

**There's more
than one way
to be a bank.**

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We have chosen to be unique

- To make choices others don't
- To specialize in niche markets
- To have an impact through our ability to make quick decisions
- To be present where others aren't
- To leverage our size as a key asset

Our results continue to prove us right



- Our adjusted net income has improved by 45% over the past five years
- Our commercial loans and BA's have increased by 15% since last year and by more than 75% over the past five years
- B2B Bank's recent acquisitions and organic growth have enabled it to increase its loans by more than 90% and its deposits by more than 30% over the last five years, as well as now posting assets under management of \$31.7 billion
- We are well diversified with approximately 50% of our profitability generated outside Québec
- The credit quality of our portfolios stands apart among the other large Canadian banks

OUR 2014 PERFORMANCE

As at or for the years ended October 31
(in thousands of Canadian dollars, except per share and percentage amounts)

	2014	2013	2012 ⁽¹⁾
ADJUSTED FINANCIAL MEASURES⁽²⁾			
Adjusted net income	\$ 163,582	\$ 155,436	\$ 140,660
Adjusted diluted earnings per share	\$ 5.31	\$ 5.07	\$ 4.98
Adjusted return on common shareholders' equity	11.9 %	12.1 %	12.0 %
Adjusted efficiency ratio	71.0 %	72.8 %	73.1 %
Adjusted operating leverage ⁽³⁾	2.4 %	n.m.	[3.9] %
Adjusted dividend payout ratio	38.7 %	39.0 %	36.9 %
FINANCIAL MEASURES			
Total revenue	\$ 874,065	\$ 865,337	\$ 796,643
Net income	\$ 140,365	\$ 119,477	\$ 140,508
Diluted earnings per share	\$ 4.50	\$ 3.80	\$ 4.98
Return on common shareholders' equity ⁽²⁾	10.1 %	9.1 %	12.1 %
Efficiency ratio ⁽²⁾	73.4 %	77.9 %	75.9 %
Operating leverage ⁽²⁾⁽³⁾	5.9 %	n.m.	[6.1] %
Dividend payout ratio	45.7 %	52.0 %	37.0 %
PER COMMON SHARE			
Share price - Close	\$ 49.58	\$ 46.55	\$ 44.45
Book value	\$ 45.89	\$ 43.19	\$ 42.81
Dividends declared	\$ 2.06	\$ 1.98	\$ 1.84
Dividend yield	4.2 %	4.3 %	4.1 %
FINANCIAL POSITION			
Balance sheet assets	\$ 34,848,681	\$ 33,911,026	\$ 34,936,826
Loans and acceptances	\$ 27,429,579	\$ 27,228,697	\$ 26,780,879
Deposits	\$ 24,523,026	\$ 23,927,350	\$ 24,041,443
Common shareholders' equity	\$ 1,328,187	\$ 1,232,379	\$ 1,203,652
QUALITY OF ASSETS			
Net impaired loans as a % of loans and acceptances	0.23 %	0.19 %	0.25 %
Provision for loan losses as a % of average loans and acceptances	0.15 %	0.13 %	0.14 %
Basel III regulatory capital ratio - All-in basis			
Common Equity Tier 1 (under the standardized approach)	7.9 %	7.6 %	n.a.

(1) Comparative figures for 2012 were not restated to reflect the adoption of amendments to IAS 19, *Employee Benefits*.

(2) Refer to the non-GAAP financial measures section.

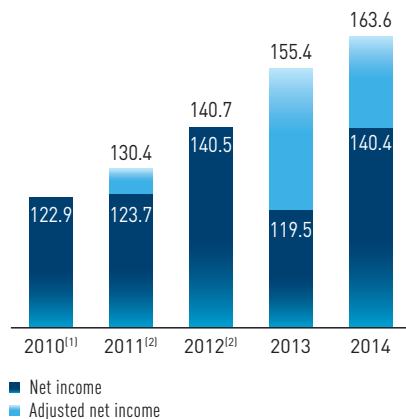
(3) Operating leverage for 2013 is not meaningful as 2012 results were not restated to reflect the adoption of amendments to IAS 19, *Employee Benefits*.

2014 FINANCIAL OBJECTIVES AND RESULTS

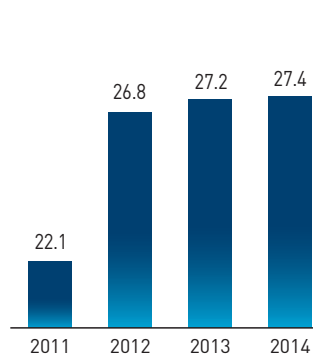
INDICATORS	OBJECTIVES	RESULTS	
Adjusted return on common shareholders' equity	10.5% to 12.5%	11.9%	✓
Adjusted net income	\$145.0 M to \$165.0 M	\$163.6 M	✓
Adjusted efficiency ratio	72.5% to 69.5%	71.0%	✓
Adjusted operating leverage	Positive	2.4%	✓
Common Equity Tier 1 capital ratio - All-in basis	> 7.0%	7.9%	✓

