

Great-West Lifeco Executive to Speak at the National Bank Financial Markets Financial Services Conference

Winnipeg, March 15, 2017. . . David McCarthy, Executive Vice-President and Deputy Chief Financial Officer, Great-West Lifeco, will speak at the National Bank Financial Markets 15th Annual Financial Services Conference in Montreal on March 29, 2017. His presentation will begin at 10:05 a.m. ET. A live audio webcast will be available and later archived in the News and Events section of Great-West Lifeco's website at <https://www.greatwestlifeco.com/news-events/events/>.

Great-West Lifeco Inc. is an international financial services holding company with interests in life insurance, health insurance, retirement and investment services, asset management and reinsurance businesses. Lifeco has operations in Canada, the United States, Europe and Asia through Great-West Life, London Life, Canada Life, Irish Life, Great-West Financial and Putnam Investments. Lifeco and its companies have over \$1.2 trillion in consolidated assets under administration as at December 31, 2016 and are members of the Power Financial Corporation group of companies. Great-West Lifeco trades on the Toronto Stock Exchange (TSX) under the ticker symbol GWO. To learn more, visit www.greatwestlifeco.com.

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