

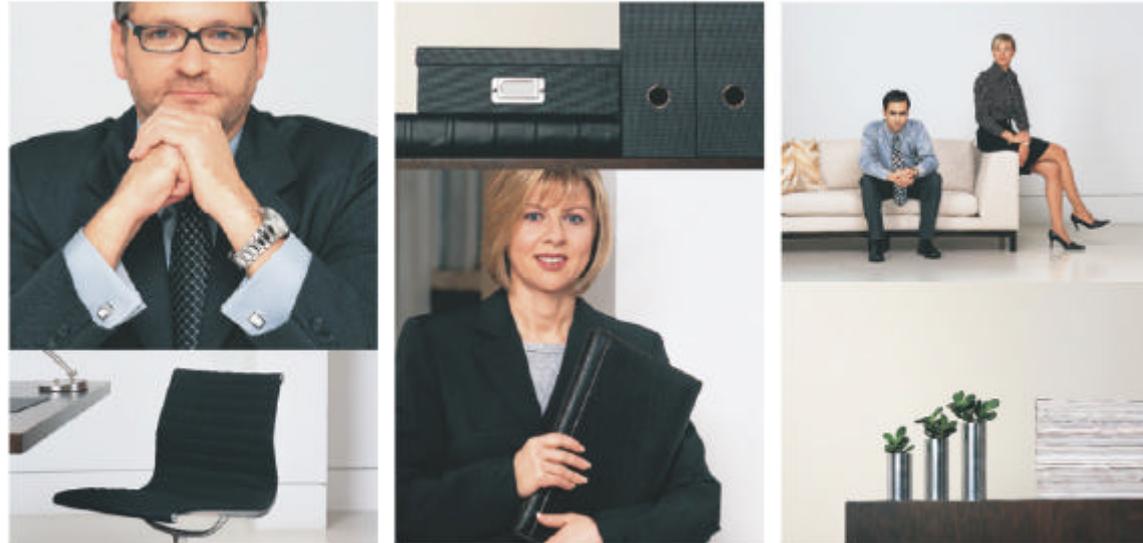


LAURENTIAN BANK
OF CANADA

Adjusting to Succeed

Raymond
McManus
President & CEO

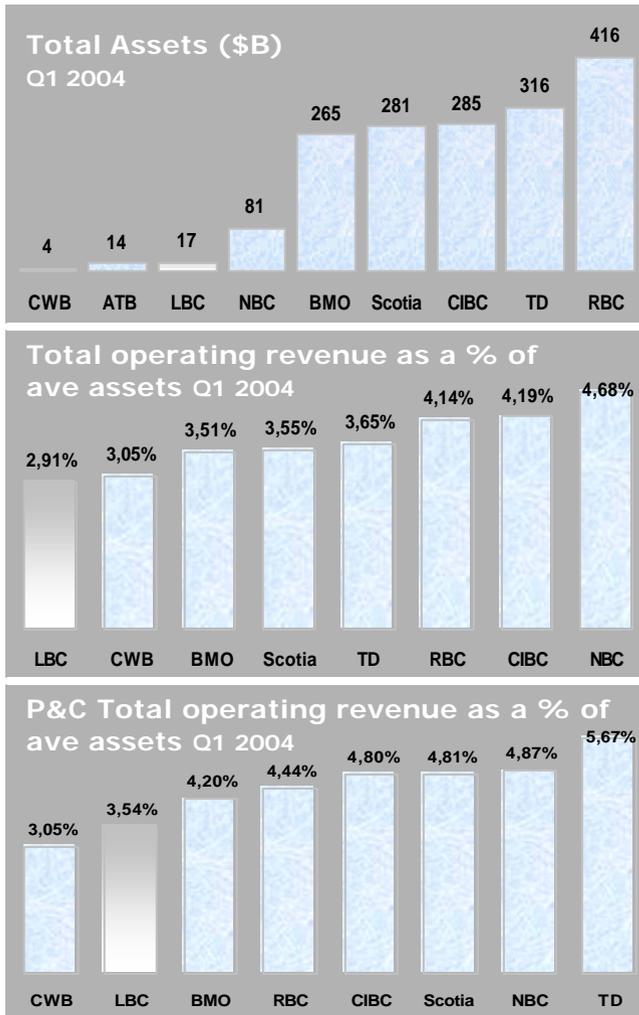
OUR PLAN IN BLACK AND WHITE



SERVICE EMPLOYEES PERFORMANCE

National Bank Financial
Canadian Financial Services Conference
Montreal - April 7, 2004

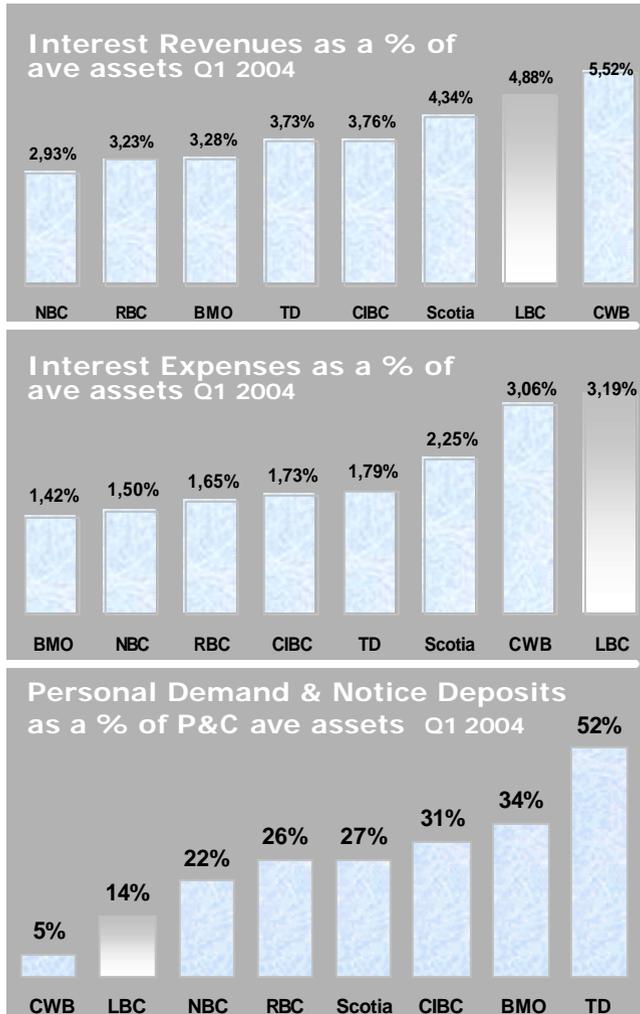
How we compare



TD & CIBC P&C results are calculated over average loans which explains the higher spreads

