



POWER FINANCIAL
CORPORATION

Investor Presentation

September 7, 2011

Certain statements in these presentation materials, as well as in oral statements made by representatives of the Corporation in connection with these materials or in response to questions, other than statements of historical fact, are forward-looking statements based on certain assumptions and reflect the Corporation's current expectations, or with respect to disclosure regarding the Corporation's public subsidiaries, reflects such subsidiaries' disclosed current expectations. Forward-looking statements are provided for the purposes of assisting the investors in understanding the Corporation's financial performance, financial position and cash flows as at and for the periods ended on certain dates and to present information about management's current expectations and plans relating to the future and investors are cautioned that such statements may not be appropriate for other purposes. These statements may include, without limitation, statements regarding the operations, business, financial condition, expected financial results, performance, prospects, opportunities, priorities, targets, goals, ongoing objectives, strategies and outlook of the Corporation and its subsidiaries, as well as the outlook for North American and international economies for the current fiscal year and subsequent periods. Forward-looking statements include statements that are predictive in nature, depend upon or refer to future events or conditions, or include words such as "expects", "anticipates", "plans", "believes", "estimates", "seeks", "intends", "targets", "projects", "forecasts" or negative versions thereof and other similar expressions, or future or conditional verbs such as "may", "will", "should", "would" and "could".

By its nature, this information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. A variety of factors, many of which are beyond the Corporation's and its subsidiaries' control, affect the operations, performance and results of the Corporation and its subsidiaries and their businesses, and could cause actual results to differ materially from current expectations of estimated or anticipated events or results. These factors include, but are not limited to: the impact or unanticipated impact of general economic, political and market factors in North America and internationally, interest and foreign exchange rates, global equity and capital markets, management of market liquidity and funding risks, changes in accounting policies and methods used to report financial condition (including uncertainties associated with critical accounting assumptions and estimates), the effect of applying future accounting changes, business competition, operational and reputational risks, technological change, changes in government regulation and legislation, changes in tax laws, unexpected judicial or regulatory proceedings, catastrophic events, the Corporation's and its subsidiaries' ability to complete strategic transactions, integrate acquisitions and implement other growth strategies, and the Corporation's and its subsidiaries' success in anticipating and managing the foregoing factors.

Investors are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking statements. Information contained in forward-looking statements is based upon certain material assumptions that were applied in drawing a conclusion or making a forecast or projection, including management's perceptions of historical trends, current conditions and expected future developments, as well as other considerations that are believed to be appropriate in the circumstances, including that the foregoing list of factors, collectively, are not expected to have a material impact on the Corporation and its subsidiaries. While the Corporation considers these assumptions to be reasonable based on information currently available to management, they may prove to be incorrect.

Other than as specifically required by applicable Canadian law, the Corporation undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made, or to reflect the occurrence of unanticipated events, whether as a result of new information, future events or results, or otherwise.

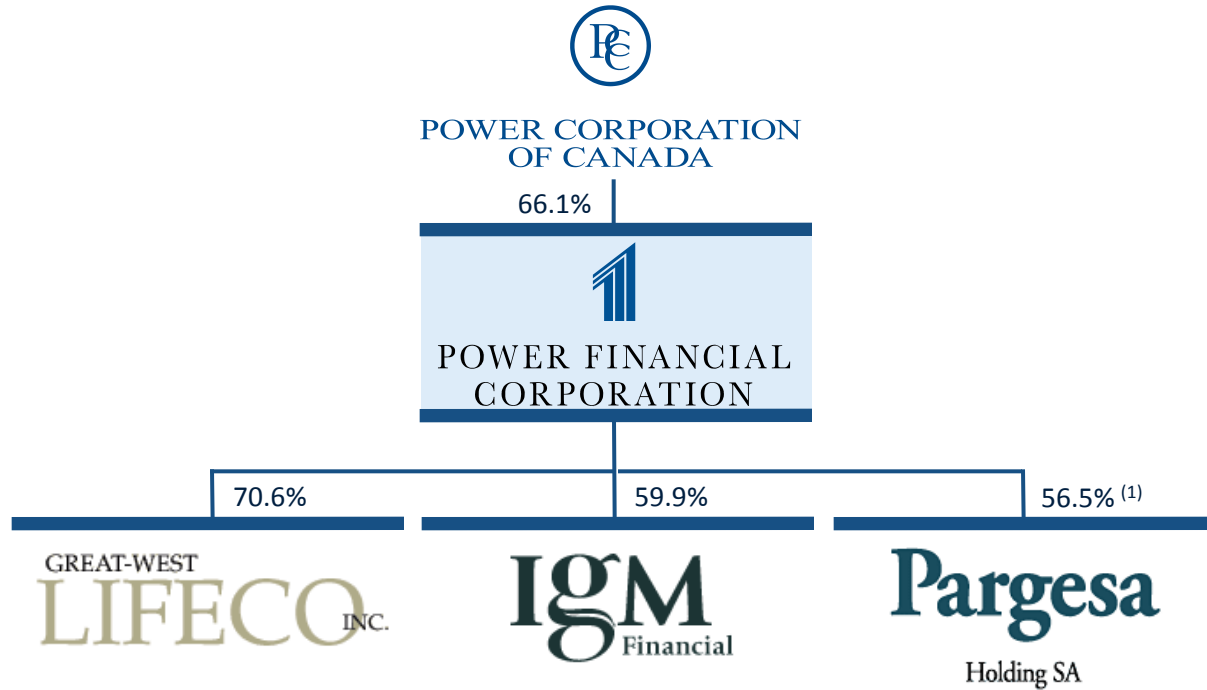
Additional information about the risks and uncertainties of the Corporation's business and material factors or assumptions on which information contained in forward-looking statements is based is provided in its disclosure materials, including its Annual Information Form and its most recent Management's Discussion and Analysis, filed with the securities regulatory authorities in Canada, available at www.sedar.com.

