

Industrial Alliance Announces 9% Increase in the Dividend on Its Common Shares

Quebec City, February 16, 2017 – The board of directors of Industrial Alliance Insurance and Financial Services Inc. (“iA Financial Group”) (TSX: IAG) announced today an increase of \$0.03 in its quarterly dividend per common share, raising it to \$0.35. This dividend will be payable on March 15, 2017, to all common shareholders of record at the close of business on February 28, 2017.

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 February 21, 2017, 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.

Information:

Investor Relations

Grace Pollock
Office phone: 418-780-5945
Email: grace.pollock@ia.ca

Public Relations

Pierre Picard
Office phone: 418-684-5000, ext. 1-1660
Email: pierre.picard@ia.ca