- LBC ranks 7th among Canadian chartered banks in terms of assets
- In terms of operating revenues, LBC & CWB lag all other banks as they lack critical mass in wealth management & brokerage activities which are off balance sheet activities
- P&C's operating revenues generate slightly better spreads. We expect this sector to improve over the next quarters as we are implementing our 3-year plan

How we compare

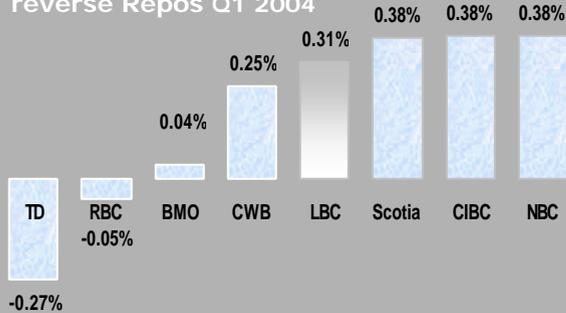


- LBC ranks second best in terms of ability to generate interest revenues
- However, due to its size and its history of acquiring small trust companies, LBC's funding cost is the highest in the industry
- Part of LBC's 3-year plan is to modify its portfolio mix to decrease its over reliance on fixed term deposits and increase demand & notice deposits

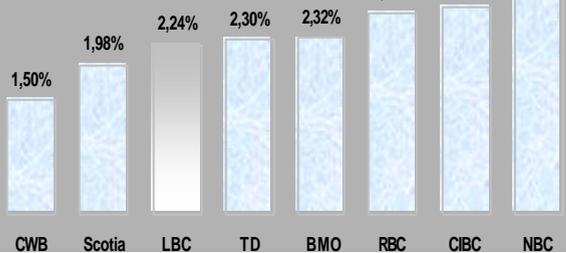


How we compare

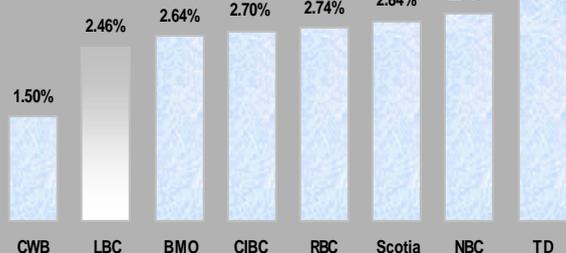
PCL as a % of loans, Bas & reverse Repos Q1 2004



Non-Interest Expenses as a % of ave assets Q1 2004



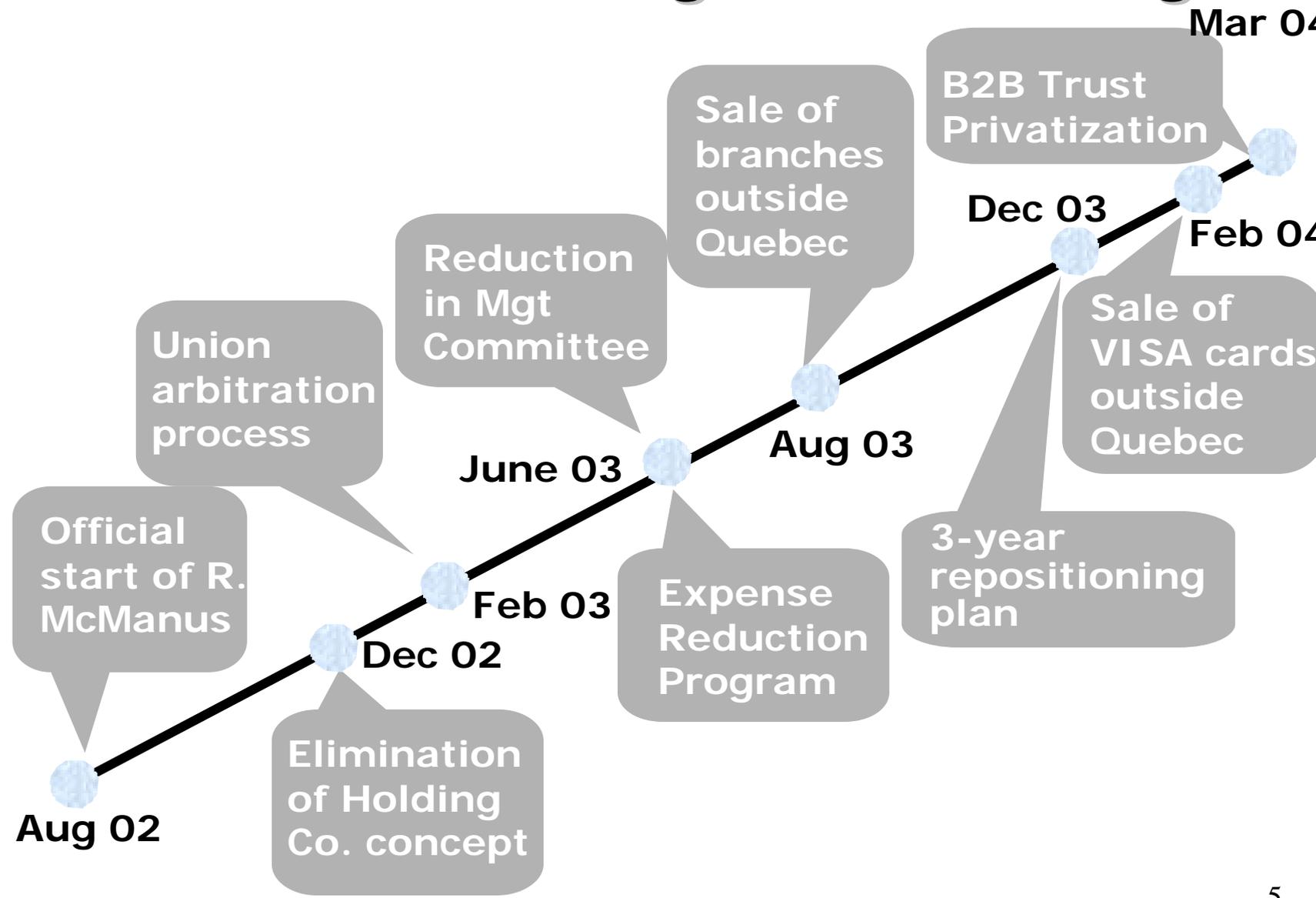
P&C Non-Interest Expenses as a % of ave assets Q1 2004



