

OUR RESPONSIBILITY TO OUR CLIENTS

WE ARE COMMITTED TO...

Making it a priority to satisfy our clients' financial services needs, as well as to **continuously improve the client experience.**

The bond of confidence we have established with our clients rests upon a mutual sense of loyalty. In line with its business plan, the Bank has continued to maintain a prudent approach in its actions and decisions during the past fiscal year. In fact, the financial crisis served to reinforce our determination to be constantly vigilant and to manage our activities with precaution and rigour. These exceptional circumstances also impelled us to be even more efficient and to bring our culture of service quality more to the fore.

PROMOTING A PRUDENT APPROACH

Within this particular context, 2009 was a year in which we once again exercised great prudence with respect to our client service. Despite the generally unfavourable conditions affecting markets, we succeeded in providing our clientele with the utmost in services and financial counsel.

Within the banking sector, prudence and security always go hand-in-hand. That is why we have implemented various initiatives with respect to transactional security and client confidentiality. In that regard, we actively pursued the installation of our smart card infrastructure, as well as the progressive replacement of our clients' existing cards.

In order to maximize the security of its operations, the Bank continued to improve its processes to effectively deal with various eventualities that could affect its operations. In so doing, our clients can continue to benefit from the best services possible.

Among the major events that marked 2009, the A H1N1 flu pandemic mobilized unprecedented action at all levels. The Bank monitored the situation extremely closely and assigned a task force to this file to deal with the situation as of the very first signs of any eventuality in accordance with the Pandemic Business Continuity Plan developed a number of years ago.

A CONSTANTLY EVOLVING NETWORK

The third largest in Québec, our retail branch network is distinguished for its accessibility, innovative character, simplicity, and for its quality of service. It is firmly supported by our network of automatic banking machines, which was expanded substantially in 2009 when the Bank was awarded an exclusive contract by the Société de transport de Montréal to operate ABMs throughout the city's subway system.

With the 72 machines that the Bank has installed in the Métro, bringing the total number of ABMs available to clients to 408³, we are truly concretizing our proximity approach by providing consumers with even easier access to banking services. Moreover, the machines feature functionalities that facilitate access for clients with special needs. For example, all keypads have Braille characters for the benefit of the visually impaired.

GREATER ACCESSIBILITY TO OUR INSTALLATIONS

In order to better serve our clients, we have also continued to promote the development of our distribution channels. During the past five years, nine new retail bank branches have been opened, 15 were relocated, and close to 25 have been renovated. That translates into a total of 30% of Bank branches that have undergone major modifications to improve the banking experience for clients. In addition, our new branches are very often designed with drive-through tellers. In fact, Laurentian Bank has served as a Québec trail-blazer in that regard, and today, our branch network includes a total of 19 drive-through tellers that greatly facilitate client access.

In 2009, one branch was relocated. Furthermore, we continued to focus our attention on branches with strong development potential in key geographical markets like the northern and southern fringes of Montréal, where there is a heavy concentration of our prime family target clientele.



RELOCATED BRANCHES

Gatineau (127)

From 139 de l'Hôpital Boulevard,
Gatineau, J8T 8A3
to 325 Gréber Boulevard,
Gatineau, J8T 8J3

As at October 31, 2009

CLOSED BRANCHES

None

³As at October 31, 2009

MOBILE BANKERS AND PERSONALIZED SOLUTIONS

The Bank pursued the development of its direct financial consulting service in 2009, which serves as a kind of extension to its branch network. This initiative has been designed to offer clients great flexibility and the individualized service of an advisor who is easily accessible over the phone and by email. As such, all clients can call upon the services of personally designated advisors.

Similarly, we have continued to expand our mobile force. This force consists of a network of experts who make “house calls” to clients in order to discuss their financial needs.

Furthermore, Laurentian Bank focuses particular attention on clients requiring more affordable banking solutions, such as students and seniors who receive special discounts on packages.

Clients in search of new and innovative products also find an attentive ear at the Bank. A perfect example is B2B Trust's introduction of its High Interest Investment Account, which represents a very interesting and attractive investment alternative.

In order to conform to the EMV initiative's international standardization requirements aimed at combating credit and debit card fraud, the Bank launched its Smart Card Evolution project, which is also designed to update its procedures and operations so as to improve client service. Under the banner of this project, we proceeded with the establishment of a technological environment that adheres to EMV norms, and we are pursuing the implementation of our smart card infrastructure, as well as the progressive replacement of our clients' existing cards.

PRECISE TARGETING FOR BETTER CLIENT SERVICE

In 2009, the Bank refined its communication strategies so as to avoid inconveniencing its clients unduly (the right product, for the right client, at the right time). As such, post-campaign analyses are now being conducted to be able to recommend ways of improving future efforts.

