

# REACHING FURTHER

## MOVING FORWARD WITH OUR CLIENTS

The roots of Laurentian Bank Securities and Capital Markets lie in its Fixed Income operations. Today, these operations remain core and profitable. The team has grown and the business has diversified, but its philosophy remains the same. According to Michel C. Trudeau, “For over 15 years we have achieved consistent organic growth, always focussing on excellent client service.”

Underwriting Canada bonds, provincial bonds and a growing participation in corporate bonds account for a significant portion of the Fixed Income activities. Strong relationships exist with all Canadian provinces. Laurentian Bank Securities and Capital Markets is also present in the high yield bond market, as well as in the money market. Its participation in syndications is progressively increasing over time.

While nurturing its longstanding businesses, new ones are being built as well. This year, a Financial Planning team with over 30 years of experience joined Laurentian Bank Securities. “Adding Financial Planning to our Retail Brokerage platform allows us to evolve with our clients and integrate the individual products and services already provided into one complete offering,” says Michel C. Trudeau. Clients can also rely on a solid team of strategists and economists capable of meeting all their wealth management needs.

## GOING WEST

**Laurentian Bank Securities expanded in 2012 with the opening of an office in Winnipeg, Manitoba.**

This strategic expansion will accelerate business development. It is the Institutional Equities division’s first foothold outside of Québec and Ontario. The Winnipeg office is headed by Kevin Hooke, who has more than 30 years’ experience in corporate finance. The team’s expertise dovetails perfectly with the research coverage that is already in place. The new office wasted little time; within a few weeks after opening, it had already successfully participated in a number of public offerings for western Canadian based companies.



**Michel C. Trudeau**, Executive Vice President, Capital Markets and President and Chief Executive Officer, Laurentian Bank Securities

## OUR NICHE – SMALL CAP SECURITIES

The Institutional Equities division focuses on the small cap market, an area in which it possesses a high level of expertise. Its research coverage, which now totals 70 companies, drives its investment banking, sales and trading activities. This strategic thrust differentiates it from the competition and provides **added value** for its clients.

### OVERVIEW OF BUSINESS SEGMENT - LAURENTIAN BANK SECURITIES AND CAPITAL MARKETS

Integrated broker serving Institutional and Retail investors; Bank-related capital market activities

16 offices in Québec, Ontario and Manitoba

■ Recognized and choice provider of Fixed Income Institutional brokerage service in Canada

Pan-Canadian activities

■ Only Bank-owned dealer with a niche small cap focus