A STRONG MOMENTUM

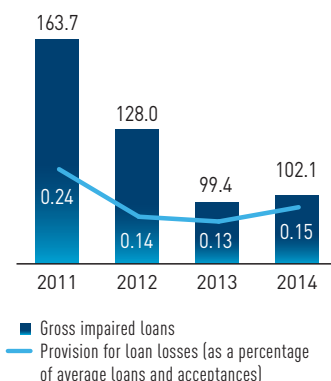
NET INCOME
(in millions of dollars)



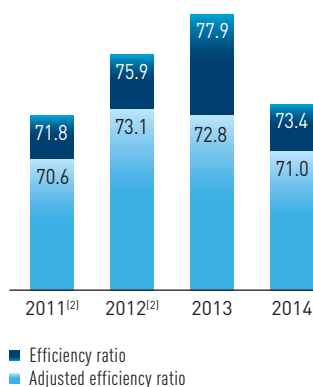
LOANS AND ACCEPTANCES
(in billions of dollars)



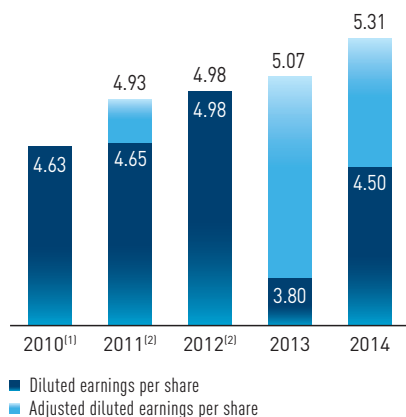
CREDIT QUALITY
(in millions of dollars or as a percentage)



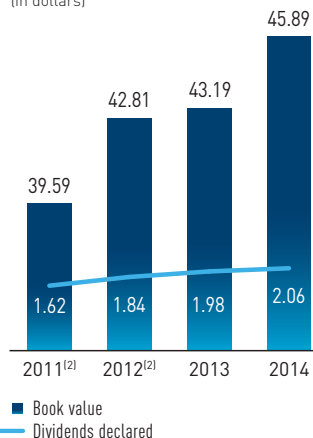
EFFICIENCY RATIO
(as a percentage)



DILUTED EARNINGS PER SHARE
(in dollars)



BOOK VALUE PER COMMON SHARE AND DIVIDENDS DECLARED
(in dollars)



[1] In accordance with previous CGAAP.

[2] Comparative figures for 2011 and 2012 were not restated to reflect the adoption of amendments to IAS 19, *Employee Benefits*.

THE FUNDAMENTALS OF OUR IDENTITY

- We have chosen to be a **different bank**, working in **specific sectors across Canada** in which we stand apart and **perform**.

PERSONAL AND COMMERCIAL

BUSINESS SERVICES

Thanks to the unparalleled expertise of our specialists within the market niches we operate in, we are recognized for our fast turnaround time and our flexible and innovative approach designed to meet the specific needs of Canadian small and medium-sized enterprises and real estate developers.

RETAIL SERVICES

Since our earliest beginnings, we have had an intimate knowledge of Québec consumers and, together since 1846, have built relations founded on trust, authenticity, simplicity and accessibility — which constitutes our fundamental strengths.

B2B BANK

As a leader dedicated exclusively to meeting the needs of Canadian financial advisors and brokers, we offer a range of products designed specifically to enable them to build their clients' wealth.

LAURENTIAN BANK SECURITIES AND CAPITAL MARKETS

Recognized in the field of institutional brokerage in Canada, we are specialized in serving small cap companies and in the fixed income sector; our extensive network of investment advisors ensure the efficient distribution of these products.

THE THREE PILLARS OF OUR STRATEGY

FOCUS

Be active within market niches in which we hold competitive advantages positioning us among the best.

AGILE GROWTH

Standing apart through our ability to continuously grow by quickly seizing upon market opportunities.

EXECUTION

Continuously improving our operational excellence, while assuring proactive risk management.

BANKING OUR WAY

There's more than one way to be a bank. The way we have chosen for our clients, partners and shareholders is to remain true to our values and to what we are. Our way of banking is to put our strengths to full use and to concentrate on our competitive advantages as powerful drivers of our development.

Historically, we have always been a specialized bank. From an institution serving the Island of Montréal in accordance with our constitutive charter, we progressively expanded our spheres of activity, while adopting a well-thought-out approach, proceeding step-by-step, and taking full advantage of business opportunities as they presented themselves throughout the course of our long history.

We have certainly not followed the traditional model of Canadian banks. Instead of striving to be everything to everyone, we prefer to develop and occupy specific niches in which we excel and create the greatest value for our clients and business partners. That is what sets us apart, and most importantly, it is our very *raison d'être*.

Each and every day, we aim to differentiate ourselves in the market segments we have chosen to be in, which include:

- small and medium-sized enterprises and real estate developers across Canada;
- financial advisors and brokers throughout Canada;
- middle-class consumers in Québec;
- small cap companies and bond issuers across Canada.

Ultimately, we want to serve as a valuable partner of these clients, to take the time to develop the most effective and tailor-made solutions together, and to fully support them in their projects.

