

2025

Connections
Newsletter



HUMAN
KIND

Solid Financial Strength

Backed by Double Digit Sales Growth

2025 was another year of growth at Serenia Life. We are proud to have achieved a new record in first-year life and critical illness insurance premiums with \$2.7 million issued – that's 18% growth over last year. And for the sixth year in a row, we increased our Charitable Impact in our members' communities, achieving a 43% increase over 2024.

2025: Our continued financial strength allowed us to launch new products & new member benefits... for you!

In 2025, we experienced yet another year of strong growth and giving. Serenia Life's total surplus grew by 4.3%, to \$43.5 million, due to strong net income growth and investment returns.

Our financial strength is indicated by our strong total LICAT capital ratio of 218%, far exceeding what is required by the Federal regulator. This allows us to support our growth goals while keeping our financial commitments to members, putting us in a strong position for the future.

Our excellent financial health also allows us to invest in our core values of kindness and giving back. In 2025, we achieved our ambitious Charitable Impact target of over \$700,000, an outstanding 43% year-over-year increase.

This is, in large part, due to the time, effort, and kindness of you – our members. Serenia Life's new Fundraiser and Volunteer benefits have added more value to our member benefits, resulting in higher participation and greater impact in the communities where our members live. These new benefits encourage and support a broader range of charitable activities, providing greater support to members who give back.

At Serenia Life, member feedback is so important in helping us grow. Last year, our advisors told us that you, our members, were asking for a product

that would protect your family financially in the event of a serious diagnosis. That's why we developed and launched one of the most comprehensive Critical Illness Insurance products in Canada. Learn more about our newest product on page 7.

We wanted to extend our gratitude to our voting members. After launching our new brand in 2022, we held a member vote to adopt Serenia Life as our legal name in late 2025. Thanks to those who participated in the vote, we are thrilled to have reached this final milestone in our brand journey. Because our name had already been so well received, we were confident you would support it – and support it you did!

As we look to the future of this organization, our number one priority is maintaining the financial strength of our business. This allows us to remain true to our "grow to give" mandate, and to deliver a member experience that is centred around simple human kindness.

We hope that, as a member, you feel the difference here at Serenia Life – *the kinder way to do life insurance.*



Glenn Hymers,
President & CEO



Paul Hogan
Board Chair

With a record-breaking year comes many accomplishments. These include:

- Paying our members \$4.7 million in dividends and paying out 100% of claims for a total of \$11.6 million
- Continually improving our processes to issue new life insurance policies faster and more efficiently
- Launching our new and comprehensive critical illness insurance – at some of the most affordable prices in Canada
- Building the foundation to launch eSignature in early 2026 – making it quicker and easier for members to make important changes to their personal information and policy changes



As we look ahead in 2026, we will continue investing in our growth – protecting more Canadian families and individuals with a more comprehensive suite of insurance and investment products. Because the more we grow, the more we can give! The way we see it, our success means we can continue to work together to support our families, our communities, and the causes we care about.

Year in Review

Net Income \$1.0 MILLION	Company Surplus \$43.5 MILLION	New Life Insurance Sales \$2.7 MILLION	Guaranteed Interest Annuity Sales \$22 MILLION
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2025 was an outstanding year – both financially and operationally, allowing us to be there for you, our members and your families, when you needed us most. Serenia Life recorded a net income of \$1.0 million, which directly contributed to the \$1.8 million dollar increase in company surplus. A record-breaking year in new business sales resulted in an increase in life insurance membership by 2,541. Most importantly, we paid over \$11 million in life insurance claims,

\$4.7 million in dividends, and inspired over \$700 thousand in Charitable Impact – with \$144 thousand of this total amount given to Serenia Life’s members through our Member Benefits program.

From an operations perspective, we continue to invest in technology, business processing, and in new talent to support Serenia Life’s growth and service offerings. In 2025, we maintained our commitment to providing second-to-none member

and advisor experiences by remaining laser-focused on responding to requests and delivering our services within a set timeframe. We continue to explore new opportunities that will further set our organization apart from other Canadian life insurance organizations – by offering competitively priced protection and investment products and striving for excellence when we meet your everyday service needs.

ANNUAL REPORT ON FINANCIAL OPERATIONS

Serenia Life is pleased to report a 2025 net income of \$1.0 million up from 2024’s \$0.5 million. The year-over-year positive earnings performance is due to a combination of higher insurance revenue and the efficient management of operating expenses. Additionally, the higher long-term interest rate environment experienced throughout much of 2025 positively impacted investment returns during the year versus the lower long-term interest rates experienced throughout 2024.

2025 saw continued growth in new business life insurance sales and the addition of a Critical Illness suite of insurance products, resulting in \$2.7 million in first-year life and critical illness insurance premiums, up 18% from 2024’s \$2.3 million. In addition, we contracted an additional 342 advisors, a

52% increase over last year. Our Guaranteed Interest Annuity investment sales reached \$22 million in 2025 – up 32% from the prior year. This significant increase was driven by a combination of our competitive savings rate offering as well as a greater number of advisors supporting more of our members in their investing decisions.