These presentation materials contain statistical data, market research and industry forecasts that were obtained from industry publications, studies and reports or are based on estimates derived from same and the Corporation's knowledge of, and experience in, the markets in which its subsidiaries operate. Actual outcomes may vary materially from those forecast in such publications, studies or reports, and the prospect for material variation can be expected to increase as the length of the forecast period increases and as the length of time since the date of the original publication increases. While the Corporation believes this data to be reliable, the Corporation has not independently verified any of the data from third party sources referred to in these presentation materials or ascertained the underlying assumptions relied upon by such sources. Accordingly, the Corporation does not guarantee, and takes no responsibility for, the accuracy, currency and completeness of this information. Further, such information may change without notice and the Corporation undertakes no obligation to update the information.

Certain financial terms included in these presentation materials or in oral statements made by representatives of the Corporation in connection with these materials or in response to questions, such as “operating earnings” are non-IFRS/non-CGAAP financial measures that do not have a standard meaning and may not be comparable to similar measures used by other entities. Please refer to the Corporation’s Management’s Discussion and Analysis for more information.

The following abbreviations are used in this document: Canadian generally accepted accounting principles (Canadian GAAP or CGAAP); Compound Annual Growth Rate (CAGR); Great-West Lifeco Inc. (Lifeco); IGM Financial Inc. (IGM); International Financial Reporting Standards (IFRS); Pargesa Holding SA (Pargesa); Power Financial Corporation (Power Financial or the Corporation); Putnam Investments, LLC (Putnam); Asset Under Management (AUM); Great-West Life & Annuity Insurance Company (Great-West Life & Annuity or GWL&A); millions (M); billions (B); trillions (T); Canadian Dollar (C\$); U.S. Dollar (US\$); Defined Benefit (DB); Defined Contribution (DC); Investment Retirement Account (IRA).

As of June 30, 2011



- Power Financial is the principal subsidiary of Power Corporation
- Market capitalization of C\$12 billion (TSX: POW) and C\$21 billion (TSX: PWF)
- Long-term commitment to the Protection, Retirement Savings and Asset Management markets in Canada, the U.S. and Europe
- Assets under management of C\$500 billion

⁽¹⁾ Pargesa position owned jointly with the Frère Group of Belgium

Investment Principles

- Long-term perspective
- Limited number of sustainable franchises with attractive growth profile
- Maintain conservative financial structure and sustainable dividend capacity
- Disciplined, detailed financial analysis

