

Guiding to solid growth

RBC Capital Markets
Global Financial Institutions Conference

Investor presentation

March 9, 2022



PRESENT AND STRONG.
More than ever.

iA Financial Corporation and iA Insurance report their financial results and statements in accordance with International Financial Reporting Standards (“IFRS”). They also publish certain financial measures or ratios that are not based on IFRS (“non-IFRS”). A financial measure is considered a non-IFRS measure for Canadian securities law purposes if it is presented other than in accordance with the generally accepted accounting principles (“GAAP”) used for the Company’s audited financial statements. The Company uses non-IFRS measures when evaluating its results and measuring its performance. The Company believes that non-IFRS measures provide additional information to better understand its financial results and assess its growth and earnings potential, and that they facilitate comparison of the quarterly and full year results of the Company’s ongoing operations. Since non-IFRS measures do not have standardized definitions and meaning, they may differ from the non-IFRS financial measures used by other institutions and should not be viewed as an alternative to measures of financial performance determined in accordance with IFRS. The Company strongly encourages investors to review its financial statements and other publicly filed reports in their entirety and not to rely on any single financial measure. These non-IFRS measures are often accompanied by and reconciled with IFRS financial measures. For certain non-IFRS measures, there are no directly comparable amounts under IFRS.

This document presents non-IFRS measures used by the Company when evaluating its results and measuring its performance.

These measures are: Return on common shareholders’ equity (ROE); core earnings; core earnings per common share (core EPS); core return on common shareholders’ equity (core ROE); components of the sources of earnings (SOE), on a reported and core basis; car loan measure – loan originations; car loan measure – finance receivables; car loan measure – average credit loss rate on car loans; dividend payout ratio; core dividend payout ratio; organic capital generation; potential capital deployment; total payout ratio (trailing 12 months); capitalization; solvency ratio; financial leverage measure – debentures/capital; Individual Wealth Management mutual funds deposits; Group Savings and Retirement deposits; US Operations Dealer Services premium equivalents; Group Insurance Employee Plans ASO, Investment contracts and premium equivalents and deposits; Individual Insurance minimum and excess premium sales; Individual Wealth Management gross and net mutual fund sales; Group Insurance Employee Plans sales; US Operations Individual Insurance sales; Group Insurance Special Markets sales; Group Insurance Dealer Services P&C sales; Group Savings and Retirement sales of accumulation contracts and insured annuities; US Operations Dealer Services sales and General Insurance sales; Group Insurance Dealer Services creditor insurance sales; financial leverage measure – debentures + preferred shares issued by a subsidiary/capital; financial leverage measure – coverage ratio; sensitivity measures; assets under administration (AUA); assets under management (AUM).

See the “Non-IFRS and Additional Financial Measures” section at the end of this document for relevant information about such measures.

iA Financial Group
is one of the largest insurance
and wealth management
groups in Canada, with
operations in the United States

OUR PURPOSE

To assure that our clients feel
confident and secure about
their future

OUR MISSION

To ensure the financial wellbeing
of our clients by offering them
personal insurance coverage and
investment solutions to help them
achieve their personal goals

Foundation
1892

\$8.1B
market
cap.

IAG on TSX
IPO in 2000

\$75.03
stock price

4M+
clients

\$85.25
all-time
high

8,400+
employees

25%-35%
dividend
payout ratio
target range

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2021 KEY RESULTS

Sustained growth momentum

Solid profitability, continued very strong sales momentum,
robust financial position and value creation for shareholders



\$8.31

Core EPS⁺
+17% YoY

14.2%

Core ROE⁺
***At top of 2021
guidance***

\$16.6B

P&D⁺
+18% YoY

\$221.2B

AUM/AUA⁺
+12% YoY

134%

Solvency ratio⁺
Above target

\$62.01

Book value¹
+12% YoY

ROE is presented on a trailing twelve months basis. ¹Book value per common share is a financial measure calculated by dividing the common shareholders' equity by the number of common shares outstanding at the end of the period; all components of this measure are IFRS measures.

[†] This item is a non-IFRS measure; see the "Non-IFRS and Additional Financial Measures" section at the end of this document for relevant information about such measures.

2021 – One of the strongest years in IAG history

- Very strong sales momentum – iA sold 1 in 4 ind. insurance policies in Canada
- Core EPS and core ROE above guidance and robust 134% solvency ratio
- Shareholder value creation: Book value up 12%, dividend up 29% and NCIB

Superior employee, client and advisor experience

- Employer of choice that offers support, flexibility and a rewarding career
- Superior client satisfaction based on our net promoter score surveys
- #1 for overall company rating in Advisor Perception Survey

2022 – Solid foundation for continued growth

- Core ROE guidance increased to 13-15%, one year early
- Strong capital generation – Targeting \$450M to \$525M
- Well reserved with \$950M+ macro and pandemic protections

2023 – Favourable outlook for IFRS 17 and IFRS 9 transition

- Proactive approach with transparent communications with market
- Already managing business with new regime in mind
- Expected near-neutral to favourable impacts on several key metrics



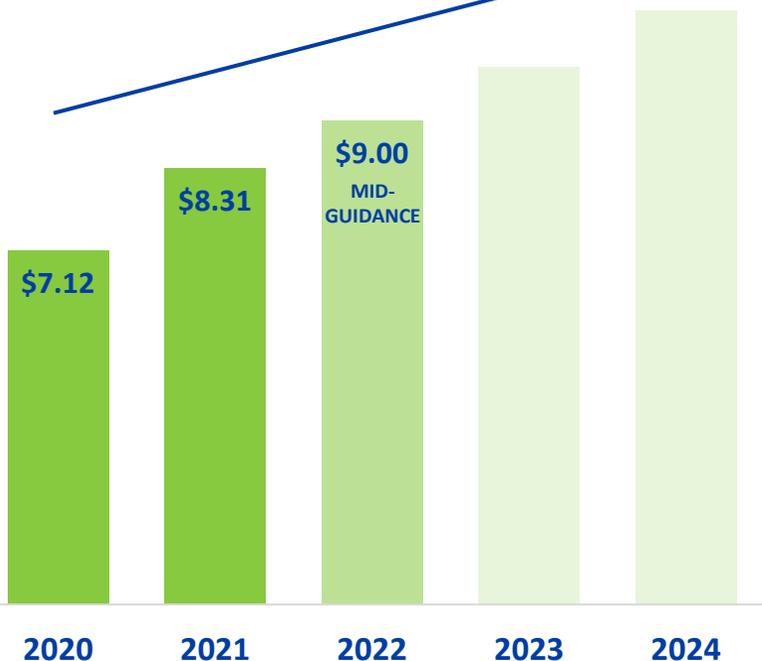
Strong earnings targets built on solid track record

Core EPS[†]

(diluted)

 **10%+**
growth on
average
per year

TRACK RECORD
11.4%
2015-2021
6-year
CAGR

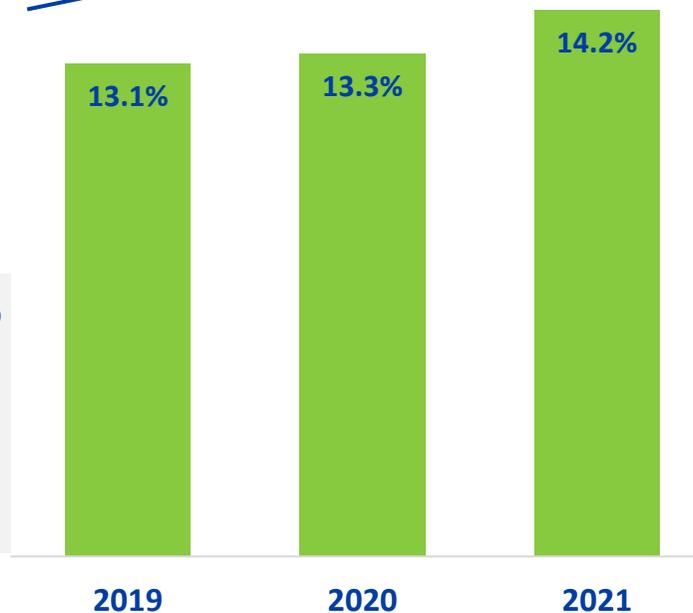


Core ROE[†]

(diluted)

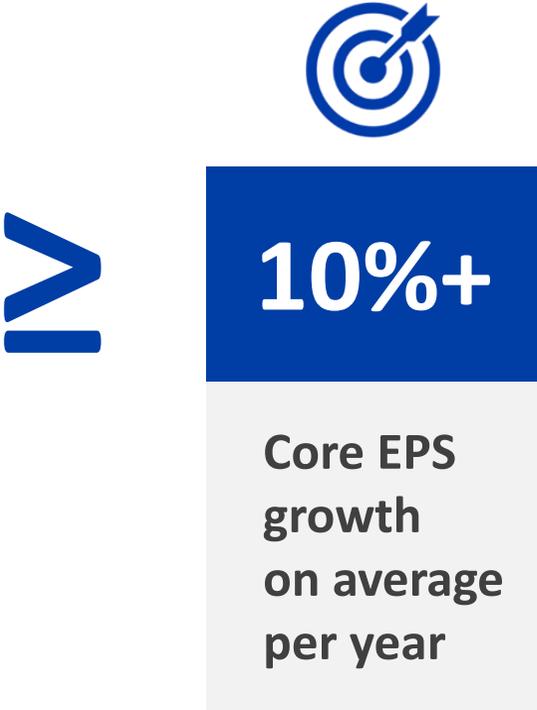
 **2022 target**
13%-15%

TRACK RECORD
13.2%
2017-2021
5-year
average



[†] This item is a non-IFRS measure; see the “Non-IFRS and Additional Financial Measures” section at the end of this document for relevant information about such measures.