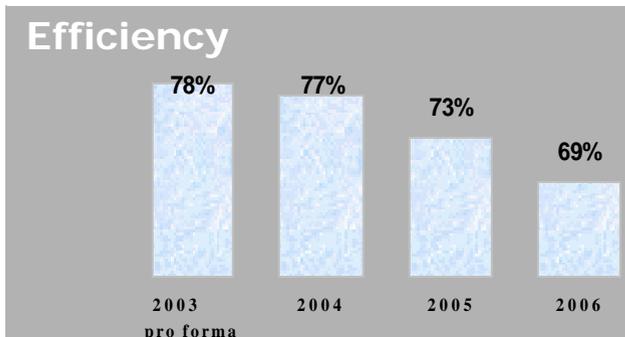
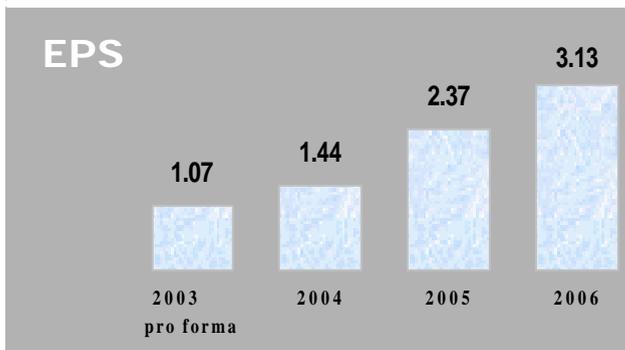
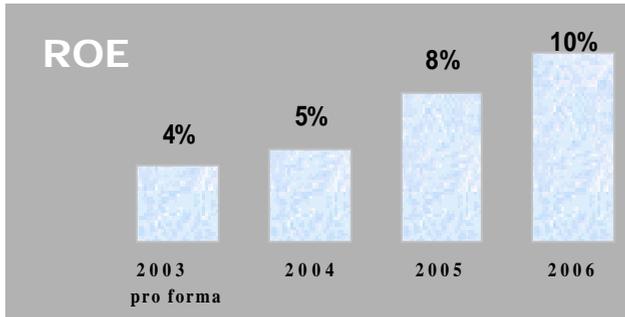
- PCLs are at an acceptable level
- Our cost reduction program has brought non interest expenses in line with the rest of the industry
- Specifically, P&C non interest expenses are even lower at 18 p.b. under the industry average
- P&C's efficiency ratio which ranks 8th at 69.6% is not necessarily the best metric to evaluate the bank's level of expenses



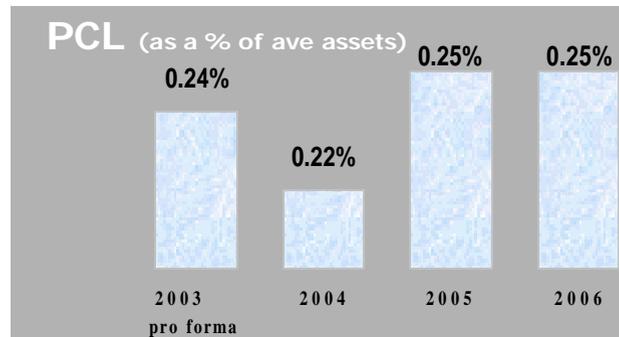
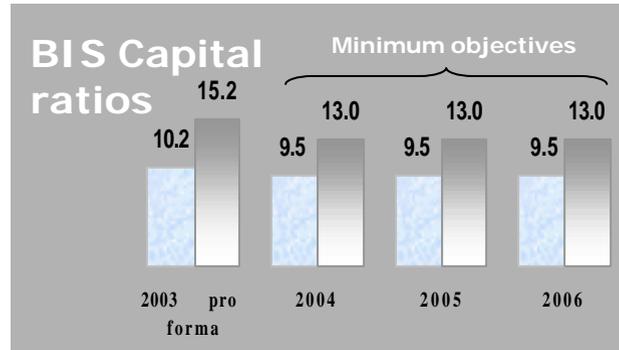
Smart Moves - Strategic Refocusing



Our 3-year plan



We will need the next three years to restore the Bank's growth and profitability, and enable it to build all of its operations on truly solid foundations



- Clear vision
- Focussed approach
- Transparency & open-mindedness
- Accountability



BACK
to
Basics

Performance to date on track

Performance Measure	Q1 2004	2004 Annual Target
Return on Equity	6%	5%
Earnings per share	\$0.43	\$1.44
Total revenue	\$ 120.5 M	\$ 503 M
Efficiency Ratio	77%	77%
Capital Ratios		
- Tier 1 capital ratio	10.7%	Min of 9.5 %
- Total capital ratio	16.0%	Min of 13.0 %
Credit Quality (PCL ratio)	0.24%	0.22%



