



Assumption Life

2016 SOCIAL
RESPONSIBILITY
REPORT



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Message from the President and CEO



A little more than a year after the launch of the Social Responsibility Program, employees and senior management have demonstrated their commitment to this

new program. We witnessed this culture of generosity blossom within Assumption Life. I am happy to confirm that in 2016, our wonderful team was very enthusiastic about our mutual assistance initiatives!

We take our status as a mutual life insurance company very seriously, and we are convinced of the importance of giving back to the Acadian community, which is where our deepest roots lie. Our company is committed to achieving a promising future, and expects significant growth. However, despite our aspirations, we will not lose sight of our roots and are committed to ensuring that our community involvement will keep pace with our corporate growth.

As part of our #KindActChallenge, our employees visited organizations in the region to give a helping hand — a gesture that, in spite of its simplicity, can go a long way. Each of them came away from this half-day involved in charitable activities with a smile on their faces, and a feeling of having made a difference.

The success of this initiative is astonishing, and fills me with pride, and I am delighted to announce that we intend to expand the initiative by allocating an additional half-day to our employees for charitable activities.

I would like to thank our generous employees and all those groups and organizations that have welcomed us with open arms, because the success of our Social Responsibility Program is based on the commitment of all of these people.



ANDRÉ VINCENT, President and CEO

Message from the Vice President, Chief of Organizational Development



For 114 years, Assumption Life has been faithful to the values of kindness and generosity which lie at the heart of our organization.

This deep desire to see our community grow, flourish and take root is shared by all of our employees and senior management. Naturally we are delighted to be able to support and assist organizations in our community with their projects. It is such a privilege to see them stand out, reach new heights and improve the lives of people they help!

This year we have made a significant change to the structure of the Assumption Foundation in order to increase our contribution even more. In addition to awarding numerous scholarships to young Acadians, the Foundation added a new string to its bow by providing even more funding for the promotion of learning and education. As of this year, 1% of its profits will be paid out in the form of donations and sponsorships relating to educational projects.

In 2016 we encountered, among others, very passionate young contestants in the *Jeunes reporters Acadie* contest, discovered the impressive talents of children involved in the Sistema New Brunswick program, and noted the important, historic and unifying role of the Aberdeen Cultural Centre.

These were rich experiences that encourage us to dream an even greater dream and are a reaffirmation that our core values are still very much alive, 114 years later.



RÉJEAN BOUDREAU, Vice President, Chief of Organizational Development



◇ MAKING A DIFFERENCE, ONE KIND ACT AT A TIME!

Once again this year, Assumption Life's employees were ready to give a helping hand. Many of them took advantage of a half-day off to do volunteer work, to make a difference with the organization of their choice.

Proudly sporting their #KindActChallenge t-shirts, they lent a helping hand, with smiles on their faces. These volunteer activities proved to be very rewarding for our teams, who were able to build ties with their colleagues.



Here are the organizations and groups that were visited by Assumption Life employees in 2016:

- Peter McKee Community Food Centre
- Magma
- Food Dépôt Alimentaire
- Habitat for Humanity
- SPCA

◇ OUR EMPLOYEES' COMMITMENT

Whether it involves lacing up their running shoes for a fundraising race, or preparing lunch to assist children in our region, Assumption Life's employees are always ready to lend a hand to charitable organizations.



UNITED WAY

The United Way committee saw a very successful year, with its members organizing activities that sparked the enthusiasm of their colleagues, like the Chase the Ace draw. "Jeans Days" and payroll deductions also allowed the committee to collect a generous amount of money.

Last June, many Assumption Life volunteers participated in the United Way Day of Caring. As well, Assumption Life made a financial commitment to this cause by giving \$0.25 for each dollar contributed by employees.



TREE OF HOPE CAMPAIGN

Our employees showed great generosity towards this cause, which they have supported for many years now. Donations raised through payroll deductions and various special events are presented to the Tree of Hope Campaign to improve care for cancer patients, among other initiatives.

GREATER MONCTON PROGRESS CLUB

Assumption Life's volunteers' commitment to this non-profit organization goes back many years now. Throughout the year, this group works to organize fundraising activities in support of children and families in need.

IWK HEALTH CENTRE

Since 2015, our employees have elected to contribute a portion of their payroll deductions to IWK Health Centre. Located in Halifax, IWK Health Centre provides quality health services to children in the entire Atlantic region.



◇ COMMITMENT TO HEALTH AND WELLNESS

Health is a treasure that we all cherish, and we are all aware of its fragility. Expressing its support by awarding grants, Assumption Life recognizes the fundamental role played by advocacy and fundraising organizations in the lives of people affected by illness and their families.