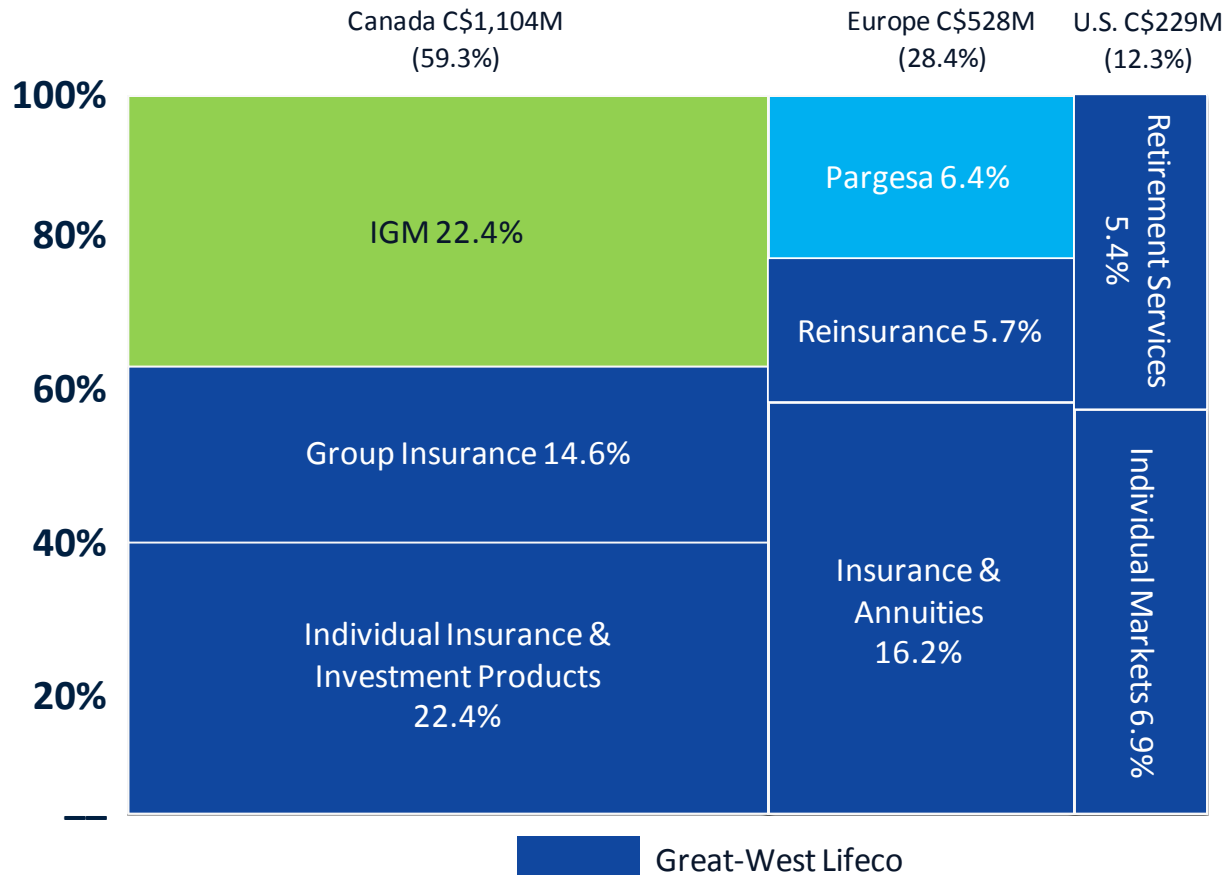
Operating Principles

- Majority ownership
- Decentralized management with strong governance oversight
- Focus on strategy, human resources and capital allocation / structure
- Prudent and conservative approach to risk management

Power Financial Governance

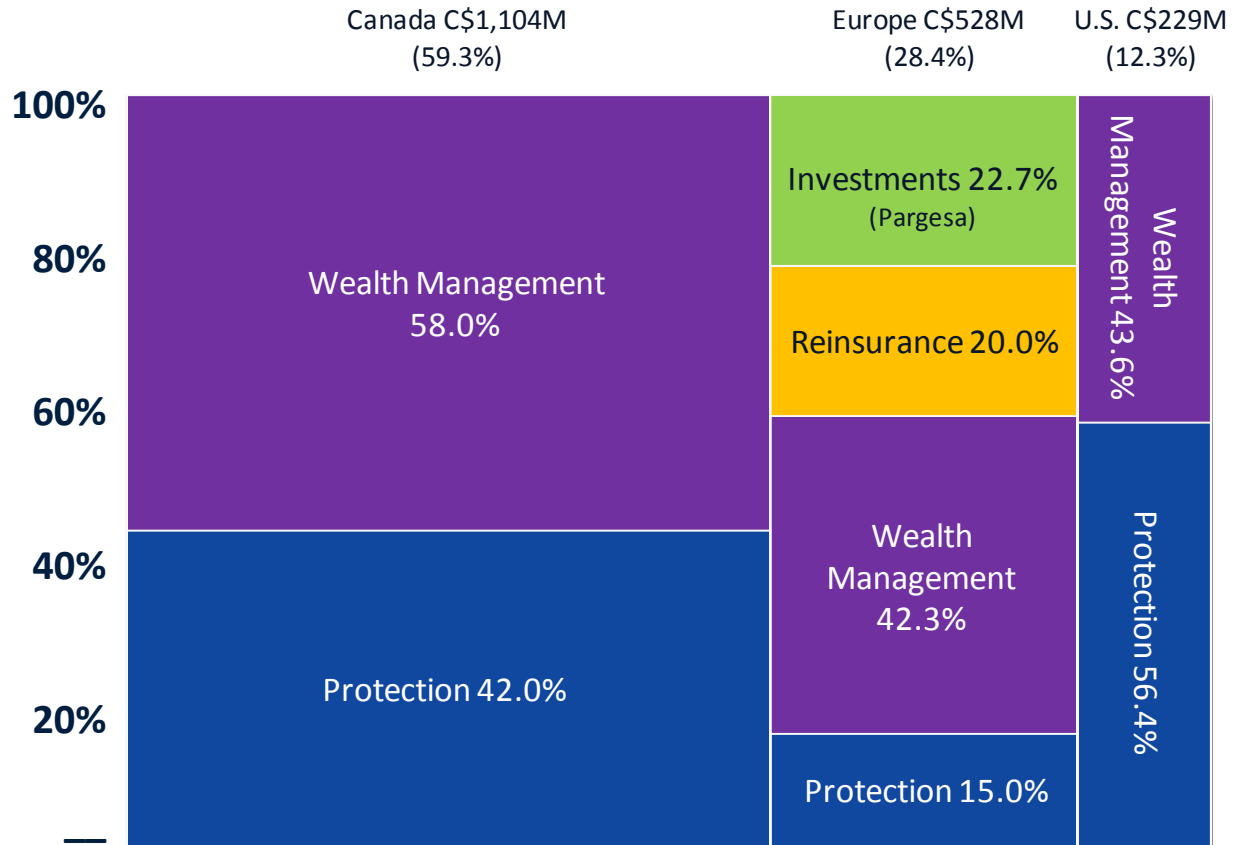
- Operate through the Board of Directors and Committees
- Significant and direct interaction with management
- Combination of Power executives and outside directors
- Power executives have substantial industry and company knowledge
- Outside directors provide expertise and diverse perspective

Power Financial by Line of Business and Geography - 2010



C\$1,861M previous CGAAP Operating Earnings in 2010 (Excl. Corporate Expenses and Putnam)

