

# 2025

Annual Report



Assumption Life



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*We acknowledge that our head office is located on the unceded traditional territory of the Wolastoqey (Maliseet) and Mi'kmaq since the building's construction in 1970.*

# Board of Directors



**Back row:**

**Geneviève Laforge**, Corporate Secretary of the Board of Directors & Associate Vice President, Legal Affairs and Employee Experience, **Mylène Lapierre**, President & CEO, **Adrienne Oldford**, Company Director, **Steven Ross**, Vice President of the Board of Directors & Company Director, **Nathalie Proteau**, Vice President, Asset Allocation & External Management, Fonds de solidarité, FTQ, **Alain Bossé**, Advisor, **Denis LeBlanc**, Entrepreneur.

**Front row:**

**Luc Farmer**, Actuary, **Monica Gaudet-Justasson**, President & CEO, New Brunswick Business Council, **Marc Landry**, Chair of the Board of Directors & Chief Technology Officer, Major Drilling, **Sébastien Dupuis**, President and CEO, Assumption Life, **Élise Poulin**, Company Director.

# Senior Management



**From left to right:** **Michel Simard**, Vice President, Group Insurance, **Sébastien Dupuis**, President and CEO, **Tony McLaughlin**, Vice President, Chief Information and Technology Officer, **Marie-Claude Thibodeau**, Vice President, Offer Management and Client Experience, **Michel Allain**, Vice President, Chief Financial Officer and Chief Actuary, **Luc Bossé**, Vice President, Sales and Marketing.

# Our Employees, Our Pride

*Head Office, Louisbourg Investments and Lavvi employees*

## Assomption Vie

Agnew, Kevin Scott  
Ahmed Yahia, Abdessalem  
Ait Si Brahim, Loubna  
Aka, Yves Roger  
Allain, Keith  
Allain, Michel  
Allain, Nadine  
Amberman, Shawn  
Amin, Bina  
Anjorin, Kamal  
Arsenault, Denis  
Arsenault, Gabriel  
Arsenault, Jasmine  
Arsenault, Michelle  
Arsenault, Sophie  
Arsenault, Sylvie  
Barkhouse, Ethan  
Bastarache, Monica  
Bastarache, Natalie  
Beaulieu, Lise  
Beefeya, Shalini Divya  
Bélanger, André  
Belliveau, Julie  
Belliveau, Sylvie  
Bendebah, Monica  
Benoit, Eric  
Bergevin, Mandy  
Berry, Suzanne  
Berthomieu, Marie  
Blondeau, Marc-André  
Bordage, Lisa  
Bossé, Luc  
Bouchard, Pierre-Luc  
Boucher, Stéfany  
Boudreau, Kimberly

Boudreau, Marc  
Boudreau, Patrick  
Boudreau, Sophie  
Bourgeois, Isabelle  
Bourgeois, Megan  
Bourgeois, Melanie  
Bourgeois, Renée  
Bourgeois-Caya, Sarah  
Bourque, Lucie  
Bourque, Nicole  
Breau, Brenda  
Breau, Jammy  
Brideau, Lise  
Brun Leblanc, Monika Stephani  
Brun, Dina  
Brun, Renelle  
Brun, Sébastien  
Burnet, James  
Caissie, Debbie  
Carrier, Mélanie  
Cassidy, Kristine  
Charron, Samuel  
Chaturvedi, Nikhil  
Colquhoun, Mélanie  
Comeau, Rachel  
Comeau, Sylvie  
Cool, Jennifer  
Cormier Dobson, Joline  
Cormier, Daniel  
Cormier, Jolène  
Cormier, Stephane  
Cormier, Tania  
Couture, Alexis  
Cusson, Louis  
Cyr, Nathalie  
Da Silveira, Sewa Yao-Yao  
Daigle, Marie-Josée

