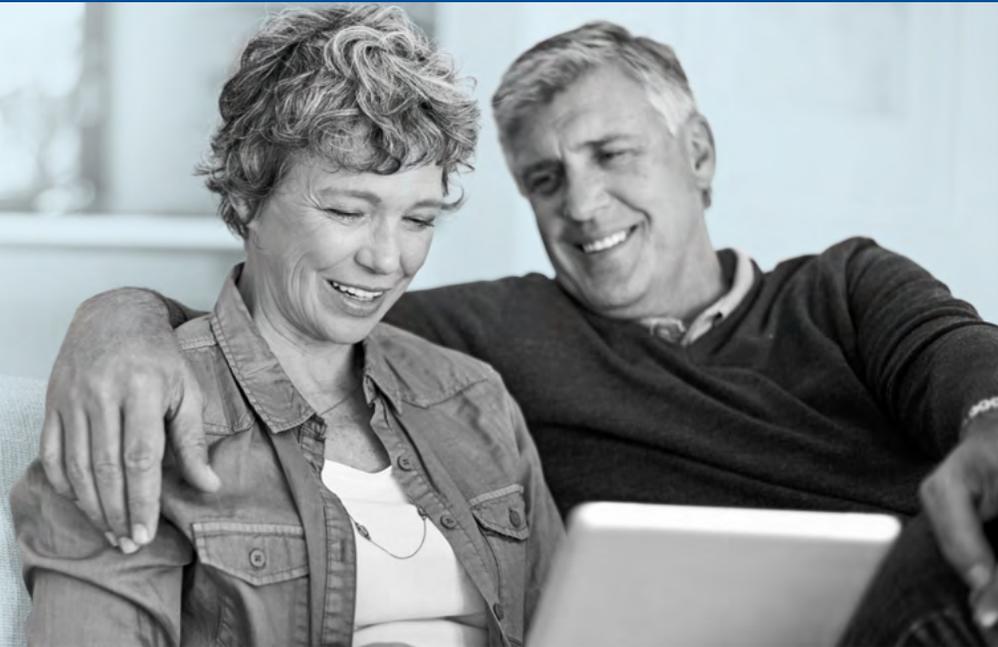


A real risk

Here is why it's important for us to offer you financial support in the event of critical illness.



The statistics speak for themselves.¹

In Canada	
Breast cancer	1 woman in 8
Prostate cancer	1 man in 7
Heart disease	1 person in 4
Stroke (CVA)	1 person in 20

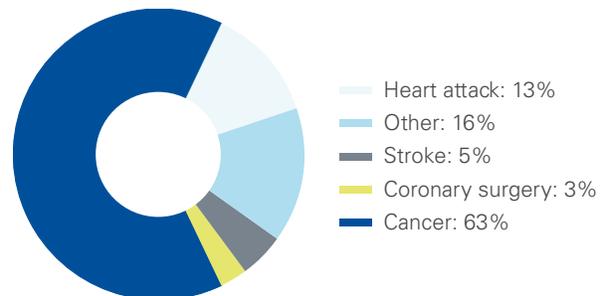
Fortunately, more people are surviving these afflictions and living longer lives.

Survival rate	
Cancer ²	60%
Heart attack	85%
Stroke	80%

What are the most common critical illnesses?

Here are the benefits most commonly paid in the industry for critical insurance claims.

Industry critical illness claim breakdown³



¹ Sources: Canadian Cancer Society, Heart and Stroke Foundation of Canada.
² Survival rate five years after cancer diagnosis. Statistics may vary somewhat according to age, gender and type of cancer.
³ Source: Munich RE

At iA Financial Group

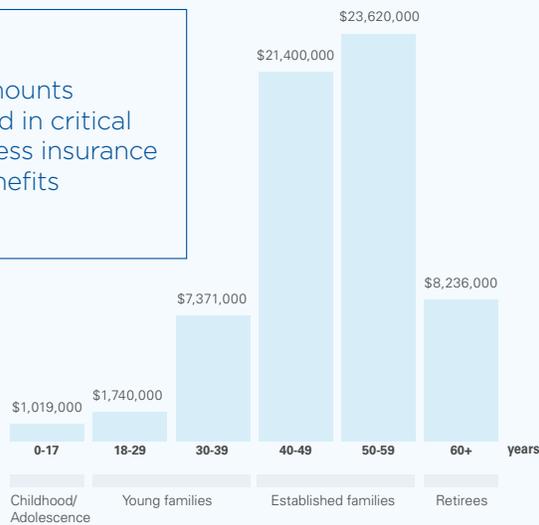
Here is an overview of the critical illness benefits paid, by age group, since we began offering critical illness insurance in 2000.



Critical illness can strike anyone, without discrimination and without warning.

Would you be financially ready to face a critical illness diagnosis?

Amounts paid in critical illness insurance benefits



Over \$63 million has been paid in critical illness benefits to help people preserve their finances while they focus on making a healthy recovery.

- Average benefit paid: \$56,000
- Average age of people diagnosed: 49 years

Benefits paid by gender

- Women: 54%
- Men: 46%

INVESTED IN YOU.

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