

Social Impact Report 2024 - 2025

Helping people build better futures

How to find your way around

About Irish Life 3
CEO Message/Welcome 4
Irish Life Society Strategy 5

Community Partner for Opportunity 6
Corporate Social Responsibility 8
Charitable Giving & Irish Life Staff Charities 9
Education and Opportunity in Dublin 1 14
Investing in our Community and the Arts 16
Irish Life Office Redevelopment 18
Dundalk Spotlight 20

Support Ireland for Better Futures 21
Our Responsible Investing Journey and Approach 22

Healthy Living and Wellbeing 25
Irish Life Wellbeing and Health of the Nation 26
MyLife 29
Irish Life GAA Healthy Clubs 30
Irish Life Dublin Marathon 33
Women's Health: Empowering women's health and wellbeing 34

Advocate for Progress 35
Pension Parity 36
Diversity, Equity and Inclusion in Irish Life 38

Looking ahead 41

About us

Irish Life is one of Ireland's leading financial services groups, now taking care of over 1.6 million customers. We help people to improve their financial, physical and mental wellbeing – helping to build better lives today and better futures.

Backed by the strength of our parent company Great-West Lifeco Inc., and being part of a global network, we use international insights to adapt and meet local customer needs, delivering industry leading services powered by 3,000 employees, our expertise and technology.

We're proud to be embedded in our communities. We have relationships with 1 in every 2 workers in Ireland and are the chosen partner for Ireland's 10 largest local companies, and 28 of the 30 largest multinational employers based in Ireland.

Helping people build better futures



Our Vision and Values

Irish Life's vision is to be a driving force of Ireland's financial, physical and mental wellbeing. To achieve this, we aim to provide our customers with the highest quality advice and guidance, anticipating their changing needs and supporting them at every stage of their lives. This is supported by market-leading product solutions and high standards of customer care.

This Report will outline how we seek to fulfil our Purpose and Vision for communities across Ireland by 'Helping People Build Better Futures'. We work hard to thoughtfully develop and implement strategies in support of community, society and customers. This report will focus on the activities across the Irish Life Group and its sister company Keyridge Asset Management.



Declan Bolger

Group Chief Executive



As a business, we are invested for the long-term, to achieve growth and create lasting value for our customers, our people and our communities. I am proud to lead a business where this is made possible through the continued commitment and enthusiasm of our employees and their drive in delivering for both our customers and our wider communities.

Irish Life have been part of the Dublin 1 community since our first offices in 1939 and the redevelopment of our Headquarters marks an important milestone in our journey. Our new building will be an NZEB - a 'Nearly Zero Energy Building', meaning that the low amount of energy required will be covered to a very significant extent by energy from renewable sources. This modern, energy-efficient workplace will support flexibility, collaboration and support a healthier, more sustainable future for all.

We contribute to building stronger communities together by supporting causes where we live and work. We hope to build on our current partnerships within Dublin 1 and continue driving positive change, including through our involvement in the Talbot Street Taskforce.

To achieve our ambitions of driving positive change for our communities, Irish Life is committing to pledge 1% annually of the average pre-tax base earnings over the previous 3 years* to improve the wellbeing of our communities, our environment and broader society. This commitment recognises that as we grow financially, we will also grow our support for the community and Irish society.

We are part of the Great-West Lifeco group, which is focussed on what it can do today, to help build strong, healthy and resilient communities, an ambition that aligns closely with our own purpose and commitments.

The Great-West Lifeco group of companies has given:

over	over	over
$150m	**2,000**	**70,000**
(Canadian Dollars)	**Community Organisations**	**Hours**
given in charitable contributions since 2013	supported across the globe in 2023	employees have volunteered during 2023

This Report highlights the breadth of activities carried out across the Irish Life Group that embody our ambition to strive to 'Build Better Futures' and I could not be prouder of all that has been achieved with such energy and enthusiasm by people working within Irish Life.

I hope this will be the first of many reports showcasing the strides being made to help create better futures for everyone.

Footnote:
*Base earnings (loss) represent management's view of the Company's underlying business performance and are used as a non-GAAP measure alongside IFRS net earnings. Base earnings are calculated by excluding specific items from IFRS reported net earnings that management considers not reflective of ongoing operating performance. The 1% is calculated on average pre-tax earnings over the previous three years to reduce ups and downs in the funding commitment.

Irish Life Society Strategy

As part of the Great-West Lifeco group of companies, we believe in sustainable business practices that drive long-term value creation for our clients, communities, and other stakeholders. Our Executive Sustainability Committee ('ESC') provides leadership on sustainability within Irish Life. The ESC is comprised of members of the senior leadership team across the Irish Life Group.

In 2025, as part of our ongoing ambition of driving positive change we developed our Society Strategy. This strategy will guide us in the role we play to improve the wellbeing of our communities, our environment and broader society.

Our Society Strategy pillars align to the priorities of the organisation and will support us in responding proactively to emerging opportunities and challenges:



01 Community Partner for Opportunity

through sharing our space and knowledge, and creating opportunities for progress in our communities

02 Support Ireland for Better Futures

by championing advice, empowering people and building a sustainable business

03 Healthy Living and Wellbeing

by supporting people to build better futures by improving their health and wellbeing

04 Advocate for Progress

by shaping policies that build a better future for Ireland

As we grow, we expect this strategy will enable us to increase our support for our communities and to make a greater contribution to Irish society

1% pre-tax base earnings committed to the Society Strategy each year*



01



Being a Community Partner for Opportunity

Being a Community Partner for Opportunity



Sharing our space and knowledge, and creating opportunities for progress

Key Initiatives

- CSR & Staff Charities
- Education programmes in Dublin 1
- Supporting the Arts
- Irish Life Office redevelopment









Corporate Social Responsibility

Corporate Social Responsibility (CSR) underpins our Society Strategy in becoming a Community Partner for Opportunity. We will achieve this through sharing our space, knowledge, skills and creating opportunities. With our commitment to being part of the Dublin 1 community in our redeveloped office, we aim to be a positive support and valuable resource for our neighbours.

Irish Life have a long-standing tradition of CSR, supported by our CSR Committee. Employees are the key drivers of these programmes through fundraising, volunteering their time and skills to ensure the success of our initiatives.

In 2025, we launched our volunteering pilot and employees continue to support our communities through P-TECH, Time to Count and Time to Read and staff charities.



Charitable Giving & Irish Life Staff Charities

The Staff Charities programme was founded in 1995 by employees.
The aim was to use the power and generosity of Irish Life staff to raise funds for national charities.
Staff nominate annual charity partners and fund raise through salary deductions, quizzes, bake sales, sports competitions, and the Irish Life Dublin Marathon. **Every euro raised is matched by Irish Life.**

€6.24
MILLION
Since the start of the journey, Staff Charities has raised for a range of different charities.

