



PRESS RELEASE
For immediate release

125 years of growth

iA FINANCIAL GROUP WANDERING THE STREETS OF VANCOUVER GIVING AWAY \$31,250

250 citizens will receive \$125 each starting February 8

Vancouver, February 8, 2017 – Be on the lookout! Between February 8 to 11, the iA Financial Group anniversary charity squad will wander the streets of Vancouver and distribute \$125 in cash to 250 lucky individuals in celebration of this growing company’s 125th anniversary.

The squad will hang out in public places around Vancouver and hand out cash rewards primarily to individuals who perform a spontaneous good deed, such as open a door for someone, or help someone carry bags, brush snow off their vehicle. The possibilities are endless!

“The purpose of this initiative is to encourage people to do good deeds and work together in their daily lives, to brighten their day for a few moments, and thank them for 125 successful years. With this initiative, we respect the fundamental philanthropic values of our company”, states Yvon Charest, President and Chief Executive Officer of iA Financial Group and recognized philanthropist.

After visiting Quebec City and Vancouver, the squad will continue its Canada-wide tour in Toronto from February 13 to 16, and then head to Montreal from February 20 to 23. In total, 1,000 cash rewards of \$125 will be handed out in these four cities.

THE WIND AT OUR BACK!

With a 500% increase in the value of its stock since 2000, a solid acquisition-driven growth strategy, and a notable digital shift, iA Financial Group will celebrate its 125 years with Canadians from coast to coast with a series of activities to be held throughout 2017. To learn more about the 125th anniversary activities, go to <https://125.ia.ca/home>.

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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SOURCE: Pierre Picard, Public Relations Manager | iA Financial Group | ia.ca

There will be multimedia assets available including video and pictures from the activities of the iA Financial Group anniversary charity squad in each city. Spokespeople are available for interview opportunities, as well as a questions and answers document and a backgrounder. To be connected with a spokesperson, please connect with the media contacts.

MEDIA CONTACTS:

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HIGHLIGHTS

125 YEARS OF HISTORY

- The story of iA Financial Group originated with the intertwining of two parallel destinies, those of Alliance Nationale and Industrial Life.
- Alliance Nationale was created in 1892, in Montreal, with assets of just over \$10,000.
- Industrial Life Insurance Company was founded in Quebec City in 1905.
- In 1987, Industrial Life and Alliance merged to become a new company called Industrial Alliance Life Insurance Company, which later became better known as Industrial Alliance.

The company subsequently continued to evolve at three major levels:

- **From a mutual company to a share capital company**

In 2000, Industrial Alliance went from being a mutual company (that is to say owned by the insured) to a share capital company (that is to say owned by its shareholders) and was officially listed on the Toronto Stock Exchange under the symbol IAG.

- **From a Quebec-based company to a pan-Canadian company with a presence in the United States**

In the early 1980s, Industrial Alliance operated primarily in Quebec. The company's activities gradually expanded outside the province. Today, 60% of its business volume, measured in premiums and deposits, is generated outside the province (data as at September 30, 2016).

- **From an insurance company to a financial institution**

Until the early 2000s, Industrial Alliance was most widely recognized as a life insurance company. Thanks to its sustained growth and more than 50 targeted and strategic acquisitions, Industrial Alliance has become a major institution with subsidiaries in several areas of financial services. Its new name, iA Financial Group, perfectly exemplifies this.