In 2025, \$4.7 million in dividends were distributed to members throughout the year, compared to \$4.2 million in 2024. We inspired an overall Charitable Impact of \$700,000, through community support and member benefits like our fundraising and volunteer benefits.

CAPITAL STRENGTH & FINANCIAL SURPLUS

Serenia Life’s total company surplus was \$43.5M, up \$1.8M from 2024’s \$41.7M. This increase was supported by the fiscal year’s net income and other surplus growth from strong investment

returns. In 2025, our LICAT Total Ratio also grew to 218%, up from last year’s ratio of 177%, which was associated with the growth in company surplus and the use of reinsurance treaty arrangements designed to increase the company’s available capital. These strong capital ratios are significantly higher than what is required by the federal regulator, and they continue to provide our organization with the financial capacity to continue to invest, grow, and give back.

BALANCE SHEET AT THE END OF THE YEAR

Serenia Life’s total assets at the end of 2025 were \$362.8 million, down \$8.6 million from the start of the year. Increased long-term interest rates in 2025 resulted in valuation reductions in the company’s investment bond holdings, which was partially offset by growth in public equity holdings resulting from stronger Canadian equity markets.

BOARD OF DIRECTOR UPDATES

WELCOME NEW DIRECTORS

We are very excited to have two new directors join our board!

Please welcome, Michele Hengen joining our Board as Director beginning in February 2026.

We are also pleased to welcome John Sabo, who will join our Board as Director beginning in February 2026.



Welcome Michele



Welcome John

HAPPY RETIREMENT

We extend our sincere appreciation to David Howard and Cliff Inskip for their dedicated service on the Board of Directors. We are grateful for their generous contributions of time and expertise, and we wish them every success in their future endeavours.



Thank you Cliff



Thank you David



Report on financial operations *for 2025*

(IN THOUSANDS OF DOLLARS)	2025	2024
PRIOR YEAR ENDING TOTAL SURPLUS	\$ 41,706	\$ 38,351
Current Year's Operations		
Insurance Service Revenue	20,731	19,714
Insurance Expenses (Net of Reinsurance)	(17,915)	(17,098)
Total Insurance Service Result	\$ 2,816	\$ 2,616
Net Investment Result	7,806	8,562
Other Expense	(4,907)	(6,099)
Total Investment and Other Expense Result	\$ 2,899	\$ 2,463
Surplus From Operations Before Distributions and Taxes	\$ 5,715	\$ 5,079
Policy Dividends Paid to Members	(4,693)	(4,219)
Grants and Benefits to Members	(144)	(151)
Provision for Taxes	148	(219)
Total Distributions and Taxes	\$ (4,689)	\$ (4,589)
Change in Surplus from Operations After Distributions and Taxes	\$ 1,026	\$ 490
Change in Surplus – Other	\$ 774	\$ 2,865
Change in Total Surplus for the Year	\$ 1,800	\$ 3,355
Year Ending Total Surplus	\$ 43,506	\$ 41,706



Balance sheet *at the end of 2025*

(IN THOUSANDS OF DOLLARS)	2025	2024
Assets		
Financial Investments		
Bonds	101,629	120,525
Private Debt	1,006	1,793
Equities (Stock, Public & Private Equity)	159,840	146,052
Investment Real Estate	7,163	7,233
Cash and Short-Term Investments	3,816	8,444
Segregated Funds Assets	36,713	39,191
Other Assets	52,641	48,147
Total Assets	\$362,808	\$ 371,385
Liabilities		
Investment Contract Liabilities	92,031	85,669
Insurance Contract Liabilities	175,883	190,993
Segregated Funds Liabilities	36,713	39,191
Other Liabilities	14,675	13,826
Total Liabilities	\$ 319,302	\$ 329,679
Surplus		
Retained Earnings	42,552	41,540
Other	954	166
Total Surplus	\$ 43,506	\$ 41,706
Total Liabilities and Surplus	\$362,808	\$ 371,385

Charitable Impact: Making a Difference, Together

At Serenia Life Financial, we believe in making a difference together. Our shared values inspire us to give back, lead with heart, and strengthen our communities through kindness, service, and collective impact.

OUR COLLECTIVE IMPACT (2018-2025)



\$1,938,156

Total Dollar Value of Volunteer Hours, Action Teams & Mission Trips

922 Total Number of Action Teams, Mission Trips, Fundraiser and Volunteer Benefits



\$1,784,013

Total Funds Raised by Members

120,660 Total Volunteer Hours



\$1,254,640

Total Dollars Contributed by Serenia Life for Member Programs

From 2018-2025



\$4,976,809

Charitable Impact

Total Charitable Impact from 2018-2025

Member Feature: Fundraiser Benefit Leader

15-year-old Ethan lit up his community with a joyful holiday fundraiser for Food Banks Mississauga, Ontario! With a festive photo booth, hot chocolate, and sparkling décor, he encouraged neighbours to donate non-perishable

food or funds – and they certainly showed up. Ethan raised an incredible **\$3,873** and collected an impressive amount of food to support families in need. Here he is proudly pictured with all the donations he gathered.



