

INVESTED IN YOU.



About iA Financial Group

iA Financial Group (Industrial Alliance Insurance and Financial Services Inc.) operates in all regions of Canada, as well as in the United States. Through a multi-channel distribution network of more than 25,000 representatives, it offers life and health insurance, savings and retirement plans, mutual and segregated funds, auto and home insurance, mortgage loans, creditor insurance and extended warranties.

- › **Founded in 1892**
- › **Listed on the TSX in 2000**
- › **More than 4,000,000 clients**
- › **More than 5,200 employees**

› Credit ratings:

S&P :	A+ (Strong)
A.M. Best :	A+ (Superior)
DBRS :	A (high)

First Quarter Highlights

	Q1/2016	Q1/2015
› Net income attributed to common shareholders	\$98.3M	\$104.9M
› EPS (diluted)	\$0.96	\$1.03 ¹
› Book value	\$36.48	\$34.94
› ROE (annualized)	10.5%	12.1%
› Solvency ratio	205%	211%
› Premiums & deposits	\$1,948.6M	\$1,985.1M
› Assets under management & administration	\$117.7B	\$114.7B

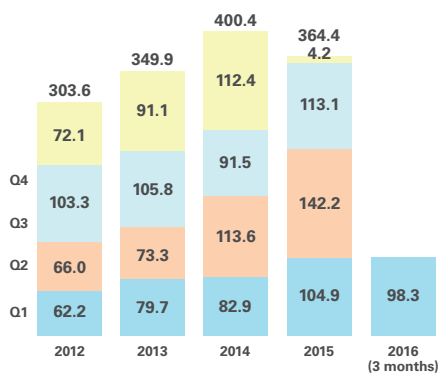
¹ Excluding significant items in Q1-2015 (\$0.15 EPS), EPS would have been \$0.88.

“Our strong first quarter reflects the continued success of initiatives to grow our business organically as well as through value-building acquisitions, while maintaining a clear focus on delivering profit growth. Building on the excellent momentum of our individual insurance and segregated fund businesses, we continue our action plan to manage strain on new business in retail insurance, solidify the recent progress in our employee plans segment and make meaningful progress toward improving gross and net sales in our mutual funds business, as well as pursuing new opportunities to sustain long-term value creation for our shareholders.”

Yvon Charest, President and Chief Executive Officer

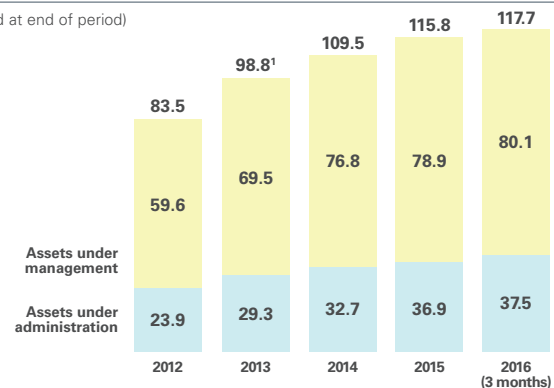
Net Income Attributed to Common Shareholders

(\$Million)



Assets Under Management & Administration

(\$Billion and at end of period)

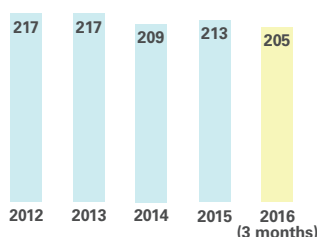


¹In 2014, an adjustment was made to recognize the deferred income taxes related to certain intangible asset items. This adjustment, which increased the goodwill and future income tax liability by an equivalent amount, was reflected retroactively to January 1, 2013. Years prior to 2013 were not adjusted.

Note: The figures do not always add up exactly due to rounding differences.

Solvency Ratio

(% and at end of period)



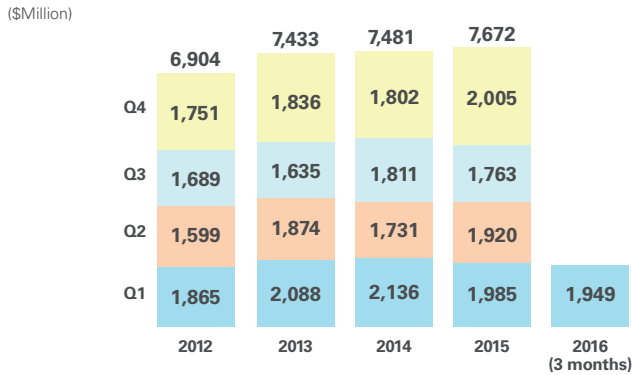
2016 Q1 Share Information

(As at March 31, 2016)

