



## **LAURENTIAN BANK LAUNCHES A NEW POINT OF SERVICE FOCUSED EXCLUSIVELY ON ADVICE**

**Montreal, February 12, 2019** - Laurentian Bank inaugurated its new advisory model yesterday. This new concept renews the banking experience by emphasizing a range of investment and financing advice services tailored to a diversified clientele. It also marks the achievement of an important milestone in the transformation of its offering to meet its customers evolving needs.

Retail and business customers will now find personalized advice services offered by a multidisciplinary team of experienced advisors, financial planners, private bankers and commercial account managers – all under one roof – dedicated to helping them improve their financial health while achieving their financial goals.

"Our clients are looking for sound advice from financial experts and trust their advisors to assist them in their financial decisions," said Diane Pilote, Senior Vice President Distribution, Quebec, Retail Service. "Since the clear majority of our customers now do their day-to-day banking at a time of their choice through our electronic and web-based platforms, what makes the difference for them is the relationship of trust that comes with personalized advice." added Ms. Pilote.

The Bank opened its first point of service entirely dedicated to advice in Montreal in the fall of 2018. Following the positive response received from its customers, it plans to expand this innovative concept in the future.

To discover this new Laurentian Bank point of service, a video is available on our [YouTube channel](#).

### **About Laurentian Bank Financial Group**

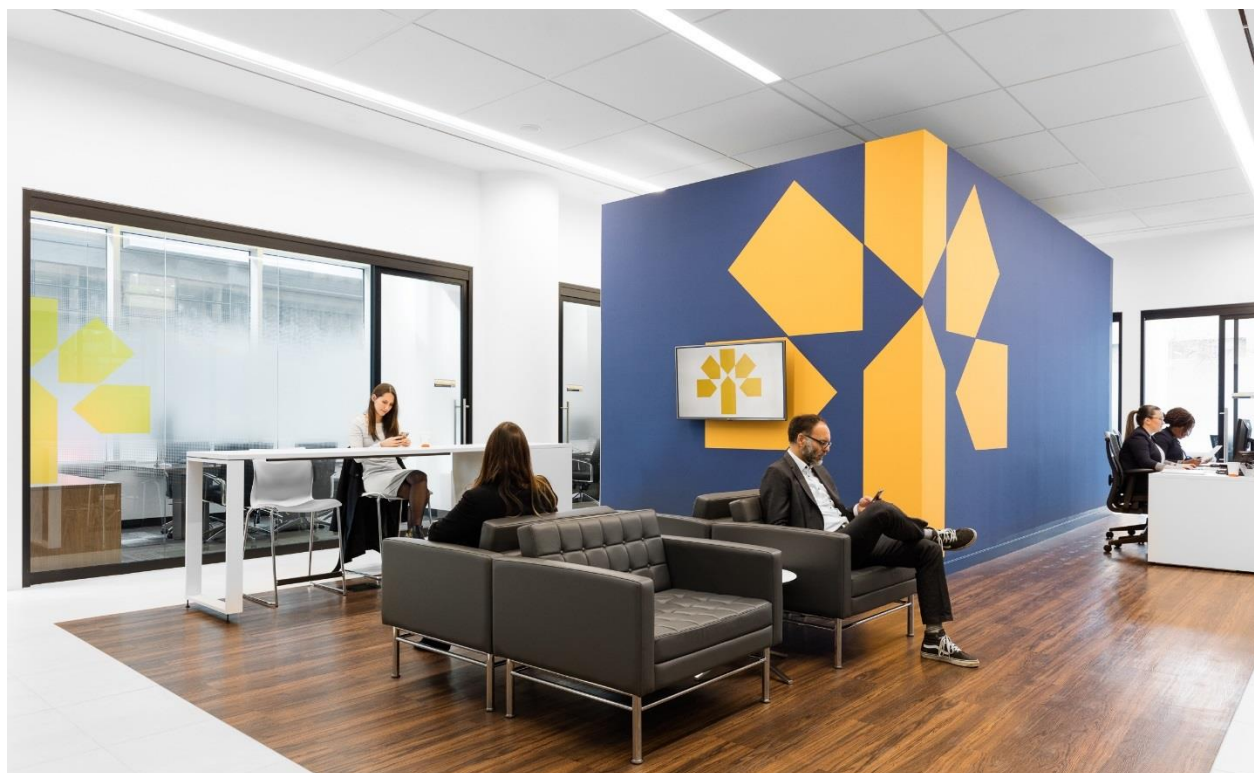
Founded in 1846, Laurentian Bank Financial Group is a diversified financial services provider whose mission is to help its customers improve their financial health. The Laurentian Bank of Canada and its entities are collectively referred to as Laurentian Bank Financial Group (the "Group" or the "Bank").

With more than 3,600 employees guided by the values of proximity, simplicity and honesty, we provide a broad range of advice-based solutions and services to our retail, commercial and institutional customers. With pan-Canadian activities and a presence in the U.S., we are an important player in numerous market segments.

The Group has \$46 billion in balance sheet assets and \$29 billion in assets under administration.



## New advisory model



Laurentian Bank's first point of service entirely dedicated to advice for its business, retail and institutional clients in downtown Montreal.

## Address and opening hours

1360 René-Lévesque Boulevard West



Monday: 8 a.m. to 5 p.m.

Tuesday: 8 a.m. to 8 p.m.

Wednesday: 8 a.m. to 8 p.m.

Thursday: 8 a.m. to 8 p.m.

Friday: 8 a.m. to 5 p.m.

BISHOP

CRESCENT

DE LA MONTAGNE ST.

RENÉ-LÉVESQUE WEST BLVD.

LUCIEN-LALLIER





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