

2016 Scotiabank Financials Summit

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POWER FINANCIAL
CORPORATION

Forward Looking Statements

In the course of today's meeting, officers of the Corporation may make, in their remarks or in response to questions, and the accompanying materials may include, statements containing forward-looking information. Certain statements, 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, reflect such subsidiaries' disclosed current expectations. Forward looking statements are provided for the purposes of assisting the listener/reader 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 the listener/reader is 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.

The reader/listener is 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 list of factors in the previous paragraph, 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.

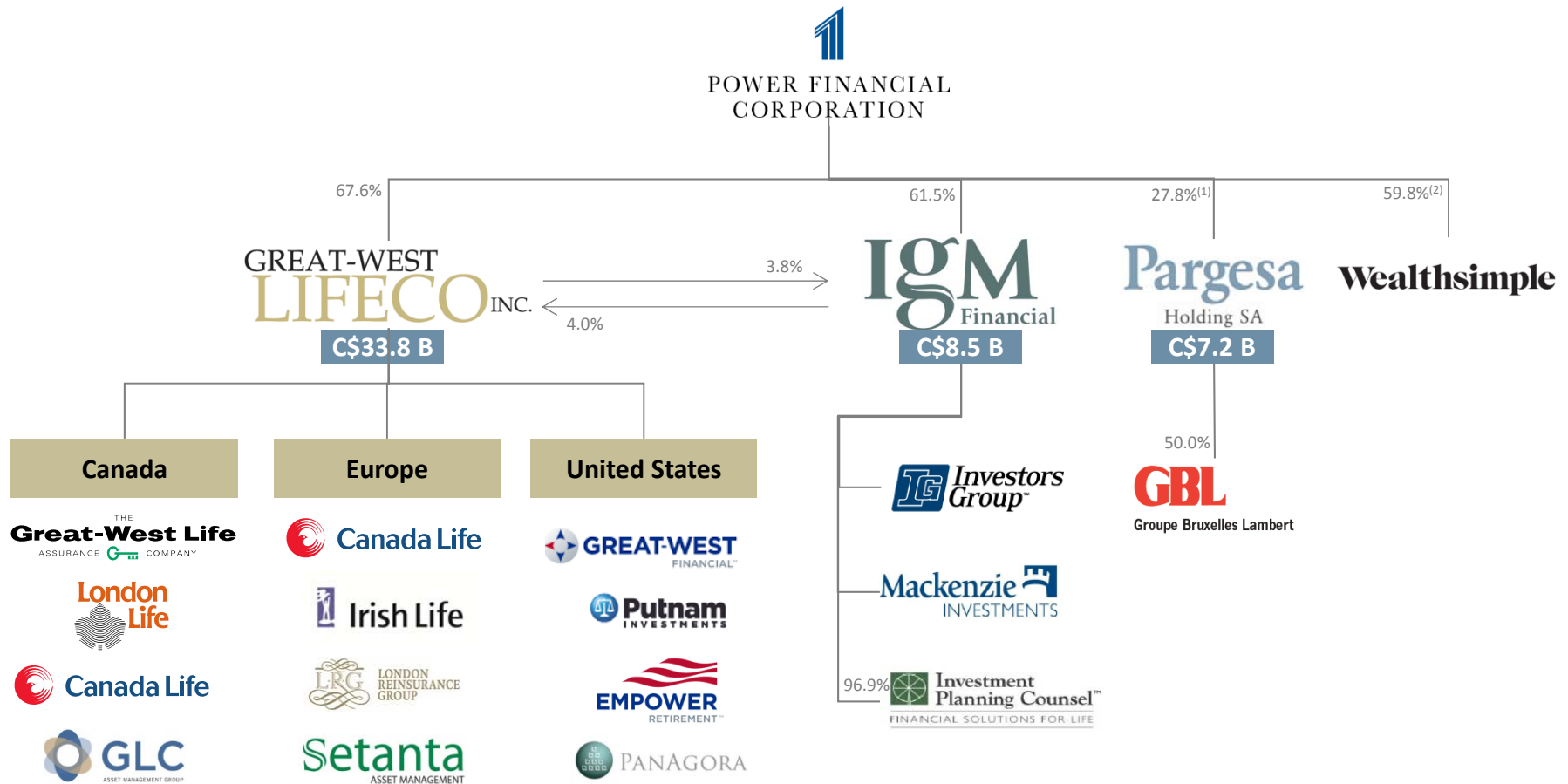
Other than as specifically required by applicable Canadian law, the Corporation undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made, or to reflect the occurrence of unanticipated events, whether as a result 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 most recent MD&A and its most recent Annual Information Form, filed with the securities regulatory authorities in Canada and 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.