THE ROAD TO REACH EARNINGS TARGETS

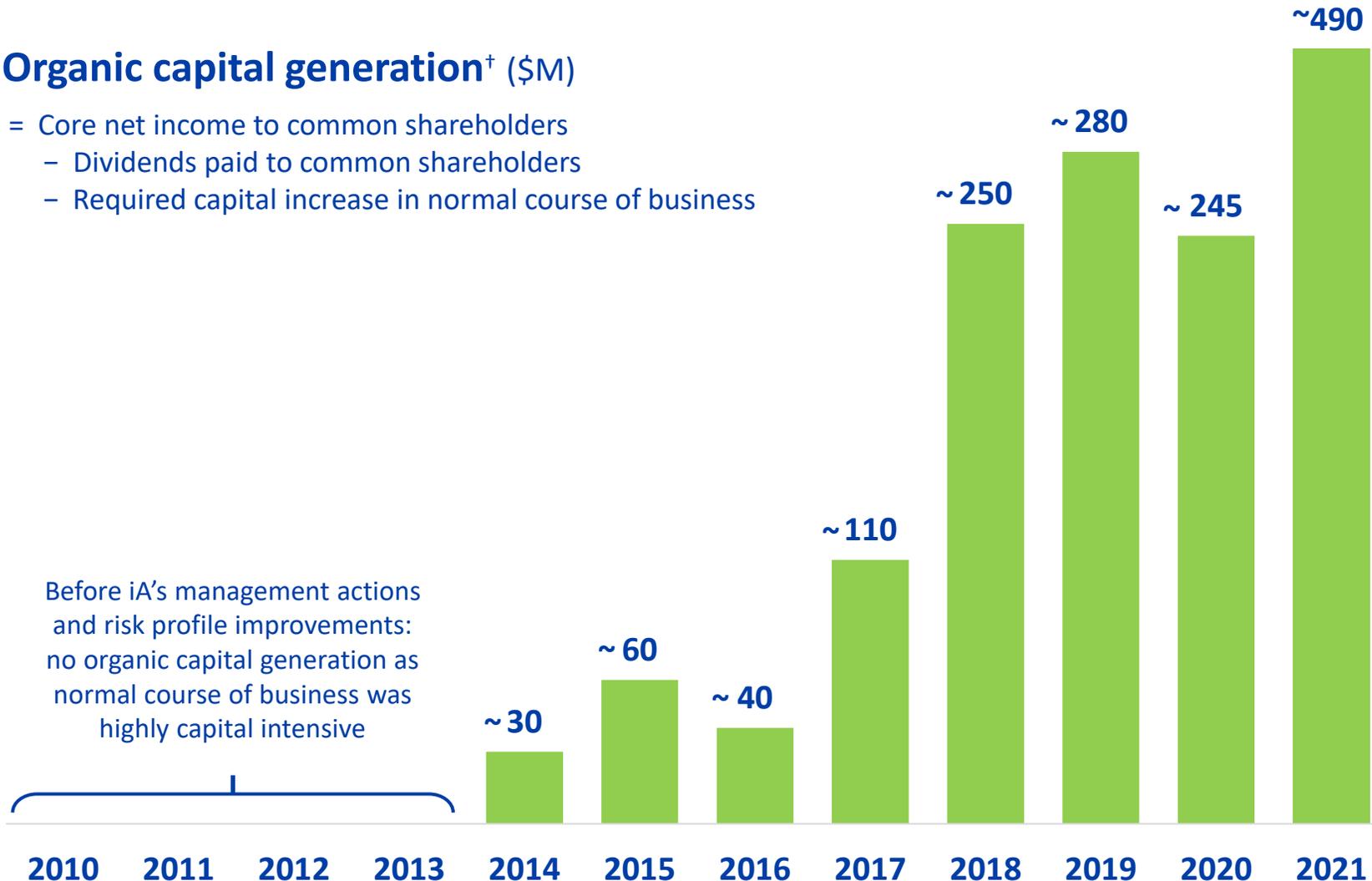


¹ Digital initiatives to contribute to 1%+ of annual core EPS growth

Strong, improved and ongoing organic capital generation resulting from our reduced risk profile

Organic capital generation[†] (\$M)

- = Core net income to common shareholders
 - Dividends paid to common shareholders
 - Required capital increase in normal course of business



Before iA's management actions and risk profile improvements: no organic capital generation as normal course of business was highly capital intensive

2021: ~\$490M

2021 annual target range of \$275M to \$325M largely exceeded

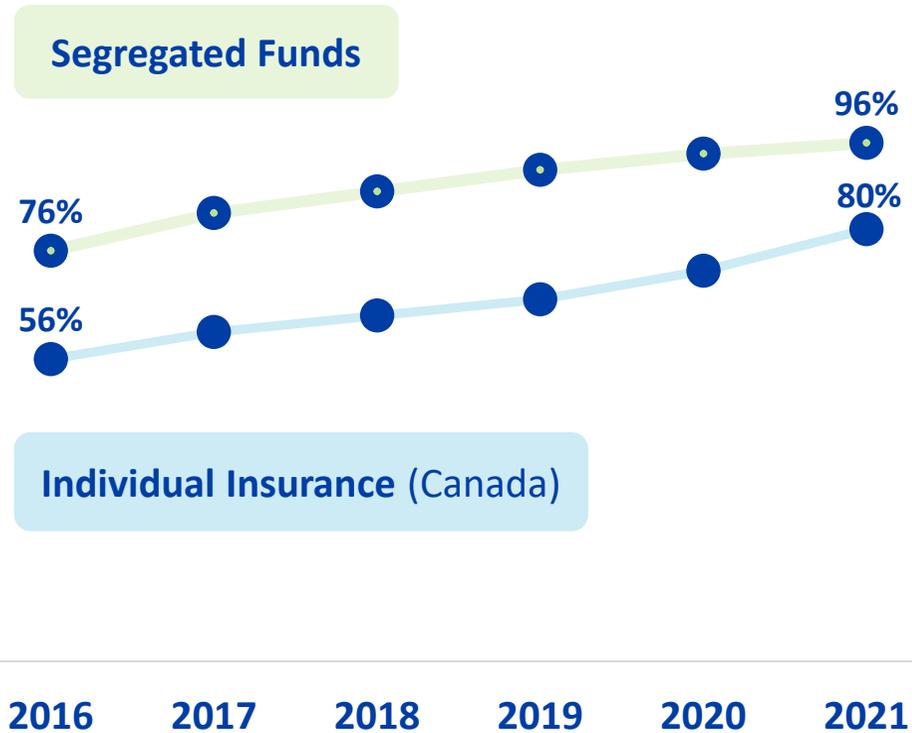
Organic capital generation drivers looking forward

- Pricing discipline to increase profit
- Increase capital-light proportion of new business
- Continue to improve risk management practices

[†] This item is a non-IFRS measure; see the "Non-IFRS and Additional Financial Measures" section at the end of this document for relevant information about such measures.

SHIFT TO CAPITAL-LIGHT PRODUCTS

% of new sales in low-guarantee products



Expansion in capital-light businesses in the last decade, such as Dealer Services and Wealth Management, also provides a favourable return

Increased ROE

Increase in profit and organic capital generation

Lower required capital per sale

CAPITAL ALLOCATION

Focused on growth



Organic growth

Investing in digital evolution
to propel growth



Acquisitions

To strengthen strategic positioning



Dividends

25%-35% payout ratio target range
Based on core earnings



NCIB

Up to 5% of outstanding shares



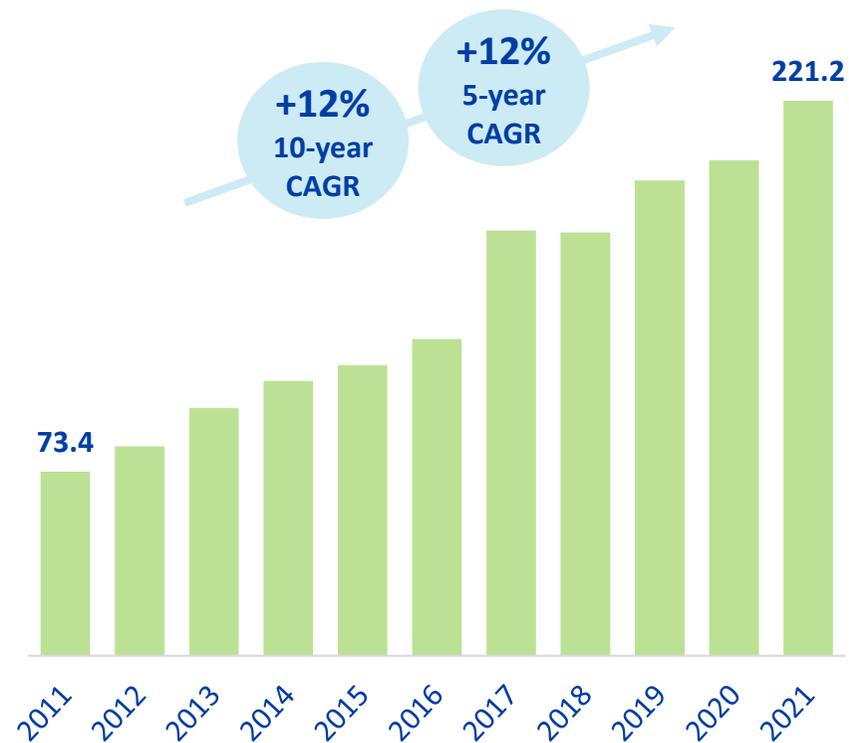
Proven strategy, continued momentum

Net premiums, premium equivalents and deposits[†] (\$B)