SOLID RESULTS AND PAN-CANADIAN GROWTH

In light of our 2014 results, and of their progression over the past years, we are very proud of our growth and diversification. In the last five years, the Bank has:

- increased its adjusted net income by 45%;
- expand its balance sheet assets by more than 55%;
- increased the volume of its loan portfolios in Ontario and Western Canada by over 80%;
- raised its dividend by close to 50%.

In fiscal 2014, we not only posted solid results, but we also achieved a number of major milestones in our development. Our adjusted net income has significantly improved, as well as our efficiency ratio.

We launched two new, highly promising product lines — equipment financing products intended for small and medium-sized enterprises, and alternative mortgage solutions offered to mortgage brokers by B2B Bank.

We completed the integration of the MRS Companies and AGF Trust, thus doubling the size of B2B Bank and reinforcing its leadership position in the market.

As for our activities outside Québec, they now account for approximately 50% of our profitability.

Choosing to be a different bank is part of our everyday work. Each day, we exert concerted effort to make Laurentian Bank an increasingly high-performing organization, and we fully intend to continue along those lines. That goes for the market niches we occupy, the products we continue to add to our offerings and the ways in which we serve our clients.



"Instead of striving to be everything to everyone, we prefer to develop and occupy specific niches in which we excel and create the greatest value for our clients and business partners. That is what sets us apart, and most importantly, it is our very *raison d'être*."

B2B BANK: A ONE OF A KIND MODEL IN CANADA

The Bank's differentiation strategy has proven to be very beneficial for the organization and its shareholders. The success of our B2B Bank subsidiary is undeniably a perfect example of this. Some 10 years ago, we embarked on an initiative to implement a unique business model focused on financial advisors and brokers across Canada. In fact, we are the only bank in Canada to have developed a one-stop-shop approach to serving this clientele.

This strategy has certainly paid off. In the past 10 years, B2B Bank has posted an annual growth of:

- 19% of its deposits
- 14% of its loans

Because of the size of its activities, B2B Bank is uncontestedly a leader today within its market in Canada, managing a portfolio of more than 900,000 individual accounts and serving over 27,000 financial advisors.

Manifestly, the acquisition of the MRS Companies and AGF Trust contributed significantly to our growth. This success story testifies to our excellence of execution within a segment in which we have generated added value for our clients.

Looking ahead, we strongly believe there is still room for growth for B2B Bank. Thanks, in particular, to one of the most comprehensive mortgage lines on the market today, we have established an objective of doubling the size of our mortgage loan portfolio over the next five years.

A UNIQUE WAY OF SERVING OUR BUSINESS CLIENTELE

Our track record in the area of business services has been equally one of a kind. More specifically, we have developed specialization among small and medium-sized enterprises operating in the energy and infrastructures sector, in equipment financing, agriculture, as well as among health professionals.

We have deliberately made the choice not to be everything to everyone, but rather, to select segments that are lesser served by the market and to provide our expertise and added value to those clients. Thanks to this unique approach, we have significantly increased our business loan portfolios in five years, having reached the \$5 billion mark.

Building on this approach, we launched a leasing product in 2014 specifically designed to meet the equipment financing needs and increased productivity objectives

of small and medium-sized enterprises. One short year after this product launch, we are very satisfied with our clients' reception, and we are convinced that this segment will contribute significantly to the advancement of our Business Services sector.

In light of our track record and of the potential our market segments hold, we are aiming to double our business loan portfolio to \$10 billion in 2018, of which \$1 billion is expected to be generated by our equipment financing solutions.

BECOMING THE REFERENCE IN THE SMALL CAP COMPANY MARKET

This specialization and market niche strategy is also echoed within our Laurentian Bank Securities (LBS) subsidiary, whose primary sphere of expertise is in the area of institutional brokerage. Fixed Income security transactions, for which LBS is particularly known, remain at the heart of its activities, while its Institutional Equity division is increasingly making its mark within the small cap company segment. In fact, we are the only banking brokerage house to specialize in this sector, which holds highly promising growth opportunities.

In addition to these specializations, LBS's Institutional Services division offers medium-sized brokerage firms a complete range of operation services. Drawing on their extensive institutional expertise, our network of investment advisors can provide clients with a range of high-performance products.



"We are aiming to double our business loan portfolio to \$10 billion in 2018"

BOLSTERING OUR AGILITY THROUGH PARTNERSHIP

Another aspect that sets us apart is that we have grown to recognize that we cannot do everything ourselves or pretend to excel in all areas. In fact, we believe that offering our clients the best products does not necessarily mean we must create all these internally. As such, we have chosen not to be a mutual fund "manufacturer", but rather, to rely on our partner, Mackenzie Financial, to offer these products. With mutual fund revenue growth of 30% in 2014, it would appear that we have chosen

a winning formula that enables us to take maximum advantage of our solid sales force, while assuring the satisfaction of our clients.

We have also decided not to develop all of our software and systems on our own, but to do so in partnership with technology providers. This applies to our credit cards, our Web transactional platform, and our leasing transaction system. As a result, we obtain more efficient tools at lower cost, for the ultimate benefit of our clients.

WHERE WE ARE HEADING

Our distinctiveness within the Canadian banking sector has definitely worked to our advantage. Our size constitutes a strength. Thanks to our agility in acting on the needs of our clients, we are recognized for our rapid response time, particularly in the area of business loans. Moreover, we are committed to remaining a very well capitalized institution, which ranks among the 40 most prominent banks in North America.