Long-term commitment to the protection, retirement, and asset management markets in Canada, Europe, and the U.S.

- Power Financial controls or exercises significant influence over three publicly traded companies with a combined market capitalization of \$50B



Market capitalization

(1) Held through Parjointco, a jointly controlled corporation (50%).

(2) Represents 60.4% of voting rights.

Power Financial investment principles and governance model are strong foundation for stable long-term growth

Investment Principles

- Long-term perspective
- Leadership position in a focused number of markets
- 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
- Centralized oversight roles and decentralized management
- Focus on strategy, human resources and capital allocation / structure
- Prudent and conservative approach to risk management

Governance

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

Changing business and regulatory environment



Macro-economic environment

- Weakness in global economic demands
- Interest rates at historically low levels
- Low investment returns put pressure on pricing and margins



Fintech

- Changing the way financial products are conceived, managed, delivered
- Increasing access to financial advice
- Increasing effectiveness and productivity of financial advisors



Regulatory framework



- Consultations from Canadian Securities Administrators (“CSA”) on reforms to client-registrant relationship and best interest standards
- Consultations from CSA on mutual fund fees
- 2019 - Financial Institutions Legislation review



- 2013 - Retail Distribution Review (“RDR”) banned commissions to advisors
- 2016 - Financial Advice Market Review (“FAMR”) explored advice gap and provided no marginal improvements to RDR



- 2016 - Department of Labor (“DOL”) new definition of who is fiduciary of an employee benefit plan, widening fiduciary duty obligations

For decades PFC has pursued a multi-brand strategy seeking leadership positions in a focused number of markets

1996 Overview

Consolidated Assets	\$31 B
Total Assets Under Management	\$66 B

Insurance & Retirement

Operating Subsidiaries



Geographic Presence

- Canada
- U.S.

Asset Management



- Canada

2016 Q2 Overview

Consolidated Assets	\$408 B
Total Assets Under Management	\$763 B

Insurance & Retirement

Operating Subsidiaries



Geographic Presence

- Canada
- U.S.
- U.K.
- Ireland
- Germany

Asset Management



- Canada
- U.S.
- Ireland

Great-West Lifeco multi-brand and multi-product overview

Canada

Life insurance

Retirement savings

Health insurance

Investment management



Europe

Life insurance

Retirement savings

Health insurance

Investment management

Reinsurance



United States

Life insurance

Retirement savings

Investment management



IGM multi-channel and multi-brand overview

- IGM Financial operates through three subsidiaries managing \$134.7 B in total AUM



- Comprehensive personal planning delivered through long-term client and consultant relationships
- > 5,300 consultants
- \$76.2B mutual fund AUM