Our Staff Charities Journey

1995
Started by employees, **£6,300 was raised** in its first year for Irish Guide Dogs for the Blind.

2005
Our staff charities grew over the next 10 years increasing to **€80,000 fundraising** per annum

2006
The company committed to match **all employee donations,** doubling our final fund-raising amount each year.

2012
Employees enabled to make **monthly contributions** through salary deductions.

2025
Salary deductions make up half of the total fundraising amount and over 1,000 employees contribute monthly through salary deductions.

Staff Charities celebrates 30 Years

Our Charity Partners Spotlight

Irish Life is proud to partner with and champion charities making a positive difference across Ireland.

2024

In 2024, our charity partners were the Irish Motor Neurone Association and the Down Syndrome Centre North East.

€560,000
raised

Irish Motor Neurone Disease Association

THE down syndrome CENTRE
Estd. 2014
a place to thrive
NORTH EAST



2025

Our 2025 charity partners were Breast Cancer Ireland and Pieta, our fundraising events included Darkness into Light, the Very Pink Run, the Irish Life Dublin Marathon and Race Series and various bake sales, sponsored walks and cycles.

€580,000
raised

BREAST CANCER IRELAND

pieta



Charity Spotlights: Making a Difference Together

2024:

Down Syndrome Centre North East (Hub 21)

Funding for almost an entire year of services and supports for children with Down syndrome and their families

> We are so grateful for all the effort, energy, and heart your team put into fundraising for us. Please know that your work has directly supported children in our community to reach their full potential - and for that, we cannot thank you enough.

Caitriona Crosby, Hub 21 – Manager

2025:

Breast Cancer Ireland

The donation will be put directly to work supporting world-class breast cancer research and education programmes.

> Corporate partnerships such as this, do far more than raise vital funds, they accelerate progress, inspire communities and create momentum for change. Your support strengthens our shared ambition to improve lives today and shape a future free from breast cancer.

Aisling Hurley, BCI, CEO

Launching our new long-term staff charity partner

Creating Lasting Impact

In 2026, Staff Charities will embark on a new chapter of our fundraising journey.

Following employee feedback and a review process, Jack and Jill Children's Foundation were voted for by employees and announced as our long-term partner for the next three years.

The partnership is an opportunity to make lasting impact through sustained support and collaboration.

Jack and Jill is a nationwide charity that funds and provides in-home nursing care and respite support to families caring for children, up to the age of seven, with severe learning disability often associated with complex medical needs.

We look forward to working with the charity alongside our two new annual charities in a year we move into our newly, redeveloped office space.



Declan Bolger and Sarah Kerrigan photographed with Deirdre Walsh, CEO and Michaella McMahon, Fundraising Manager from Jack and Jill Children's Foundation.

Additional Community Support

In addition to our staff charities, we run programmes that support employees to give back to groups in the communities where we live and work:

Club Draw
donations
to clubs or organisations

Special Donations
to charities driving
positive change

Season for Giving
campaign supporting local
charities

140+
organisations and charities
supported in 2024 + 2035

€50,000+ | **organisations and charities supported in 2024 and 2025**



Geraldine O'Donovan Hennessy pictured with Peppa (ambassador dog), Willow and Marley. Irish Guide Dogs, Kinsale were supported through the Special Donations Fund.

Our Season for Giving Charities

Capuchin Day Centre for Homeless People

The Salvation Army

Society of St.Vincent de Paul

Samaritans

Hygiene Hub

Dublin 1 Education and Opportunity

P-TECH: Industry, education and community-based collaboration

P-TECH launched in Ireland in 2018 as a pilot programme, it aims to tackle educational disadvantage in the Northeast Inner City (NEIC). Irish Life alongside other industry partners have a shared goal of equipping students with the skills, knowledge, and experiences needed to thrive in the digital age.

P-Tech involves industry placements within companies alongside education support from the National College of Ireland (NCI). The programme supports five NEIC schools:

Larkin Community College, St Joseph's Fairview, Marino College, Rosmini Community School, and O'Connell Secondary School.





Aim	Equip students with skills and experiences to support future learning and career prospects.				
Our Role	Mentoring	Workshops	Placement	Career Support	Skills development
Impact	In 2024 and 2025, over 140 students graduated with the P-TECH Special Purpose Award.				

Time to Read and Time to Count

Scoil Chaoimhín is a primary school located in the heart of Dublin city, close to our campus.

We have participated in the Time to Read programme, delivered through Business in the Community, for over ten years. Volunteers provide literacy support for children in second class. The programme aims to foster positive reading experiences.

In 2025, we expanded our employee volunteering to include the Time to Count programme, a numeracy initiative designed for third class children. It focuses on enhancing their understanding and enjoyment of maths through fun and engaging activities.



Our Time to Read volunteers with Scoil Chaoimhín students at the Irish Life office.

The Value of Support

Larkin College, Secondary School

> Irish Life and P-TECH does more than open doors; it widens horizons. It connects our students to mentors who believe in them, to workplaces where they can see themselves shaping the future, and to further education opportunities many never imagined possible. For countless young people in our community, P-TECH is not just a programme, it is a spark of hope, a source of confidence, and a powerful reminder that their dreams are valid.

Thomas Usher
Principal of Larkin College

Scoil Chaoimhín, Primary School

> Ten years ago, I started my journey as Principal of Scoil Chaoimhín Primary School. I have reflected on this time and considered the successes that the school has experienced. Some of which can be attributed to the school's partnership with Irish Life. Irish Life partnered with the school as part of the Time to Read programme, organised through Business in the Community. We have been very fortunate that our partnership with Irish Life has not only remained in place ever since but has flourished as time went on.

Ciaran Ó Fearraigh
Principal

Supporting the Arts



Investing in our Local Community

Irish Life is proud to be a part of the Talbot Street Task Force, created by Dublin City Council (DCC) to make improvements in Talbot Street and its surrounding areas. Stakeholders work together towards a shared aim of rejuvenating the local area.

Initiatives address the street's needs in becoming a vibrant and welcoming space for both residents and visitors alike.

To support this taskforce and Dublin 1, our projects include the mural with Scoil Chaoimhín and provision of a free artist's studio on Marlborough Street.



Irish Life attended the launch of the Talbot Street Public Realm Improvement Works in March 2025.