Performance and Capital ratios support dividend



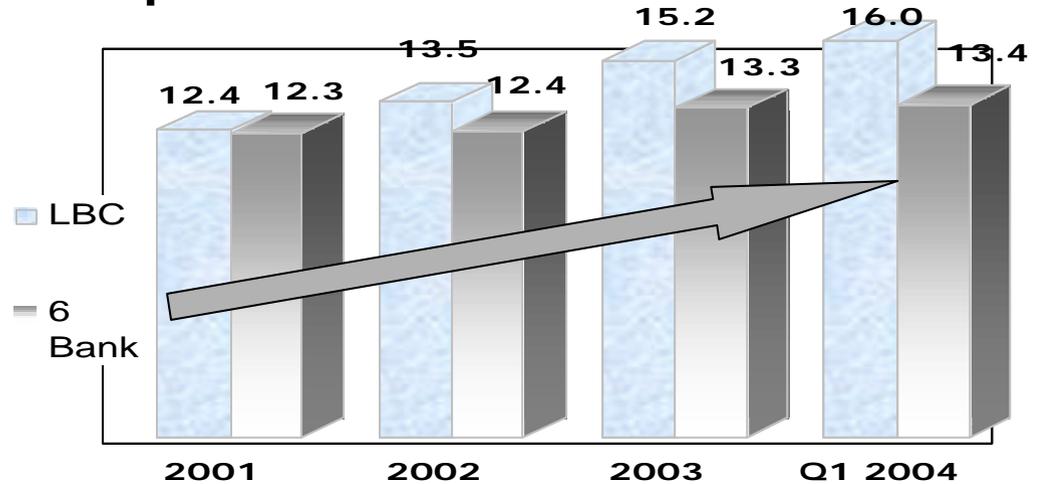
Superior total capital ratio

Highest dividend yield in the industry at 4.06 % in Q1 04

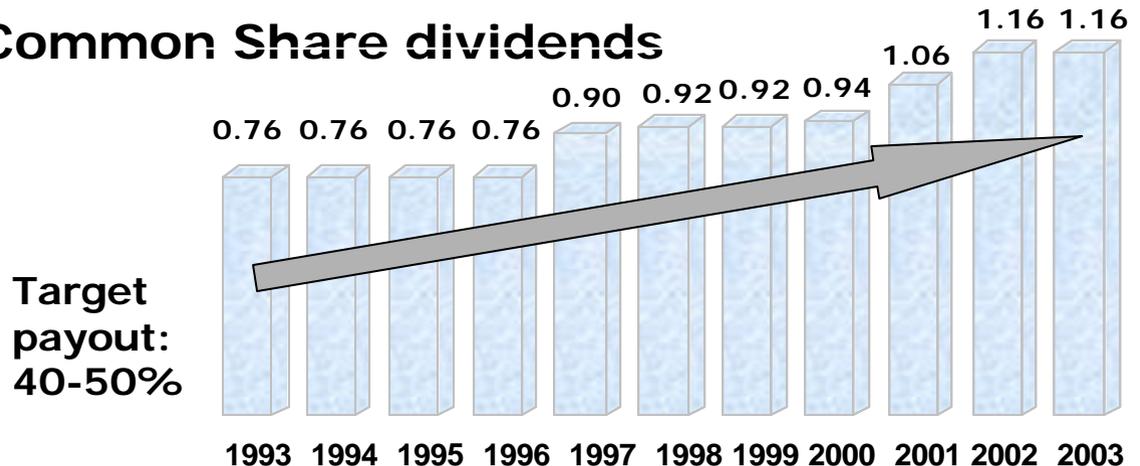
Will maintain dividend at current level if financial targets are met and capital ratios remain strong



Total Capital Ratio



Common Share dividends



2004 Achievements to Date



In 2003-2004 the priority was given to the strategic repositioning of our retail operations



- **Roll-out of the Entrepreneurship model throughout the branch network**
- **Development of a new LBC branch layout and completion of an optimization plan for the branch network**
- **Launch of our new advertising campaign - DARE !**
- **Sale of our \$28 M VISA credit card portfolio outside Quebec for \$4.6 M gain**
- **Proposed privatization of B2B Trust expected to close in June 2004**

Retail Financial Services



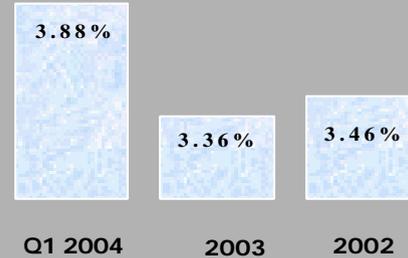
New Laurentian Bank Signature

Optimization of the branch network

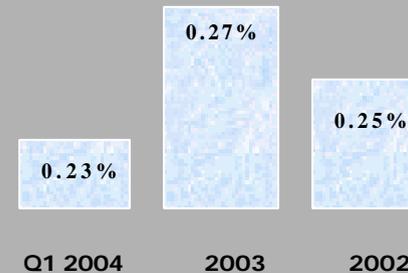
Entrepreneurship Business Model

Retailer approach to client servicing

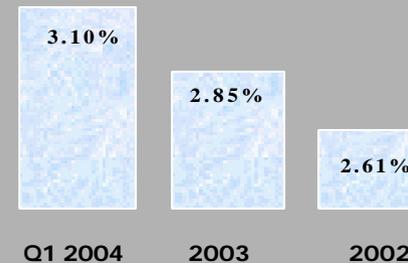
Total operating revenue as a % of ave assets