AUM/AUA[†]

(Assets under management and administration, end of period, \$B)

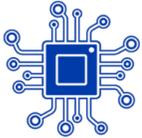


[†] This item is a non-IFRS measure; see the “Non-IFRS and Additional Financial Measures” section at the end of this document for relevant information about such measures.

MAIN GROWTH DRIVERS

Our key actions for success

SALES



Remain at the leading edge of digital tools



Leverage full range of products to meet clients' needs



Build on our extensive relationships with distributors



Optimize synergies between business units

EARNINGS



Maintain pricing discipline



Continue growing sales and revenues faster than expenses



Digital and Lean initiatives for more operational efficiencies



Accelerate US growth in our distinctive markets





Foundation

Long-established businesses in which iA excels and is already a leader

- iA is already a leader and seeks to strengthen position
- Long-established businesses
- Strong management expertise



Expansion

High-growth distinctive businesses in which iA seeks to become a leader

- iA is seeking to become a leader
- High growth opportunity in capital-light businesses
- Leveraging acquired distinctive expertise



Support

Businesses supporting branding and delivering synergies and competitive advantages to other iA businesses

- iA seeks to maximize synergies
- Deliver competitive advantages to other iA businesses
- Businesses that support iA's branding



Already a leader in foundation businesses

Individual Insurance (Canada)

- #1 in number of policies sold
- Targeting mid/mass market

Individual Wealth

- #1 in gross and net seg fund sales
- One of Canada's leading investment management firms

Dealer Services (Canada)

- Leader in product suite and number of dealers
- Top-of-mind provider in Canada



Expansion businesses

Individual Insurance (US)

Retail distribution

Dealer Services (US)

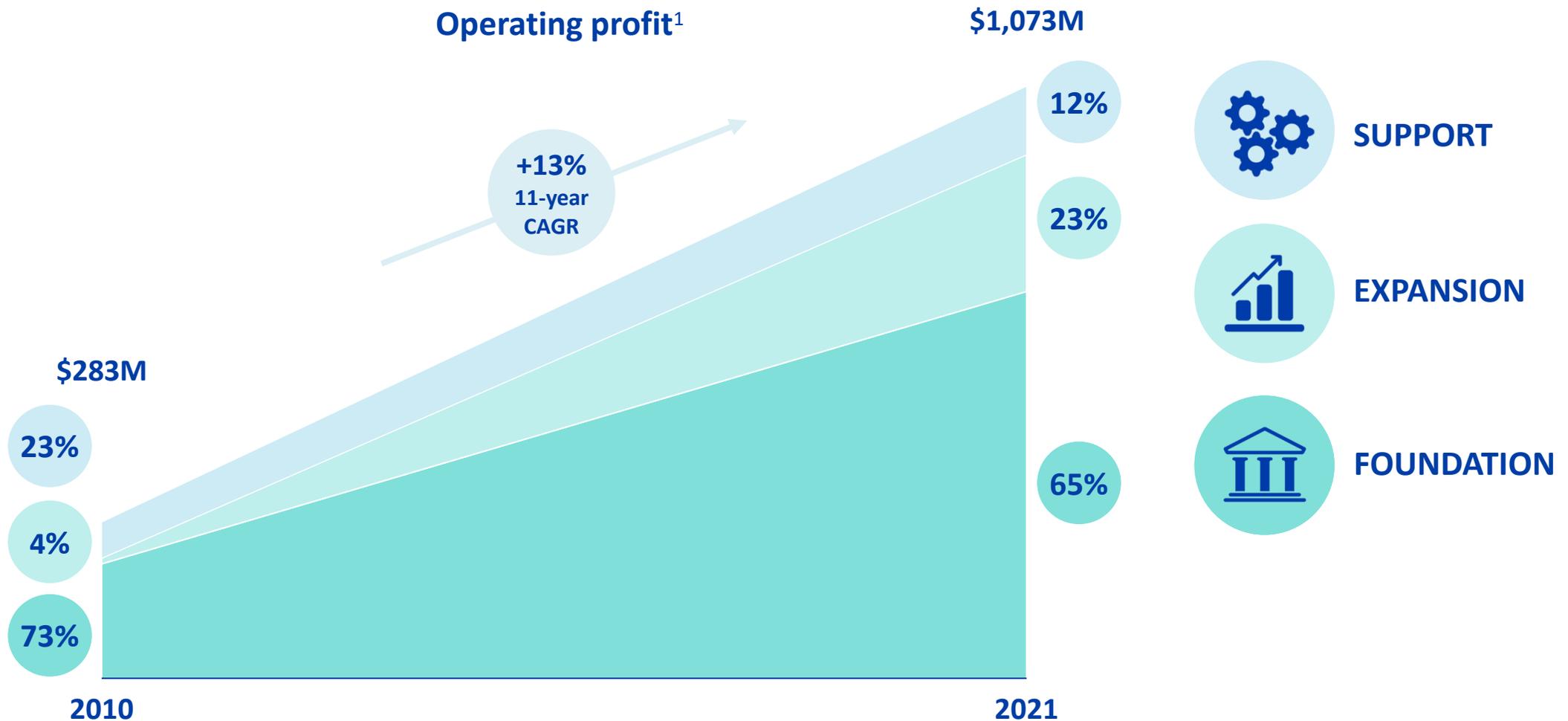
Becoming a leader
in businesses targeted
for strong expansion



by leveraging acquired
distinctive expertise
in long-established
businesses

Business mix diversification

Growing contribution of Expansion business units



¹ Operating profit includes iA Auto and Home and is before assumption changes and management actions.

US EXPANSION

Individual Insurance

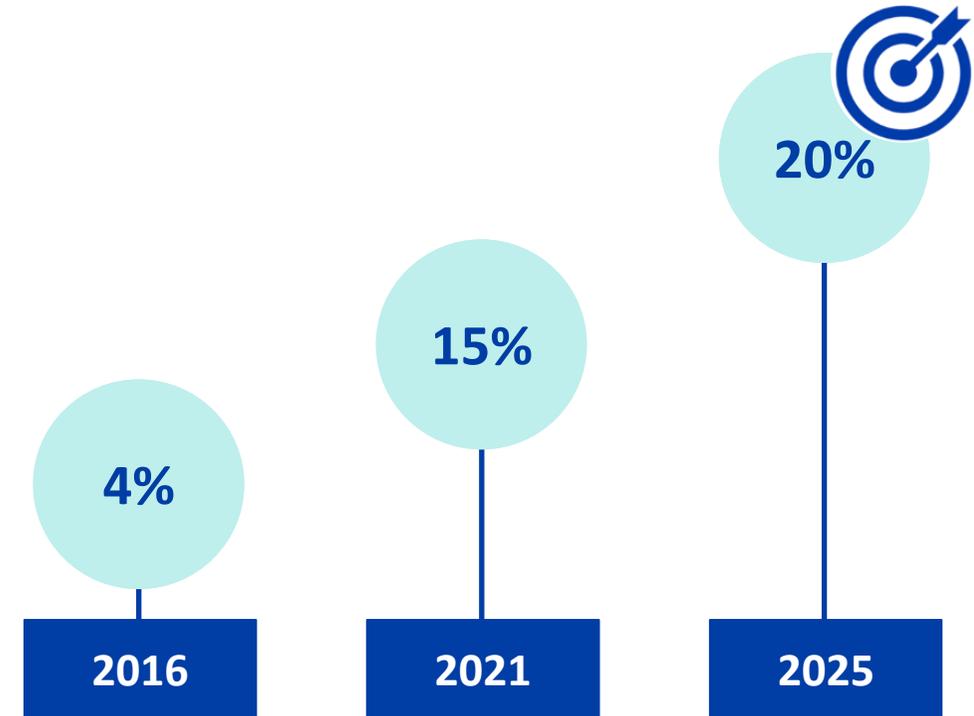
- First acquisition in 2008
- Entry into the US market in our core area of expertise
- Followed by organic growth and acquisitions

Dealer Services

- 2018: Began leveraging our expertise in this new US segment
- Leading position by acquiring IAS in 2020
- Fragmented market, with significant opportunity for consolidation

iA seeks to grow both US divisions organically and by acquisition

Proportion of total core net income from US Operations



Strong balance sheet

Solvency ratio[†]	134% (as at Dec. 31, 2021) Low sensitivity to macroeconomic variations
Distinctive macroeconomic protections	Total macroeconomic protections embedded in reserving process are worth more than \$900M (as at Dec. 31, 2021) Protections that are not recognized in regulatory capital formula are worth more than 12 percentage points of solvency ratio (as at Dec. 31, 2021)
Ratios (Dec. 31, 2021)	Leverage ratio of 22.7% and coverage ratio [†] of 16.1x
Capital generation[†]	Generation of ~\$490M in 2021 2021 target range of \$275M to \$325M exceeded
Capital flexibility	Potential capital deployment [†] of ~\$900M (Pro forma ¹ as at Dec. 31, 2021, in accordance with regulatory constraints)
NCIB	The Company's NCIB program was reinstated in December 2021, as regulators lifted their restrictions. From Dec. 6, 2021 to Dec. 5, 2022, up to 5,382,503 common shares can be redeemed (~5% of shares ²). During Q4/21, 0.1 million shares were redeemed and cancelled for a total value of \$8 million.