'City of The Future' Mural

In September 2024, the 'City of Future' mural was unveiled on Marlborough Street

- This was a collaborative project with our partner, Business to Arts and Scoil Chaoimhín
- The talented students co-designed the mural with artist Shannon Jade Wilson
- The mural brings colour to the area and enhances the public spaces in our local community in Dublin 1, inspiring a sense of pride and showing Dublin as a sustainable city.



Declan Bolger pictured with the talented students of Scoil Chaoimhín for the unveiling of the mural on Marlborough Street

Studio 1, Irish Life Art Studio

Collaboration project with DCC and Visual Artists Ireland.

In June 2025, Irish Life unveiled a new, free art studio on Marlborough Street, Dublin 1, adjacent to the Irish Life campus and the ‘City of the Future’ mural, supporting art and creativity in Dublin 1.

The Project

Visual Artists Ireland confirmed the difficulty for established artists to secure long term studios, particularly in Dublin City. Facilitating the Arts can contribute positively to the local community by attracting visitors and creating cultural vibrancy.

Ms Niamh O’Malley who is a contemporary Irish artist known for sculptures and moving image installations takes up residency in Studio 1.



Karl Mitchell, DCC, Niamh O’Malley and Declan Bolger at the launch to unveil Studio 1.



Sarah Coyle, Irish Life, Niamh O’Malley and Robbie O’Neill, VAI.

Supporting the Arts – Irish Life Art Committee

Irish Life has supported and showcased Irish art and artists in our offices for over 60 years. The Irish Life Art Advisory Committee guides and supports our strategic engagement with the arts.



The Irish Life art collection of paintings, prints, tapestries, and sculptures by leading modern and contemporary Irish artists includes the iconic Oisin Kelly sculpture the Chariot of Life, Des Kinney mosaics, and the Spiral of Birds by John Behan.

Irish Life also commissioned original artworks and the restoration of historical pieces for the redeveloped building, demonstrating its commitment to support the arts and artists into the future.

€300,000 | **Irish Life total investment in the Arts over the past two years**



Irish Life Office Redevelopment



In 2023, we commissioned a landmark refurbishment and extension project to redevelop our Irish HQ office block on the Abbey Street campus with a renewed commitment to remain within Dublin 1.

This redevelopment project is a statement of our values and commitment to sustainable business practices, wellbeing, and innovation

The new office sets a benchmark for responsible business and future-focused workplaces:

1. Designed to achieve sustainability standards including NZEB, LEED (Leadership in Energy and Environmental Design) and A-rated BER
2. Create a vibrant, inclusive environment where our people can thrive
3. Support long-term value for our teams, partners, and the wider Dublin 1 area.

Sustainable by Design

The new office headquarters has the potential to deliver up to 75% reduction in annual energy consumption compared to previous performance.

We embraced the principle that the most sustainable building is one that already exists

Retained significant portions of the original concrete, brickwork, and building fabric

Reduced embodied carbon while preserving architectural character

Other key features

- Reuse of materials such as raised access floors
- Rainwater harvesting and greywater recovery
- Solar PV panels, heat pumps, and renewable electricity procurement
- Low-emitting materials and advanced building management systems

People & Planet

Beyond expected energy efficiency, the redevelopment creates a vibrant, inclusive environment through:

- Rooftop gardens and terraces
- Refurbished leisure centre with gym, wellbeing rooms and upgraded pool
- Sustainable commuter hub
- Beehives on-site

We will continue to source electricity for our buildings from renewable sources, purchasing electricity on a Green Tariff and strive to maintain our ISO 14001 Certification.

We are taking active steps to reduce the amount of paper sent to customers by moving to digital alternatives

- Within Irish Life Health in 2025 88% of customers have signed up for paperless communications.
- Overall, within Irish Life Group in 2025 we reduced our volume of printed customer communication by approximately 17% compared to 2024.

Phasing out petrol and diesel cars in our fleet, with the ambition for all new vehicles to be electric or hybrid by 2026.

- 90% of the fleet had moved to electric or hybrid at the end of 2025.

In addition, we support Great West Lifeco's ambitions, further information on which can be found **here**.



Our redeveloped office will help ensure Irish Life remains at the forefront of responsible business, delivering a workplace that supports our people and our communities for decades to come.

Dundalk Customer Service Centre: Our Journey to environmentally friendly workplace

Opened in 2019, our Customer Service Centre brought a range of sustainable initiatives to life:

Achieving Near Zero Energy Building (NZEB), Leadership in Energy & Environmental Design (LEED) Gold standard (January 2020)

A3 Energy Rating: intelligent heating and cooling systems, high-performance glazing on windows

Rainwater harvesting systems and low-water-usage sanitary fittings

A large photovoltaic panel array feeds electrical energy back into the building systems

Beehives were added on the roof in 2021



The 2025 Sponsored Walk in our Dundalk Office fundraised and created awareness for our Staff Charity Partners, Breast Cancer Ireland and Pieta.

Supporting our Society Strategy with local schools' programmes, volunteering and fundraising



02



Support Ireland for Better Futures

Support Ireland for Better Futures



Our Responsible Investing Journey and Approach

Our primary investment manager is Irish Life Investment Managers (ILIM), managing circa 90% of our assets. ILIM is part of Keyridge Asset Management Limited ("Keyridge").

ILIM's purpose is to manage the assets entrusted to it by its clients, with the objective of delivering long-term risk-adjusted returns in line with their investment objectives.

ILIM's first sustainability-focused solution was launched in 2005. Currently €80.7 billion (as at 31 December 2025) of ILIM's clients' assets are invested in investment solutions that promote environmental or social characteristics within the meaning of the Sustainable Finance Disclosure Regulation (categorised as Article 8 or Article 9 financial products), representing 51.4% of assets under administration. The equivalent proportion of overall Irish Life Assurance's assets under management categorised as Article 8 or 9 financial products is 48.8% or €34.9 billion (as at 31 December 2025).

ILIM's long-term and risk-aware investment approach incorporates financially material environmental, social and corporate governance ("ESG") factors that enhance ILIM's overall investment framework where its clients have granted it discretion to do so.

Responsible investing means a number of things to ILIM, from being a good steward of our clients' assets to integrating more robust decision-making within the portfolios we manage for our clients. This takes account of environmental and social matters that may have a financial impact on longer term risk-adjusted returns and on more traditional governance and financial risks, whilst also offering a range of investment options that can meet the sustainability preferences of our clients.

