

Murray J. Taylor  
President and Chief Executive Officer  
Investors Group Inc.



Investors Group is committed to comprehensive planning delivered through long-term client and Consultant relationships. We provide advice and services through a network of over 5,000 Consultants to nearly one million Canadians.

#### **HIGHLIGHTS**

- Our Consultant network grew from 4,673 to 5,145 during 2014, a record year-end high for the company. We also added one new region office, bringing the total number to 110.
- Driven by the strength of our client relationships, the redemption rate for Investors Group's long-term mutual funds was 8.7% for 2014, lower than 2013 and substantially below industry levels.
- Mutual fund sales in 2014 were \$7.5 billion, up 11.9% over 2013 and the best result in the history of the company. Net sales of mutual funds were \$651 million.
- Assets under management increased by 7.6% to \$73.5 billion at December 31, 2014, a record year-end high for the company.
- Our median client return for the year, net of fees, was 7.0%.
- Results of a new client experience survey introduced in 2014 to measure various aspects of client interactions with Consultants indicated 92.8% of respondents were either very satisfied or extremely satisfied with the service they receive.



## REPORT ON OPERATIONS

In 2014, Investors Group continued to make progress in a number of key areas. We augmented our investment management team and saw growth in our Consultant network reach an all-time high. We responded to the new CRM2 regulatory changes by announcing that we would provide robust client account rate of return information to clients on the June 30, 2015 statements – a full two years earlier than required under the new disclosure rules.

## CONSULTANT NETWORK STRENGTH

Our focus on the ongoing development of our Consultant network continued to show positive results. Enhancements introduced in 2013 to increase the number, productivity and retention of new Consultants helped push our Consultant number to a record high of 5,145. This is a 60% increase since mid-2004, when a number of improvements were introduced to our training and support programs.

Investors Group's commitment to training and support is integral to our Consultants' abilities to deliver

effective financial advice. New Consultants refine their skills through an emphasis on experience-based training delivered by qualified field leadership and through mentorship from senior Consultants. Our annual Apex conference offers advanced financial planning and practice management training to approximately 1,500 Consultants each year.

At December 31, 2014, 1,536 of our Consultants held the Certified Financial Planner (CFP) designation, or its Quebec equivalent, the Financial Planner (F.Pl.) designation. The CFP and F.Pl. designations are nationally accepted financial planning qualifications that require an individual to demonstrate financial planning competence through education, standardized examinations, continuing education requirements and accountability to ethical standards.

Our culture provides Consultants with an entrepreneurial environment and a unique support structure in which to deliver personalized service and knowledgeable advice to our clients. Our clients gain financial confidence and enhance their financial literacy skills as our Consultants assist them with the development and deployment of their financial plans.

## PRODUCTS AND SERVICES WITH A CLIENT FOCUS

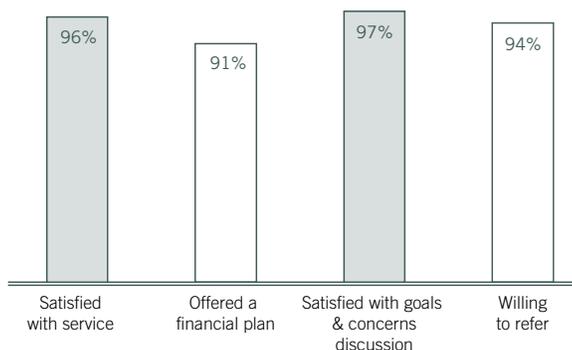
The financial planning needs of Canadians are growing as economic uncertainties become more apparent and retirement and lifestyle decisions become more complex. Investors Group provides an industry-leading range of products and services to meet the diverse needs of our clients. In 2014, we clarified our stated vision with the key statement “Our vision is to improve our clients’ financial well-being.”

In January 2014, we introduced a client experience survey in which we solicit feedback from every new client after three months and from every existing client annually. Results of these surveys were first included in the IGM Financial Inc. 3rd quarter report (Investors Group section of the MD&A). Results as at December 31, 2014 are as follows:

### Client Experience Survey

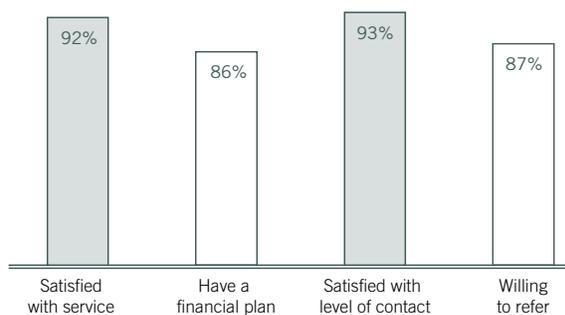
#### New Clients

(to December 31, 2014)



#### Existing Clients

(to December 31, 2014)



“Our vision is to improve our clients’ financial well-being.”

We offer investment funds, segregated funds, insurance, securities, mortgage and Solutions Banking<sup>†</sup> products and other financial services to our clients in the context of integrated financial planning. Through our Symphony Strategic Investment Planning<sup>™</sup> software, we support our Consultants in building tailor-made, risk-adjusted portfolios for clients and creating detailed reports that help clients to see their investment plans in action.

In July 2014, we launched three new unit trust funds aimed at providing income for clients: Investors Global Fixed Income Flex Portfolio, which invests in fixed-income securities from around the world by investing in units of other Investors Group mutual funds and/or directly in securities; IG Mackenzie Floating Rate Income Fund, which invests primarily in global floating rate debt instruments; and IG Putnam Emerging Markets Income Fund, which invests primarily in emerging market fixed-income securities.

Investors Group's commitment to the ongoing evolution and expansion of our product and service offering enhances our ability to deliver comprehensive financial planning to Canadians.

## CORPORATE RESPONSIBILITY

Investors Group has a long-standing commitment to corporate responsibility. As part of IGM Financial, we believe that considering the environmental, social and governance impacts of our business contributes to long-term profitability and value creation. We continue to address these impacts through the advancement of the IGM Financial corporate responsibility strategy.

In 2014, Investors Group, along with Mackenzie Investments, became a signatory to the Principles for Responsible Investment, joining a collaborative effort of global investors in the goal to develop a more sustainable financial system.

We continued to make a contribution to the many communities across Canada in which we operate by supporting local and national activities, events and organizations. We are also part of an ongoing effort to advance the financial literacy and financial security of Canadians.

We have a culture of “people who care,” with a strong focus on supporting and encouraging our employees and Consultants to give back to their communities. As part of this focus:

- The 11th annual Herbert H. Carnegie Community Service Award was presented to Consultant Ken Hendriks from our Niagara region office. Ken spends countless hours as a volunteer and coach in his community and is very active in charities that provide recreation and education activities for children.
- The Herbert H. Carnegie Community Leadership Award was presented to Jon Jurus, Regional Director for Hamilton West, in honour of his record of outstanding client service and exceptional volunteer work with a number of organizations, including Ancaster Community Services.
- The President's Lifetime Volunteer Achievement Award went to Michèle Bouchard, Project Support Coordinator, Banking Operations, for her longtime volunteer efforts with a number of organizations that support health care needs in the community and her involvement with volunteer activities at Investors Group.

## BUILDING ON STRENGTH

Investors Group continues to focus on our strengths as we build for the future. In 2014, our Consultant network growth, the active engagement of over 1,800 employees, the continual refinement of financial planning, expanded investment management resources and expanded product and service offerings demonstrate our commitment to meet the financial needs of Canadians.