How far can this distinctiveness and these competitive advantages take us? As evidenced by our strategic priorities, we certainly intend to continue to position ourselves as a solid and specialized bank in Canada with outstanding execution capabilities. We are also dedicated to remaining a client-focused institution that respects all of its stakeholders.

The expansion of our pan-Canadian presence will, more than ever, be at the heart of our business plan, particularly for our Business Services sector, which can continue to make gains and increase our market share within certain well-targeted market segments. For its part, B2B Bank will also keep fuelling our development from coast to coast. Now that the integration of our acquisitions has been completed, we can focus our efforts on business development and growth.

Our total assets have increased by more than 55% over the past five years, and we expect to maintain this momentum

within our high-growth-potential market segments. By relying on our assets and marshalling our strengths within areas in which we excel, we are confident that we will continue to grow at a rapid pace in the years to come.

A DIFFERENT BANK BUILT ON SOLID FOUNDATIONS

Of course, we could not be a different bank, a specialized bank, a bank that is one of a kind in Canada, without being able to count on employees who are dedicated to excellence and who spare no effort to satisfy the needs of all the clients the Bank has the privilege to serve. I would also like to thank our more than 1.5 million clients, who entrust their banking affairs to us. I also express my gratitude to the members of our Board of Directors, whose support of the Bank's growth and development strategies is invaluable.

Finally, I thank all our shareholders for the confidence they have in us. Thanks to them, we are able to continue to grow in a fashion that is unique and distinctive among Canadian financial institutions and to demonstrate, day after day, that there's more than one way to be a bank... for the benefit of all.



Réjean Robitaille, FCPA, FCA
President and Chief Executive Officer

OUR STRATEGIC PRIORITIES

1. INCREASE OUR PROFITABILITY BY CONCENTRATING ON HIGH-POTENTIAL GROWTH SECTORS

- Double business loan portfolio to reach the \$10 billion mark in 2018
- Double B2B Bank's mortgage loan portfolio to reach the \$8 billion mark over the next five years
- Increase the geographical diversification of loans and profitability

2. IMPROVE OUR EFFICIENCY BY CONCENTRATING ON OPERATIONAL EXCELLENCE

- Move our efficiency ratio below 68% mid-term
- Take full advantage of Business Services' and B2B Bank's business models
- Take a proactive approach to outsourcing and partnerships so as to maximize our flexibility

3. FOCUS ON OUR HUMAN CAPITAL AS THE DRIVER OF OUR GROWTH

- Affirm our difference through our relational approach of proximity to assure the loyalty of our clientele

BUILDING AN EVEN MORE SOLID BANK



“Laurentian Bank has a unique business plan that creates long-term value for our shareholders.”

It is with great pleasure that I am conveying my second message as Chair of Laurentian Bank’s Board of Directors, providing a brief overview of the organization’s most significant accomplishments in 2014. Over the past five years, the Bank’s profitability has improved by close to 45% on an adjusted basis. This performance is particularly noteworthy in view of the prevailing uncertain economic context and regulatory environment. These excellent results have enabled us to increase the dividend to shareholders in a constant and sustained fashion. In fact, the dividend has grown close to 50% since 2009.

MAJOR STRATEGIC ACHIEVEMENTS

Laurentian Bank has a unique business plan that creates long-term value for our shareholders. This was certainly the case again in 2014, during which we finalized the integration of the MRS Companies and AGF Trust. Highly strategic and significant, these acquisitions have enabled B2B Bank to firmly position itself as the leader within the Canadian financial advisor and broker market. With respect to our Business Services sector, the Bank is also on an excellent trajectory, as evidenced by its loan portfolio growth of more than 10% this past year. These two sectors constitute fundamental pillars of the organization’s strategy and serve as the key drivers that are allowing the Bank to expand its presence nationwide.

PRIORITY AND PROMISING FILES

In addition to supporting senior management in the realization of the Bank’s business plan, the Board focused its attention on a number of important files in 2014, such as the compensation programs for Senior Management, pension plan management, capital allocation among sectors, and on finding the proper balance between risk taking and growth. We are fortunate to be able to count on the expertise of our Board members in order to manage all of these files. Their wealth of experience serves as a tremendous asset that enables us to make the most informed decisions possible in the best interests of all the Bank’s stakeholders.

ACKNOWLEDGEMENTS

I would like to take this opportunity to welcome Susan Wolburgh Jenah, who joined our Board recently. Serving as President and Chief Executive Office of the Investment Industry Regulatory Organization of Canada (IIROC) until recently, Susan brings extensive expertise in the financial field to her new role as Board member. I would also like to thank Marie-France Poulin, who has left our Board after five years of loyal service, for her contribution to the Board. With the appointment of Ms. Wolburgh Jenah, the Bank maintains its leadership position among Canadian banking institutions with respect to female representation on its Board. Thirty-eight percent of our Directors are women.

“The wealth of experience possessed by our Board members serves as a tremendous asset that enables us to make the most informed decisions possible in the best interests of all the Bank’s stakeholders.”

