



**NOTICE TO SHAREHOLDERS OF GREAT-WEST LIFECO INC.  
REGARDING NOTICE-AND-ACCESS FOR OUR  
2020 ANNUAL MEETING OF SHAREHOLDERS**

You are receiving this notice because you are a shareholder of Great-West Lifeco Inc. ("Lifeco", "us", "we" or "our") as of March 12, 2020. We are using notice-and-access to deliver our 2020 Management Proxy Circular (the "Circular") and our 2019 Annual Report (together with the Circular, the "Meeting Materials") to shareholders in connection with our Annual Meeting on May 7, 2020 (the "Meeting"). By using notice-and-access we can provide you with electronic access to the Meeting Materials instead of mailing paper copies – this is more environmentally friendly and cost-effective because it reduces paper use and the cost of printing and mailing the Meeting Materials to shareholders. A form of proxy or a voting instruction form is included with this notice, and each includes instructions on how you can vote your shares.

**When:** Thursday, May 7, 2020 at 11:00 a.m. (Central time)

**Where:** 100 Osborne Street North  
Winnipeg, Manitoba

**What the Meeting will cover:**

- (1) receiving the financial statements and the auditor's report for the year ended December 31, 2019;
- (2) electing directors;
- (3) appointing the auditor; and
- (4) transacting any other business properly brought before the meeting.

For more information regarding the items listed above, please review the Circular, including the sections of the Circular entitled "*Election of Directors*" and "*Appointment of Auditor*".

**How to access the Meeting Materials online**

The Meeting Materials are available to be viewed online on our website at [greatwestlifeco.com](http://greatwestlifeco.com) and on [sedar.com](http://sedar.com). The Circular and this notice will remain available on our website for one year after the date of this notice.

**How to request paper copies of the Meeting Materials – prior to the Meeting**

You can request paper copies of the Meeting Materials free of charge by calling Computershare Investor Services Inc. ("Computershare") at 1-866-962-0498 (or 514-982-8716 for shareholders outside of Canada and the United States).

If you request paper copies of the Meeting Materials prior to the date of the Meeting, the Meeting Materials will be sent to you within three business days of receiving your request. **To receive paper copies in advance of the voting instruction deadline all requests should be received by Computershare no later than 5:00 p.m. (Central time) on April 20, 2020.** You may need to request paper copies earlier depending on your location. You will not be sent another form of proxy or voting instruction form so please retain the one included with this notice.

### **How to request paper copies of the Meeting Materials – on or following the Meeting**

If you request paper copies of the Meeting Materials on or after the date of the Meeting, and within one year of the Circular being filed, the Meeting Materials will be sent to you within ten calendar days of receiving the request. You can request paper copies free of charge by calling us at 1-888-873-8813 (toll free in Canada and the United States) or 204-946-4388 (all other countries) or by email to [corporate.secretary@canadalife.com](mailto:corporate.secretary@canadalife.com).

### **How to vote your shares**

If you do not intend to be present in person at the Meeting, please refer to the directions on the enclosed form of proxy or voting instruction form for instructions on how and when to vote. You may provide voting instructions using one of the methods listed on the enclosed form of proxy or voting instruction form, including:

**Internet:** Go to [investorvote.com](http://investorvote.com)

**Telephone:** Call the number shown on the form of proxy or voting information form

**Mail:** Return the enclosed pre-paid envelope to:

Computershare Trust Company of Canada  
135 West Beaver Creek  
PO Box 300  
Richmond Hill, ON L4B 4R5  
Attention: Proxy Department

To provide voting instructions by telephone or the Internet you will need to provide your Control Number which can be found at the bottom of the enclosed form of proxy or voting instruction form.

In order to be voted at the Meeting your completed form of proxy or voting instruction form must be received by Computershare not later than **11:00 a.m. (Central time) on May 5, 2020**, or, in the case of any adjournment or postponement of the Meeting, not less than 48 hours before the time of the adjourned or postponed Meeting.

For more information on voting by proxy, please refer to the section of the Circular entitled "*Voting by Proxy*".

**Shareholders are reminded to review the Circular before voting.**

### **Questions**

If you have any questions about notice-and-access you can call Computershare at 1-866-964-0492 (toll free in Canada and the United States) or 514-982-8714 (all other countries).