Would you encourage others to lead a fundraiser?

"Yes, definitely!"

Running a fundraising event or volunteering is very rewarding to both you and your community. I feel like we should all help our community in some way to build a stronger neighbourhood where we can all thrive." - Ethan L

Head Office Employees Making a Big Impact

Serenia Life Head Office employees rallied together for two record-breaking fundraisers this year. In the spring, we supported The Children's Grief Foundation, which helps young people navigate loss. In the fall, we raised funds for Hockey Helps the Homeless Waterloo Region, funding local homelessness initiatives. Friendly competition sparked incredible creativity – helping the team not only meet, but exceed, their fundraising goals both times. Together, employees raised an impressive **\$14,279** for these two meaningful causes, showing what teamwork and heart can achieve.



Member Feature: Scholarship Recipient

I really appreciate this scholarship from Serenia life and its support in my journey through the Veterinary Technician program. This investment in my goals motivates me to work even harder and reinforces my passion for animal care. Thank you for believing in students like me and making a real difference in our lives. - **Paige W**

NOTE: All figures on these pages are calculated as of December 31, 2025. Serenia Life Financial's benefits and programs are not contractual. They are subject to change and maximum funding limits.

Comprehensive Critical Illness Insurance at Some of the Most Affordable Rates in Canada

A serious illness can come with unexpected costs: time off work, travel for treatment, modifications to your home, or help with child care. But with the right financial protection, it's easy to focus on recovery – not your finances.

Protection that Pays

- Get coverage for **26 adult** illnesses and **7 child-related** illnesses
- Benefit from a tax-free payment when you need it most
- Avoid dipping into your savings, touching your retirement fund, or worrying about refinancing your mortgage
- Plus, you can get your money back if you don't use your coverage during your policy term*

What About Critical Illness Insurance for Children?

At Serenia Life, we're proud to provide protection for 7 childhood illnesses – more than most insurers in Canada. For many parents, the reason for choosing critical illness coverage for their child is the same as it is for themselves: peace of mind. Should your child be diagnosed with a serious illness, a tax-free payout can be used to cover costs such as lost income due to time off work, medical treatments that aren't covered, medical equipment, or simply keeping up with everyday expenses.



**Get the money you paid for your coverage back in the event of policy surrender, expiry, or death; Return of Premiums (ROP) are optional benefits available for an extra cost at the time a policy is issued. Not all ROPs are available for all coverage lengths; speak to a Serenia Life advisor for more information.*

 **Learn more:**
SereniaLife.ca/ProtectionThatPays



New! Member Benefit: Empathy

We're excited to introduce Empathy, a benefit now available to all members. During life's most challenging moments, Empathy offers compassionate, step-by-step support through its award-winning app and dedicated Care Team. From managing practical tasks like writing an obituary to finding grief support, Empathy provides personalized guidance so you don't have to navigate loss alone.

[Learn more at: SereniaLife.ca/Empathy](https://SereniaLife.ca/Empathy)

LifeVault™:

Organize What Matters Most

Also brought to members through Empathy, LifeVault is another new member benefit designed to help you organize what matters most. With LifeVault you can create a secure online will and Power of Attorney, and you can create, store, and manage essential end-of-life documents in one place. By clearly documenting your wishes, LifeVault helps ensure loved ones can easily access important information – providing peace of mind today and clarity for tomorrow.

[Learn more at SereniaLife.ca/LifeVault](https://SereniaLife.ca/LifeVault)

Subscribe to The Kinder Way Podcast!

In 2025, we were thrilled to launch our new podcast. Here's why we think you'll love it:

- Real talk about family, finances, and planning for real life
- Hosted by a typical Canadian mom – no sales pitch, no jargon!
- Each episode is nice & short at only about 10 minutes long



Find *The Kinder Way Podcast* on your favourite podcast platform... and subscribe today! | SereniaLife.ca/Podcast

Serenia Life Members Love to Give Back

Our new Fundraiser and Volunteer benefits launched in July 2025, and the response from members like you has been amazing!

As a Serenia Life member, you get a head start when it comes to making a positive impact. Get financial support to help you raise funds for a cause that's important to you, or to volunteer at your favourite local charity.

NEW



UP TO \$400
SUPPORT

Volunteer Benefit

Get reimbursed for completing volunteer activities.

NEW



UP TO \$600
SUPPORT + DONATION

Fundraiser Benefit

Have a cause you'd like to support? Let us fund your fundraising.

 Sign up for email communications to learn about these and other member benefits! SereniaLife.ca/Subscribe

Human. Kind.

 **Serenia Life**
FINANCIAL