¹ Reflecting the full impact of the revised Capital Adequacy Requirements for Life and Health Insurance ("CARLI") guideline without considering the 5-quarter phase-in period, and without reflecting the announced upcoming debt redemption. ² Outstanding common shares issued and outstanding at Nov. 23, 2021.

[†] This item is a non-IFRS measure; see the "Non-IFRS and Additional Financial Measures" section at the end of this document for relevant information about such measures.

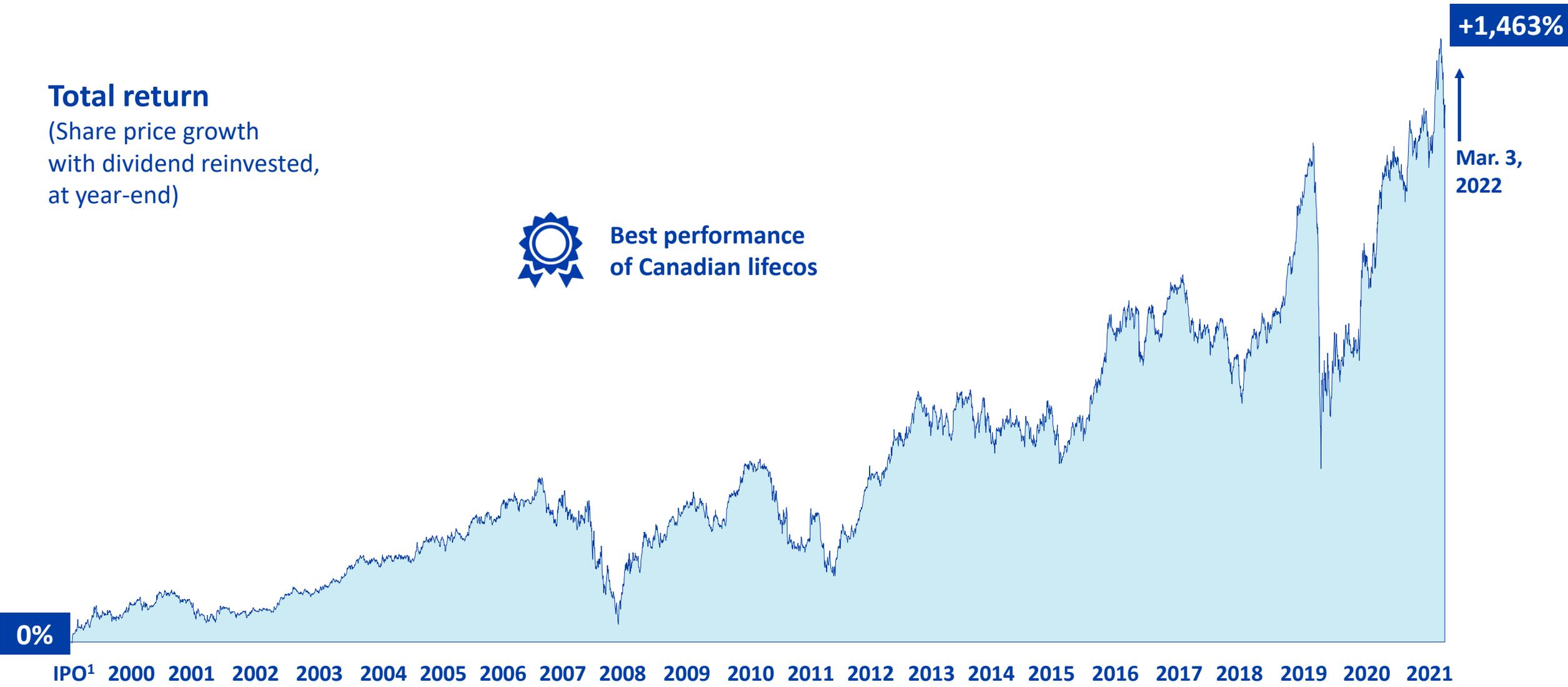
Industry leader for share price growth

Total return

(Share price growth with dividend reinvested, at year-end)



Best performance of Canadian lifecos



¹ Feb. 3, 2000, when iA became a public company.

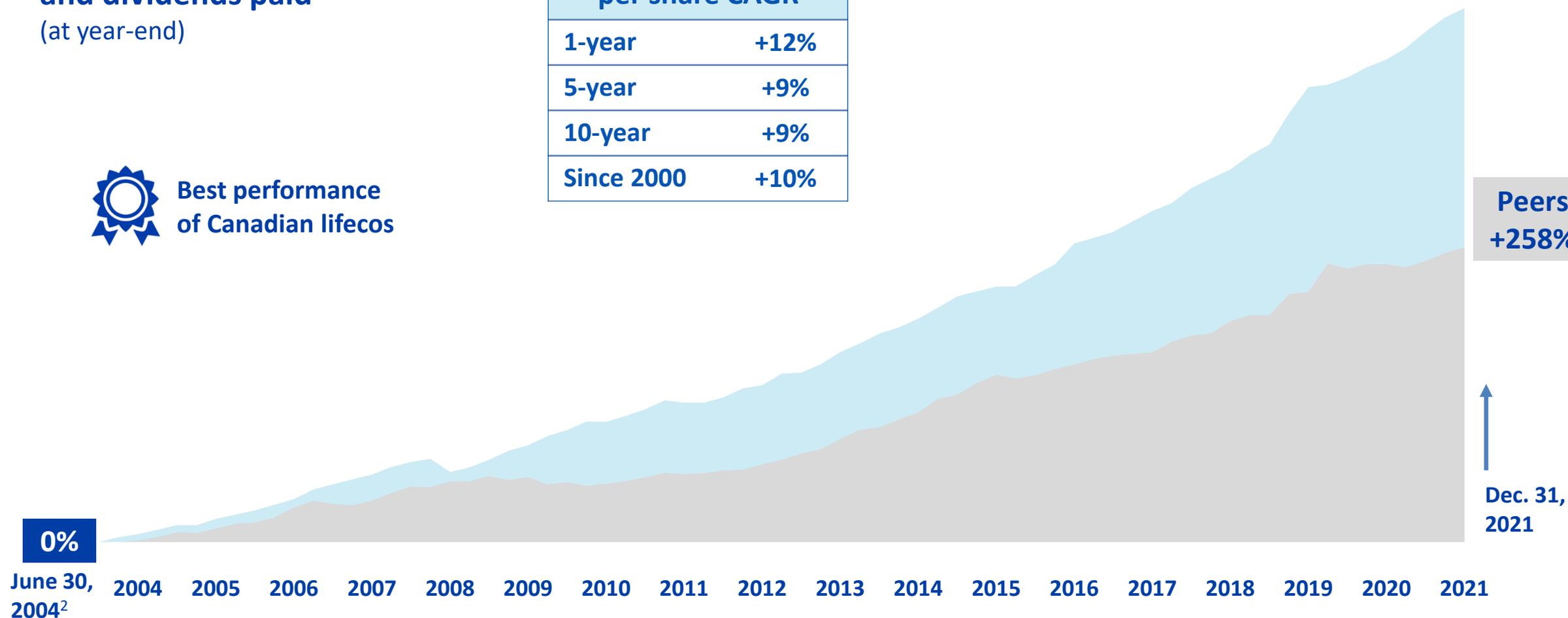
Strong and steady record of value creation

**Book value per share
and dividends paid**
(at year-end)



**Best performance
of Canadian lifecos**

IAG book value per share CAGR ¹	
1-year	+12%
5-year	+9%
10-year	+9%
Since 2000	+10%



¹ At Dec. 31, 2021. ² Taken as the earliest relevant comparison date.

