

NOTICE OF DIVIDEND

NOTICE is hereby given that a quarterly dividend of \$0.3800 per common share has been declared by Industrial Alliance Insurance and Financial Services Inc. (hereinafter "iA Financial Group"). The dividend is payable in cash on March 15, 2018, to common shareholders of record at March 2, 2018.

NOTICE is hereby given that a quarterly dividend of \$0.2875 per Non-Cumulative Class A Preferred Share – Series B has been declared by iA Financial Group. The dividend is payable in cash on April 2, 2018, to preferred shareholders of record at March 2, 2018.

NOTICE is hereby given that a quarterly dividend of \$0.2360625 per Non-Cumulative Class A Preferred Share – Series G has been declared by iA Financial Group. The dividend is payable in cash on April 2, 2018, to preferred shareholders of record at March 2, 2018.

Quebec City, Quebec, February 15, 2018

BY ORDER OF THE BOARD
Jennifer Dibblee
Corporate Secretary