Power Financial by Market and Geography - 2010

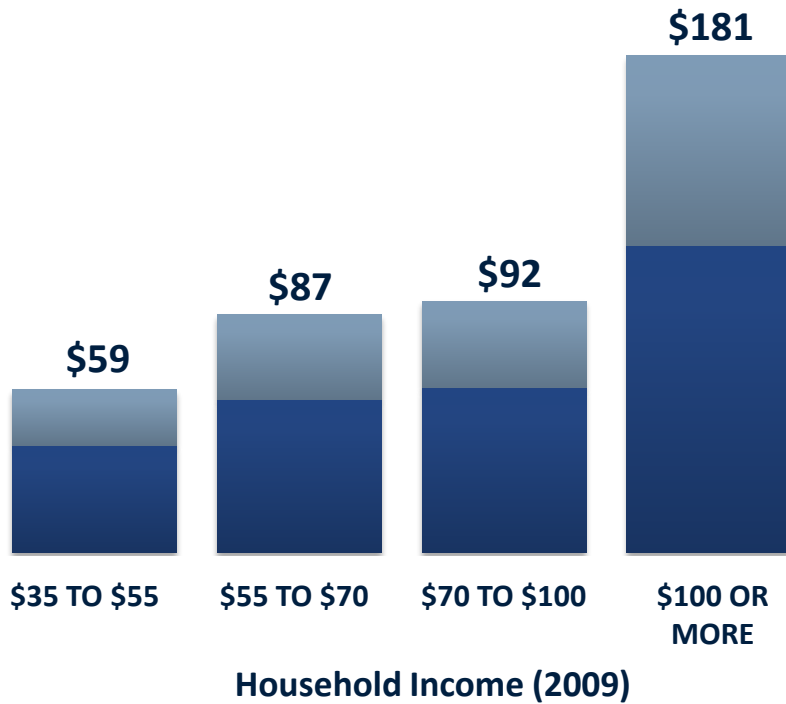


C\$1,861M previous CGAAP Operating Earnings in 2010 (Excl. Corporate Expenses and Putnam)

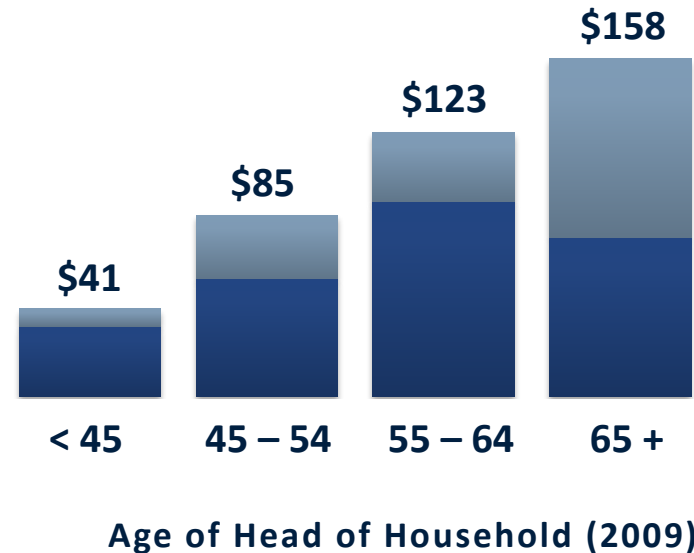
- Grow Distribution
- Product Enhancement
- Asset Retention
- Use of Technology
- Manage Capital and Risk

Our businesses are positioned to address the robust wealth and asset management opportunity that is significant and growing in Canada

Sizeable Financial Assets at all Income Levels
(C\$000)



Asset Levels that Increase with a Maturing Population
(C\$000)



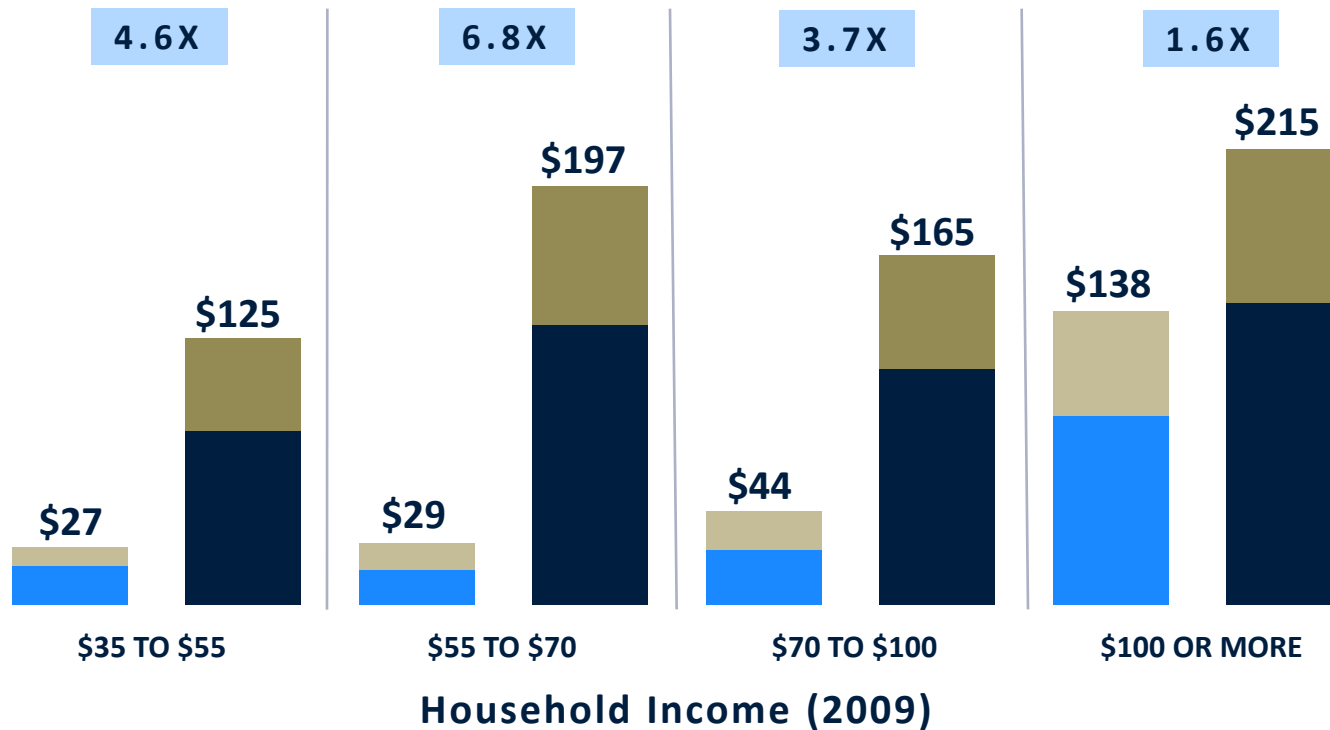
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SOURCE: IPSOS REID 'CANADIAN FINANCIAL MONITOR', SPECIAL ANALYSIS FOR IFIC

