

Industrial Alliance Announces the Payment of a Dividend on Its Common Shares

Quebec City, August 4, 2016 – Industrial Alliance Insurance and Financial Services Inc. (“iA Financial Group”) (TSX: IAG) announced today the payment of a dividend of \$0.32 per outstanding common share for the quarter ended June 30, 2016. This dividend will be payable on September 15, 2016, to all common shareholders of record at the close of business on August 19, 2016.

Industrial Alliance reminds shareholders who wish to enrol in the company’s Dividend Reinvestment and Share Purchase Plan (“DRIP”) that they must do so no later than 4:00 p.m. on August 12, 2016, in order to reinvest the next dividend. To enrol, go to the company’s website at www.ia.ca, under *About iA*, in the *Investor Relations/Dividends* section.

Please note that the common shares issued under the DRIP will be purchased on the secondary market and no discount will be applicable.

About iA Financial Group

Founded in 1892, iA Financial Group offers life and health insurance products, mutual and segregated funds, savings and retirement plans, RRSPs, securities, auto and home insurance, mortgages and car loans and other financial products and services for both individuals and groups. It is one of the four largest life and health insurance companies in Canada and among the largest publicly traded companies in the country. iA Financial Group stock is listed on the Toronto Stock Exchange under the ticker symbol IAG.

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