Dalissier, Lydie  
De Serres, Renay  
Desbles, Anne Sophie  
Desmeules, Rachelle  
Despres, Robert  
Dionne, Nicole  
Diotte, Jean-François  
Doiron, Meghan  
Duncan, Louis-Nicholas  
Dunham, Joel  
Dupuis, Jérémie  
Dupuis, Sébastien  
Durham, Allyson  
El Fadili, Kawtar  
Elliott, Celine  
Fahim, Farnaz  
Fatoki, Akinwale olusay  
Febrer, Iris Tosca  
Fitzgerald, Alain  
Fougère, Laurier  
Francoeur, Lyne  
Gagnon, Lina  
Galeano, Patricia  
Gallant, Sandra  
Gallien, Pascal  
Gaudet, Ginette  
Gaudet, Gisele  
Gaudet, Mathieu  
Gautreau, Jessica  
Gautreau, Nadine  
Gauvin, Danielle  
Gauvin, Jean-Luc  
Gauvin, Joceline  
Gauvin, Julie  
Gauvin, Mélanie  
Giard, Maryse  
Godbout, Mélissa

Godin, Amélie  
Goguen, Jacqueline  
Goguen, JeanMarc  
Haché, Brandon  
Haché, Carole Lise  
Haché, Mario  
Hachey, Danie  
Harquail, Shawn  
Hébert, Luc  
Hounkpe, Koflax  
Jones Noel, Guillaume  
Hébert, Luc  
Jordan, Jacqueline  
Joseph, Nathalie  
Kaur, Manpreet  
Kodjo-Accoh, Amivi  
Kokossou, Marcus  
Koshul, Jennifer  
Kouame, Olivier  
Kouassi, Melan  
Kruthiventi, Chiranjeevi Sai Ram  
Kwuimi Mbiadam, Virginie  
Laforge, Genevieve  
Lagacé, Sonia  
Lahlali, Kenza  
Lahlou, Youssef  
Lahmidi EL Idrissi, Mohammed  
Lamfouad, Kanza  
Landry, Emilie  
Landry, Jean-Marc  
Landry, Katherine  
Landry, Martin  
Landry, Monica  
Landry, Shani  
Langui, Koikou Jonathan  
Lanteigne, Murielle  
Lanteigne, Pierre-Paul



Larocque, Reno  
Lavigne, Natalie  
LeBlanc Gallant, Nicole  
LeBlanc, Allyson  
LeBlanc, Brigitte  
LeBlanc, Céline  
Leblanc, Janelle  
LeBlanc, Jean-Valmond  
Leblanc, Joline D.  
LeBlanc, Karine  
Leblanc, Lucie  
LeBlanc, Lynn  
LeBlanc, Lynn M.  
LeBlanc, Marcus  
Leblanc, Mélanie  
LeBlanc St-Onge, Mélanie  
LeBlanc, Monique  
Leblanc, Nadine  
LeBlanc, Pauline  
Leblanc, Remi  
LeBlanc, Stéphanie  
LeBlanc, Sylvie  
Leblanc, Tina  
Leger, Carolyn  
Léger, Georges  
Leger, Joanne  
Leger, Marianne  
Leger, Monique  
Legere, Antoinette  
Lessard, Rebecca  
Levert, Stéphane  
Levesque, Mathieu  
Lutes, Helena  
Ma, Wai-Kam  
Maillet, Carolle  
Maillet, Mireille  
Maillet, Natalie  
Maillet, Stéphane  
Maillet-Gendron, Donna  
Mailman, Liette  
Malschafsky, Denisse  
Mandjo, Elie  
Martin, Brigitte  
Martin, Danilyne  
Martin, Marie-Pier  
Martin, Michel