We focus on the advice channels in Canada

Demonstrable Wealth Impact

(c\$000)



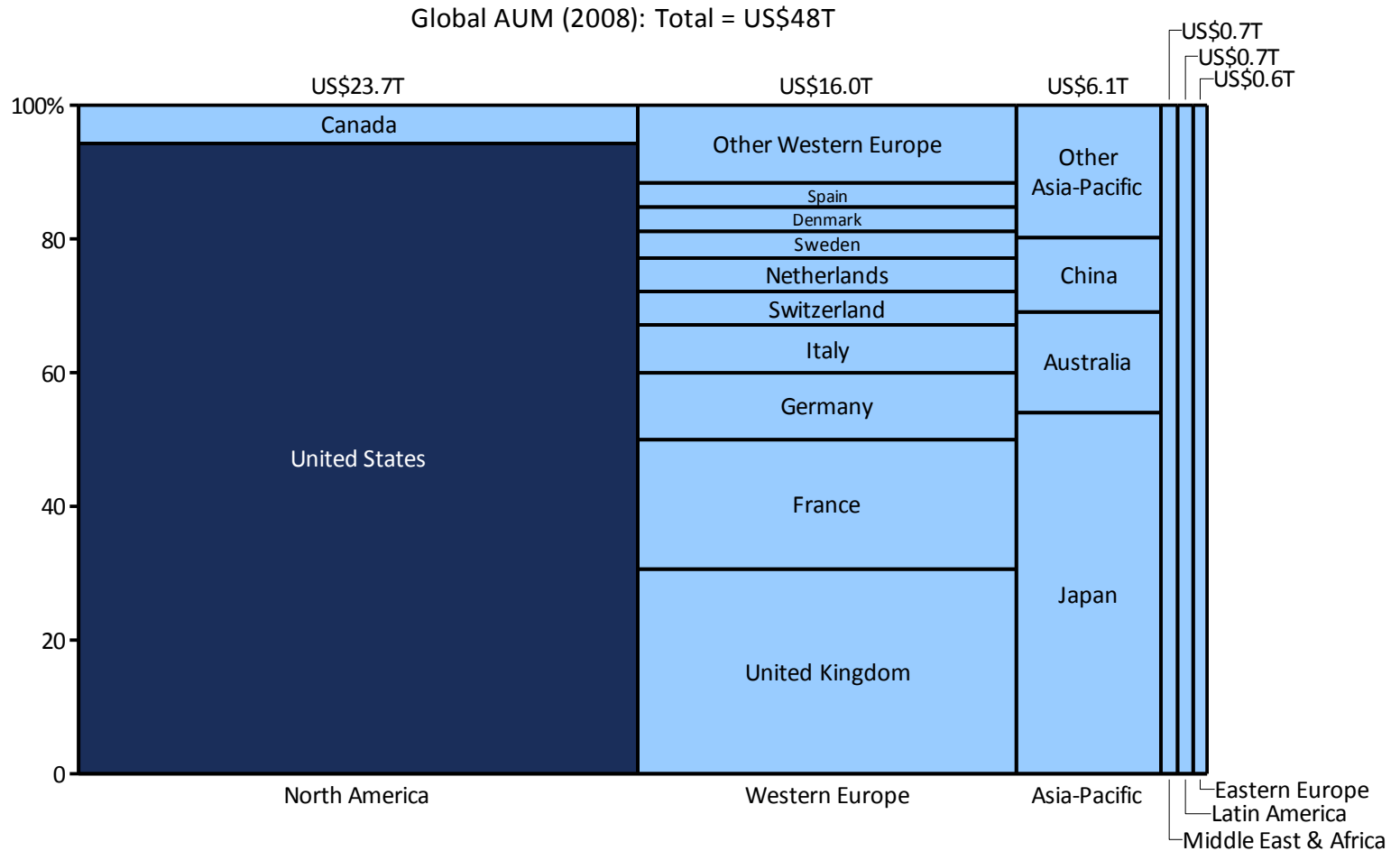
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SOURCE: IPSOS REID 'CANADIAN FINANCIAL MONITOR', SPECIAL ANALYSIS FOR IFIC

