

**Annual Meeting of  
IA FINANCIAL CORPORATION INC.  
AND  
Annual Meeting of  
INDUSTRIAL ALLIANCE INSURANCE AND FINANCIAL SERVICES INC.  
(collectively “iA Financial Group” or the “Corporation”)  
May 6, 2021  
2:00 p.m. (Eastern Daylight Time)  
RULES OF CONDUCT OF THE VIRTUAL MEETING**

Welcome to iA Financial Group’s 2021 Annual Meetings (the “**Meeting**”) that will be held in a virtual form only. We are committed to holding a productive and orderly Meeting which allows a respectful exchange of information. Accordingly, we ask for your cooperation in observing the following rules and procedures.

1. The meeting will be conducted mainly in French, but simultaneous translation and all visual support will be provided over both our English and French webcasts.
2. The business of the Meeting will be taken up as set forth in the Agenda. When an item on the Agenda is presented for consideration, discussion at the Meeting should be confined to that item.
3. The business matters to be conducted at the Meeting are the matters set forth in the Proxy Solicitation Circular and Notice of Meeting dated March 9, 2021, available on our website at ia.ca and on the SEDAR website at sedar.com.

**Voting procedure**

4. Only shareholders (registered or beneficial owners) and participating policyholders that have a right to vote for 1/3 of the directors of Industrial Alliance Insurance and Financial Services Inc. (the “**Voting Policyholders**”) as of the close of business on March 9, 2021 (the record date), or their duly authorized proxyholders, are entitled to vote at the Meeting.
5. Only registered shareholders and Voting Policyholders or duly authorized proxyholders that have logged in as a shareholder or Voting Policyholder to the webcast at <https://www.icastpro.ca/eia210506> shall be entitled to vote during the virtual Meeting. Registered shareholders and Voting Policyholders or duly authorized proxyholders must log-in the webcast by using either the 15-digit control number included on the proxy form of the registered holder or Voting Policyholder or the 4-digit number provided by Computershare to a beneficial owner or proxyholder prior to the Meeting. Beneficial owners and proxyholders are invited to refer to the proxy form or voting instruction form provided by the Corporation for additional information on the procedure to follow to obtain a 4-digit control number. The password to access the voting platform is “iA2021” (case sensitive).
6. Shareholders, Voting Policyholders or proxyholders that have not logged in as a shareholder or Voting Policyholder shall not have the right to vote during the virtual Meeting.
7. Guests will be able to attend the Meeting but will not be able to vote. They will be able to join the webcast as guests at <https://www.icastpro.ca/eia210506b>.
8. If you have voted ahead of the Meeting by returning your proxy form or voting instruction form, your vote has been received by the Corporation’s scrutineers and there is no need to vote again at the Meeting, unless you wish to revoke or change your vote.
9. Each voting poll will be open for a reasonable period of time. The Chair of the Meeting will clearly indicate the opening and closure of the poll. For each proposal, you will have to cast your vote by selecting either "for", "against" or "abstention", as the case may be. Your vote will be automatically counted by the scrutineer and cannot be changed after the poll has closed. If you do not select any option during the time the poll is open, your vote will not be recorded and will be considered an abstention.

10. Note that you will not be able to vote your shares over the phone during the Meeting and will have to use the online webcast for that purpose if you have not done so in advance of the Meeting.

### **Questions and comments**

11. We welcome questions and comments from shareholders and Voting Policyholders at the Meeting. Questions and comments may be submitted in French or in English. Those who want to ask a question or make a comment during the Meeting, may do so in two ways:

- in writing, by typing your question into the field provided for that matter on the webcast at any time during the Meeting. Questions will be read by a representative of the Corporation when appropriate. If more than one question concerns the same subject, they may be grouped, summarized and/or answered together; and
- verbally, by calling the telephone number that will be posted on the webcast when we open the floor for questions and comments during the Meeting. The Meeting Call Operator will open the line at the appropriate time. When addressing the Meeting verbally, please first identify yourself and state if you are a shareholder, Voting Policyholder, proxyholder or a guest. Be as brief and to the point as possible and be considerate of others.

12. Shareholders' and Voting Policyholders' views, constructive comments, and criticisms are welcome, but the Chair or Secretary of the Meeting will not address questions and will have the discretion and means to stop discussions that are:

- irrelevant to the business of iA Financial Group or to the business of the Meeting;
- related to non-public information of the Corporation;
- related to personal grievances;
- derogatory references to individuals or that are otherwise in bad taste;
- similar in substance to other comments or questions that have already been made;
- in furtherance of the shareholder's or policyholder's personal or business interests; or
- out of order or not otherwise suitable for the conduct of the Meeting as determined by the Chair or Secretary of the Meeting in their reasonable judgment.

9. Responses to questions received from shareholders or policyholders not addressed or responded during the Meeting and that comply with these Rules of Conduct, will be posted on the Corporation's website shortly after the Meeting, excluding matters that concern a shareholder or a policyholder specifically and are not otherwise of general concern (such personal matters may be raised separately after the Meeting by contacting the Corporation by email at [investors@ia.ca](mailto:investors@ia.ca)).

10. In the event of technical malfunction or other significant problem that disrupts the Meeting, the Chair of the Meeting may adjourn, recess, or expedite the Meeting, or take such other action that the Chair determines is appropriate in light of the circumstances.

11. The Corporation will record the Meeting and a replay of the Meeting will be available on iA Financial Group's website for approximately one year from the date of the Meeting. Any other recording of the Meeting is prohibited.

**If you have difficulty accessing the Meeting, please refer to the "Help" button on the Meeting platform. Technicians will be available to assist you.**

We appreciate your participation. Attendees will appreciate your courtesy in observing these Rules of Conduct.