For listed equity and corporate fixed income, where possible and where consistent with the client mandates or where ILIM has discretion to do so, ILIM utilises three levers: **screening management, investment integration and stewardship.**

€80.7 BILLION

ILIM's clients' assets invested in investment solutions promoting environmental or social characteristics

51.4% ASSET

Under administration



Stewardship

As an investment manager, ILIM's focus is on influencing the behaviour of investee companies to advance the longer-term material financial success of these companies, reducing portfolio risk and delivering more sustainable long-term outcomes for clients.

ILIM's stewardship programme, which relates to the voting and engagement activities that ILIM undertakes on behalf of our clients, focuses on core sustainability themes, which can be categorised under two mega themes, decarbonisation and a trend to a more stakeholder centric business model, and four priority thematic areas: climate-related risk, natural capital, human rights and corporate governance.

Direct communication with investee companies is a key component of ILIM's approach to the responsible investment and stewardship of our clients' assets. The outcomes of these communications are important as they are used to inform investment decisions.

ILIM exercises voting rights and constructively communicates with investee companies. We believe in business practices that drive long-term value creation for our clients, shareholders, and other stakeholders. As a long term and active steward of its clients' capital, ILIM voted on **6,485 meetings and 63,259 resolutions, supporting 60% of environmental, 75% of social and 81% of governance-related resolutions in 2024.**

	Environment		Social	Governance
Priority Themes	Climate-Related Risk	Natural Capital	Human Rights	Corporate Governance

ILIM participated in 370 engagements with 303 entities.

Collaborative engagements			Direct engagements		
ILIM believes that acting collectively with other investors and industry bodies can be an effective way to have meaningful impact	**63%** of ILIM's engagement activities were on a collaborative basis.	ILIM actively participates in collaborative engagements with investee companies, collaborative initiatives at industry level and policy-related engagements with governments	ILIM's approach to identifying engagement opportunities is focused on **enabling** the best long-term risk-adjusted returns for our clients.	**37%** of ILIM's engagement activities were on a direct basis.	**Escalation process** developed as a procedure for escalating engagements which do not result in constructive outcomes.

Property

ILIM believes that prudent integration of ESG factors into physical property investment decisions will lead to more sustainable long-term returns, helping to manage risk and enhance growth opportunities. ILIM's property portfolio stretches to over five million square feet under management with exposure to office, retail, residential and industrial property assets with a value of approximately €2.5billion. ILIM adopts an active ownership approach across the real estate assets in which it invests on behalf of its clients and aims to maximise the medium to long-term value for its clients.

In all new developments, ILIM aims to achieve the implementation of key elements of globally recognised sustainability standards including:

- LEED (Leadership in Energy and Environmental Design)
- WELL Building Standard
- Net Zero Carbon

ILIM drives the incorporation of renewables, high efficiency technology and circular economy practises where possible in these projects.



1 Adelaide Road (currently in Development, due to complete in 2028)

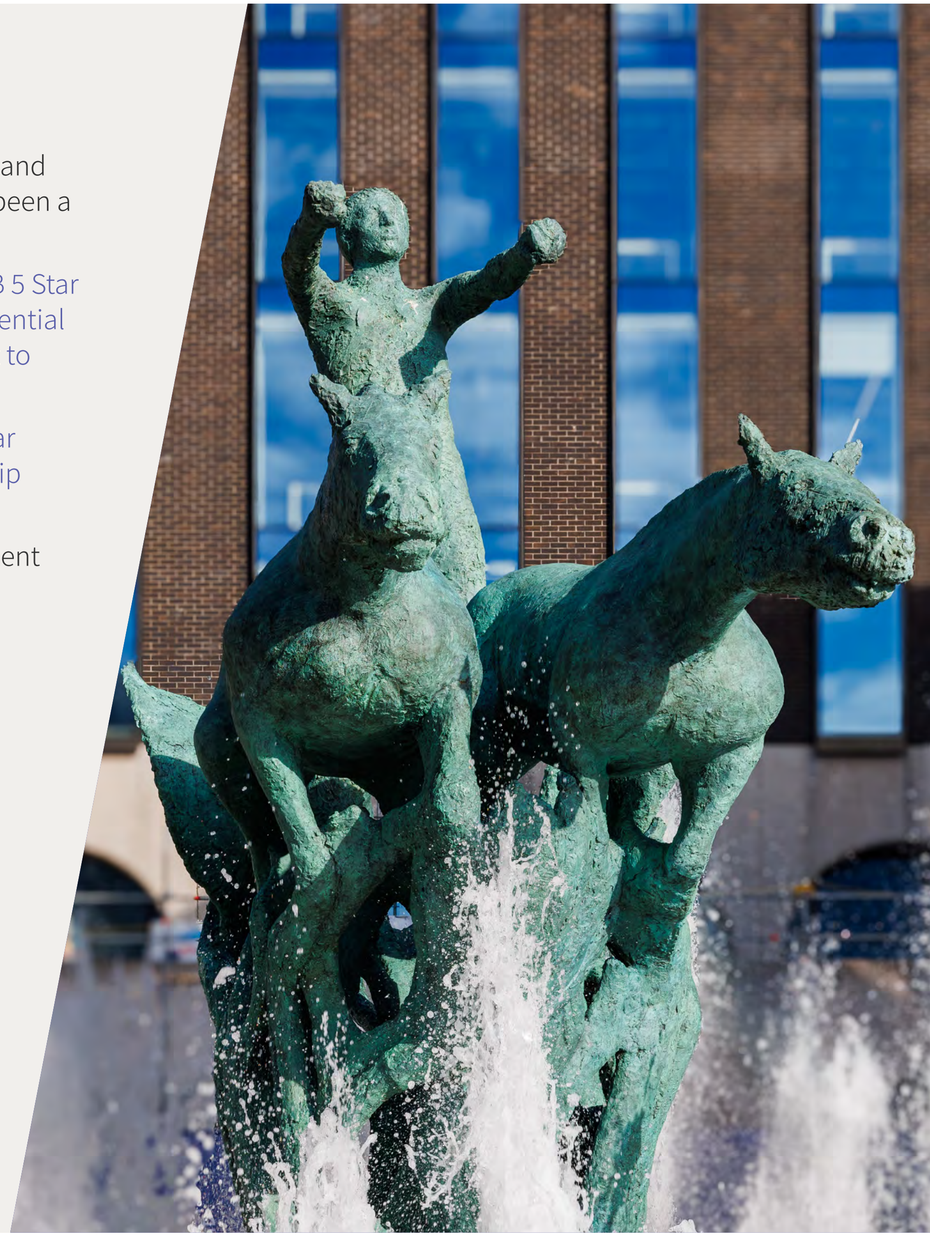
GRESB is the leading ESG benchmark for real estate and infrastructure investments worldwide and ILIM has been a participant since 2018:

- In 2025, ILIM was awarded the prestigious GRESB 5 Star ratings for our Pension, Development, and Residential Property Funds, a testament to our commitment to sustainability and excellence.
- We are also proud to have retained our Green Star status, further highlighting our ongoing leadership within the sector.