In conclusion, I would like to extend my sincere gratitude to our shareholders and clients for their trust, as well as to our management and employees. I can assure you that we will continue our rigorous efforts to fulfill the strategic role that you have entrusted us with.

A handwritten signature in black ink, appearing to read 'Isabelle Courville'.

Isabelle Courville

Chair of the Board

Has served on the Board of Directors since March 2007.

BOARD OF DIRECTORS



Lise Bastarache

Economist and Corporate Director
Has served on the Board of Directors since March 2006. Member of the Risk Management Committee.



Jean Bazin, C.R.

Counsel at Dentons Canada LLP
Has served on the Board of Directors since September 2002. Chair of the Human Resources and Corporate Governance Committee.



Richard Bélanger, FCPA, FCA

President of Toryvel Group Inc.
Has served on the Board of Directors since March 2003. Chair of the Audit Committee. Member of the Risk Management Committee.



Michael T. Boychuk, FCPA, FCA

President and Chief Executive Officer of Bimcor inc.
Has served on the Board of Directors since August 2013. Member of the Audit Committee.



Pierre Genest, FCIA, FSA

Chairman of the Board of SSQ, Life Insurance Company Inc.
Has served on the Board of Directors since March 2006. Member of the Human Resources and Corporate Governance Committee.



Michel Labonté

Corporate Director
Has served on the Board of Directors since March 2009. Chair of the Risk Management Committee.



A. Michel Lavigne, FCPA, FCA

Corporate Director
Has served on the Board of Directors since March 2013. Member of the Audit Committee.



Jacqueline C. Orange

Corporate Director
Has served on the Board of Directors since March 2008. Member of the Audit Committee.



Réjean Robitaille, FCPA, FCA

President and Chief Executive Officer of the Bank
Has served on the Board of Directors since December 2006. Mr. Robitaille does not sit on any of the Board's committees.



Michelle R. Savoy

Corporate Director
Has served on the Board of Directors since March 2012. Member of the Human Resources and Corporate Governance Committee.



Jonathan I. Wener, C.M.

Chairman of the Board and Chief Executive Officer, Canderel Holdings Inc.
Has served on the Board of Directors since January 1998. Member of the Risk Management Committee.



Susan Wolburgh Jenah

Corporate Director
Has served on the Board of Directors since December 2014. Member of the Risk Management Committee.

OUR MANAGEMENT COMMITTEE



Réjean Robitaille, FCPA, FCA
President and
Chief Executive Officer

Réjean Robitaille began his career at Laurentian Bank in 1988. He progressively made his way through the ranks, occupying numerous positions of responsibility prior to assuming the role of President of the organization in 2006. Under his direction, the Bank has posted solid growth, most notably with the development of Business Services and the substantial expansion of activities outside Québec, which now account for some 50% of the organization's overall profitability. He has also contributed to making B2B Bank a pan-Canadian leader in the provision of services to financial advisors and brokers. Since taking the Bank's helm, it has registered record results on an adjusted basis over the past eight years.

Member of the Management Committee since 2003

François Desjardins
Executive Vice President,
Laurentian Bank and President and
Chief Executive Officer of B2B Bank

François Desjardins began his career at the Bank in 1991. He led the Telebanking Centre prior to assuming the Presidency of B2B Trust in 2004. He played a key role among those who spearheaded the transition of B2B Trust to B2B Bank in 2012, the major acquisitions made by this subsidiary in recent years, and the remarkable growth that B2B has experienced over the years. Since 2014, he has been entrusted with responsibility for Retail Services. In June 2010, François Desjardins was prestigiously ranked among *Canada's Top 40 Under 40™*.

Member of the Management Committee since 2005

Pierre Minville, CFA
Executive Vice President and
Chief Risk Officer

Pierre Minville joined Laurentian Bank in 2000 after having pursued a career in the field of corporate finance, business financing and mergers and acquisitions. Over the course of his 15 years at the Bank, he has been responsible for finance, administration and regulated products with both Retail Services and Business Services, and has piloted several acquisition projects. His vast experience has enabled him to assume responsibility for the complex area of integrated risk management, as well as to play a key role in assuring the success of the Bank's major acquisitions and partnerships over the past years.

Member of the Management Committee since 2011

Michel C. Lauzon
Executive Vice President and
Chief Financial Officer

Between 1988 and 1998, Michel C. Lauzon occupied a number of different senior management positions at Laurentian Bank, before leaving to join TAL Global Asset Management Inc., where he served successively as Chief Financial Officer and as President and Chief Operating Officer. Since his return to the Bank in 2009 as Chief Financial Officer, Michel Lauzon has contributed his extensive knowledge of financial products and markets and, thus, has played a key role in the organization's growth and development.

Member of the Management Committee since 2009



Stéphane Therrien
Executive Vice President,
Business Services

Stéphane Therrien joined the Bank in January 2012, after pursuing a career in the banking and commercial financing field mainly at GE Capital. Since assuming his functions at the Bank, the Business Services sector has grown significantly, which is attributable in large part to a strategy focused on the development of specializations, business excellence and geographic diversification. Stéphane Therrien is recognized for his extensive experience in business financing throughout Canada.