Martin, Pierre  
Mazerolle, Roger  
McCallum, Melanie  
McLaughlin, Tony  
McLeod, Renée  
Melanson, Caroline  
Melanson, Cinthia  
Melanson, David  
Melanson, Sophie  
Melanson, Sylvie  
Meziani, Lotfi  
Michaud, Claudine  
Monthe Yepdjo, Armand  
Morin, Christa  
Morin, Lynne  
Nadeau, Élodie  
Ngono Essomba, Mireille Alex-  
andra Marvella  
Niles, Odette  
Noel, Ghislain  
Noël, Sophie Julie  
Nogarède, Agnès  
Nzigamasabo, Marina  
Okafor, Chinazor  
Okohossi, Bimbakou Joachim  
Adimou  
Ouellette, Anick  
Ouellette, Mélanie  
Oukach, Nawfal  
Pelletier, Scott  
Pineau, Jeremy  
Pitre, Jean-Lou  
Poirier, Rachel  
Poirier, Serge  
Poplar, Hudson  
Portelance, Vincent  
Raffy, Thomas  
Richard, Anne  
Richard, Claudette  
Richard, Nadine  
Richard, Pierre  
Richard, Sheila  
Richard, Véronique  
Robichaud, Claudette  
Robichaud, Dominic  
Robichaud, Julie Louise

Robichaud, Louise  
Robichaud, Sandra  
Robichaud, Sophie  
Robichaud, Timmy  
Roussel, Cassandra  
Roussel, Sébastien  
Roy, Judy  
Ryan, Lesley  
Sadler, Angela  
Sarrasin, Nicolas  
Saulnier, Alexandre  
Savoie, Rachel  
Sharpe, Andrew  
Simard, Michel  
Solomon, Clayton  
Soltani, Rajaa  
Sonier, Michaël  
Souma, Jenny  
St-Coeur, Miguel  
St-Jean, Valérie  
St-Leger, Sally  
Stoshack, Abigail  
Surette, Melanie  
Surette, Yvette  
Tan, Singo  
Thébeau, Marise  
Thébeau, Patrick  
Thériault, Alain  
Therriault, Yves  
Thibodeau, Jayden  
Thibodeau, Marie-Claude  
Tia, Eunice  
Tidd, Christine  
Toussaint, Charles  
Tremblay-Gosselin, Jordan  
Useni, Ornella  
Vautour, Isabelle  
Velo, Munik  
Walker, Cameron  
Walsh, Connor  
Wang, Qiushi  
Warren, Aaron  
Warren, Courtney  
Yangtang Wandji, Herve  
Zeeshan, Syed

## Placements Louisbourg

Beattie, Miguel  
Bourgeois, Denis  
Bourque, Samuel  
Castonguay, Marc Andre  
Currie, B Robert  
Frail, Derek  
Gaudet, Luc  
Grenier, Alain  
Herrera Toledo, Anna  
Hnike, Oussama  
Horsman Benoit, Deborah  
Hurshman, Heather  
Lavigne, Anne  
Lewis, Alexander  
Lewis, Scott  
Lirette, Dominique  
Mann, Liam  
Mayer-Godin, Benoit  
Mobilio, Matthew  
Moores, Michel (Mike)  
Murphy, Pdraig  
Nelson, Jeremy  
Roberts, Colin  
Robichaud, Daniel  
Roy, Mathieu  
Sippley, Caroline  
Sturge, Alex  
Wynter, Alex

## Lavvi

Awad, Roddy  
Benoit, Chris  
Clark, Dawson  
Cook, Sean  
Cote, Francois  
Devereaux, Tayler  
El Ouartassi, Mo (Mohammed)  
Gaudet, Alex  
Grass, Malcolm  
Guitard, Jeff  
Jaber, Ibrahim  
MacKenzie, Joel  
Mputu, Jocelyn  
Thibodeau, Eric



# Assumption Life Honours Its Employees Who Have Contributed to Its Success!

Congratulations to all 2025 recipients. Thank you to all members of our great team for their commitment.



## Community Impact Award

Maryse Giard



## Influencer of the Year Award

Mélanie Gauvin



## Achievement Award

Jolène Cormier



## Team Player Award

Patricia Galeano



## Committed Person Award

Brigitte LeBlanc-Richard



## Client Services Award

Jean-Valmond LeBlanc



## Positive Leader Award

Brandon Haché

# Mercer Best Employer

Canada 2025

## Assumption Life: Employer of Choice in Canada

This national recognition, awarded by Mercer, highlights our employee experience built on clear pillars: human, simple, and accessible.

From Moncton and across Canada, our teams bring our culture to life every day by creating an environment where everyone can contribute, grow, and have a real impact.