THE IMPORTANCE OF PREVENTION

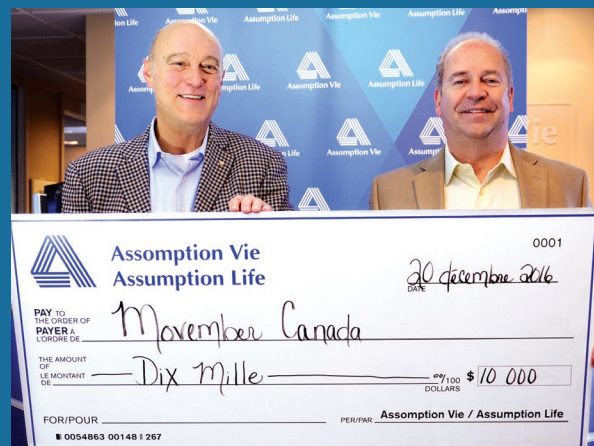
We also provided our support to groups and events whose mandate is to promote healthy lifestyles. The Tour of Hope, the Shediac Tennis Club, the Grande-Digue 15 km, the Juvenile Diabetes Research Foundation Walk to Cure Diabetes and the Southeast Storm Triathlon Club are among the groups that received our support in 2016.

The well-being of our employees is a priority, and with this in mind we inaugurated our physical fitness centre, ActiVie. The centre boasts cardiovascular exercise machines, a group workout room and free weights - everything our employees need to keep fit while having fun. They demonstrated that they are truly committed to improving their health and wellness, as over 50% of them are ActiVie members!



MOVEMBER CANADA

In November, moustaches were all the rage! Assumption Life conducted a special campaign within its distribution network, and proudly presented a donation to Movember Canada. In addition to raising funds, this organization raises awareness about men's health.



◇ COMMITMENT TO EDUCATION

At the time of its establishment in 1903, La Société l'Assomption provided important support for the education of Acadians in the United States and Canada, and the Assumption Foundation stands by this commitment. In 2016, several scholarships were awarded to strong and ambitious Acadian youth wishing to enrich their knowledge and pursue post-secondary education.

This year, the Assumption Foundation extended its generosity by supporting organizations whose initiatives relate to education, entrepreneurship and work skills acquisition. The Frye Festival, whose mandate is to foster the enjoyment of reading among children and adults alike, received support from Assumption Life once again this year. The Fondation Mathématique Donald Violette, SHAD New Brunswick, Place aux compétences, the Jeunes reporters Acadie contest, the Aberdeen Cultural Centre and Sistema New Brunswick also received support from the company.



Jeunes reporters Acadie's winner, François Poirier.



In 2016, the Aberdeen Cultural Centre celebrated its 100th anniversary.



Sistema New Brunswick's young musicians in action.



◇ COMMITMENT TO ARTS AND CULTURE

The arts and the culture have an indisputable impact on communities and the life of their citizens. Be they literary, musical or visual arts projects, we are pleased to help artists and presenters to deliver innovative projects.

Here are some examples of cultural projects that we supported in 2016:

- Cinéaste sans frontière
- Barachois Summer Music
- Lamèque International Baroque Music Festival
- Festival des mots
- Musée des cultures fondatrices
- Noël avec Les Muses, les frères Bélivo et Roland Gauvin

ASSUMPTION GALLERY

Since its inauguration in 2002, the Assumption Gallery has injected colour and energy into the ground floor of Assumption Place in Moncton. This year is no exception! We hosted six talented artists, whose works enabled visitors to discover the beauty of their world.

- Mario Cyr
- Dave Skyrie
- Gin & Julz
- Cindy Duclos
- Georges Goguen
- Amber Lounder-Léger



Mario Cyr's exhibit Dancing Queen was presented at the Assumption Gallery.

◇ LOUISBOURG INVESTMENTS' COMMITMENT

Louisbourg Investments, which is a subsidiary of Assumption Life, has demonstrated great generosity by supporting organizations in a number of fields. In 2016, organizations such as the Fondation des Jeux de l'Acadie, the Capitol Theatre, the New Brunswick Youth Orchestra, the Dalhousie Medical Research Foundation, the Escaouette Theatre and the Crossroad for Women organization have received funding to operate their programs.



LOUISBOURG
I N V E S T M E N T S

◇ COMMITMENT TO SOCIO-ECONOMIC DEVELOPMENT

There are many initiatives in support of economic development, entrepreneurship and leadership development in our regions. We are pleased to have an opportunity to support several organizations that operate in these areas.