Company	Great-West Lifeco	IGM Financial	
Distribution	London Life Canada Life Great-West Life	Investors Group	Mackenzie
Products	<ul style="list-style-type: none"> ▪ Segregated funds ▪ Pensions ▪ Savings products ▪ Annuities 	<ul style="list-style-type: none"> ▪ Financial plan ▪ Mutual fund-based savings products ▪ Mortgages and insurance 	<ul style="list-style-type: none"> ▪ Mutual funds ▪ Full platform
AUM (C\$)	\$ 68 billion	\$ 62 billion	\$ 69 billion
Position	<ul style="list-style-type: none"> ▪ Canadian leader ▪ Strong brands ▪ Stability ▪ Multi-Channel 	<ul style="list-style-type: none"> ▪ Leading financial advisory firm ▪ Built around individual relationship between client and advisor ▪ Retail retirement savings orientation 	<ul style="list-style-type: none"> ▪ Leading third-party fund provider ▪ Experienced wholesaling capabilities ▪ Branded funds ▪ Strong performance

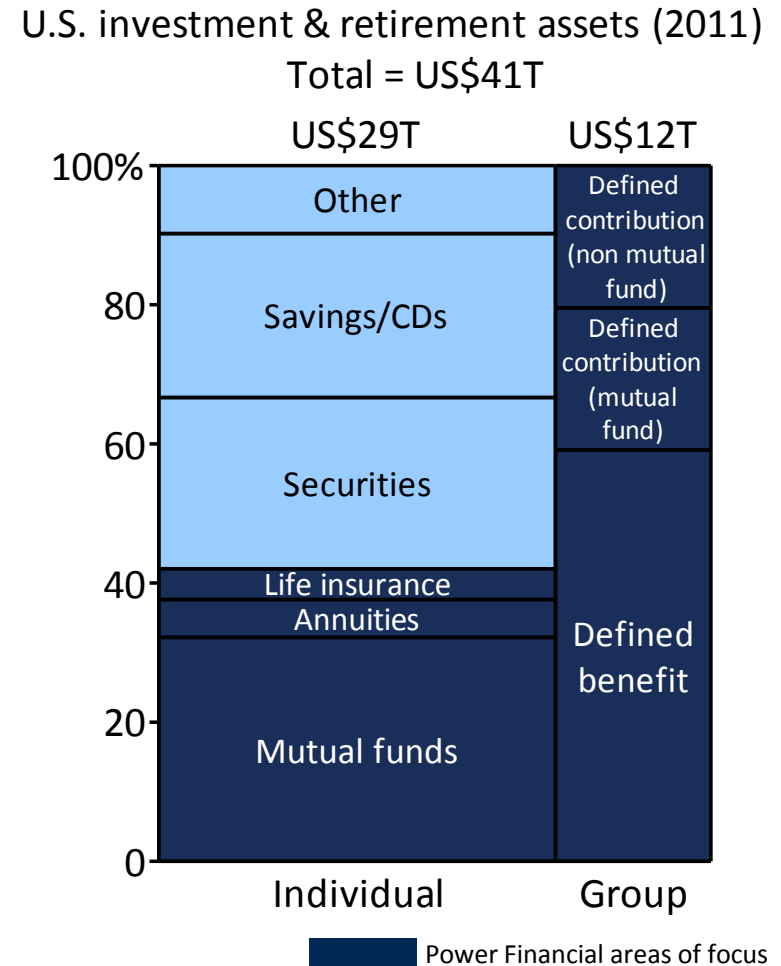
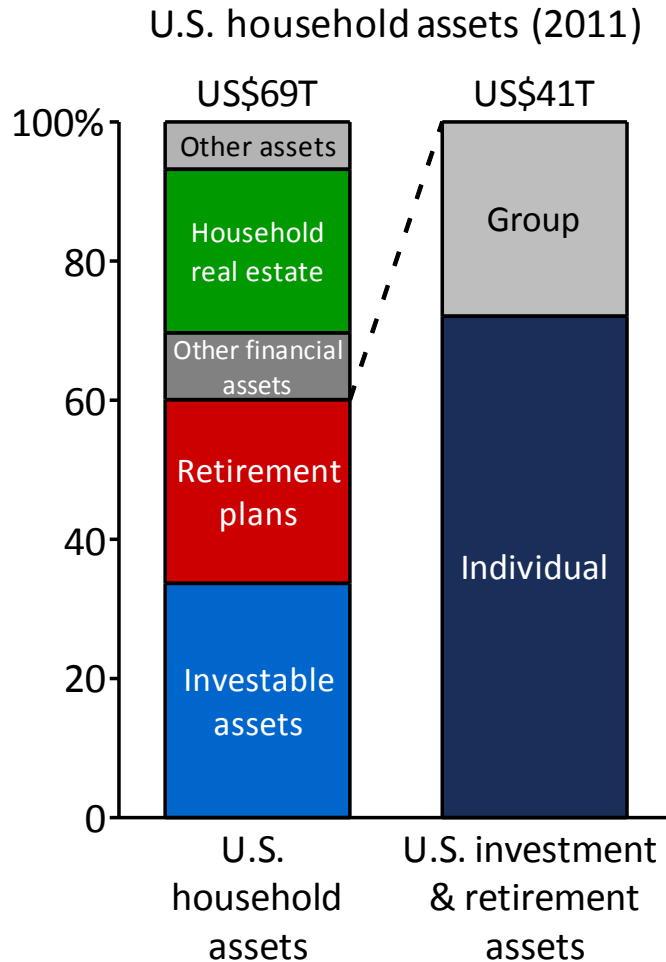
The Global Asset Management Landscape

The U.S. asset management market is by far the largest globally



Source: Bain & Company "Conquering the Crisis" 2009.