- › **Ticker:** IAG (TSX)
- › **Share price last 12 months (high/low):** \$46.05/\$35.00
- › **Share price (closing):** \$39.20
- › **Market capitalization:** \$4.0 billion
- › **Dividend per common share:** \$0.30 paid on March 15, 2016
\$0.32 payable June 15, 2016
- › **Number of shares outstanding:*** 102,857,708

* Weighted daily average for the quarter, on a diluted basis

Premiums, Premium Equivalents & Deposits

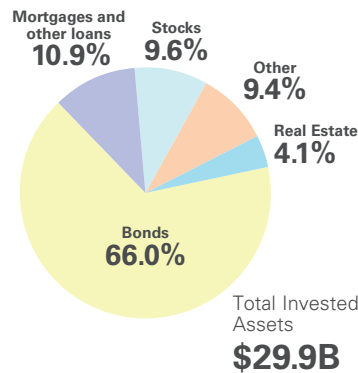


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Quality of Investments

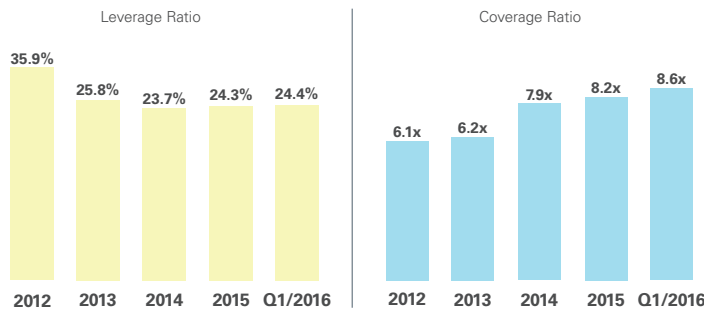
(As at March 31, 2016)

- Net impaired investments: 0.04% of total investments
- Bonds rated BB and lower: 0.65% of bond portfolio
- Mortgage loan delinquency rate: 0.27%
- Real estate occupancy rate: 89.6%



Debt Measures

(At the end of period)



Calendar of Events

- | | |
|--|--|
| <ul style="list-style-type: none"> June 14, 2016 iA Financial Group Investor Day August 4, 2016 2nd quarter 2016 financial results September 8, 2016 Scotiabank Financials Summit 2016 | <ul style="list-style-type: none"> September 22, 2016 CIBC 15th Eastern Institutional Conference November 2, 2016 3rd quarter 2016 financial results February 16, 2017 4th quarter 2016 financial results |
|--|--|

Sales Growth

Line of business (\$Million)	Q1/2016	Q1/2015
Individual Insurance	65.4	55.1
Individual Wealth Management		
- General fund	58.5	41.1
- Segregated funds	454.1	489.7
- Mutual funds	285.3	435.7
Group Insurance		
- Employee Plans	18.0	15.3
- Dealers – Creditor Insurance	66.2	65.4
- Dealers – P & C	39.5	35.7
- Special Markets Solutions	50.8	47.5
Group Savings and Retirement	333.9	250.9
General Insurance (auto and home)	52.7	46.9

Market Shares

Line of business	New Business ¹		In force ²	
	Rank	Market Share	Rank	Market Share
Individual Insurance	4 th	8.7%	4 th	8.7%
Individual Wealth Management				
- Segregated funds	3 rd	13.7%	3 rd	11.3%
- Mutual funds	20 th	-	19 th	-
Group Insurance ³	6 th	5.8%	7 th	3.7%
Group Savings and Retirement	4 th	6.2%	4 th	5.4%

¹ First-year annualized premiums, except for Individual Wealth Management where it refers to gross sales

² Assets, except for Individual Insurance where it refers to direct premiums

³ Employee Groups Market of 50 to 1,000 employees

Source: Latest available industry data from: CLHIA, Fraser Group, Investor Economics, IFIC and LIMRA

Stock Market and Interest Rate Sensitivity

As at March 31, 2016

S&P/TSX closing value	13,494
S&P/TSX level at which provisions for future policy benefits would have to be strengthened	9,600
S&P/TSX level at which the solvency ratio decreases to 150%	6,500
Full year impact on net income of a sudden 10% decrease in stock markets	(\$27M)
After-tax impact on reserves of a 10 bps decrease in the Initial Reinvestment Rate (IRR)	(\$27M)

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