Appendices



Impressive profit growth since IPO in 2000

Net income attributed to common shareholders

(\$M)



2021 results vs. guidance

Results compare favourably with guidance – Core ROE above guidance in 2021

	2021 guidance	2021 result
Core EPS^{1, †}	\$7.60 to \$8.20 in 2021	\$8.31
Core ROE^{1, †} (trailing 12 months)	12.5% to 14.0%	14.2%
Impact of new business[†] (strain)	-5% to 10%	3%
Solvency ratio[†]	110% to 116%	134%
Capital generation[†]	\$275M to \$325M in 2021	~\$490M
Effective tax rate	20% to 22%	23.1%
Dividend payout ratio[†]	25% to 35% (mid-range)	27%

¹ See “Reported and core earnings reconciliation” in this slide package.

[†] This item is a non-IFRS measure; see the “Non-IFRS and Additional Financial Measures” section at the end of this document for relevant information about such measures.

2021: Solid sales results

Continued momentum throughout a very strong year

(\$M, unless otherwise indicated)	2021	2020	Variation	
▶ Individual Insurance	286	223	28%	Continued momentum and leading position in the mass/mid market from: <ul style="list-style-type: none"> ▪ Strong and diversified distribution networks ▪ High-performance digital tools ▪ Comprehensive and evolving range of products
▶ Group Insurance				
Employee Plans [†]	135	136	(1%)	Sales for the full year about the same level as 2020
Dealer Services ^{1 †}	1,109	972	14%	Good performance in the context of vehicle inventory shortages
Special Markets [†]	215	205	5%	Strong pickup in sales in second half of 2021 mainly from the addition of new blocks of business and a pickup in travel insurance sales
▶ US Operations (\$US)				
Individual Insurance [†]	135	127	6%	Growth from the family and government worksite markets
Dealer Services - P&C [†]	1,068	719	49%	Very strong results mostly driven by the synergies between IAS and DAC despite vehicle inventory shortages

¹ Includes creditor insurance, P&C products and car loan originations.

[†] This item is a non-IFRS measure; see the “Non-IFRS and Additional Financial Measures” section at the end of this document for relevant information about such measures.

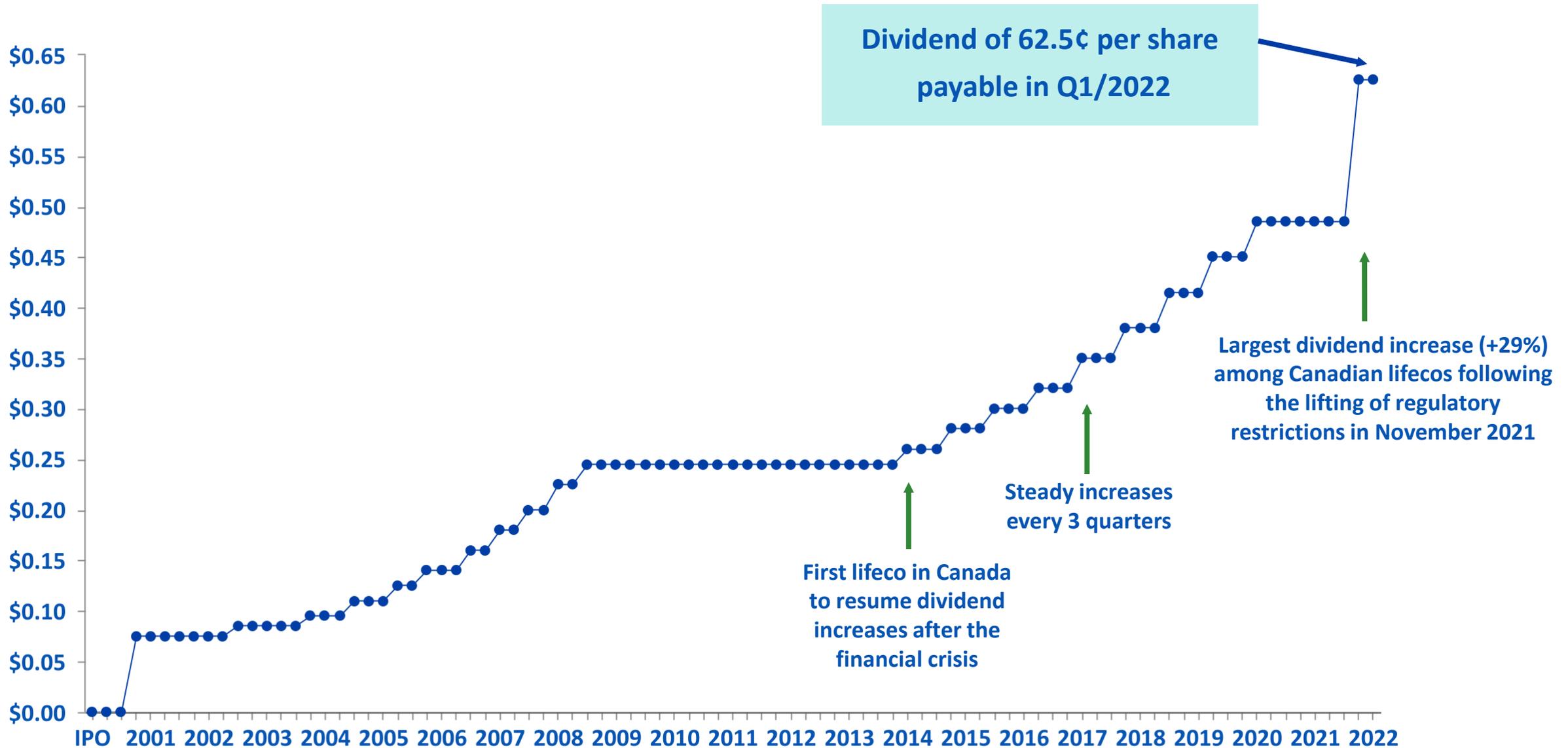
2021: Solid sales results (cont.)

Continued momentum throughout a very strong year

(\$M, unless otherwise indicated)	2021	2020	Variation	
► Individual Wealth Management				
General fund - sales	891	836	7%	Momentum continued with sales reaching \$891M in 2021
Segregated funds - net sales	3,307	1,764	1,543	<i>#1 in the industry in 2021</i> – Net sales nearly doubled YoY from strong and diversified distribution networks and high-performance digital tools
Mutual funds - net sales [†]	1,153	243	910	Record net sales in 2021 supported by strong performance of the fund lineup
► Group Savings and Retirement[†]	2,798	3,083	(9%)	Very good result compares with a markedly strong result in 2020
► iA Auto and Home[†]	432	395	9%	Good business growth continues
Net premiums, premium equivalents and deposits[†] (\$M)	16,623	14,079	18%	Very strong year 2021, up 18% over an excellent year in 2020 Strong contribution from most sectors, especially Individual Wealth Management
Assets under management and administration[†] (end of period, \$B)	221.2	197.5	12%	Excellent growth powered by net fund entries and favourable market conditions

[†] This item is a non-IFRS measure; see the “Non-IFRS and Additional Financial Measures” section at the end of this document for relevant information about such measures.

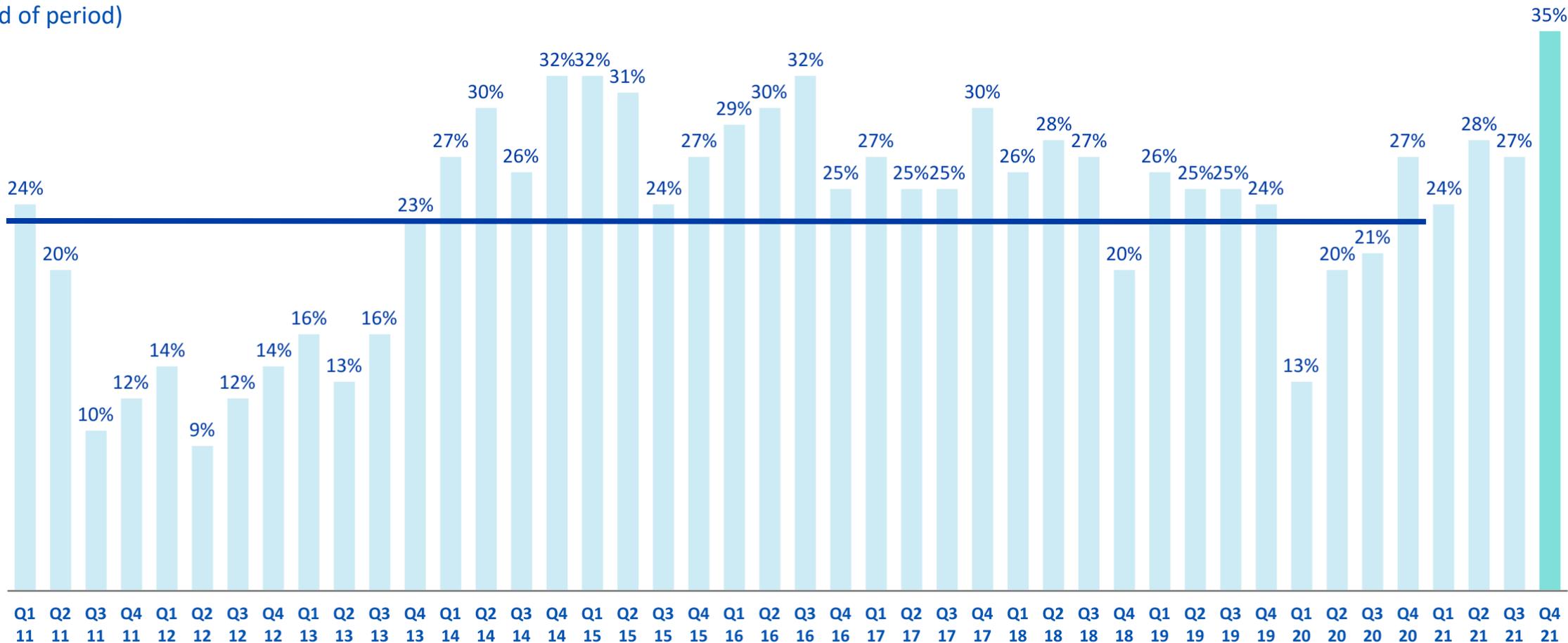
Dividend to common shareholders



Robust protection – Increase mainly due to strong asset portfolio performance

Decrease in index requiring a strengthening of provisions for future policy benefits for stocks matching long-term liabilities^{1,†}
(end of period)

2011-2020
10-year
average =
23%



¹ This sensitivity only takes into account the equity market variation and equity market protection.

