

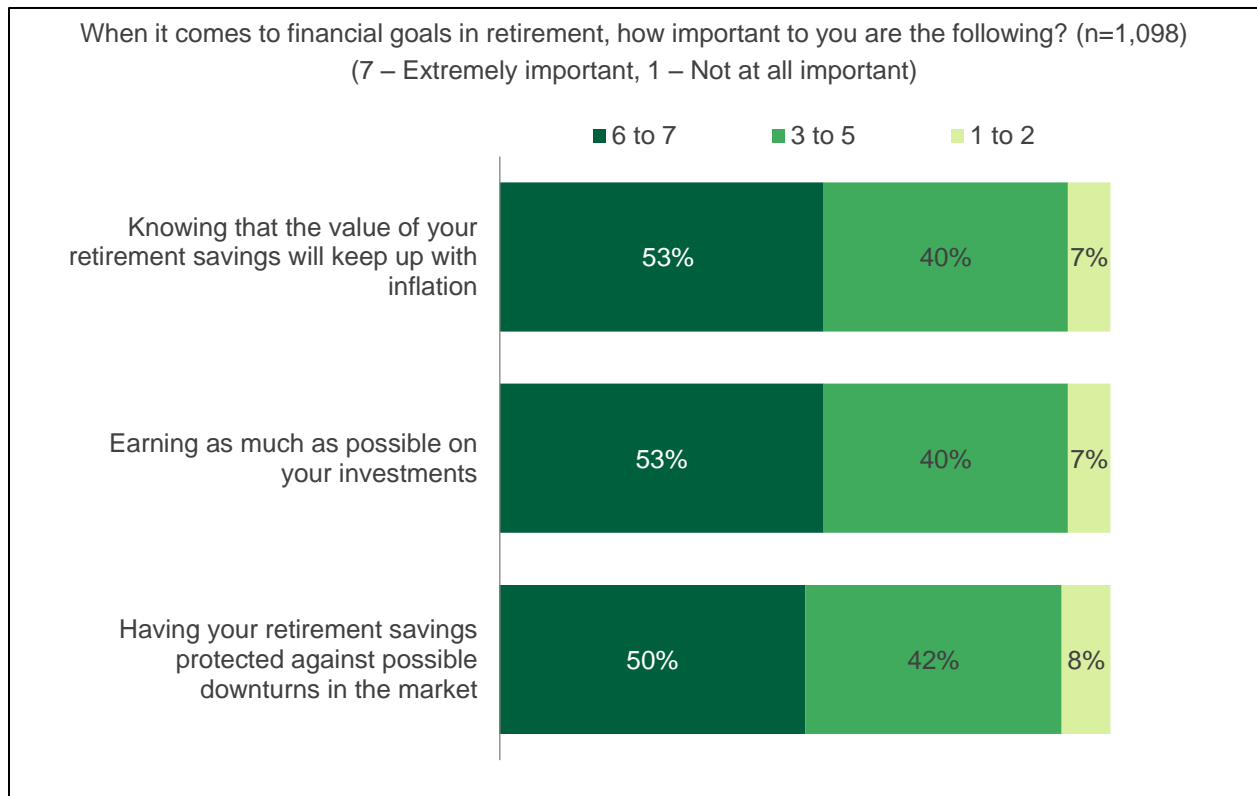
The 2014 Guaranteed Lifetime Income Study (GLIS) Fact Sheet

Using Guaranteed Lifetime Income to Enhance Asset Allocation

Key Finding: Using a guaranteed lifetime income product allows consumers to increase their exposure to equities, but few consumers understand this.

The Importance of Increasing Asset Levels in Retirement

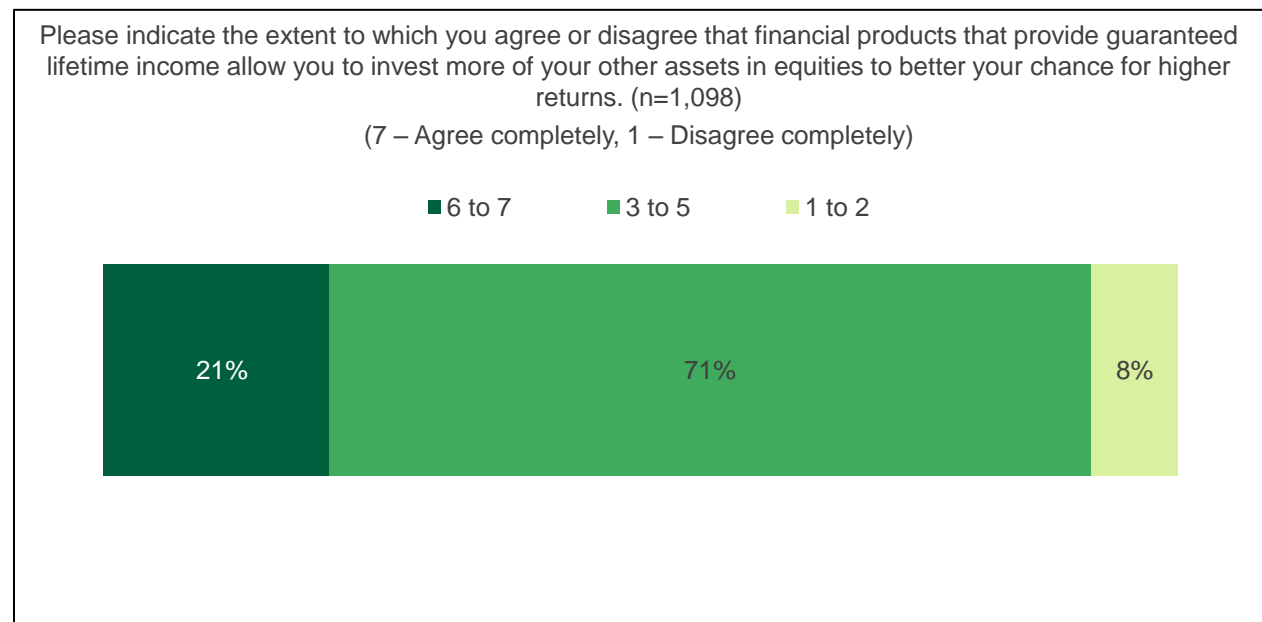
- Many retirees are concerned with increasing their asset levels over the course of their retirement.
- More than half of consumers ages 55 to 75 believe it is very important (a 6 or 7 on a 7-point scale) for the value of their retirement savings to keep up with inflation (53%) and for their investments to earn as much as possible (53%).
- At the same time, half (50%) think it very important to have their retirement savings protected against possible downturns in the market.



Women, those with less than \$1 million in assets, and those who prefer to rely on others for financial advice are especially likely to think these somewhat contradictory goals are very important.

Using Guaranteed Lifetime Income to Enhance Asset Allocation

By providing the income necessary to pay for day-to-day expenses even in the event of a market downturn, guaranteed lifetime income products allow consumers to increase their exposures to equities with their remaining assets, thus giving them greater opportunity to grow their investments. Yet few consumers are aware that these products can help them achieve these goals. Just two in ten (21%) strongly agree (6 or 7 on a 7-point scale) that these products allow them to invest more of their other assets in equities to better their chance for higher returns. However, those who recall their advisor mentioning an annuity are more likely than other consumers to acknowledge this benefit (27% vs. 14%).



Source: Greenwald & Associates and CANNEX Financial Exchanges Limited, 2014 Guaranteed Lifetime Income Study.