:** Mr. Hassett will be relocating from Dublin, Ireland to lead the Individual Customers business unit. He began his career at Irish Life in 1987 and most recently held the position of Managing Director of Irish Life Financial Services. Mr. Hassett brings an outstanding combination of customer insights and operational leadership to his new position.
- **Stéphane Dubreuil, Executive Vice-President, Strategic Customer Marketing:** In this newly created role, Mr. Dubreuil will build on our capabilities in digital, data and innovation, drawing on his customer marketing and digital/data expertise. Mr. Dubreuil joined the organization in 2015 as Senior Vice-President, Market Development & Strategy.

About Great-West Life, London Life, and Canada Life

Together, Great-West Life, London Life and Canada Life offer a broad portfolio of financial and benefit plan solutions, and serve the financial security needs of more than 12 million people across Canada. The companies are members of the Power Financial Corporation group of companies.

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