Notably, ILIM ranked first in Europe in the Development category, achieving a perfect score of 100% for the second consecutive year which is an exceptional accomplishment.



13-18 City Quay (Grant Thornton are in occupation)



03



Healthy Living and Wellbeing

Healthy Living and Wellbeing



Empowering people to build better futures by improving their health and wellbeing is a key focus of our Society Strategy

We are proud to provide impactful programmes and to partner with organisations that make a difference both nationally and within our local communities, supporting our vision to be a driving force behind Ireland's financial, physical, and mental wellbeing.

Flagship programmes include:

Irish Life Wellbeing

Health of the Nation



MyLife app

Irish Life GAA Healthy Clubs

Irish Life Dublin Marathon



Irish Life Wellbeing: Health and Wellbeing Consultancy

Irish Life supports workplaces across every major sector, delivering digital, live, onsite, and online programmes tailored to industry, demographic, and working arrangements. Our approach is informed by data and insights, including the annual Irish Life Health of the Nation report.

The Irish Life Wellbeing team translates validated insights and emerging wellbeing trends into bespoke workplace programmes designed to promote positive, long-term behavioural change.

2024 and 2025, programmes delivered includes:

- Mental health initiatives and strategies to build resilience
- Life in the Digital Age
- Physical activity programmes
- Nutrition masterclasses



Employee Wellbeing in Irish Life

Our Wellbeing Strategy for employees, focuses on Everyday MOMENTS of Wellbeing, is anchored in three priority pillars: Physical, Financial, and Mental Wellbeing.

It is informed by our Health of the Nation research, employee surveys, and data from our MyLife app.

Since introducing our strategic wellbeing framework in 2022, we continue to:

- See an increasing trend in wellbeing interactions
- Deliver regular colleague wellbeing initiatives, including mental health workshops and financial wellbeing webinars
- Provide tailored support for people leaders
- Champion a Wellbeing Ambassador network of 80 colleagues, including 8 senior leaders

Wellbeing Supports include:

- Daily wellbeing tips from our monthly wellbeing calendar, weekly meeting-free zones, health screenings, programmes
- Suite of digital resources, MyLife app, Telus Health EAP app and our Wellbeing microsite for colleagues

By prioritising wellbeing, we support our people and strengthen our ability to attract and retain top talent, promoting a sustainable and resilient organisation for the future.





Our in-house wellbeing consultants support workplaces with a range of programmes including mental and physical health, financial and social wellbeing.

Health of the Nation: Annual Wellbeing Report

Irish people are struggling with mental health more than ever despite an increase in information available, with stress levels rising.

Irish Life's Health of the Nation research measures indicators of our nation's health as they fluctuate year on year, providing a comprehensive picture of how physically, socially, and mentally healthy we are as a nation.

In September 2025, we launched the seventh annual Health of the Nation report:

The Research

- looks at Ireland's overall health and wellbeing standards
- tracks the National Health index
- pinpoints current health challenges
- highlights opportunities to make positive changes

Key Findings

- Younger adults continue to be the most stressed group, with more than 2 in 3 (67%) feeling stressed on a weekly basis
- Stress levels are also rising among 35-54-year-olds, increasing from 54% in 2024 to 57% this year.
- Under 35's using Social Media and/or AI to better understand their health
- 35% of 55s+ have strongest social connections



Access the full Health of the Nation 2025 Report here

National Health Index:

Benchmark measuring the overall health of the population each year (scored out of 1,000):

2025 NATIONAL HEALTH SCORE

523

out of 1,000

Reflects a combination of trends, including a decrease in the health score among women and a rise among men, highlighting ongoing disparities in wellbeing.

2024 NATIONAL HEALTH SCORE

520

out of 1,000

Still below pre-pandemic levels of 545 recorded in 2019

The findings underline the continued need to address stress and promote healthier lifestyle habits in order to improve the nation's overall health.

MyLife

MyLife is a personalised health and wellbeing app that inspires people to lead a healthier and more active life.

Launched in May 2019, MyLife is free to download and available to everyone in Ireland. The app is a preventative intervention that is designed to create engagement in healthy behaviours, both Physical and Mental.

MyLife App produces a Health Score based on 7 subcategories of health in MyLife's Wheel of Life. The Health Score moves up or down in real-time, depending on how your body, emotional wellbeing or lifestyle data changes and allows users to then drive positive changes.

MyLife Challenges

Our nationwide steps challenges recognise the importance of physical activity and community wellbeing, giving people the opportunity to get active and build sustainable fitness and lifestyle habits.

Read about the success of the Irish Life GAA Healthy Clubs Challenge later in this report.

Impact

140,000 registered users

30,000 positive daily touchpoints

115,000 challenge participations

1 IN 12 Irish Adults have downloaded MyLife.

MyLife continues to evolve to support the nation's health.



Positively impacting communities across Ireland

We are proud of this long-standing relationship, which brings health awareness, support, and opportunities to communities throughout Ireland.

The Irish Life GAA Healthy Clubs Programme is the GAA's flagship initiative for promoting health and wellbeing beyond its official games structures, making a meaningful difference in the lives of people across the country.



Stacey Machesney, Head of Health and Wellbeing at Irish Life, Declan Bolger, CEO of Irish Life, Uachtarán Chumann Lúthchleas Gael Jarlath Burns, President of the GAA and Rory O'Connor, Rory's Stories and Irish Life GAA Healthy Clubs ambassador.

Programme Aims and Approach

The Irish Life GAA Healthy Club Programme supports GAA clubs and their communities to achieve locally defined health and wellbeing goals, aligned with the national policy agenda for sport, physical activity, mental health, and preventative health.

OVER
€2.3
MILLION
OF FUNDING PROVIDED

Engaging Communities Across Ireland

Irish Life GAA Healthy Clubs began as a pilot with 16 clubs in 2013. Since then, it has expanded to include over 600 clubs and more than 150,000 unique participants.



Since 2023, there has been:

64.5% increase in participants

68.9% rise in the number of initiatives

35.8% growth in the number of clubs

Measuring the Impact of the Irish Life GAA Healthy Clubs Programme

In 2023, an independent Social Return on Investment (SROI) evaluation by Just Economics, found that the Irish Life GAA Healthy Clubs delivers health and wellbeing benefits worth €50 million to Ireland:

- Social return of the programme is **19:1**, €19 of value is generated for €1 of financial, volunteer, and in-kind investment
- **€620,000 of benefit** was estimated as a reduced healthcare cost
- Volunteers contribute **102,292 hours** to the programme (equivalent of €1.1 million)



Holly and Grace Daly from Castleknock GAA Club.