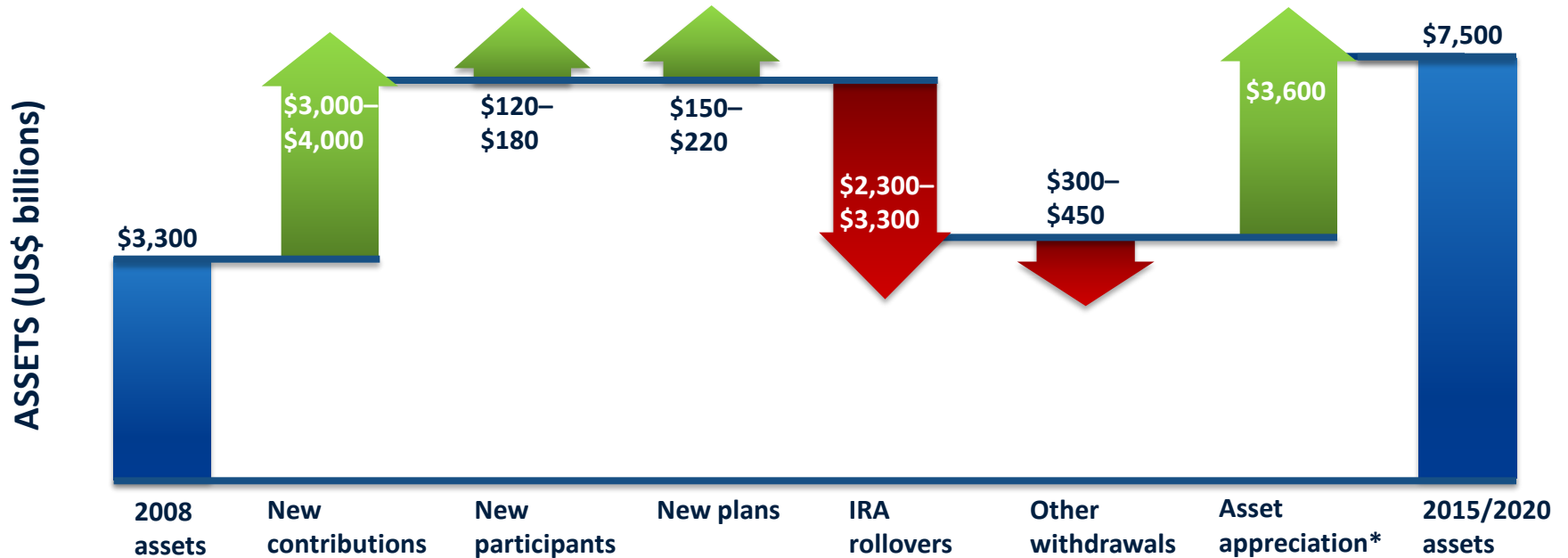
Power Financial participates in key segments



Note: "Investable Assets" includes brokerage accounts, mutual fund accounts, savings accounts, etc. not in specific retirement accounts; "Other financial assets" includes individual ownership net worth of small businesses; "Other assets" is principally consumer durable goods.

Source: Federal Reserve; ICI; UBS; Bain analysis.

We are focused on the compelling defined contribution opportunity which is estimated to grow to almost US\$8 trillion in assets by 2020



* Average asset appreciation rate of 6.1% (after fees) by asset classes is assumed to be 7.1% for equities, 4.7% for fixed income, 2.2% for money market/stable value, and 5.75% for asset allocation funds. Source: McKinsey Analysis.

Capabilities to Address the U.S. DC and Retirement Savings Opportunities

Defined Contribution

Great-West Life & Annuity

- 4.5 million defined contribution participants
- Leader in public / non-profit sector
- Growth strategy focused on small corporate 401(k)
- Leading operating platform in FASCore

Putnam

- Mutual funds through third-party channels
- Focus of 401(k) platform on high value-added clients
- Brand and performance
- FASCore-based platform
- Investment only capabilities for plans