A collective pride built here and recognized nationwide.



### OUR ORGANIZATIONAL CULTURE HUMAN SYNERGISTICS PRIZES

**2020**  
Transformation  
Award

**2021**  
Merit  
Award

**2022**  
Culture of  
Excellence  
Award

**2023**  
Culture of  
Excellence  
Award

**2024**  
Sapphire  
Culture  
Award

# An exceptional year driven by our people

## Message from the Chair of the Board

**I am very pleased to share a few words with you in this report highlighting our achievements and results for 2025. The successes of the past year are the result of dedicated teamwork, innovative leadership and a constant human commitment. They inspire pride and satisfaction among the members of the Board of Directors, and I am confident that you will share these sentiments as well.**

### Key Achievements

First, 2025 marked the end of the strategic plan that has guided us since 2023, built around the pillars of experience, distribution and efficiency. These three fundamental components were at the heart of our initiatives across all areas of our Company and led to numerous achievements.

Our pillars were notably reflected in a significant cultural shift that helped us navigate the past three years, marked by collaboration, knowledge sharing, curiosity and communication among the different teams.

I would like to highlight the many cross-sector collaborations that were behind several of our excellent results. I also want to commend the exceptional work of our teams in the field. Beyond the tour they organized across Canada over the past few years, which greatly contributed to increasing our brand awareness, their daily commitment plays a phenomenal role in our collective successes.

Our strategic plan also paved the way for improved business performance and even enabled us to exceed our goals. The competitiveness of our individual insurance offering, improvements to the client experience and to our investments and retirement tools, along with ongoing enhancements in automation, efficiency and team restructuring across the Company, enabled us to manage growth that surpassed all our expectations.

I would like to highlight the phenomenal sales we achieved in 2025, as well as the incredible momentum of recent years.

### External Recognition

Moreover, this momentum did not go unnoticed, and Assumption Life stood out on both the Atlantic and national stages with several external recognitions.

Our company was a finalist in two categories at the Insurance Business Awards in Toronto: Life & Health Insurer of the Year and CNA Canada Award for Excellence in Philanthropy & Community Service. We congratulate the companies that won these awards and are extremely proud to be recognized among the leaders in the industry for a third consecutive year.

Furthermore, the day-to-day experience we offer our employees once again earned us recognition as one of the Best Employers in Atlantic Canada and one of the Best Places to Work in Atlantic Canada.

And what can be said of our President and CEO, who was once again recognized among the Top 50 CEOs in Atlantic Canada for the third consecutive year. His undeniable leadership and his ability to rally teams around his vision are among the strengths behind our company's success.

### Culture and Engagement

I would also like to highlight the high level of engagement among our employees, which stands at seventy-eight percent, eleven points higher than the Canadian average.

Through this strong engagement, we have great reason to celebrate, as we have earned the distinction of Employer of Choice in Canada from Mercer! This award confirms that working together creates an exceptional employee experience. It demonstrates that Assumption Life listens to its people, their ideas, their needs and their aspirations. Together, we have built an experience

that allows everyone to grow, thrive and have a positive impact on our communities.

We should also highlight our strong social commitment, which is largely driven by the dedication of our employees, who contribute thousands of hours of volunteer work. In 2025, they contributed over 3,100 hours of volunteer work. Your admirable efforts significantly enhance our impact in the community. Thank you all for your contribution to this success.

Another important aspect of our culture and commitment that I would like to highlight is our B Corp certification. This prestigious certification recognizes our commitment to responsible business practices that place our communities and the planet at the heart of our actions to build a better future for all. We firmly believe that businesses have a responsibility to contribute to a more sustainable world, and we are proud to aspire to an even greater positive impact.

### Strategically Focused on the Future

Assumption Life is therefore well positioned for a promising future, driven by these successes and achievements. We intend to build on these strengths to go even further. With our new 2026-2030 strategic plan, we aspire to provide more Canadians with the means to improve their financial well-being, while fostering the prosperity of their communities.

These ambitious objectives will be achieved through our human, accessible and simple solutions, true to Assumption Life's mission. For more than 123 years, our Mutual Company has always been there for its clients with products that truly meet their needs.

