

2017 Canadian Guaranteed Lifetime Income Study

PROGRAM SUMMARY

This is a time of great challenge and opportunity for firms manufacturing and distributing income annuities and segregated investment funds that guarantee lifetime income. Consumers have great appreciation for the idea of guaranteed lifetime income but the products that offer this guarantee are still under-utilized.

Further, the need for retirees and pre-retirees to make use of these solutions is growing because of longer life expectancy and higher costs for retirees. Greenwald & Associates and CANNEX are offering a study aimed at providing manufacturers and distributors with greater insights into consumer viewpoints about guaranteed lifetime income. The results of the study will contribute to more effective marketing initiatives and materials, while also increasing both advisor and consumer awareness and receptivity to these solutions.

The study provides sponsors with:

- Insights that can guide internal product development, marketing and distribution strategies
- Information that can be highlighted in communications, marketing materials and sales presentations
- Opportunities to share in media attention through simultaneous press releases and release events

The Canadian Guaranteed Lifetime Income Study is an online survey of 1,000 consumers ages 55-75 with investable assets of \$100,000 and over. The study was first conducted in Canada in 2015. Our firms have also conducted companion surveys in the US in 2014, 2015 and 2016.

Key survey findings will be released to the press in a press briefing and in other ways. The publicly-released results have helped generate positive press attention to products that offer guaranteed lifetime income and encourage greater use by advisors and consumers.

Sponsors of the study have an opportunity to provide input into the questionnaire design and will be invited to an in-person briefing on the results. The briefing will include a full presentation of results and interpretative comments by some of the key people formulating the study: Matt Greenwald, Gary Baker and Lowell Aronoff. This briefing will allow the underwriters to discuss the implications of the findings and share thoughts on how to publicize the results.

In addition, sponsors will also receive:

- a full report
- a webinar on the results
- data tabulation books and an electronic file of the data, if desired, for further analysis

The cost of sponsorship is \$7,500.

CANNEX



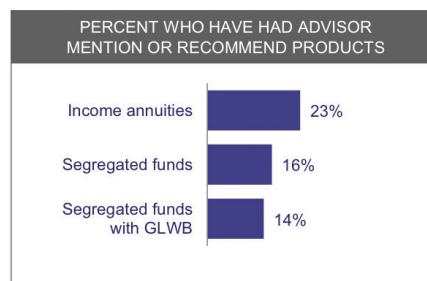
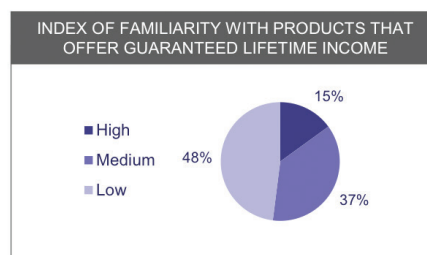
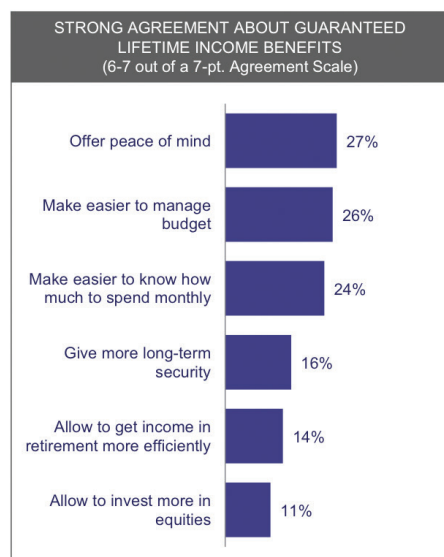
To join us, or if you have any questions, please do not hesitate to contact us.

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Key Findings from Previous Canadian Guaranteed Lifetime Income Study

Most Canadian consumers with assets of \$100,000 and above highly value guaranteed lifetime income. In particular, consumers appreciate how guaranteed lifetime income products offer a peace of mind and make it easier to budget and plan monthly expenditures. Yet familiarity with these products remains low: according to an index that captures familiarity across multiple products, about half of consumers have low familiarity. Similarly, less than a quarter of Canadians say they have had an advisor mention or recommend income annuities and segregated funds are discussed even less.



CANNEX supports the exchange of pricing information for annuity and bank products across North America. We provide financial institutions with the ability to evaluate and compare various guarantees associated with retirement savings and retirement income.

The CANNEX Financial Network enables financial institutions to automate the application processing and administration of bank and annuity products in Canada.

Our quantitative research team provides methodologies that help evaluate and optimize the selection and allocation of annuity and insurance guarantees in support of retirement programs and practices.



CANNEX pricing and analytic services can be deployed to support a variety of processes, including:

- » Research & Market Intelligence
- » Financial Planning & Consumer Education
- » Sales & Compliance
- » Transaction Processing
- » Product Service & Administration



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