



## Laurentian Bank Honoured by VISA

May 22, 2015

MONTREAL, May 22, 2015 /CNW Telbec/ - Laurentian Bank is proud to have earned two prestigious awards presented by VISA International at the Global Service Quality Awards in the Canadian *Highest Transaction Approval Rate* and *Electronic Commerce Effectiveness* categories. These awards acknowledge the Bank's exceptional performance and efficiency in approving purchase transactions, while applying proactive fraud prevention and risk management strategies.

"These distinctions from VISA confirm our ongoing commitment to offering the best possible transactional experience to our clients holding VISA credit cards," underlines Sylvain Malo, the Bank's Vice-President of Marketing, Retail Services. "Our personalized client service and our rigorous risk management have enabled us to stand apart in the highly competitive credit card services market."

"With today's economic status and the competitive challenges within the payments industry, service quality is more imperative than ever before, particularly in bankcard operations," adds Robert Livingston, President, VISA Canada. "In presenting these awards, we are recognizing Laurentian Bank for the high quality and outstanding performance of their client service."

Each year, the Global Service Quality Awards distinguish different VISA card issuers around the world based on a number of criteria. More specifically, the awards recognize the excellent performance of issuing organizations with respect to VISA transactions, and they help promote a competitive environment that assures the quality of transaction processes.

### About Laurentian Bank

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. The Bank serves one and a half million clients throughout the country and employs more than 3,700 people whose talent and dedication has made it a major player in numerous market segments. The Bank has more than \$37 billion in balance sheet assets and more than \$42 billion in assets under administration.

Laurentian Bank distinguishes itself through the excellence and simplicity in its services. As such, the Bank caters to the needs of retail clients via its branch network and virtual offerings. The Bank has also earned a solid reputation among small and medium sized enterprises and real estate developers thanks to its specialized teams across Canada, namely in Ontario, Québec, Alberta, British Columbia and Nova Scotia. For their part, B2B Bank is a Canadian leader in providing banking and investment products and services to financial advisors and brokers, while the expertise and effectiveness of Laurentian Bank Securities' integrated brokerage services are known nationwide.

SOURCE Laurentian Bank of Canada

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