In 2026, we will continue to rely on one of our greatest strengths; our people, to whom I extend our sincere gratitude and recognition. Your daily efforts demonstrate how we can accomplish great things.

I would like to thank my fellow members of the Board of Directors for their valuable collaboration and expertise. I also wish to thank the management team, whose exceptional leadership continues to propel our organization forward.

The year 2025 showed what we can achieve when we work together. The stage is set for another exceptional year, and, on behalf of the Board of Directors, I thank you for your dedication. We look forward to discovering the new heights we will reach together in 2026!

**MARC LANDRY, CPA, CMA**  
Chair of the Board





# The Pillar of Efficiency

Over the past few years, we have introduced and deepened two of our strategic pillars: experience and distribution. Thanks to this focus, we have quickly strengthened our reach and positioning.

Building on these foundations, we are now addressing our third pillar: efficiency, which has required in-depth work to evolve our culture and our ways of collaborating.

We chose not to rush things, since strong results require time and patience. Efficiency is not limited to optimized processes; it is built on trust, communication and the ability to work together. In recent years, we have therefore invested in this cultural transformation by fostering openness, learning and collaboration among our teams.

This journey is an achievement in itself. Our employees have shown a remarkable willingness to adapt, share their ideas and build a more constructive organization. These efforts form the foundation on which we will continue to enhance our efficiency as part of our new strategic plan.



# Our Highlights of the Year



## Experience

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- Improvements to the Lia and Vesta sales platforms.
- Employees: Mercer\* engagement rate of 78%, 11 points higher than the Canadian average.

## Distribution

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- Record sales: \$16.6 million\*\* in individual insurance and \$400 million\*\* in investments and retirement.
- Evolution of our product portfolio in individual insurance, as well as in investments and retirement.
- Expansion of our reach through new strategic partnerships, including with Goose Insurance Services.
- Deployment of the Togetherall platform, which offers mental health support 24/7.

## Efficiency

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- Multiple cross-sector collaborations across the Company.
- End of the 2023-2025 strategic plan and launch of the new 2026-2030 plan, built on three pillars: human, simple and accessible.

\* Mercer: Human resources and employee benefits consulting firm

\*\* Unaudited information

# Financial Security, at the Heart of Our Actions

## Message from the President and Chief Executive Officer

**In a rapidly evolving environment, the strength of an organization is measured by its ability to deliver, year after year, with consistency, discipline and vision. Assumption Life is a mutual company firmly rooted in its values, guided by a long-term vision and driven by a constant commitment to the financial security of its members, clients and communities. This continuity and stability are at the heart of our model and largely explain the results you will find in this report.**

In 2025, Assumption Life delivered an exceptional performance in a rapidly transforming environment. We made strategic and consistent decisions aligned with our purpose: to make a difference in the financial security of our clients and communities. This remains at the heart of our motivation and our ambitions for the years to come.

We once again recorded record sales. These results are no coincidence. They reflect a clear strategy, rigorous execution and the constant commitment of everyone. It is thanks to this collective effort that we continue to build a strong, high-performing organization focused on the future. I extend well-deserved recognition to all our teams.

### **Strong Pillars to Drive Our Growth and Performance**

Over the past few years, our 2023-2025 strategic plan has served as our guide. It was built on three clear pillars: experience, distribution and efficiency, which together formed a path toward growth and performance.

The experience pillar notably led to the online launch of the Lia platform in individual insurance. This digital solution has transformed the purchasing experience for our advisors, making it smoother, simpler and more efficient, which directly contributes to our commercial performance. I would like to highlight the key role played by our subsidiary Lavvi in rolling out this platform, through its efforts and collaboration.

In investments and retirement, adoption of our Vesta platform continues to grow. In 2025 alone, deposits exceeded \$400 million\*, an increase of over 250% since 2022. These results reflect the trust of our network and the relevance of our offer.

The distribution pillar was strengthened by the evolution of our product portfolio in individual insurance, as well as in investments and retirement. This diversification gives us a competitive edge in a highly dynamic market.

