

**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 10, 2023
2:00 p.m. (Eastern Daylight Time)
RULES OF CONDUCT OF THE VIRTUAL MEETING**

Welcome to iA Financial Group’s 2023 Annual Meetings (the “**Meeting**”) that will be held in virtual form only.

We are committed to holding a productive and orderly Meeting which allows a respectful exchange of information. Accordingly, we request your cooperation in complying with the following rules and procedures, which are complementary to the provisions of the *Business Corporations Act* (Quebec) and the regulations or directives thereunder (the “**Act**”), as well as the general by-laws of the Corporation. In the event of a conflict between the rules and procedures and the Act, the Act shall prevail.

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 for iA Financial Corporation Inc. are the matters set forth in the Proxy Solicitation Circular and Notice of Meeting dated March 14, 2023, available on our website at ia.ca and on the SEDAR website at sedar.com.
4. The business matters to be conducted at the Meeting for Industrial Alliance Insurance and Financial Services Inc. are the matters set forth in the Participating Policy Holder Information Document and Notice of Meeting dated March 14, 2023, available on our website at ia.ca.

Voting procedure

5. 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 14, 2023 (the record date), or their duly authorized proxyholders, are entitled to vote at the Meeting.
6. 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/eia230510> shall be entitled to vote during the virtual Meeting. Registered shareholders and Voting Policyholders or duly authorized proxyholders must log in to the webcast by using either the 15-digit control number included on the proxy form of the registered shareholder 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 “iA2023” (case sensitive).
7. 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.
8. 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/eia230510b>.
9. 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.
10. Voting will begin during the meeting, and you may then vote at any time, on any of the items being voted on, as long as the votes are open. For each proposal, you will have to cast your vote by selecting either “for”, “against” or “withhold”, as the case may be. You will also have to press the “Vote” button to submit each

registered vote. 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, no vote will be recorded.

11. 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

12. 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 wish to send their question before the Meeting so that it can be addressed during the Meeting can do so by sending the question by email to secretariat_corporatif@ia.ca.

Those who want to ask a question or make a comment during the Meeting may do so in two ways:

- in writing, by typing their question into the field provided for that purpose 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.

13. 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.

14. Responses to questions received from shareholders or policyholders not addressed or responded to 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).

15. 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.

16. 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.