



Serenia Life™
FINANCIAL



@serenialife



About _____

Serenia Life Financial is a member-based financial services organization that provides insurance and investment solutions to more than 33,000 members across Canada. The company manages assets of \$396 million, and has \$3.2 billion of in-force insurance as of December 31, 2020. Serenia Life is committed to supporting members and their communities by re-investing a portion of its earnings through community outreach, direct donations, and unique member benefits. Its mission is to protect the financial well-being of its members and inspire them to live generously.

Our Mission, Vision and Values

Our Mission:

To protect the financial well-being of our members and inspire them to live generously.

Our Vision:

To uncomplicate life insurance decisions for Canadians with diverse stories and to enable our members to live well and make a positive impact in their communities.

Our Values:

At Serenia Life Financial, our values are what bring us together. We **give back** to our communities and we **lead** by example — by going out of our way to **serve** and to **teach**, to **show kindness**, and to **encourage** our members to do the same.



Supporting Our Members

1. We offer flexible insurance and investment solutions to help protect their financial future—at every stage of life.
2. We uncomplicate insurance so our members can feel confident they are making the right decisions for themselves and their families.
3. We provide one-to-one guidance, including a free needs analysis when life throws them a curveball...or a home run.
4. We share our profits through community outreach, direct donations, and unique member benefits that help our members support the causes they care about.

Our Latest Products

Serenia Life Term Insurance

Provides three coverage options (term 10, term 20, and term 30), allowing members to choose one or a combination of all three to meet their unique protection needs.

Serenia Life Whole Life and 20-Pay Whole Life

Provides members with the opportunity to earn policyholder dividends, with a new additional deposit option that gives members the flexibility to grow the value of their policy through accelerated contributions to these products.

Serenia Life Life Term to 100

Redesigned to meet the needs of members looking to cover final expenses.

Fast Facts

- ➔ Many Canadians are vulnerable to unexpected financial crises caused by sudden illness or extended disability.
- ➔ Approximately 43 per cent of Canadians have no life insurance.
- ➔ Only 16 per cent of the Canadian population has life insurance that could cover their remaining mortgage payments if they passed away.
- ➔ Many Canadians do not take the time to review their life insurance needs, despite changes in their current living situation.
- ➔ Roughly 62 per cent of Canadians with life insurance rely on policies through their employer, which is typically worth one to two times an individual's annual salary. Yet the need can be closer to 10 times that amount.
- ➔ Nearly 80 per cent of consumers overestimate the cost of life insurance.
- ➔ Life insurance premiums are based on a number of factors including age, health, whether you smoke, and family history. The younger you are, the less expensive it will be.
- ➔ An average funeral in Canada can cost up to \$20,000.

Media

Please contact media@serenialife.ca
for questions, comments, quotes, photos, and interviews.