We have also expanded our reach through new strategic partnerships, which allow us to offer simple and accessible digital solutions to client segments that are often underserved. This approach reflects our commitment to improving access to financial protection across Canada.

We launched a new investment and retirement portal. Accessible directly on smartphones, it offers an enhanced online account, providing an updated experience for both our clients and our advisors.

In group insurance, we strengthened our offering to better address the mental health needs of our insured members. In January 2025, we rolled out Togetherall: an anonymous, secure platform available 24 hours a day, seven days a week, moderated by professionals, that provides immediate support and helps reduce barriers to accessing help.

Finally, the strategic pillar of efficiency translated into improved integration between the operations and sales teams. This increased collaboration made it possible to achieve a balance between growth, discipline and an understanding of realities in the field.

### Our Culture, a Driver of Success

All these achievements are built on a fundamental element: our constructive culture. This culture fosters collaboration, accountability and knowledge sharing, and it remains one of our greatest drivers of success.

### New Pillars: Human, Simple and accessible

It is with this perspective in mind that our new 2026-2030 strategic plan takes shape, guided by a clear ambition: to become the Canadian leader in human, simple and accessible insurance and savings solutions. In an industry that has grown increasingly complex over time, where products, processes and language can become barriers, we have made a clear choice: to put people back at the center, simplify the experience and make financial security truly accessible.

This ambition is rooted in our mutualist identity and in our understanding of the real needs of Canadian clients, particularly families who want to protect their financial future, without realizing that these solutions are within their reach. Our mission remains unchanged: to ensure financial security through concrete, understandable solutions tailored to everyone.

### A Strong Foundation

If we move forward with confidence, it is because the foundations laid over the past few years are solid. In an economic context marked by pressure on the cost of living, our efforts over the past few years have already bearing fruit. In individual insurance, we improved our rates through targeted price adjustments on certain key products.

In investments and retirement, our sustained growth also enables us to generate economies of scale. We recently reduced the fees on our segregated funds and registered savings accounts, while maintaining top quartile returns. These improvements are the result of rigorous expense management, risk management, market segmentation, and the success of our growth.

### Transformation

Transformation is at the heart of our 2026-2030 strategic plan. Not as a disruption, but as a thoughtful evolution, true to our mutual identity and to what makes Assumption Life strong. We are transforming the way we operate to remain relevant, accessible and high performing in a changing world.

But at the heart of this transformation, one thing remains unchanged: our commitment to the financial security of our communities. It is this continuity, combined with our ability to evolve with discipline and vision, that allows us to approach the future with confidence. It is in this spirit that we begin the coming years, and it is with you that we will continue to Assumption Life evolve, together.

Thank you!



**SÉBASTIEN DUPUIS, CPA, CA**  
President & CEO



# Financial Highlights

\$2.6

BILLION

Total assets

\$12

MILLION

Profit attributable to policyholders

\$577

MILLION\*

In premiums and deposits

167%

Solvency ratio as of December 31, 2025

\$212

MILLION

Policyholders' equity

*\* Our Consolidated financial statements, as well as our Participating account disclosure, can be found at the end of our complete Annual report or on our website at [www.assumption.ca](http://www.assumption.ca).*

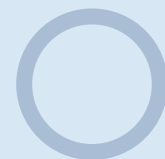
*\*This data is a non-IFRS financial measure.*

**A- (Excellent) from A.M. Best for the 26th consecutive year**

**“***The year 2025 demonstrated the strength of our risk management and the exceptional commitment of our teams and advisors. Thanks to the unwavering support of our partners and clients, we achieved unprecedented sales levels, marking an important milestone in the evolution of our more than 120-year-old company.”*

- Michel Allain, F.S.A., FCIA – Vice President, Chief Financial Officer and Chief Actuary





# SOCIAL IMPACT

## A more active society for better collective health

Being active means taking care of ourselves and others. As a B Corp, we put health and well being, closely tied to financial security, at the heart of our actions.

Our ambition: to empower more Canadians with the means to improve their well being, while fostering the prosperity of our communities.