Member of the Management Committee since 2012



Lorraine Pilon
Executive Vice President,
Corporate Affairs,
Human Resources and Secretary

An attorney by training, Lorraine Pilon joined the Bank's Legal Affairs sector in 1990. Since 2003, she has held the position of Executive Vice President of Corporate Affairs and Secretary, and in 2011, she was entrusted with the additional responsibility of leading Human Resources. Lorraine Pilon brings to the Bank her vast expertise of the financial sector activities, coupled with an in-depth knowledge of all requirements in the regulatory environment.

Member of the Management Committee since 2003



Gilles Godbout
Executive Vice President,
Retail Services and Chief
Information Officer

Gilles Godbout worked at the Bank from 1987 to 1999, before leaving to occupy a number of different positions at Hydro-Québec and at CGI Group. He rejoined the ranks of Laurentian Bank in 2012 to optimize and modernize Information Technology practices and systems. His extensive IT knowledge and his broad management expertise makes him a prime resource in the quest for operational efficiency at all levels.

Member of the Management Committee since 2012

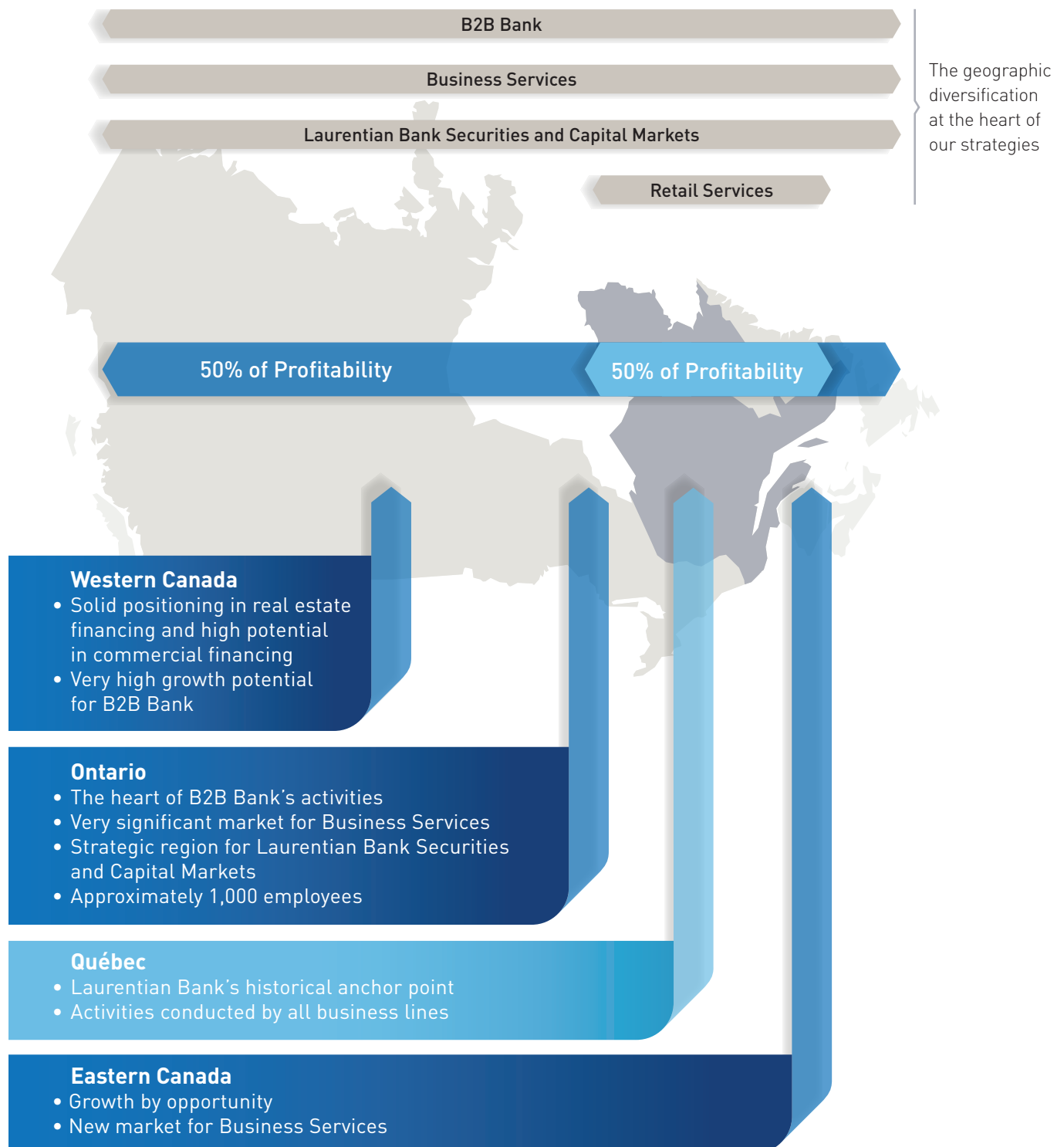


Michel C. Trudeau
Executive Vice President,
Capital Markets, and President and
CEO of Laurentian Bank
Securities Inc.