PCL as a % of average loan



NIE as a % of ave assets



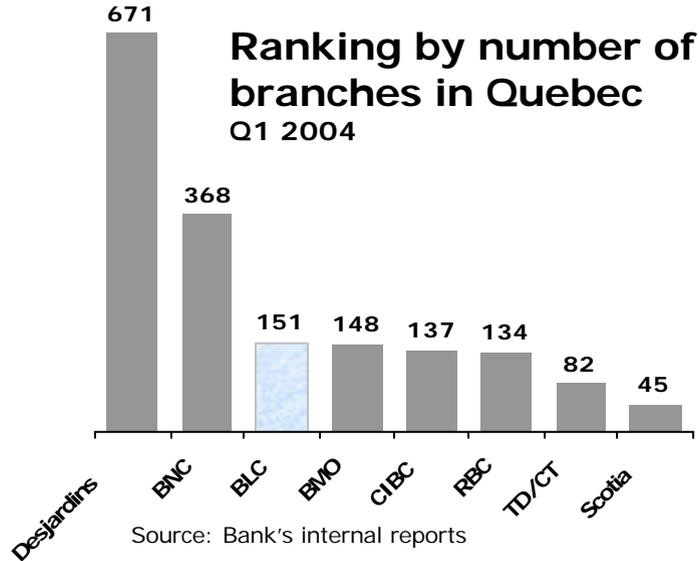
Operating revenues as a % of assets increased in Q1 2004

NIE increased as well but at a slower pace due to our cost reduction program

Retail Financial Services

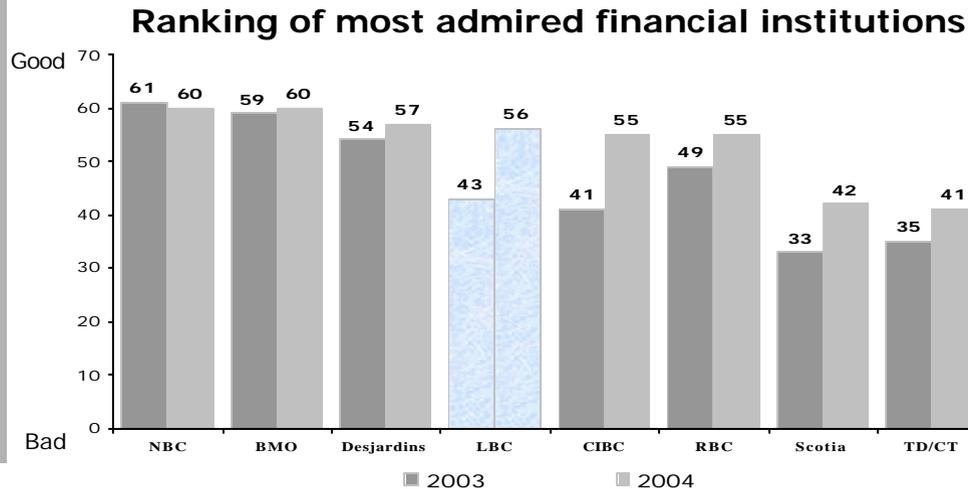
Market position

LBC ranks 3rd in terms of number of branches in Quebec



Q3 2003 Quebec			
Market Share	LBC	Desjardins	Other Banks
Retail loans	5.2%	44.0%	50.8%
Commercial loans	3.8%	31.0%	65.2%
Deposits	6.2%	45.6%	48.1%

Source: Bank of Canada, Statistics Canada and Banks' internet site



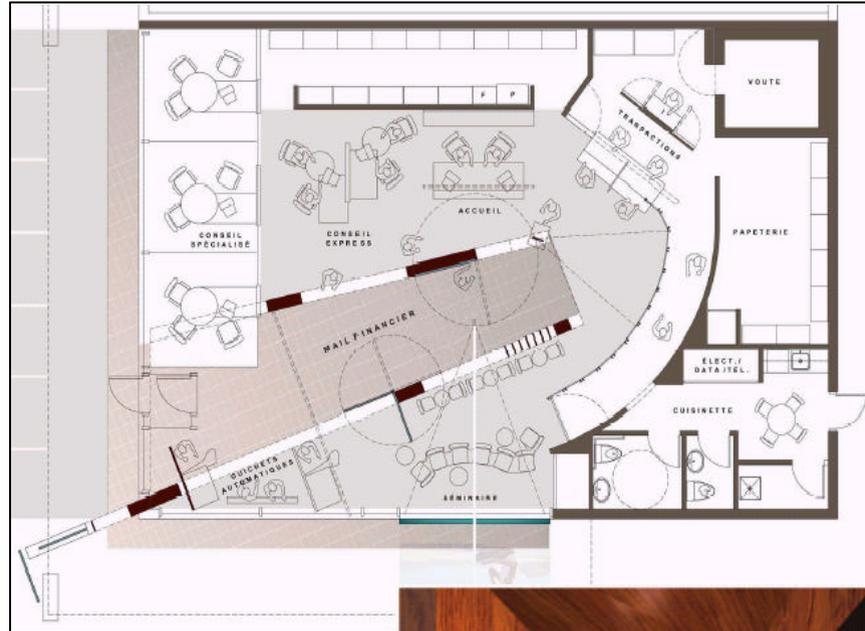
Survey done in Quebec in 2004 by Léger Marketing. For LBC it represents a 30% jump over last year's results