For participants, the report found that:

- **51% made new friends** in their community
- **40% adopted healthier behaviours** for themselves and/or their families
- **10,152 participants** had no previous involvement with the GAA
- **38,227** were not closely connected to the GAA



WORTH
€50M

Irish Life GAA Healthy Clubs delivers health & wellbeing benefits to Ireland

Won Best Societal Sponsorship at the Irish Sponsorship Awards 2024

Full Report
Read more about the Impact of the GAA Healthy Clubs **here**

More Information
Irish Life GAA Healthy Clubs Programme

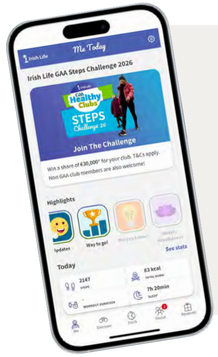
Irish Life GAA Healthy Clubs Challenge on the MyLife app

One of the flagship initiatives of the Healthy Clubs programme is the Irish Life GAA Healthy Clubs Challenge, encouraging people across the country to get out walking, contributing to a healthier Ireland.

The challenge runs for five-weeks alongside the GAA's Ireland Lights Up initiative and is open to all GAA Clubs to take part in.



2025 marked the fifth year of the challenge on the MyLife app:



39,000
participants

1,100
GAA clubs

7 million
Km tracked

The challenge highlights the important role played by Irish Life GAA Healthy Clubs in fostering community connection, promoting social inclusion, and supporting positive physical and mental wellbeing across Ireland.

AVERAGE HEALTH SCORE
592
out of 1,000

Participants recorded an average MyLife Health Score of 592, which is above the national average.



The Impact – Participants reported:

- Improvements in both physical and mental health following the challenge
- Increased activity, a stronger sense of community connection, and greater satisfaction with overall quality of life

Sponsorship Spotlight: Irish Life Dublin Marathon

Our title sponsorship of the Irish Life Dublin Marathon and Race Series shows how we support people to live a better life.

The Irish Life Dublin Marathon, did you know:

- Contributes millions of Euros to over **120 charities**, as well as to the economy
- Generated **€23.79 million** for the Irish economy with every €1 spent creating €2.29 in value across hospitality, accommodation, and local businesses in 2024.







Dublin City Half Marathon Partnership: Enhancing our support for the running community:

- In **2025**, we partnered with the inaugural Dublin City Half Marathon.
- Almost **12,000** runners toed the start-line, just a stone's throw away from Irish Life's office in the heart of Dublin 1.

Official partner

This collaboration built on our title sponsorship of the Irish Life Dublin Marathon and Race Series, highlighting our commitment to helping people live healthier lives.



Almost **19,000** runners were cheered on by 330,000 proud family members and friends along the streets of Dublin in 2025

Women's Health: Empowering women's health and wellbeing

Women's health is foundational to the wellbeing of families, communities, workplace and economies. We recognise that providing accessible and proactive health care solutions and benefits for women is essential in addressing their unique health needs to strengthen our communities and workplaces.

Irish Life Health offer members:

> Direct access to a range of specialist women health services either in person or virtually

Our research found that while women know their own bodies better than anyone, sometimes it can be difficult to get the answers they need when it comes to seeking expert medical care.

Irish Life Health were the first health insurer to offer members direct access to a range of specialist women's health services either in person or virtually.

Additional insights**:

> Over half of women do not agree that women's health is an area that is well served in Ireland

> There is still a societal taboo when it comes to women feeling comfortable speaking openly about their health-related issues

> 1 in 4 women report they feel uncomfortable talking to their GP, friends and family about women's health issues



In 2025, Irish Life Health sponsored the new WellFEM stage at WellFest, spotlighting expert voices in female health.

Irish Life Health's work in driving the women's health agenda in Ireland has been formally recognised:

In 2024, Irish Life Health was the recipient of two industry awards – Winner of the New Product Development Award and the Insights & Market Research Award at the All Ireland Marketing Awards.



These awards recognise Irish Life Health's work to understand the needs of women in Ireland, and to design accessible and inclusive services that help them access the care they need, when they need it.

Footnote:
**Red C/Irish Life Health women's health research June 2023

04



Advocate for Progress

Advocate for Progress



Pension Parity

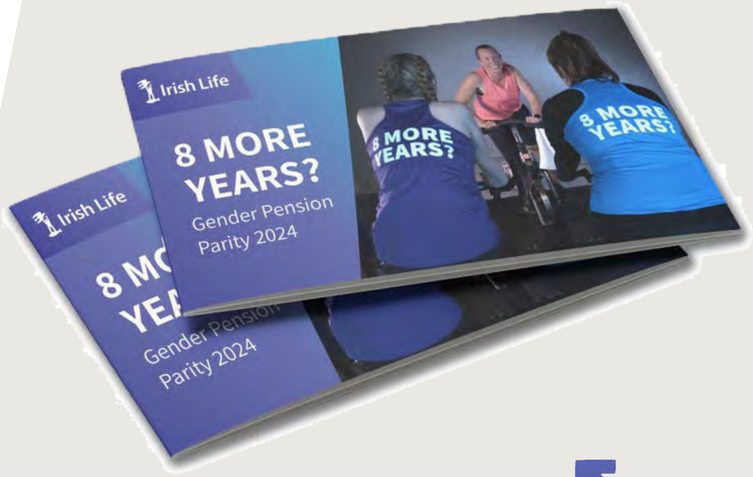
As a major provider of pension, investment, savings and protection products in Ireland, a key facet of Irish Life's purpose is to help all people to build better financial futures. Our data and insights as the leading provider of defined contribution pension plans in the Irish marketplace, with the largest master trust in the country, enables us to identify trends, and to provide support in remedying the Gender Pension Gap.

Irish Life Gender Parity Report

In 2019, Irish Life started the Gender Pension Parity conversation in Ireland, publishing our first report to explore the area of Pension Parity and to identify and understand the main causes of the Gender Pension Gap in Ireland. The report identified two main drivers of the Gender Pension Gap, salary disparity and time out of the workforce.

In 2024, we published a new Gender Pension Parity Report, which showed a 36% Gender Pension Gap. This gap means a woman would need to contribute for **eight years longer** than a man to accumulate the same pension pot.