**2024 goal:**  
**10,000 people**

**Result:**  
**11,000+**

**2025 goal: 15,000 people**

**Result:** **16,500+**  
**people got moving thanks to our community commitments.**

**For a better world today and tomorrow**





## Key projects

### NB, RIDE AGAINST CANCER

Presenting sponsor for a second year

**\$275,000 +**  
raised  
in 2025

**1 CAUSE**  
Wellspring NB

**2 FONDATIONS**  
Friends of The Moncton  
Hospital Foundation and  
CHU Dumont Foundation

**200+** cyclists

### OUR ANNUAL GOLF TOURNAMENT

Since 2001



**\$2+ MILLION**  
raised since inception

**1 CAUSE**  
Atlantic Cancer  
Research Institute

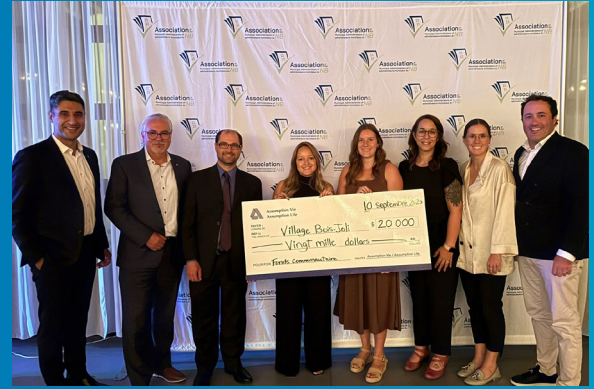
**30 EMPLOYEE  
VOLUNTEERS**  
who give their time each year  
for the cause

Amount raised for the Atlantic Cancer Research Institute during the 2025 edition of our golf tournament.

# 160+ Community projects supported



First SmileZone space in New Brunswick, at The Moncton Hospital



Assumption Life Community Fund, MAC, Goguen Champlain



Support for the 50th anniversary of the Dr. Georges-L.-Dumont University Hospital Centre



Earth Day cleanup activities by our teams



Support for The Light Program of Second Chance Workshop



Sponsor of the 19th Acadian Odyssey monument in Annapolis Royal



## Education: the engine of our mission since 1903

LITERACY INITIATIVE IN SCHOOLS  
with the Francophone South School District.

**11** EDUCATION  
PROJECTS

**25** SCHOLARSHIPS



**DENIS-LOSIER SCHOLARSHIP**  
Sabrina Husain



**FIRST NATIONS SCHOLARSHIP**  
Daryn Peterson



**FERNAND-LANDRY SCHOLARSHIP**  
Anna-Belle Pitre

### Scholarships for Employees' Children

The company awarded five \$2,000 scholarships to the children of its employees:

- Anna Sharpe,
- Janie Maillet,
- Jonathan Léger,
- Kevyn De Serres Payne,
- Marie-Ève Maillet

# The Assumption Life Experience

The Assumption Life experience means:

- **An environment open** to dialogue and expertise, where employees can even act as presenters for their colleagues.
- Opportunities to take on **stimulating challenges** that drive professional growth, career advancement, and active participation in internal committees: Women in Leadership, DEIA, and our Employee Association.
- **Flexibility supporting work-life balance**, with hybrid work options, adapted schedules and mobility across Canada.
- **Competitive benefits**: pension plan, group insurance, additional leave.
- **An active workplace**: gym, bike lockers, and initiatives promoting physical activity.
- **A strong social commitment** thanks to volunteer and community impact programs in which employees actively participate.



## Mercer Best Employers

Canada 2025

With an employee engagement rate of 78%.\*

*\*The Canadian average is 67%.*



**3,100+**  
volunteer hours by our employees

**\$4,000** was donated to community organizations chosen by employees, made possible through volunteer hours completed on behalf of the company.

Fun fact: In 2025, our employees completed 51 LOMA courses.\*

*\*A LOMA course is an online training program for professionals in insurance and financial services.*



PLACEMENTS  
**LOUISBOURG**  
INVESTMENTS

# Record Growth in Assets Under Management

Louisbourg Investments achieved the strongest year of growth in its history, with assets under management increasing from \$2.8 billion to \$3.1 billion. This record growth not only reflects the strength of our investment strategies but also the continued trust of our clients and partners.