Retirement Savings

Great-West Life & Annuity

- Defined contribution platform acts as a base to capture IRA rollover

Putnam

- Mutual funds through third-party channels
- Varied IRA offering to individuals

Line of Business

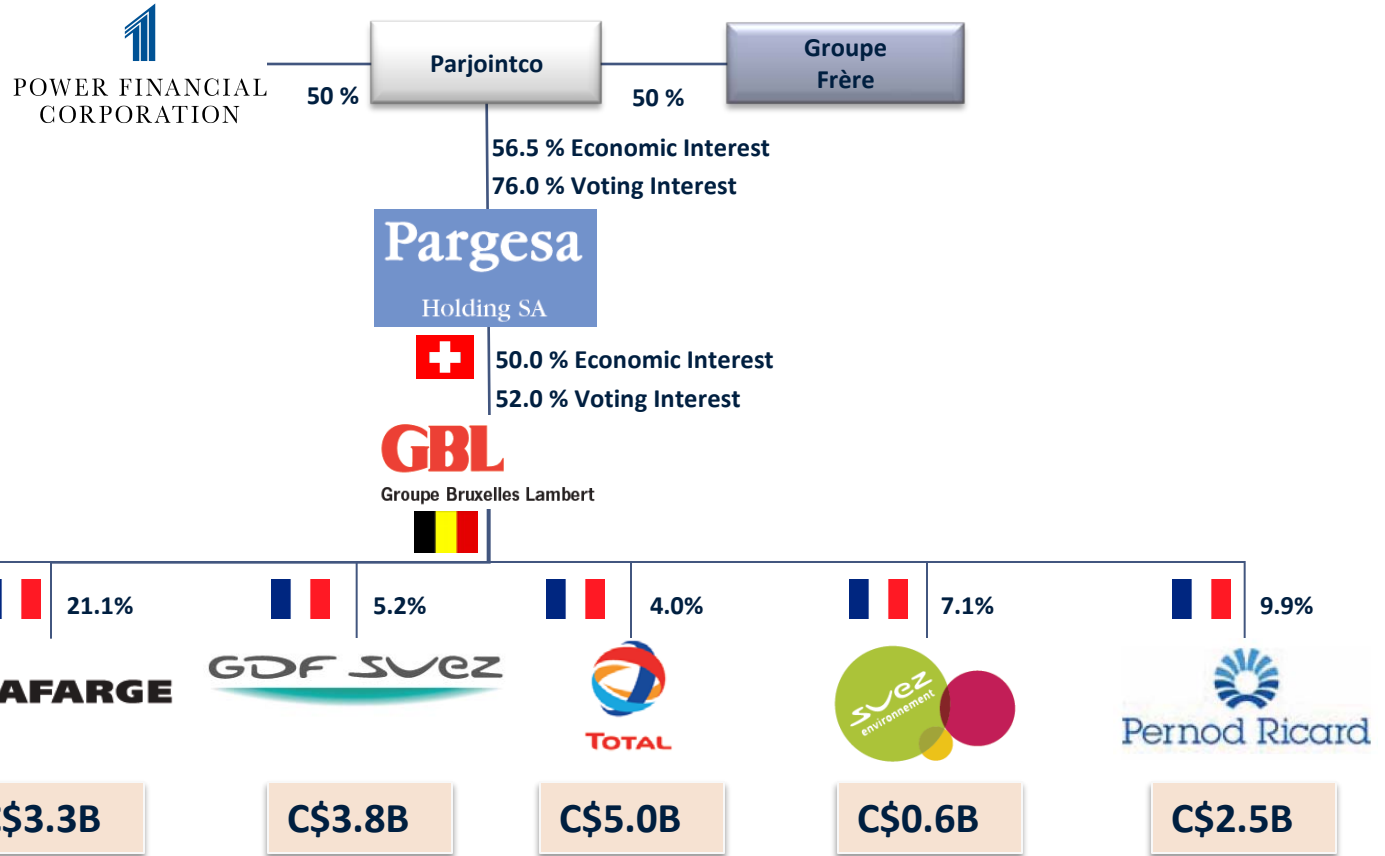
	Putnam Retail Management (U.S. Retail)	Putnam 401(k) Defined Contribution	Putnam Japan	Putnam Institutional	PanAgora
AUM (US\$129.2B) As of June 30, 2011	\$64.3	\$13.5	\$6.9	\$21.0	\$23.4
End Client	Individuals	Corporations and Participants	Retail and Pension	Pension Plans, Corporate, Sovereign Wealth	Pension Plans, Corporate, Sovereign Wealth
Channels	Brokerage Firms, Registered Investment Advisors, Insurance, Banks	Advisors and Consultants	Nippon Asset Management and Banks	Direct Sales and Consultants	Direct Sales and Consultants
Investment Manager	Putnam				PanAgora
	GWL&A FAScore				
	Product and Marketing, Operations and Technology				
	Corporate (Legal, Compliance, HR, Finance, General Services)				

To make Putnam into one of the premier asset management companies in the world

- Deliver superior investment performance
- Provide innovative and high-quality products and solutions in all market environments
- Regain leadership in the U.S. retail mutual fund space
- Be a recognized innovator for the global institutional investor
- Become the retirement partner of choice for advisors, plan sponsors, and participants



As of July 22, 2011



- Significant influence or control over core investments with an overall value of C\$18.0 billion
- Apply Power Financial's investment and governance principles across all assets
- Pargesa's market capitalization stands at C\$7.2 billion

(1) Represents GBL's share of companies market capitalization

* As of July 22, 2011 GBL also has a position of 6.1% in Arkema and 0.5% in Iberdrola

- Well positioned to benefit from opportunities in the asset management and retirement space in Canada and the U.S.
- Insurance products provide a stable base and growth opportunities in Canada and Europe
- Profitable and sustainable businesses in the U.K. and Europe
- Putnam re-emerging as a force in U.S. and global asset management
- Strategic focus on organic growth
- Diversification offered through Pargesa