Retail Financial Services

New Laurentian Bank Signature - the new branch concept

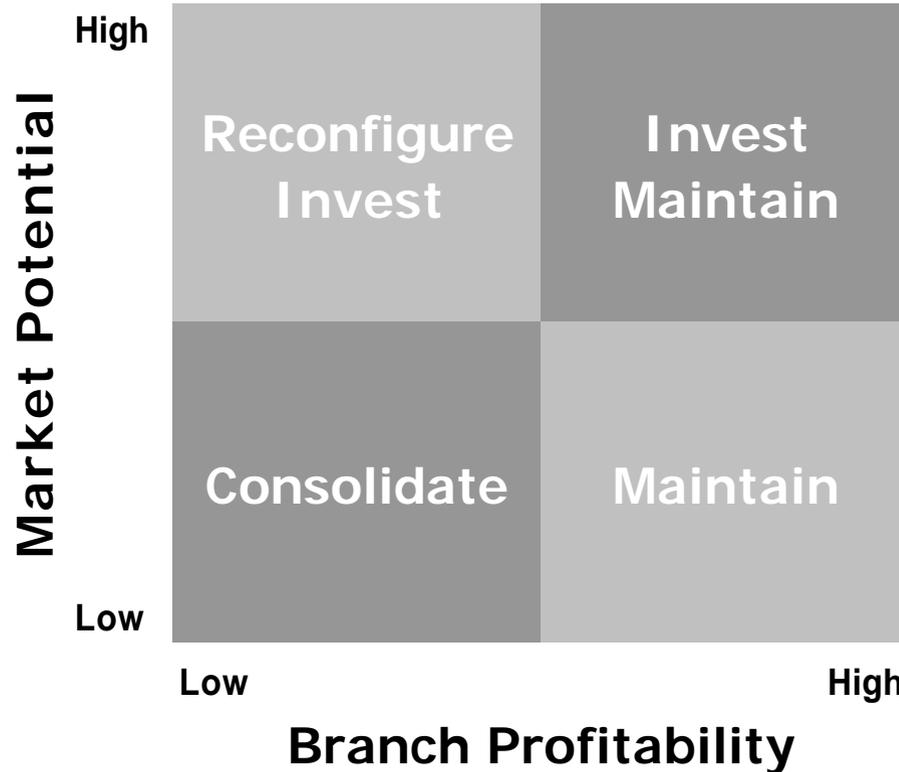
New standards have been established with respect to the design of our branches in order to improve interaction with our clients



Retail Financial Services

Optimization - Working towards the Right Branch Network

50% of our branch network will be impacted by the plan over 3 years & we expect to open 4 branches by 2004

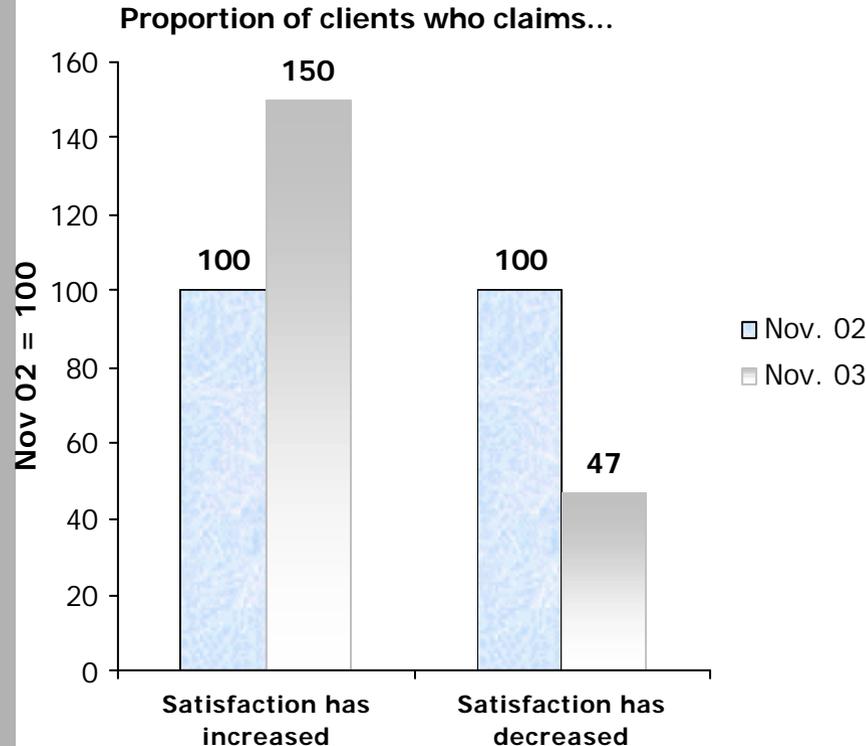


Each branch was classified according to 4 quadrants

Retail Financial Services

Entrepreneurship Business Model RECOGNIZING MY INTERIM SUCCESS Entrepreneurship Project

The level of satisfaction of our clients within the pilot project has increased over the last 12 months



Five specific attributes score significantly higher:

- Honoring a commitment
- Waiting time at the counter
- Staff politeness and courtesy
- Staff ability to answer questions
- Staff knowledge of the bank 's products and services

Source : Ad Hoc Research, telephone survey #1 conducted from November 6 to 17, 2002, among 757 clients ; telephone survey #2 conducted from November 3 to 16, 2003, among 503 clients.

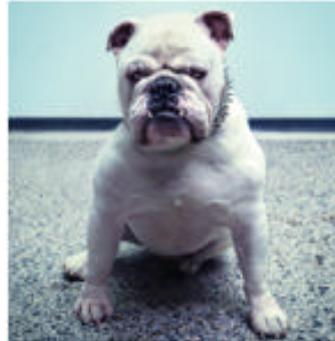
Retail Financial Services

Retailer approach to client servicing - The New LBC Brand

A new challenger with a new attitude

Dare !

Considered by the French Journal *La Presse* as a very good campaign



YOU CAN'T
CHOOSE
YOUR BOSS
BUT YOU CAN
CHOOSE YOUR
RSP



YOU CAN'T
CHOOSE
YOUR PAST
BUT YOU CAN
CHOOSE YOUR
RSP



YOU CAN'T
CHOOSE YOUR
NEIGHBOURS
BUT YOU CAN
CHOOSE YOUR
MORTGAGE



DARE



YOU CAN'T
CHOOSE YOUR
BIRTHDAY PRESENTS
BUT YOU CAN
CHOOSE YOUR
MORTGAGE



DARE

YOU CAN'T
CHOOSE YOUR
NEIGHBOURS
BUT YOU CAN
CHOOSE YOUR
MORTGAGE



AND CHOOSE THE BEST
INTEREST RATE

MORTGAGE

3.75% FIXED RATE

LAURENTIAN BANK OF CANADA
DARE
www.lbc.ca/dare

Retail Financial Services

Retailer approach to client servicing - VISA passport

LBC takes a leading position among Canadian banks by providing a new way to use credit card reward points

This innovative program offers its cardholders an opportunity to get some OOMPH! in their lives, to share extraordinary experiences tailored to them

“This program is in line with the latest market trends,” declared Frequency Marketing Inc., a US firm specializing in marketing trends