[†] This item is a non-IFRS measure; see the “Non-IFRS and Additional Financial Measures” section at the end of this document for relevant information about such measures.

Shaping the iA ecosystem of the future

Continuity of digital strategy goes beyond IT:
An integrated approach based on our four strategic axes



Growth

Digital initiatives to contribute to 1%+ of annual core EPS growth

Client experience

Deepening a 360 client view

- Provide a high-level client/advisor experience
- Provide online self-serve capabilities
- Leverage data for better insights

Operating efficiency

Maximizing operational efficiencies

- Reduce direct operating costs
- Increase scalability and flexibility
- Efficiency gain of ~20%

Employee experience

Ongoing talent development

- Increase employee engagement
- Develop high-performing team
- Adopt a culture of innovation

ESG ambition

To contribute to sustainable growth and wellbeing for our clients, employees, partners, investors and communities



ENVIRONMENT

Reduction of our GHG emissions by **20%** per employee by 2025

SOCIAL

Now and in the future, achieve gender equity of **between 40% and 60%** in iA Financial Group senior leadership positions and appointments

GOVERNANCE

Identify, measure and better **communicate** ESG factors that can influence sustainable value creation for all of our stakeholders



ESG — A cohesive, mobilizing vision

ENVIRONMENT

- Carbon neutral since the beginning of 2020
- Focused on initiatives aimed at reducing our GHG emissions
- **\$80.5 million** of new investments in renewable energy in 2020
- Majority of our 40+ properties in Canada are BOMA BEST or LEED certified
- Participation in the Carbon Disclosure Project since 2007

SOCIAL

- Diversity and Inclusion program with a focus on increasing gender equity and other types of diversity: **59%** of employees and **47%** of managers are women¹
- Offering our clients products and services that provide access to quality health care and health services
- 2020 donations totalling **\$6.4 million**, the equivalent of **\$820 per employee**
- **1.85 million** meals provided to food banks in 2020
- iA's Health & Wellness program provides global health assistance to clients, employees and their families, and communities

GOVERNANCE

- Signatory of United Nations Principles for Responsible Investment (PRI)
- Best governance practices reinforced with the creation of a formalized *Governance Framework*
- Use of the SASB framework to guide ESG disclosure
- ESG criteria is now included in executive compensation
- Commitment to five United Nations Sustainable Development Goals (SDG)



Credit rating agency	iA Financial Corporation Inc. Issuer rating	Industrial Alliance Insurance and Financial Services Inc. Financial strength	Outlook
Standard & Poor's	A	AA-	Stable
DBRS Morningstar	A	AA (low)	Stable
A.M. Best	N/A	A+ (Superior)	Stable

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Next Reporting Dates

Q1/2022 - May 12, 2022
Q2/2022 - July 28, 2022
Q3/2022 - November 8, 2022
Q4/2022 - February 14, 2023
Q1/2023 - May 10, 2023
Q2/2023 - August 1, 2023
Q3/2023 - November 7, 2023

For information on our earnings releases, conference calls and related disclosure documents, consult the Investor Relations section of our website at ia.ca.

This presentation does not, and is not intended to, constitute or form part of, and should not be construed as, an offer or invitation for the sale or purchase of, or a solicitation of an offer to purchase, subscribe for or otherwise acquire, any securities, businesses and/or assets of any entity, nor shall it or any part of it be relied upon in connection with or act as any inducement to enter into any contract or commitment or investment decision whatsoever.

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Regulation 52-112 respecting Non-GAAP and Other Financial Measures Disclosure from the Canadian Securities Administrators (“Regulation 52-112”) establishes disclosure requirements that apply, respectively, to each of the following categories of non-IFRS measures used by iA Financial Corporation:

- *Non-IFRS financial measures*, which depict the historical or expected future financial performance, financial position or cash flow, and with respect to their composition, exclude an amount that is included in, or includes an amount that is excluded from, the composition of the most directly comparable financial measure disclosed in the Company’s financial statements.
- *Non-IFRS ratios*, which are in the form of a ratio, fraction, percentage, or similar representation, have a non-IFRS financial measure as one or more of their components and are not disclosed in the Company’s financial statements.
- *Supplementary financial measures*, which are disclosed on a periodic basis to depict historical or expected future financial performance, financial position, or cash flow and are not disclosed in the Company’s financial statements.
- *Capital management measures*, which are financial measures intended to enable the reader to evaluate the Company’s objectives, policies, and processes for managing its capital.
- *Segment measures*, which combine financial measures for two or more reportable segments of the Company and are not disclosed in the Company’s financial statements.

Below is a description of the non-IFRS financial measures, non-IFRS ratios and supplementary financial measures used by the Company. Additional information is provided, along with a description of the reconciliation to the closest IFRS measure, where applicable.

Non-IFRS measures published by iA Financial Corporation are:

- Return on common shareholders’ equity (ROE):
 - *Category under Regulation 52-112:* Supplementary financial measure.
 - *Definition:* A ratio, expressed as a percentage, obtained by dividing the consolidated net income available to common shareholders by the average common shareholders’ equity for the period.
 - *Purpose:* Provides a general measure of the Company’s efficiency in using equity.

- Core earnings:
 - *Category under Regulation 52-112:* Non-IFRS financial measures that constitute historical information.
 - *Definition:* Removes from reported earnings (loss) the impacts of the following items that create volatility in the Company's results under IFRS, or that are not representative of its underlying operating performance:
 - a. market-related impacts that differ from management's best estimate assumptions, which include impacts of returns on equity markets and changes in interest rates related to (i) management fees collected on assets under management or administration (MERs), (ii) universal life policies, (iii) the level of assets backing long-term liabilities, and (iv) the dynamic hedging program for segregated fund guarantees;
 - b. assumption changes and management actions;
 - c. charges or proceeds related to acquisition or disposition of a business, including acquisition, integration and restructuring costs;
 - d. amortization of acquisition-related finite life intangible assets;
 - e. non-core pension expense, that represents the difference between the asset return (interest income on plan assets) calculated using the expected return on plan assets and the IFRS prescribed pension plan discount rate; and
 - f. specified items which management believes are not representative of the performance of the Company, including (i) material legal settlements and provisions, (ii) unusual income tax gains and losses, (iii) material impairment charges related to goodwill and intangible assets, and (iv) other specified unusual gains and losses.
 - *Purpose:* Used to better understand the Company's capacity to generate sustainable earnings.
 - *Reconciliation:* "Net income attributed to common shareholders" is the most directly comparable IFRS measure disclosed in the financial statements of the Company to which the measure relates, and a reconciliation with this measure is presented in this document or in the "Management's Discussion and Analysis" for 2021, which is available at sedar.com.
 - *Note:* This core earnings definition is applicable as of January 1, 2021. However, the core results for prior periods that are presented for comparison purposes have also been calculated according to this definition.
- Core earnings per common share (core EPS):
 - *Category under Regulation 52-112:* Non-IFRS ratio.
 - *Definition:* Obtained by dividing the core earnings by the diluted weighted average number of common shares.
 - *Purpose:* Used to better understand the Company's capacity to generate sustainable earnings and is an additional indicator for evaluating the Company's financial performance.
 - *Reconciliation:* "Earnings per common share (EPS)" is the most directly comparable IFRS financial measure disclosed in the financial statements of the Company to which the measure relates, and a reconciliation with this measure is presented in this document or in the "Management's Discussion and Analysis" for 2021, which is available at sedar.com.

