



Notice of the 2024 Annual General Shareholder Meeting of iA Financial Corporation Inc. and Notice of Availability of Proxy Solicitation Documents for the Meeting

Join us for the Annual Meeting

When	Thursday, May 9, 2024 2 pm (ET)
Where	Virtual Meeting only via live audio webcast at: https://www.icastpro.ca/eia240509 Please refer to section "Meeting Information" to obtain login instructions.

Matters to be acted upon at the meeting

- 1 Receive the consolidated financial statements of iA Financial Corporation and the report of the external auditor for the year ended December 31, 2023
Page 8 of the circular and our 2023 annual report
 - 2 Elect the directors of iA Financial Corporation for the ensuing year
The section "Director Nominees" on pages 22 to 50 of the circular
 - 3 Appoint the external auditor for iA Financial Corporation for the ensuing year
Page 8 to 10 of the circular
 - 4 Vote on an advisory resolution on iA Financial Corporation's approach to executive compensation
The section "Executive Compensation" on pages 89 to 142 of the circular
 - 5 Review the shareholder proposals
Page 11 and Schedule B of the circular on pages 147 and following
- The meeting may also consider any other business that is properly brought before it.

Admission to the meeting

Shareholders will be able to attend the Meeting virtually via live webcast online. The virtual mode allows simplicity and provides shareholders with an equal opportunity to participate at the Meeting regardless of their geographic location.

Registered shareholders and duly appointed proxyholders will be able to participate in the meeting, ask questions and exercise their voting rights, all in real time, provided they are connected to the Internet and comply with all the provisions set out in the circular and in the rules of conduct for the virtual meeting published on ia.ca. Beneficial owners who have not duly appointed themselves as proxyholders will be entitled to attend the meeting as guests, but will not be entitled to vote at the meeting.

Electronic delivery of documents

As allowed by the Canadian Securities Administrators, we use notice-and-access to deliver this circular to both registered shareholders and beneficial owners. As such, instead of receiving the circular by mail, you can access it online. This notice contains the information on how to obtain the circular online and how to request a paper copy if you wish. Notice-and-access allows for faster access to this circular, helps to reduce the printing and mailing costs incurred, contributes to environmental protection and is consistent with our sustainability strategy.

You will find enclosed with this notice a proxy form if you are a registered shareholder or voting instruction form if you are a beneficial owner. You can use this form to vote your shares.

Please consult the proxy solicitation circular BEFORE voting.

Access the circular online

- On the corporation's website ia.ca
- On SEDAR+ sedarplus.ca

Request a paper copy

If you would like to receive a paper copy of the circular by mail, you must request one.

You can request a paper copy, free of charge. Requests for a paper copy may be made using the control number indicated on your enclosed proxy or voting instructions form.

For shareholders with a 15-digit control number

To request a paper copy of the circular, call

- 1-866-962-0498 (toll free from Canada and USA) or
- 1-514-982-8716 (from other countries)

Enter the control number indicated on your proxy or voting instructions form.

For shareholders with a 16-digit control number

To request a paper copy of the circular, call

- 1-877-907-7643 (toll free from Canada and USA) or
- 1-303-562-9305 (from other countries)

Enter the control number indicated on your voting instructions form.

To request a paper copy of the circular after the date of the meeting, please call **1-800-564-6253** (Canada and USA) or **1-514-982-7555** (other countries).

Request a copy of the documents

If you request it before the date of the meeting, the circular will be sent to you within three working days of receiving your request. To receive the circular before the voting deadline and the date of the meeting, we estimate that your request must be received no later than April 19, 2024 at 5 pm (ET). Please note that mail delivery times may cause the circular to reach you after the voting deadline and after the date of the meeting. If you request it on the day of the meeting or in the year following the filing of the circular, it will be sent to you within ten calendar days of receiving your request.

If you request a paper copy of the circular, you will not receive a new proxy form. You should therefore keep the initial form sent to you in order to vote.

Vote

Please note that you may not vote by returning this notice. To exercise the voting rights attached to your shares, you must vote using one of the methods indicated on your proxy form or your voting instructions form.

Computershare Investor Services Inc., our transfer agent, must have received the proxy votes by May 7, 2024, 5 pm local time. Please refer to the instructions on your proxy form or voting instructions form for how to vote by proxy.

Questions

If you have any questions or would like additional information regarding this notice and the notice-and-access, please contact our proxy solicitation agent, Laurel Hill Advisory Group, by telephone at 1-877-452-7184 toll free in North America, 1-416-304-0211 for calls outside North America, or by email at assistance@laurelhill.com.

INVESTED IN YOU.