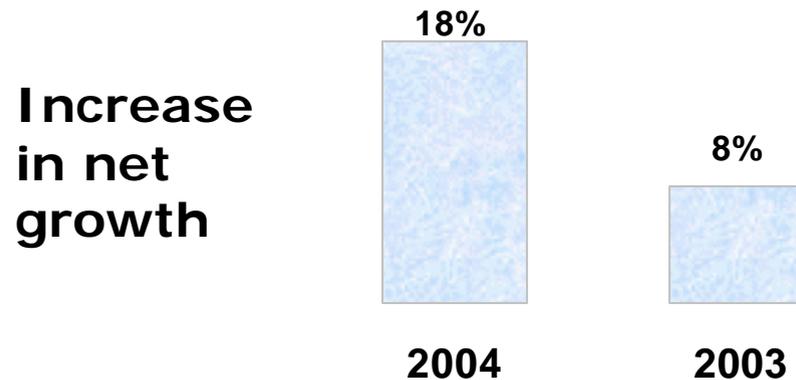


Retail Financial Services

Retailer approach to client servicing - CRM initiatives

Analytical
CRM
activities
already
show
great ROI

- ❑ CRM direct marketing initiatives produced a success rate of 22% generating 5% growth in lines of credit over the last 6 months
- ❑ Best 2004 RRSP campaign ever generating a 18% increase in net growth



Commercial Financial Services



Grow the commercial book

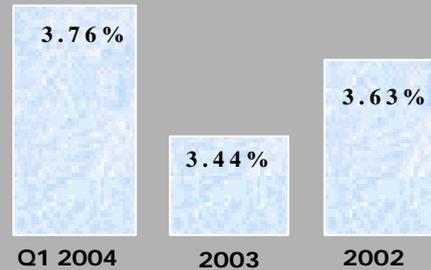
Continue to build on reputation as a recognized prime construction real estate lender

Become a leader in the small business and micro enterprise niche

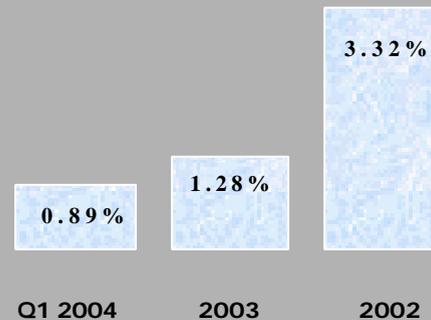
Become a recognized lender in farm lending



Total operating revenue as a % ave of assets



PCL as a % of average loan



Loan portfolio distribution (\$M)



Strong Improvement in provision for loan losses due to continued pruning of our commercial portfolio

Commercial Financial Services

New Ad campaign

A new
challenger
with a new
attitude

Dare !



Mid-Market-loan & Agri-loan Ads

ON NE
CHOISIT PAS SES
COMPÉTITEURS
MAIS ON PEUT
CHOISIR SA
BANQUE



Choisir la **flexibilité**
Une attitude d'affaires qui défie les lois du marché.

Choisir la **disponibilité**
Des spécialistes passionnés qui vous accompagnent à chacune des étapes de votre développement.

Choisissez votre **banquier**.

(514) 284-4614
www.banque.laurentienne.com



**BANQUE
LAURENTIENNE**

SERVICES FINANCIERS AUX ENTREPRISES
OSEZ

ON NE
CHOISIT PAS
SON NOM
MAIS ON PEUT
CHOISIR SA
BANQUE



Choisir la **flexibilité** et la **disponibilité**
Nos spécialistes du financement agricole
sont à votre service les deux pieds sur terre. Ils
sont à votre écoute en période de vente réaliste et sont
de véritables alliés pour faire face à toute situation.

Choisissez votre **banquier**.

Luc Béland
Vice-président, financement agricole
(819) 758-1169
www.banque.laurentienne.com



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OSEZ

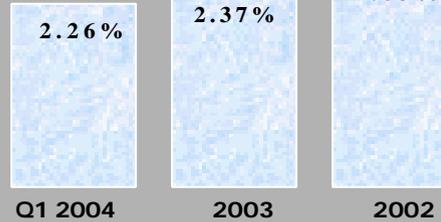
B2B Trust

Become a major supplier of private label lending products for non-bank financial institutions & major retailers

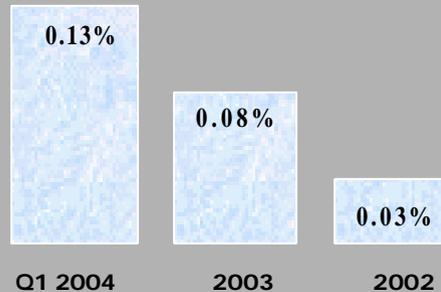
Maintain leadership position in investment loans



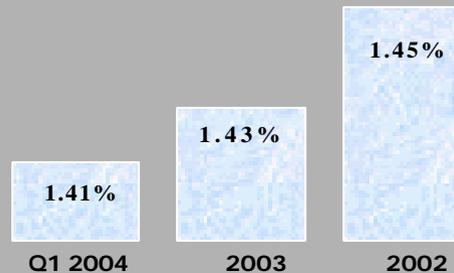
Total operating revenue as a % ave of assets



PCL as a % of average loan



NIE as a % of ave assets



Alliances

- AEGON *NEW*
- AIC Limited
- AXA
- Berkshire
- Canada Life *NEW*
- Canadian Tire *NEW*
- Capital Teraxis
- Cartier Partners
- CI Funds
- Clarington
- Dynamic
- Franklin
- Templeton *NEW*
- Northwest *NEW*
- Peak
- Performa
- Standard Life
- SSQ *NEW*
- Transamerica

B2B Trust - Privatization

Beneficial to our shareholders & in line with our decision to abandon the "holding company" structure