- Core return on common shareholders' equity (core ROE):
 - *Category under Regulation 52-112:* Non-IFRS ratio.
 - *Definition:* A ratio, expressed as a percentage, obtained by dividing the consolidated core earnings by the average common shareholders' equity for the period.
 - *Purpose:* Provides a general measure of the Company's efficiency in using equity, based on core earnings, and an additional indicator for evaluating the Company's financial performance.
 - *Reconciliation:* There is no directly comparable IFRS financial measure that is disclosed in the financial statements of the Company to which the measure relates.
- Components of the sources of earnings (SOE), on a reported and core basis:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:* Presents sources of earnings in compliance with the guideline issued by the Office of the Superintendent of Financial Institutions and developed in cooperation with the Canadian Institute of Actuaries using the following components:
 - Operating profit, which is the sum of the following components of the sources of earnings analysis: expected profit on in-force, experience gains and losses, impact of new business and changes in assumptions and management actions.
 - Expected profit on in-force, which represents the portion of the consolidated net income on business in force at the start of the reporting period that was expected to be realized based on the achievement of best-estimate assumptions.
 - Experience gains or losses, which represent the difference between reported income and the income that would have been reported if all assumptions made at the start of the period had materialized.
 - Impact of new business, or strain, which represents the point-of-sale impact on net income of writing new business during the period. The expected profit realized in the years after a policy is issued should cover the strain incurred at the time of issue.
 - Changes in assumptions and management actions, which is the impact on pre-tax net income resulting from changes in actuarial methods and assumptions or other management actions. Changes in assumptions result from the Company ensuring the adequacy of its provisions given the existing economic and financial environment as well as the Company's own experience in terms of mortality, morbidity, lapse rates, unit costs and other factors. Management actions represent the impact of actions apart from the normal operation of the business, including but not limited to changes in methodology, model refinement and impacts of acquisitions, mergers and divestitures.
 - Income on capital, which represents the income derived from investments in which the Company's capital is invested, minus any expenses incurred to generate that income. The Company also includes financing expenses from debentures, amortization of intangible assets related to acquisitions and the results of the iA Auto and Home (iAAH) subsidiary in this item.
 - Income taxes, which represent the value of amounts payable under the tax laws and include tax payable and deferred income taxes. A life insurer's investment income taxes and premium taxes are not included in these amounts. Income taxes are considered to be an expense for the purpose of calculating the operating profit.
 - *Purpose:* Provides additional indicators for evaluating the Company's financial performance and an additional tool to help investors better understand the source of shareholder value creation.
 - *Reconciliation:* There is no directly comparable IFRS financial measure for components of the SOE that is disclosed in the financial statements of the Company to which the measure relates.

- Car loan measure – Loan originations:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:* New car loans disbursed during a period.
 - *Purpose:* Used to assess the Company’s ability to generate new business in the car loan business unit.
 - *Reconciliation:* It is a component of the “Operating activities affecting cash: Purchases of investments” IFRS measure disclosed in the Company’s financial statements.
- Car loan measure – Finance receivables:
 - *Category under Regulation 52-112:* Non-IFRS financial measures that constitute historical information.
 - *Definition:* Includes car loans, accrued interest, and fees.
 - *Purpose:* Used to assess the Company’s total receivable amounts in the car loan business unit.
 - *Reconciliation:* There is no directly comparable IFRS financial measure disclosed in the financial statements of the Company to which the measure relates.
- Car loan measure – Average credit loss rate on car loans:
 - *Category under Regulation 52-112:* Non-IFRS ratio.
 - *Definition:* Represents the total credit losses divided by the average finance receivables over the same period.
 - *Purpose:* Used to assess the Company’s average credit performance in the car loan business unit.
 - *Reconciliation:* There is no directly comparable IFRS financial measure disclosed in the financial statements of the Company to which the measure relates.
- Dividend payout ratio:
 - *Category under Regulation 52-112:* Supplementary financial measure.
 - *Definition:* The percentage of net income attributed to common shareholders, on a reported basis, that is distributed to common shareholders in the form of dividends during the period.
 - *Purpose:* Indicates the percentage of the Company’s reported revenues shareholders received in the form of dividends.
 - *Reconciliation:* The dividend payout ratio is the ratio of the dividend per common share paid during the period (an IFRS measure) divided by the reported earnings per common share for the period.
- Core dividend payout ratio:
 - *Category under Regulation 52-112:* Non-IFRS ratio.
 - *Definition:* The percentage of net income attributed to common shareholders, on a core earnings basis, that is distributed to common shareholders in the form of dividends during the period.
 - *Purpose:* Indicates the percentage of the Company’s core revenues shareholders received in the form of dividends.
 - *Reconciliation:* The core dividend payout ratio is the ratio of the dividend per common share paid during the period (an IFRS measure) divided by the core earnings per common share for the period.

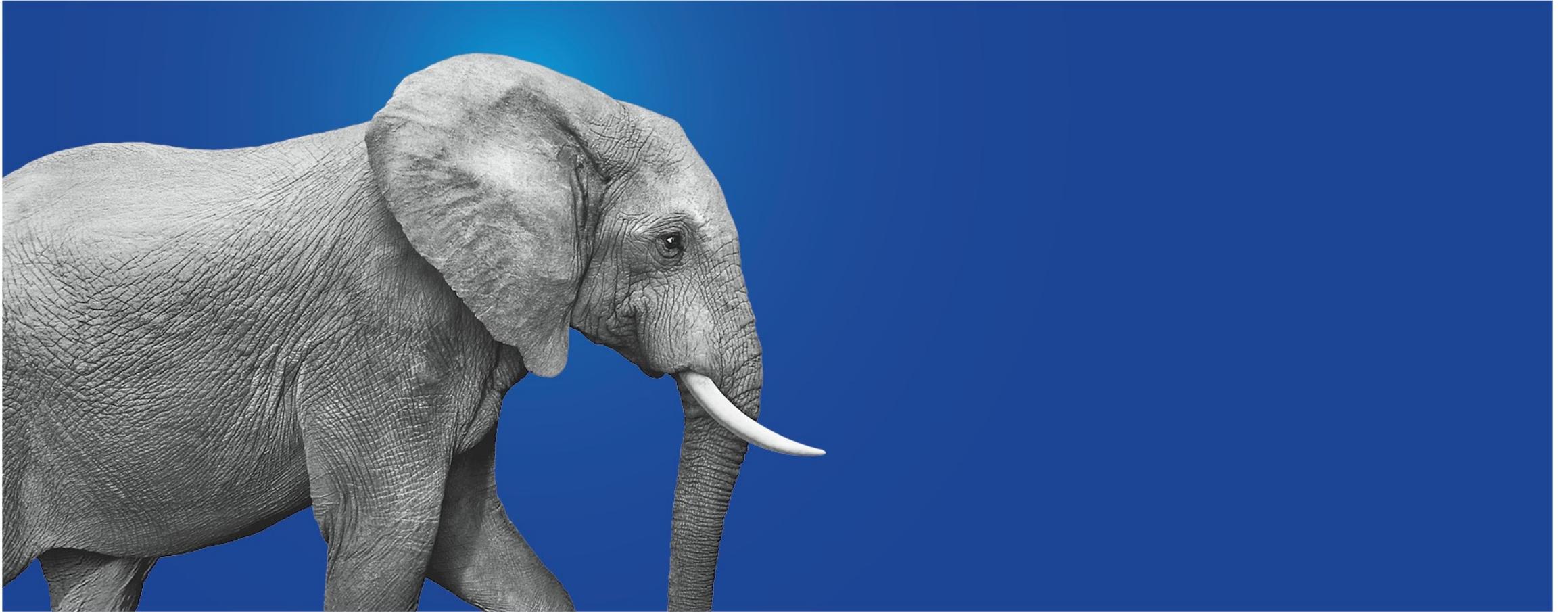
- Organic capital generation:
 - *Category under Regulation 52-112:* Supplementary financial measure.
 - *Definition:* Excess capital generated in the normal course of business, excluding the impact of the macroeconomic environment, where excess capital is the amount of capital over and above the target ratio, calculated under the CARLI guideline.
 - *Purpose:* Provides a measure of the Company's capacity to generate excess capital in the normal course of business.
- Potential capital deployment:
 - *Category under Regulation 52-112:* Supplementary financial measure.
 - *Definition:* Amount of capital the Company can deploy for a transaction, taking into account all limits and constraints of the regulatory capital guideline and the Company's targets, assuming the transaction parameters to be the worst-case scenario.
 - *Purpose:* Provides a measure of the Company's capacity to deploy capital for transactions.
- Total payout ratio (trailing 12 months):
 - *Category under Regulation 52-112:* Supplementary financial measure.
 - *Definition:* The sum of common dividends paid and common shares repurchased (buybacks) over the last twelve months divided by the net income available to common shareholders over the last twelve months.
 - *Purpose:* Indicates the percentage of the Company's reported revenues shareholders received in the form of dividends over a twelve-month period.
- Capitalization:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:* The sum of the Company's equity, participating policyholders' accounts and debentures.
 - *Purpose:* Provides an additional indicator for evaluating the Company's financial performance.
 - *Reconciliation:* This measure is the sum of several IFRS measures.
- Solvency ratio:
 - *Category under Regulation 52-112:* In accordance with the Capital Adequacy Requirements Guideline – Insurance of Persons (CARLI) revised in January 2021 by the Autorité des marchés financiers ("AMF"), this financial measure is exempt from certain requirements of Regulation 52-112.
 - *Definition:* Calculated by dividing the sum of the available capital, the surplus allowance and the eligible deposits by the base solvency buffer.
 - *Purpose:* Provides a measure of the Company's solvency and allows the regulatory authorities to determine if an insurance company is sufficiently capitalized in relation to the minimum set by the Company's regulator.
- Financial leverage measure – Debentures/Capital:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:* Calculated by dividing total debentures by the sum of total debentures plus shareholders' equity.
 - *Purpose:* Provides a measure of the Company's financial leverage.