While Gender Pay Disparity is more widely known, the Gender Pension Gap is compounded over time. There is still a lot of work to do in driving this Pension Parity conversation.





Read the full report

Closing the Gender Pension Gap

Positive gender equality reforms are already happening in Ireland, alongside a broad societal and cultural shift. However, our research shows that women continue to lag men at retirement and a Gender Pension Gap persists with a 36% shortfall.

We believe addressing Gender Pension Parity in Ireland is possible by embracing a series of solutions:

- Society & Policy Solutions
- Corporate Solutions
- Individual Solutions

Irish Life designed resources and tools for employers and employees designed to help women engage with their pension including:

Family Leave Pack - An information pack covering the key things people need to know when taking family leave.

Return to Work Course - Information and guidance is provided for people returning to work after a period of leave.

Tailored investment Seminars – Knowledge is key to addressing the confidence gap between genders when it comes to financial literacy, education opportunities are provided in this space.

Gender Pension Gap - Advocacy

Irish Life has taken an active approach to engagement with Government about pensions reform, advocating for remedies to be put in place to address the Gender Pension Gap.

Including

1. Extensive submissions under the Pensions Road Map
2. Presenting at the Oireachtas Committee on Social Protection on changes that could be made to the auto enrolment scheme to avoid embedding a future pensions gender gap.

At Irish Life, diversity & inclusion policies and initiatives are embedded into our day-to-day working practices to actively promote fairness, respect, equality, diversity in the workplace.

Read the full report

Internal Policies

Internal pensions policies within Irish Life were also reviewed to ascertain what actions could be taken to reduce our gender pensions gap.

Actions:

Our policy now includes an additional **3% employer pension contribution** per month for 12 months after a woman returns from maternity leave to bridge any potential gap that might stem from time out of the workforce

Training and advice is offered to assess current or potential future pensions gender gaps and appropriate actions to take.



Teresa Kelly Oroz
Group Company Secretary and
Head of Public Policy and Sustainability

Diversity, Equity and Inclusion (DEI) in Irish Life

Diversity, Equity and Inclusion (DEI) is integral to our identity as an organisation. We are steadfast in our commitment to fostering an inclusive environment where every individual is encouraged to bring their whole self to work, feel valued, and experience a workplace where diversity of thought and perspective is truly celebrated.

In November 2024, Irish Life received Autism Friendly Workplace Accreditation from AsIAm and in 2025 were an early signatory of the Autism Accessible Employer Charter with AsIAm and Insurance Ireland Inclusion Taskforce.

Gender Balance Ambitions

We continue to place great importance on driving a more gender balanced and inclusive working environment.

Early signatory to Ireland's Women in Finance Charter our ambition is to drive increased participation of women throughout our organisation

Great-West Lifeco ambition is to grow representation of women in management roles to 50% across its business segments by 2030

Minimum ambition of 30% of either gender for the Irish Life Group regulated Boards



Accreditations and Partnerships:

We have been recognised through awards and accreditations for our commitment to equality, diversity, and inclusion including:

- Equality, Diversity and Inclusion Award at the CIPD Ireland HR Awards Winner in 2024
- Awarded the Investors in Diversity Bronze Accreditation by the Irish Centre for Diversity in 2025
- Continue our partnerships with Platform55, Family Carers Ireland and Back to Work Connect
- Piloted Inclusio, insight led and data driven DEI platform to measure diversity and culture within companies

Policies & Frameworks

We continue to embed DEI into our policies and practices where appropriate, creating the foundation for inclusion, consistency, accountability and sustainable change.



Our DEI Employee Resource Groups support our DEI strategy, covering Pride in Diversity, Women@Work, Ethnicity, Family Life, Able Life, and Mind Matters. Each with dedicated senior leader sponsorship and led by passionate, committed colleagues.



Our Able Life ERG announced a new partnership with Trinity Centre for People with Intellectual Disabilities.



Our Ethnicity ERG pictured at the Solidarity Coffee morning.

Life Matters Policies

Supporting colleagues when they need extra support, including leave for family carers, enhanced compassionate leave, support for those experiencing domestic violence and abuse, fertility, pregnancy loss, menopause and mental health support.



Inclusive Culture

In 2024, we refreshed our company values, further strengthening our commitment to a culture of inclusion as well as developing and launching our New Values in Action Recognition Programme.



DEI Framework

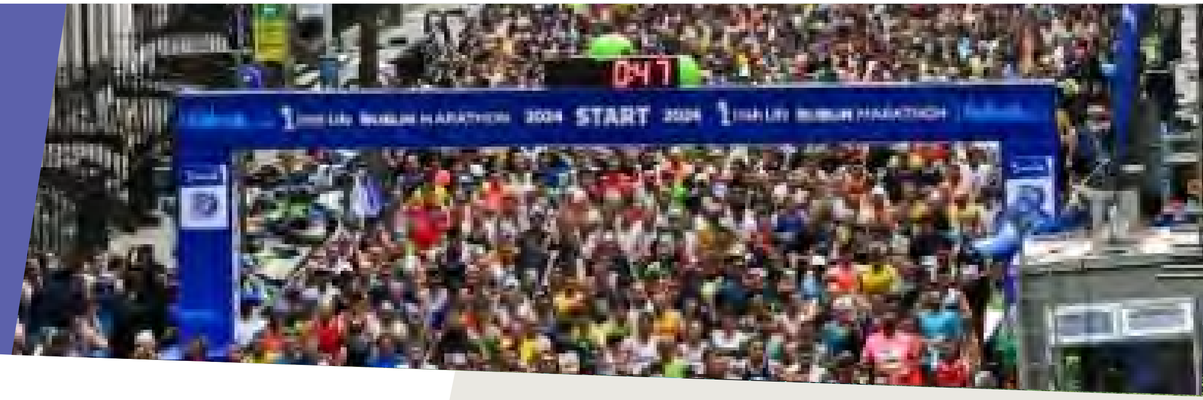
In June 2025, we launched a DEI framework, to support teams in designing inclusive customer experiences when developing a new product, designing a campaign, or reviewing customer-facing materials.





Looking Ahead

Looking Ahead



1% annually of average pre-tax base earnings over the previous 3 years* to support our Society Strategy will enable us to drive deeper engagement and foster positive change, not only among our employees, but with our customers and the wider community. With the strong foundation we have built and the passion of our people and partners, we are confident that we can continue to make a lasting, positive impact for years to come.

Corporate social responsibility has been brought to life in Irish Life through the dedication and enthusiasm of our employees. These efforts are the driving force behind the engagement and impact we have achieved, a testament of this is the growth of our staff charities fundraising since it started in 1995.

