

Feedback and Customer Concerns Procedure (the “Procedure”)

This document is available in other formats on www.greatwestlife.com or on request from Ombudsman@gwl.ca.

1. Introduction

The Great-West Life Assurance Company (the “**Company**”) is committed to providing access to the Company’s financial products and services to individuals with disabilities in Ontario.

The Procedure is intended to address the requirements of the *Accessibility for Ontarians with Disabilities Act, 2005* and related standards and regulations. It describes how a person may provide feedback and notice of concerns to the Company with respect to the accessibility of its products and services for persons with disabilities.

2. General

The Company makes reasonable efforts to ensure that individuals with disabilities have the same opportunity to access the financial products and services which the Company provides, in the same place and in a similar way as others.

The Company welcomes feedback on the way it provides its financial products and services to individuals with disabilities. Comments and concerns should be in writing, if reasonable.

However, they may be made in person or by e-mail, letter, telephone or other method that accommodates a person’s communication needs.

3. How to Provide Feedback and Concerns

If you have any feedback or concerns about the way the Company provides access to financial products and services to persons with disabilities, direct them to:

The Ombudsman (Great-West Life)

Tel: 1-866-292-7825

Email: Ombudsman@gwl.ca

Fax: 1-519-435-7679

or write to:

Ombudsman, The Great-West Life Assurance Company
255 Dufferin Avenue, London ON, Canada N6A 4K1

The Company will forward concerns to the appropriate business unit for a prompt response.