## Recognized Investment Performance

The Louisbourg US Equity Fund was recognized by Global Manager Research as a 2025 Top Performer, ranking in the top 3% of its peer group based on five-year, risk-adjusted performance—highlighting both strong returns and consistent results across market cycles.

In addition, five strategies ranked in the top quartile for performance over five years per the RBC Pooled Fund Survey (as of December 31, 2025):

- Canadian Dividend
- Canadian Equity
- Corporate Bond
- US Equity
- Quantitative Canadian Equity.

Notably, in the same survey, our Quantitative Canadian Equity Fund ranked #1 among Canadian Equity funds in its peer group based on its performance over 10 years.

## Enhanced Client Experience and Operational Efficiency

Building on the implementation of a new back-office system in 2024, Louisbourg Investments launched a secure client portal in early 2025, enabling clients to access statements and documents online through a secure platform. By integrating the portal with our operational infrastructure, we have streamlined document delivery, improved efficiency, and enhanced the overall client experience.

## Strategic Partnerships Expanding Distribution

Louisbourg Investments established new referral arrangements with PPI and New Outlook Wealth, expanding our distribution network and supporting the continued growth of our Private Wealth business through partner referrals.

## Message from the Executive Director, Pierre Martin

2025 was a defining year for Lavvi. We strengthened our financial foundation, advanced our platform capabilities, and deepened our partnerships across the industry. None of this would be possible without the exceptional team behind our work and the trust of the clients who collaborate closely with us to design solutions that move the industry forward. Together, we are building practical, scalable technology that responds to real distribution challenges.

Strategically, we remain focused on expanding access to essential individual insurance solutions for Canadian families — from income protection and mortgage coverage to final expense and estate planning. Access to protection remains uneven, and we believe technology should simplify the journey while strengthening, not replacing, the trusted role of the advisor. Our approach is centered on enabling the full insurance ecosystem — carriers, advisors, and partners — with modern, adaptable tools that support evolving distribution models and better client outcomes.

The recognition our platform received this year from independent advisors across the country reinforces that we are delivering meaningful value in the market. We view this acknowledgment not as an endpoint, but as validation of our team's continued focus on usability, collaboration, and service excellence.

I feel privileged and grateful to assume the role of Executive Director as of November 2025 and to continue working alongside a team deeply committed to our mission. As we look ahead, our direction remains clear: strengthen our partnerships, support the broader insurance ecosystem, and continue building a scalable platform that expands access to protection for Canadians.



## Strongest Financial Performance to Date

In 2025, Lavvi achieved its strongest financial performance to date, significantly improving its operating results year over year. This progress reflects disciplined cost management, growing recurring revenues, and increased operational efficiency as the organization continues its transition into a scalable and sustainable business model. The year marked an important milestone in strengthening Lavvi's financial foundation and long-term growth trajectory.

## Launch of Advanced Omnichannel Distribution Capabilities

This year, Lavvi introduced a next-generation omnichannel platform enabling insurance distributors to fully configure their product bundling, sales journeys, and brand experience—embedding these capabilities directly into their own digital environments. The platform allows seamless collaboration between advisors and clients, ensuring applications can be flexibly completed and reviewed. We have successfully launched with our first carrier partner and are now actively collaborating with other carrier partners to see how this capability can best support their evolving sales strategies.

## Industry Recognition for Platform Excellence

The Assumption Life deployment of Lavvi's platform was ranked #1 in overall satisfaction among independent advisors in a leading national industry benchmarking study. Advisors evaluated the platform against competing solutions across the market, recognizing its usability, functionality, and overall value. This distinction reinforces Lavvi's commitment to delivering technology that meaningfully enhances advisor experience and distribution performance.

## Looking Ahead: Leadership for the Future

In November 2025, leadership transitions were announced, ensuring a strong foundation as we move into 2026. Lavvi's next chapter will build on the same commitment to innovation and growth.

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