We are grateful for the invaluable partnerships we have built with organisations that share our vision and ambition to be a force for good. Together, we have made meaningful progress towards our shared goals and supporting our communities.

As we look to the future and prepare to move into our redeveloped office building in Dublin 1, we recognise the opportunities ahead and our responsibility to help Ireland thrive by building better futures for all.



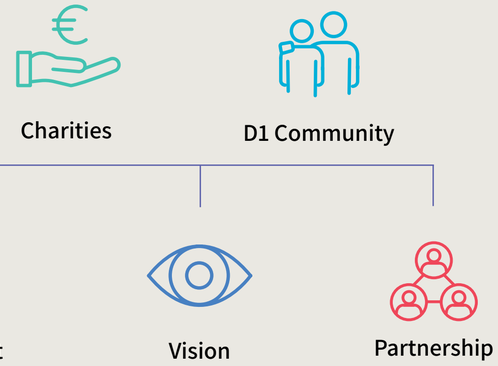
Brendan McEvoy
Chief Customer, Marketing, Society & Innovation Officer



Teresa Kelly Oroz
Head of Corporate Secretary - Corporate Governance and Public Policy



Sarah Kerrigan
Sustainability Manager



1% pre-tax base earnings committed to Society Strategy each year*

Footnote:
*Base earnings (loss) represent management's view of the Company's underlying business performance and are used as a non-GAAP measure alongside IFRS net earnings. Base earnings are calculated by excluding specific items from IFRS reported net earnings that management considers not reflective of ongoing operating performance. The 1% is calculated on average pre-tax earnings over the previous three years to reduce ups and downs in the funding commitment.

Cautionary note regarding Forward-Looking Information

This Social Impact Report contains forward-looking information. Forward-looking information includes statements that are predictive in nature, depend upon or refer to future events or conditions, or include words such as “will”, “ intends”, “plans”, “believes”, “objective”, “target”, “commitment”, “goal”, “ambition” and other similar expressions. Certain forward-looking statements in this Social Impact Report relate to Great-West Lifeco Inc.’s (“our” or the “Company’s”) climate-related and diversity-related measures, goals, objectives, priorities, ambitions, strategies and commitments or actions that will be taken to achieve them. The forward-looking information in this Social Impact Report is presented for the purpose of assisting our stakeholders in understanding how we currently intend to address climate-related and diversity-related governance, strategy, risks, opportunities, and objectives, and is not appropriate for other purposes.

Forward-looking statements are based on expectations, forecasts, estimates, predictions, projections and conclusions about future events that were current at the time of the statements and are inherently subject to risks, uncertainties and assumptions. Any goals, objectives, ambitions, commitments or targets discussed here, including but not limited to the Company’s climate-related ambitions and strategies and diversity-related measures, are aspirational. They may need to change or be recalibrated as data improve and as climate science, regulatory requirements and market practices regarding standards, methodologies, metrics and

measurements evolve. Our climate risk analysis and net-zero strategy remain under development, and the data underlying our analysis and strategy remain subject to evolution over time. We are also continuing to develop our diversity-related data. There is a strong possibility that our expectations, forecasts, estimates, predictions and conclusions may not prove to be accurate and our assumptions may prove to be incorrect, and there is a material risk we will not achieve our climate-related and diversity-related goals, objectives, ambitions, strategies and commitments.

In addition, many of the assumptions, standards, metrics and measurements used in preparing these forward-looking statements are not audited or independently verified, have limited comparability and continue to evolve.

Our goals, objectives, priorities, ambitions, commitments and targets may also need to change or be recalibrated to meet our other strategic objectives and the reasonable expectations of our stakeholders, including expectations around financial performance. As a financial services company, our primary purpose is to provide our clients and customers with solutions to meet their financial security needs and to deliver on the promises we make to them. Our ability to fulfil this corporate purpose depends in large part on effective and responsible capital allocation and the ability to create value within the boundaries of our stakeholders’ expectations, including expectations around financial performance. The path to achieving net zero and our climate-related objectives will require significant investment, resources, systems and technologies by third parties we do not control. Faced with a wide range of stakeholder interests, we will need to effectively manage trade-offs and make choices about how to deploy financial and human capital. These choices could include prioritizing other strategic objectives over our climate-related goals in pursuit of fulfilling our primary purpose, delivering value to our stakeholders and meeting expectations around financial performance. As our business, our industry and climate science evolve over time, we may need to adjust our climate- related goals and our approach to meeting them. We will also need to remain thoughtful about the regulatory and business environment of the jurisdictions in which we operate, as our ability to achieve our climate goals is contingent on the success of our partners and communities.

We caution readers not to place undue reliance on forward-looking statements because numerous factors (many of which are beyond the control of the Company) may cause actual results to differ materially from those expressed or implied by forward-looking information and impact the

Company’s ability to achieve its climate-related and diversity-related goals, objectives, priorities, ambitions, strategies and targets. These factors include, without limitation, the transition to a lower carbon economy, the need for more and better climate data and standardization of climate-related measurement methodologies, our ability to gather and verify data, our ability to develop indicators to effectively monitor our advancements and assess and manage climate-related risks, the need for active and continued action by stakeholders (including governmental and non-governmental

we make that prioritize other strategic objectives and financial performance over our organizations, our counterparties and other businesses and individuals), trade-offs and choices climate-related objectives, the ability of clients, regulators and suppliers to meet and report on their publicly stated emissions and commitments, the viability of third-party decarbonisation scenarios, the availability of carbon offset and renewable energy instruments on economically feasible terms, compliance with our policies and procedures, our ability to recruit and retain key personnel in a competitive environment for talent, technological advancements, the evolution of consumer behaviour, varying decarbonisation efforts across economies, the challenges of balancing emission reduction objectives with an orderly, just and inclusive transition and geopolitical factors that impact global energy needs, the legal and regulatory environment, and regulatory compliance considerations.

The above list of assumptions and factors is not exhaustive, and there may be other assumptions and factors listed in the Company's filings with securities regulators, including in Great-West Lifeco's 2025 Annual MD&A under "Risk Management" and Great-West Lifeco's annual information form dated February 11, 2026 under "Risk Factors", which, along with other filings, is available for review at www.sedarplus.com. The reader is also cautioned to consider these and other factors, uncertainties and potential events carefully and not to place undue reliance on forward-looking information.

Additional Notes:

Female Health Consultation is provided by Centric Health. This benefit is available on all hospital plans and gives 50% cover towards four consultations per policy year.

Terms and conditions apply on all benefits. See table of cover and membership handbook for details.

Irish Life Health dac is regulated by the Central Bank of Ireland.