SOCIAL CAUSES NEAR AND DEAR TO US

Some important social organizations were able to count on Assumption Life's support in 2016. They include Big Brothers-Big Sisters of Moncton, CATR Haiti, P.R.O. Kids, the Marc Allain Foundation and the Maison des jeunes L'acAdo in Fredericton.

The organizations that received our support in 2016 are:

- CDR-Acadie
- C3 Leadership
- Coopérative jeunesse de services – Sud-Est
- Greater Moncton Chamber of Commerce
- Junior Achievement New Brunswick Business Hall of Fame



◇ ACCOLADES

2017 AON BEST EMPLOYERS LIST – SMALL AND MEDIUM EMPLOYERS (PLATINUM LEVEL)

For the second consecutive year, Assumption Life was included on the 2017 Aon best employers list in the "small and medium employers - platinum level" category. Published in *Canadian Business* magazine, the *Aon Best Employers Canada* program is conducted nationwide among employees and business leaders to measure organizations' engagement, leadership and performance.



BEST EMPLOYER

PLATINUM | CANADA | 2017
BEST SMALL & MEDIUM ORGANIZATIONS

A.M. BEST

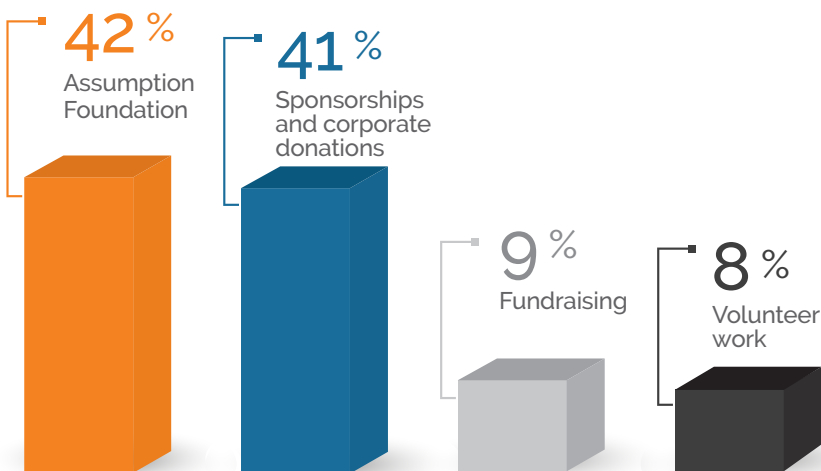
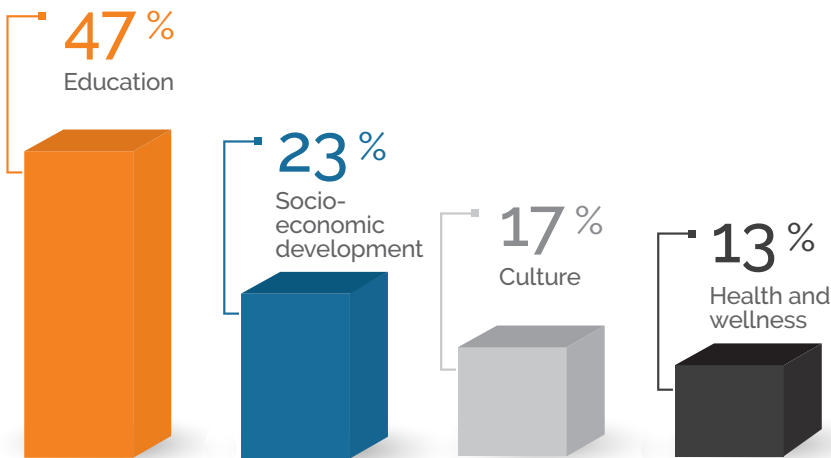
In 2016, Assumption Life received an A- (Excellent) rating from A.M. Best for the 17th consecutive year. A.M. Best is an agency that specializes in independent evaluations of the financial health and creditworthiness of insurance and reinsurance companies around the world.

BEST PLACES TO WORK IN ATLANTIC CANADA IN 2016

In 2016, *Progress* magazine issued its list of best places to work in Atlantic Canada, and Assumption Life was in 16th place.

◇ OUR COMMUNITY ENGAGEMENT AT A GLANCE

In 2016, Assumption Life contributed 6% of its net profit to a variety of social causes. Below is a breakdown of these contributions by sector.



www.assumption.ca

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