PAYING PARTICULAR ATTENTION TO CULTURAL COMMUNITIES

Thanks to Laurentian Bank's long tradition of supporting the integration of new arrivals to Canada, the members of cultural communities are very familiar with the institution and know they can count on us to help meet their needs in their adopted new home.

In that regard, the Bank's Cultural Communities Committee pursued its mandate of bringing the institution closer to these communities and of improving our service offerings to them via various means. The Committee's mandate also includes promoting the recruitment of employees from cultural communities, targeted in specific sectors. As well, the Bank is dedicated to delegating “ambassadors” in the various communities, to being actively involved in local events, and to participating in social and cultural associations.





The Magic of the Ice Hotel

SPECIAL ACTIVITIES FOR OUR CLIENTS

During certain occasions, the Bank is pleased to tangibly show its clients how important they are by treating them to unique experiences in exceptional locations. This is the Bank's original way of recognizing and thanking its clientele, while further reinforcing its relations with them.

It was in that spirit that we organized an exclusive event — the *Live the Magic of the Ice Hotel with Laurentian Bank* contest — open to all clients who had procured an investment product from a Québec City area branch at the beginning of the year. Close to 400 clients, guests and employees visited this magnificent site and enjoyed a superb evening.

A CONSTANTLY GROWING NUMBER OF ELECTRONIC TRANSACTIONS

The continuous growth in the number of transactions processed over the Internet requires the Bank to maintain the most technologically advanced Web tools possible. That is why we actively pursued our efforts in 2009 to improve navigation and the information available online. For example, we redesigned some sections of our Web site in order to make our products and services simpler to understand and the site easier to use in general for our clients.

For example, the 15,000 or so independent financial advisors who do business with B2B Trust certainly appreciate the ongoing investments in our electronic systems. Among these, improvements were made to the EASE electronic platform in order to accelerate the processing of investment loan applications filed by advisors on behalf of their clients. In addition, B2B Trust implemented an innovative solution to help advisors navigate on EASE in the form of an animated demonstration. Thanks to this animation, advisors can see all the steps required to file an online application. Like EASE itself, the demonstration is straightforward and easy to use, simulating the process step by step. The new tool serves to illustrate B2B Trust's firm commitment to effectively supporting its advisor clients in their day-to-day transactions.

QUALITY SERVICE: OUR OBSESSION

Quality of service in all its forms remains one of the aspects of Laurentian Bank that is most appreciated by clients. Of course, service quality is a fundamental priority for Bank employees who regularly interact with clients, and we periodically review our operations to identify ways in which we may further improve. In addition, we regularly conduct surveys among our clientele to measure their level of satisfaction and ensure they are enjoying the best experience and service possible.

PRODUCTS AND SERVICES SUBJECT TO STRINGENT STANDARDS

The Bank puts great care and rigour into the design of its products and services. In so doing, it assures that they comply with the laws and regulations by which they are governed, as well as with the industry's codes of conduct.

Furthermore, the institution is committed to ensuring that its full range of products and services embody the values that guide all of its activities. Thus, all offerings must respect the stringent internal norms that also govern its operations and client relations.

AN EFFECTIVE COMPLAINT RESOLUTION PROCESS

Laurentian Bank actively adheres to various elective banking industry codes whose primary purpose is to protect the consumer. In line with our dedication to client satisfaction, we have implemented very specific mechanisms to gather client feedback about Bank policies and the quality of its services, and to establish the quickest way to intervene when a situation requires corrective measures. While promoting the settlement of issues at the source, the Bank continued to improve service quality, to offer the necessary assistance to clients who ask for it, and to contact the appropriate authorities as needed.

There are four courses of action we make available to our clients in the event of a complaint. The first consists of addressing Bank staff verbally or in writing. If the client does not obtain satisfaction, we invite them to contact the Bank's Quality and Compliance team directly. In the event that the problem is still not resolved to the client's satisfaction at that point, they can write to the office of the Bank Ombudsman. Finally, the client can contact the Banking and Investment Services Ombudsman or get in touch with the Financial Consumer Agency of Canada at any time.

At Laurentian Bank Securities, the policy for the resolution of complaints and disputes adheres to the stipulations of the Act Respecting the *Agence nationale d'encadrement du secteur financier* (Bill 107). The application of the policy is the responsibility of the Senior Compliance Officer acting under the authority of the Chief of Compliance. If the complainant is not satisfied after the complaint is examined or is dissatisfied with the results of the assessment, they can request that their file be forwarded to the *Autorité des marchés financiers*.

In the case of B2B Trust, a complaint may be phoned in to the Client Service Department. Subsequently, it can also be addressed to B2B Trust's Vice-President of Operations. After calling upon the complaint resolution process, the client could contact B2B Trust's Ombudsman, the Banking and Investment Services Ombudsman in Toronto, or the Financial Consumer Agency of Canada in Ottawa.