Michel C. Trudeau began his career at the Bank in 1999, after having worked for some 15 years in the brokerage sector including 10 years at Merrill Lynch Canada. He occupied numerous positions of responsibility at Laurentian Bank Securities Inc. (LBS), before assuming the position of President of the subsidiary in 2003. Since November 2009, he has also been responsible for activities related to capital markets.

Member of the Management Committee since 2011

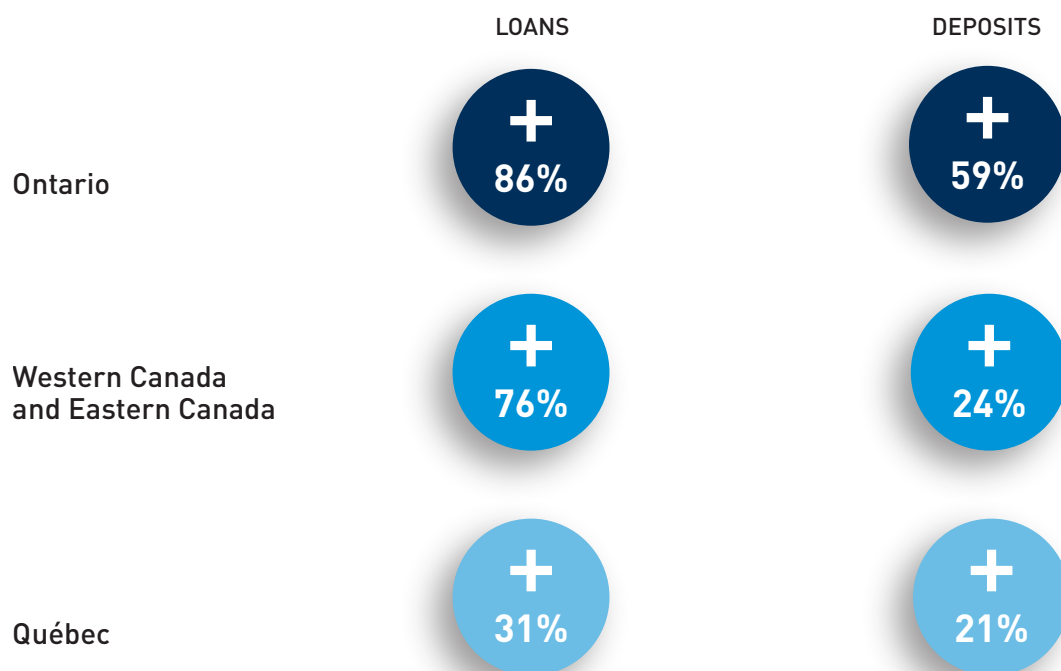
OUR STRATEGY IS PAN-CANADIAN



AND OUR GROWTH IS DIVERSIFIED

Sources of growth over the past five years

GROWTH BY GEOGRAPHY

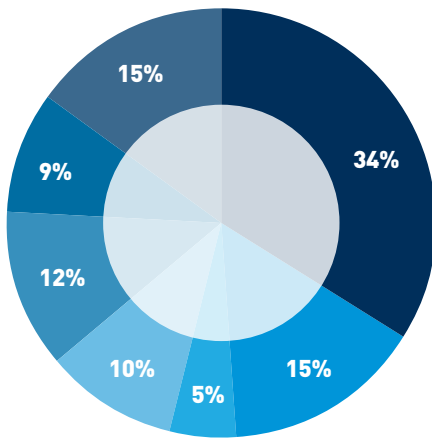


LOAN GROWTH BY SECTOR



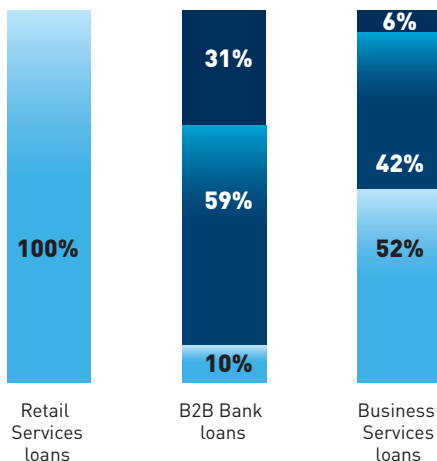
PERFORMING BUSINESS SEGMENTS TO ACHIEVE OUR OBJECTIVES

DIVERSIFICATION BY LOAN CATEGORIES
(as a percentage)



- Retail Services residential mortgage loans (34%)
- B2B Bank residential mortgage loans (15%)
- Business Services residential mortgage loans (5%)
- Commercial mortgage loans (10%)
- Commercial and other loans (12%)
- Retail Services personal loans (9%)
- B2B Bank investment loans (15%)

GEOGRAPHIC DIVERSIFICATION BY BUSINESS SEGMENTS



- Québec
- Ontario
- Western Canada and Eastern Canada

STRATEGIC CONTRIBUTION TO THE BANK

Business Segment	Strategic Contribution
PERSONAL AND COMMERCIAL	<ul style="list-style-type: none"> ● Very important driver of growth ● Strong profitability thanks to high-margin products ● Good geographic diversification ● Low cost structure resulting in high efficiency
BUSINESS SERVICES	<ul style="list-style-type: none"> ● Principal contributor to the stable and affordable deposit base ● Sustained and stable profitability ● Significant generator of other revenues ● Principal driver in the area of wealth management
B2B BANK	<ul style="list-style-type: none"> ● Very important growth driver thanks to the financial advisors and brokers network ● Specialized products generating higher margins ● Good geographic diversification ● Flexible source of deposits ● Low cost structure resulting in high efficiency
LAURENTIAN BANK SECURITIES AND CAPITAL MARKETS	<ul style="list-style-type: none"> ● Important generator of other revenues ● Important driver in the area of wealth management ● Provider of services complementary to Personal and Commercial sector activities ● Contributor to the Bank's institutional funding

Table continues on page 15.