Represents cost savings estimated between \$1 & \$2 million per year

B2B TRUST
as of 12-Mar-2004



Wealth Management & Brokerage

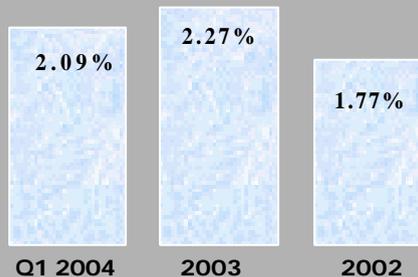


Organically grow assets under management

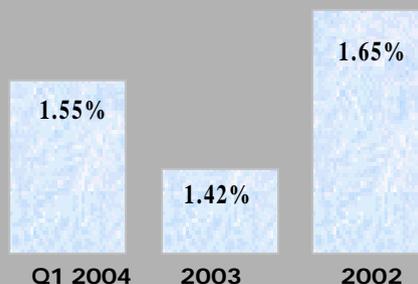
Continue to grow institutional market share



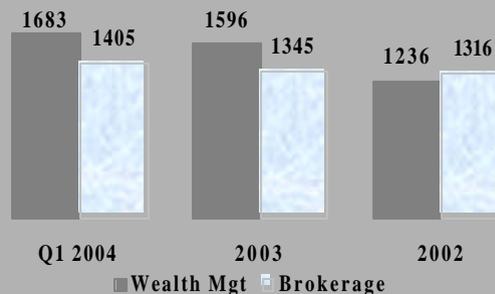
Total operating revenue as a % of ave assets



NIE as a % of ave assets



Assets under Management (in \$M)



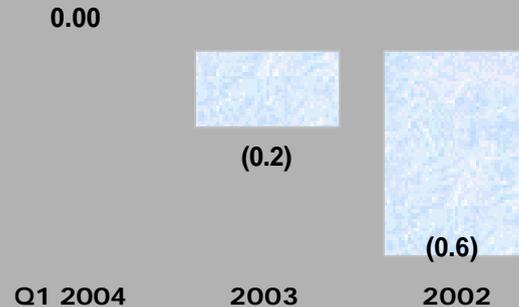
In 2003, LBC posted net positive results while most competitors reported net redemptions

Wealth Management & Brokerage

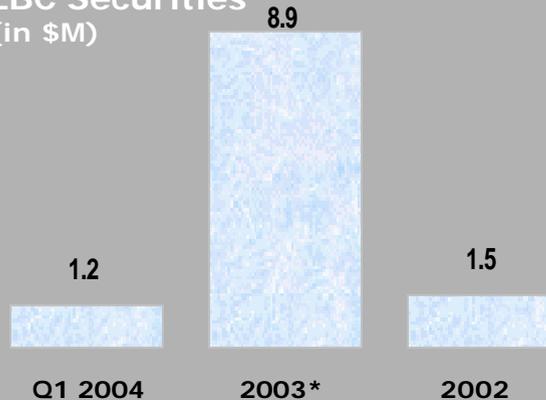
In 2003 contribution from brokerage operations increased while our wealth management arm almost broke even



Net income BLC
Edmond de Rothschild
(in \$M)



Net income
LBC Securities
(in \$M)

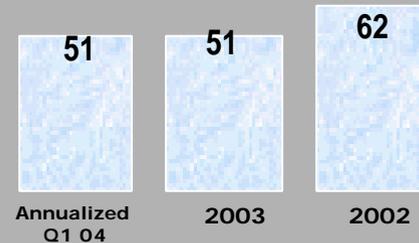


(*) Includes the sale of the TSX Inc. shares in Q1 2003 which resulted in an after-tax gain of \$6.7 million

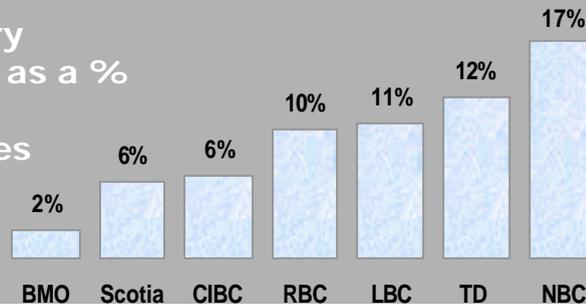
Treasury Operations

Strong & sustainable performance from treasury operations and positive gains from improved capital markets

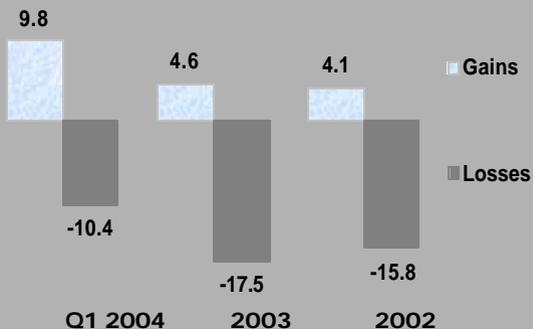
Treasury & Financial Markets revenues (in \$M)



Treasury income as a % of total revenues Q1 2004



Investment account - unrealized gains & losses (in \$M)



Treasury is an important contributor to the Bank's bottom line



We are adjusting to succeed



“Let us learn from the past, manage rigorously the present, and look very focussed towards the future”

Raymond McManus, CEO

- ❑ **Highly focused strategy**
- ❑ **Strong execution of 3-year plan**
- ❑ **Strong employee commitment**
- ❑ **Support from our shareholders**



Q & A



Forward Looking Statements

This presentation and related communications may contain forward-looking statements, including statements regarding the business and anticipated financial performance of Laurentian Bank. These statements are subject to a number of risks and uncertainties. Actual results may differ from results contemplated by the forward-looking statements. Such differences may be caused by factors which include, among others, global capital market activity, changes in government monetary and economic policies, changes in interest rates, inflation levels and general economic conditions, legislative and regulatory developments, competition and technological change. When relying on forward-looking statements to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and should not place undue reliance on such forward-looking statements. The Laurentian Bank does not undertake to update any forward-looking statements, oral or written, made by itself or on its behalf.

**For questions on this presentation, please call:
Alicia Zemanek, Vice President, Investors Relations and
Integrated Risk Management**

