

# BUILDING THE FUTURE

## SOLID STRATEGY FOR SEGMENT'S DEVELOPMENT AND GROWTH



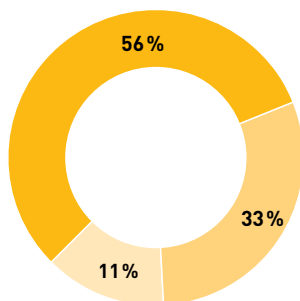
**Stéphane Therrien**, Executive Vice President, Real Estate & Commercial

Stéphane Therrien joined the Bank in January 2012. "I am very privileged to head up a business segment that has a track record of strong growth and profitability. We are fortunate to be in a sector where there are immense opportunities," Stéphane Therrien comments at the outset.

### DIVERSIFYING THROUGH SYNDICATION

The Bank's long-standing and valued relationship with Cove Properties Ltd, a well-established Western Canadian developer, resulted in the opportunity to take the lead in a major loan syndication for the construction of a condominium and office complex in downtown Calgary. Taking the lead position in syndications supports our clients' development projects while generating profitable growth for the Bank.

## GEOGRAPHIC DISTRIBUTION OF LOANS



- Ontario
- Québec
- Western Canada and Atlantic Canada

The Canadian Real Estate and Commercial market is a huge market to cover. To operate effectively in this market, the Real Estate and Commercial segment's strategy will be to specialize in some market niches and certain types of financing products where it has competitive advantages.

"At the operational level, we want to position ourselves as bankers who are specialized, fast, nimble and easy to do business with," says Stéphane Therrien. The Laurentian Bank is working to differentiate itself in this market with processes that are more streamlined and flexible than the competition. The Bank is also investing in training for its account managers to increase their productivity and level of specialization. "We also want to make sure our managers have more and more time to visit customers in the field and to build a relationship of trust with them over the long-term."

Finally, the segment is working to diversify its revenue streams from sources such as syndication and foreign exchange transactions, and is planning to offer new products such as online business solutions. Diversification will enhance the quality of the Bank's value-added offerings and help drive growth in non-interest revenues.

The Real Estate and Commercial segment is guided by a clear vision: to increase its profitability through an expanded and diversified offer geared to operational and commercial excellence, supported by a team of financing experts who listen to customers and are responsive to their needs. It promises to be a winning strategy for this high-potential team.

### OVERVIEW OF BUSINESS SEGMENT - REAL ESTATE & COMMERCIAL

Real estate financing for commercial property and commercial banking for medium-sized enterprises across Canada

■ 14 Real estate and commercial banking centers in B.C., Alberta, Ontario and Québec

■ Widely recognized leadership and expertise in real estate financing within Canada

■ Expert commercial financing through specialized teams



**Sophie Boucher,**  
Assistant Vice President, Energy  
and Infrastructure, Commercial

# A SPECIALIZED TEAM FOR ENERGY AND INFRASTRUCTURE

The Real Estate and Commercial segment now has an Energy and Infrastructure team headed by Sophie Boucher, Assistant Vice President. In 2012, it was part of a consortium providing financing for the Bloomsburg project undertaken by Firelight Infrastructure group and SunEdison Group, a world leader in solar energy. The financing is being used to develop a

solar park in Ontario that will generate **10 megawatts of solar energy, or 14 GW/h of clean power per year,** enough to supply approximately 1,000 homes with electricity.

IT IS AN EXAMPLE OF THE BANK'S COMMITMENT TO PARTICIPATING IN INNOVATIVE FINANCING INITIATIVES IN AN EMERGING INDUSTRY.



## 14 CENTRES IN 4 CANADIAN PROVINCES

**LEGEND**  
 RE: Real Estate  
 C: Commercial

