

LAURENTAIN BANK: A WINNING COMBINATION OF SOLIDITY AND AGILITY

Laurentian Bank has established a Canadian presence from coast to coast, offering its clients a fully diversified range of financial products and services. Distinguished by its excellent service, its simplicity, and its proximity to its clientele, the Bank serves the needs of both individuals and small and medium-sized enterprises. It also offers its products to an extensive external network of financial intermediaries through its B2B Trust subsidiary, as well as security brokerage services via Laurentian Bank Securities.

Since its earliest beginnings, Laurentian Bank has been firmly rooted in Québec, where it operates the third largest branch network. Elsewhere in Canada, the Bank is actively involved in targeted sectors where it has earned a dominant position. The institution manages balance sheet assets of more than \$22 billion, as well as administered assets of over \$14 billion. Founded in 1846, its workforce today is made up of some 3,500 employees¹.

A Major Player in the Country's Economy

- Third largest branch network in Québec
- Second most admired financial institution in Québec²
- Largest third party investment loan provider in Canada
- Recognized leadership and expertise in Canadian real estate financing
- Recognized and sought-after provider of Institutional Fixed Income brokerage services

From an organizational standpoint, Laurentian Bank is subdivided into four activity sectors¹:

- Retail and SME Québec
- B2B Trust
- Real Estate and Commercial Financing
- Laurentian Bank Securities

The Bank operates more than 200 service points, including 156 retail bank branches in Québec and 32 commercial business centres across the country. It also offers a network of 408 automatic banking machines. The Laurentian Bank Securities subsidiary conducts its activities through 15 brokerage offices in Québec and Ontario, while the B2B Trust subsidiary has offices in four major Canadian centres.

Laurentian Bank offers a complete and fully integrated array of financial services in Québec, where approximately 61% of its loans are granted. Elsewhere in Canada, the institution provides its products and services through financial intermediaries. It also offers real estate and commercial financing.

¹ As at October 31, 2009

² Léger Marketing survey, Commerce Magazine, February 2009 and Les Affaires, February 2010



OUR VALUES: AT THE HEART OF OUR IDENTITY

In recognition of the challenges posed by its vocation as a financial institution serving the needs of individuals and businesses, Laurentian Bank has established a set of values that all its employees are expected to adhere to. These five principles serve as the engines that drive our collective motivation and bind us in the realization of our mission, and they are embodied in our commitments to the various publics we interact with.

Passion for Client Interests:

In providing our clients with the services they need, we actively promote a quality approach with a human dimension that is fuelled by a dedication to excellence. These services are designed to satisfy and surpass client expectations, and our passion for the interests of our clients is what maintains their loyalty and truly sets us apart.

Simplicity:

We are constantly striving for simplicity in the development of solutions tailored to specific situations. This simplicity makes us more accessible and open, and it serves as a key to enabling us to continuously optimize our services.

Teamwork:

Because our success depends on our collective efforts, our employees are devoted to sharing their know-how, expertise and creativity with one another. Our ability to join forces and work hand-in-hand to accomplish common goals is the very foundation of our success and what makes us a winning team.

Entrepreneurship:

In order to foster the Bank's ongoing development, our employees are encouraged to behave as if they were the owners of the organization, while, of course, respecting its policies and principles. Our business clients are entrepreneurs, as are many of our individual clients, and we are intimately familiar with the challenges they face and are always prepared to provide them with the highest quality financial solutions.

Integrity:

We value honesty as an essential component of our relations with our clients, shareholders, employees and partners. Consequently, we are dedicated to acting with integrity and discipline at all times, and in so doing, we succeed in earning and retaining the confidence of those we do business with.

EXCELLENCE: A COLLECTIVE PASSION

According to a survey conducted by Léger Marketing and published in Commerce Magazine in 2009 and in the February 2010 edition of *Les Affaires*, Laurentian Bank ranks as the second most admired financial institution by Québécois. This distinction serves as a tremendous source of pride and demonstrates the high calibre of our workforce. Given the diversity of our team's competencies, a number of our colleagues earned particular recognition recently within their specific areas of expertise.



For instance, the Bank's President and Chief Executive Officer, **Réjean Robitaille**, was named the second most influential person within Québec's financial sector in 2009 in a ranking sanctioned and published by *Finance et Investissement Magazine*.

For his part, Laurentian Bank Securities' Chief Economist, **Carlos Leitao**, was designated second best economist as part of a competition sanctioned by the Bloomberg News Group, an international information services organization.



In April 2009, the Bank's Senior Vice-President of National Accounts, **Dana Ades-Landy**, was presented with the Engagement within the Association Prize by the Association of Québec Women in Finance. Ms. Ades-Landy was also ranked among the 100 most influential women in Canada in 2007 and 2009 by the Women's Executive Network for her dedication and key responsibilities.

Moreover, in February 2009, Laurentian Bank was honoured with an award at the Project Management Institute's **ELIXIR Gala** to underline its excellence in the area of project management.



The following May, the Bank was designated as one of the **20 best corporate citizens in Québec**, principally in recognition of its transparency. This ranking was put together by Responsible Investment Group on behalf of *Vision Durable Magazine*.

Finally, in October, the Québec Federation of Chambers of Commerce selected Laurentian Bank to be among the 25 organizations to be inducted into the **Québec Business Hall of Fame**. This new designation was instituted to pay tribute to enterprises that have particularly marked the past century via their ability to remain among the best and their contribution to the development of Québec.