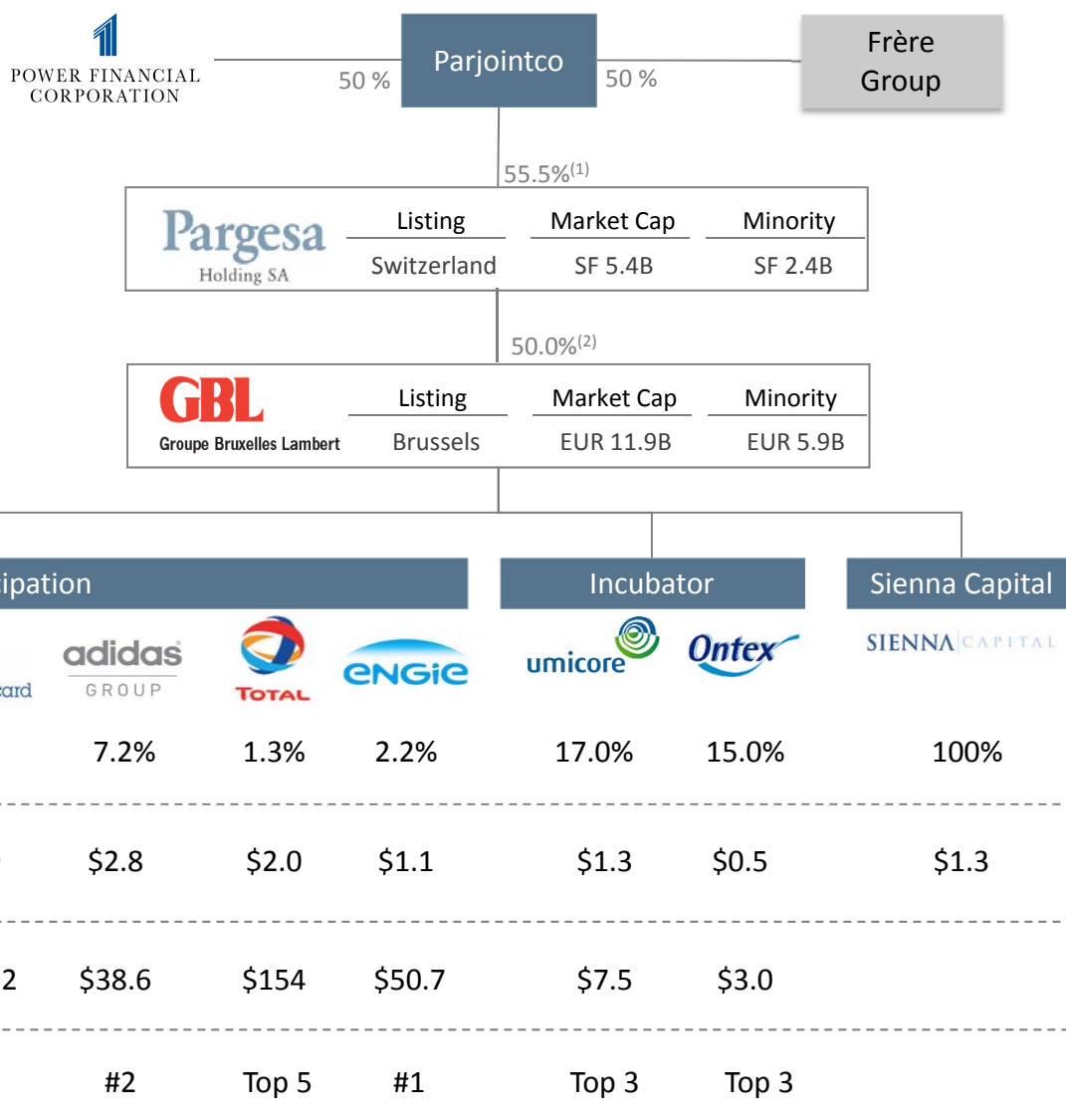
- Investment management and related services offered through diversified investment solutions
- > 30,000 third party advisors
- \$61.7B total AUM⁽¹⁾

- Integrated personal financial services company
- > 850 financial advisors
- \$24.4B total assets under administration
- \$4.3B mutual fund AUM

(1) Includes sub-advisory mandates of Mackenzie to mutual funds managed by Investors Group and Counsel, which constituted \$7.5B as at June 30, 2016.

Pargesa, jointly controlled since 1990, has holdings in several major global companies which are leaders in their sectors

- The Pargesa Group has been jointly controlled for over 25 years
- The agreement was first extended in 1996, then in 2012 until 2029 with possible further extension
- Main objective is to play an active role in the governance bodies and in the strategic decision making of its portfolio companies



(1) Represents 75.4% of voting rights.

(2) Represents 52.0% of voting rights.