	TARGET CLIENTELE	SPECIALIZATIONS	MID-TERM ORIENTATIONS	TARGETS	
	Small and medium-sized enterprises and real estate developers in Canada	<ul style="list-style-type: none"> • Real estate financing • Equipment financing, including leasing • Energy and infrastructures • Health professionals • Manufacturing • Agriculture 	<ul style="list-style-type: none"> • Generate strong loan portfolio growth in targeted market segments through the unparalleled quality of the expertise offered • Become a major player in the fields of equipment financing and leasing • Improve operational excellence with respect to processes, systems and execution 	<p>Double total portfolio to reach the \$10 billion mark in 2018; the growth will be pan-Canadian</p>	BUSINESS SERVICES
	Middle-class Québec consumers	<ul style="list-style-type: none"> • Traditional banking offerings (loans, deposits, investment products, transactional, virtual and mobile services) 	<ul style="list-style-type: none"> • Increase cross-sales, particularly in the areas of mutual funds, credit cards and credit insurance • Reinforce the unique character of our offerings by taking full advantage of our distinctive relational approach 	<p>Reinforce service offerings and expertise so as to progressively enhance the Bank's positioning among Québec consumers</p>	RETAIL SERVICES
	Canadian financial advisors and brokers	<ul style="list-style-type: none"> • Mortgage loans, including alternative products • Deposits • Investment and RRSP loans • Investment accounts • High-yield accounts 	<ul style="list-style-type: none"> • Substantially increase B2B Bank's market share within the mortgage loan segment, primarily with respect to alternative products • Extend distribution network penetration such that more products are distributed by a greater number of advisors and brokers • Pursue the improvement of the advisor and broker experience through the operational excellence of our easy-to-use and error-free services • Maintain our leadership position in the investment loan market by concentrating on execution and long-term relations with advisors and brokers 	<p>Double mortgage loan portfolio to reach the \$8 billion mark over the next 5 years; the growth will be pan-Canadian</p>	B2B BANK
	Canadian small cap companies, municipalities and bond issuers nationwide	<ul style="list-style-type: none"> • Institutional brokerage (fixed income; research, negotiation and investment banker for small cap companies; institutional services) • Retail brokerage 	<ul style="list-style-type: none"> • Reinforce its leadership position in the area of provincial bond underwriting and assure strategic growth within the corporate bond market • Continue to enhance its recognition within the small cap business market by expanding its research and investment banking services to cover more than 150 companies • Increase its assets under management in the areas of institutional and retail brokerage 	<p>Accelerate the growth of assets under management so as to reach the \$4 billion mark over the next 5 years</p>	LAURENTIAN BANK SECURITIES AND CAPITAL MARKETS

MANAGING RESPONSIBLY

Laurentian Bank has always been true to its *raison d'être*, which is to help its individual, business and institutional clients to effectively manage their banking and financial affairs with integrity and simplicity.

ETHICAL AND RIGOROUS PRACTICES

It is of the utmost importance for Laurentian Bank to assure its profitable development while respecting the principles of transparency, integrity and ethical behaviour. The priority assigned to good governance by the Bank has enabled our institution to successfully evolve and prosper over the years. Consequently, the organization makes sure that decisions are made in the best interests of all the Bank's stakeholders.

The Bank also pursued its efforts in 2014 to assure its attentiveness to its clients and to adapt to their needs, expectations and demands.

COMMUNITY SUPPORT AND VOLUNTEER INVOLVEMENT

The Bank also takes very much to heart supporting the communities in which it operates. In fact, we lend our support to numerous community organizations each year, and our employees and officers are actively involved in a host of worthy causes.



OUR HUMAN CAPITAL: AN ESSENTIAL VALUE

The development of our human capital is at the very heart of our priorities. As such, we devote a great deal of effort to continuously improving the employee experience through a variety of different programs aimed at offering a stimulating and engaging working environment, as well as via transparent and equitable human resources practices.



These positive practices were recognized in 2014 by Toronto publishing house MediaCorp Canada, which ranked our institution among the top 25 employers in Montréal offering an enviable working environment.

A RESPECTFUL ENVIRONMENTAL MANAGEMENT APPROACH

Laurentian Bank focuses particular attention on its surroundings. As such, the Bank undertakes a variety of initiatives each year to minimize the impact of its activities on the environment.

In addition, the Bank supports projects that have a positive environmental impact. For example, the Business Services sector has developed a specialization in the financing of renewable energy projects. This sector also finances the construction of residential buildings and office towers that respect LEED (Leadership in Energy and Environment Design) norms.