Non-IFRS and Additional Financial Measures (cont.)

- Individual Wealth Management mutual funds deposits, Group Savings and Retirement deposits, US Operations Dealer Services premium equivalents and Group Insurance Employee Plans ASO, Investment contracts and premium equivalents and deposits:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definitions:*
 - Deposits refer to amounts received from clients under an investment contract. Deposits are not reflected in the Company's income statements.
 - Premium equivalents refer to amounts related to service contracts or services where the Company is primarily an administrator but could become an insurer if a specific event were to happen. These amounts are not accounted for in "Net premiums".
 - *Purpose:* Premiums, premium equivalents and deposits are one of many measures used to assess the Company's ability to generate income from in-force and new business.
- Individual Insurance minimum and excess premium sales, Individual Wealth Management gross and net mutual fund sales, Group Insurance Employee Plans sales, US Operations Individual Insurance sales, Group Insurance Special Markets sales, Group Insurance Dealer Services P&C sales, Group Savings and Retirement sales of accumulation contracts and insured annuities, US Operations Dealer Services sales and General Insurance sales:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:*
 - Individual Insurance minimum and excess premium sales are defined as first-year annualized premiums. The net premiums presented in the Consolidated Financial Statements include fund entries on both in-force contracts and new business written during the period and are reduced by premiums ceded to reinsurers.
 - Individual Wealth Management gross mutual fund sales are defined as deposits and include primary market sales of ETFs.
 - Individual Wealth Management net mutual fund sales correspond to net fund entries and are defined as Individual Wealth Management gross mutual fund sales less withdrawals and transfers.
 - Group Insurance Employee Plans sales are defined as first-year annualized premiums, including premium equivalents (Administrative Services Only).
 - US Operations Individual Insurance sales are defined as first-year annualized premiums.
 - Group Insurance Special Markets sales are defined as fund entries on both in-force contracts and new business written during the period.
 - Group Insurance Dealer Services P&C sales are defined as direct written premiums (before reinsurance).
 - Group Savings and Retirement sales of accumulation contracts and insured annuities include gross premiums (before reinsurance) and premium equivalents, or deposits.
 - US Operations Dealer Services sales are defined as direct written premiums (before reinsurance) and premium equivalents.
 - General Insurance sales are defined as direct written premiums.
 - *Purpose:* Used to assess the Company's ability to generate new business and serve as additional tools to help investors better assess the Company's growth potential.
 - *Reconciliation:* There is no directly comparable IFRS financial measure disclosed in the financial statements of the Company to which the measure relates.
- Group Insurance Dealer Services creditor insurance sales:
 - *Category under Regulation 52-112:* Non-IFRS financial measures that constitute historical information.
 - *Definition:* Premiums before reinsurance and cancellations.
 - *Purpose:* Used to assess the Company's ability to generate new business and serve as an additional tool to help investors better assess the Company's growth potential in the Dealer Services division of the Group Insurance sector.
 - *Reconciliation:* There is no directly comparable IFRS financial measure disclosed in the financial statements of the Company to which the measure relates.

- Financial leverage measure – Debentures + Preferred Shares issued by a subsidiary/Capital:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:* Calculated by dividing the total debentures plus preferred shares issued by a subsidiary by the sum of total debentures plus shareholders' equity.
 - *Purpose:* Provides a measure of the Company's financial leverage.
- Financial leverage measure – Coverage ratio:
 - *Category under Regulation 52-112:* Non-IFRS ratio.
 - *Definition:* Calculated by dividing earnings for the past twelve months (before interest and taxes) by the sum of interest, preferred shares issued by a subsidiary, and dividends and redemption premiums on preferred shares issued by a subsidiary (if applicable).
 - *Purpose:* Provides a measure of the Company's ability to meet liquidity requirements for obligations when they come due.
 - *Reconciliation:* There is no directly comparable IFRS financial measure disclosed in the financial statements of the Company to which the measure relates.
- Sensitivity measures:
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:* The impact of macroeconomic variations, such as interest rate and equity market variations, on other Company metrics, such as net income or the solvency ratio.
 - *Purpose:* Used to assess the Company's risk exposure to macroeconomic variations.
- Assets under administration (AUA):
 - *Category under Regulation 52-112:* Supplementary financial measures.
 - *Definition:* All assets with respect to which the Company acts only as an intermediary between a client and an external fund manager.
 - *Purpose:* Used to assess the Company's ability to generate fees, particularly for investment funds and funds under administration.
 - *Reconciliation:* There is no directly comparable IFRS financial measure disclosed in the financial statements of the Company to which the measure relates.
- Assets under management (AUM):
 - *Category under Regulation 52-112:* Non-IFRS financial measures that constitute historical information.
 - *Definition:* All assets with respect to which the Company establishes a contract with a client and makes investment decisions for amounts deposited in this contract.
 - *Purpose:* Used to assess the Company's ability to generate fees, particularly for investment funds and funds under administration.
 - *Reconciliation:* "General fund assets" and "Segregated funds net assets" disclosed in the Company's financial statements are IFRS measures and components of the AUM calculation. A reconciliation is presented in this document or in the "Management's Discussion and Analysis" for 2021, which is available at sedar.com.

- This document may contain statements relating to strategies used by iA Financial Group or statements that are predictive in nature, that depend upon or refer to future events or conditions, or that include words such as “may”, “will”, “could”, “should”, “would”, “suspect”, “expect”, “anticipate”, “intend”, “plan”, “believe”, “estimate”, and “continue” (or the negative thereof), as well as words such as “objective”, “goal”, “guidance”, “outlook” and “forecast”, or other similar words or expressions. Such statements constitute forward-looking statements within the meaning of securities laws. In this document, forward-looking statements include, but are not limited to, information concerning possible or assumed future operating results. These statements are not historical facts; they represent only expectations, estimates and projections regarding future events and are subject to change, particularly in light of the ongoing and evolving COVID-19 pandemic, its effect on the global economy and its uncertain impact on our operations.
- Although iA Financial Group believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties, and undue reliance should not be placed on such statements. In addition, certain material factors or assumptions are applied in making forward-looking statements, and actual results may differ materially from those expressed or implied in such statements.
 - Material factors and risks that could cause actual results to differ materially from expectations include, but are not limited to: insurance, market, credit, liquidity, strategic and operational risks, such as: general business and economic conditions; level of competition and consolidation; changes in laws and regulations, including tax laws and changes made to capital and liquidity guidelines; risks associated with the political and social environment; risks related to climate change including the transition to a low-carbon economy and iA Financial Group’s ability to satisfy stakeholder expectations on environmental and social issues; data and cyber risks; risks related to human resources; hedging strategy risks; liquidity of iA Financial Group, including the availability of financing to meet existing financial commitments on their expected maturity dates when required; accuracy of information received from counterparties and the ability of counterparties to meet their obligations; the occurrence of natural or man-made disasters, international conflicts, pandemic diseases (such as the current COVID-19 pandemic) and acts of terrorism.
 - Material factors and assumptions used in the preparation of financial outlooks include, but are not limited to: accuracy of accounting policies and best estimate actuarial and economic assumptions used by the Company such as mortality, morbidity, longevity and policyholder behaviour; different business growth rates per business unit; no unexpected material changes in the economic, competitive, insurance, legal or regulatory environment; risks and conditions; and the Company’s recent performance and results, as discussed elsewhere in this document.
- Potential impacts of the COVID-19 pandemic – Since March 2020, the COVID-19 pandemic has had major, unprecedented implications for both society and the economy. The overall impact of the COVID-19 pandemic is still uncertain and depends on many factors, such as the progression of the virus, the emergence of new variants, the duration of the pandemic, potential treatments and therapies, the availability of vaccines, the effectiveness of government measures to slow the virus’s spread and the impact of those measures on the economy. As a result, we cannot accurately predict the total bearing the pandemic will have, but the impact on iA Financial Corporation’s business and financial results could be material. However, despite the short-term negative impacts of the pandemic on its results, iA Financial Corporation remains financially solid. In addition, iA Financial Corporation’s business continuity protocol has continued, ensuring that the quality of service clients receive is similar to or better than before the pandemic and enabling employees and advisors to continue to work safely and securely.
- Additional information about the material factors that could cause actual results to differ materially from expectations and about material factors or assumptions applied in making forward-looking statements may be found in the “Risk Management” section of the Management’s Discussion and Analysis for 2021, the “Management of Risks Associated with Financial Instruments” note to the audited consolidated financial statements for the year ended December 31, 2021, and elsewhere in iA Financial Group’s filings with the Canadian Securities Administrators, which are available for review at [sedar.com](https://www.sedar.com).
- The forward-looking statements in this document reflect iA Financial Group’s expectations as of the date of this document. iA Financial Group does not undertake to update or release any revisions to these forward-looking statements to reflect events or circumstances after the date of this document or to reflect the occurrence of unanticipated events, except as required by law.



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