



Identifying And Enabling Opportunities For Sustainable Growth

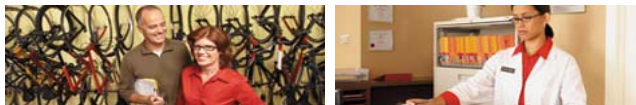
Barbara Mason

Executive Vice-President, Marketing, Sales & Service



Agenda

- Marketing – supporting the growth objective
- The emerging affluent segment
 - Attractiveness
 - Sizing the prize
 - Capitalizing on the opportunity
 - Pilot results





Supporting The Growth Objective

"To be the best at helping customers become financially better off by providing relevant solutions to meet their unique needs."



Savers & Borrowers



Emerging Affluent



Small Business



Affluent



Commercial



Needs-Based Selling

Advice-Based Solutions

- All needs
- Full financial plan
- Packaged product
- On-going

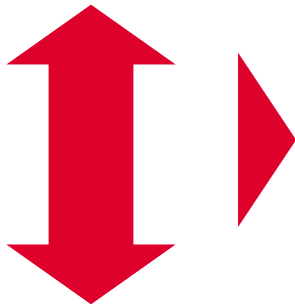
Excellent Service

30



Effective Advertising Increasing Propensity To Buy

Relevant Customer Messages



Media Buy Effectiveness

Customer propensity to buy again 80%

Overall market propensity 38% 

31



Driving Growth With Database Marketing

Predictive models

70 Models

Event triggers

10,000 /
Day

Permission-based e-mail

6MM in 2005
10MM in 2006

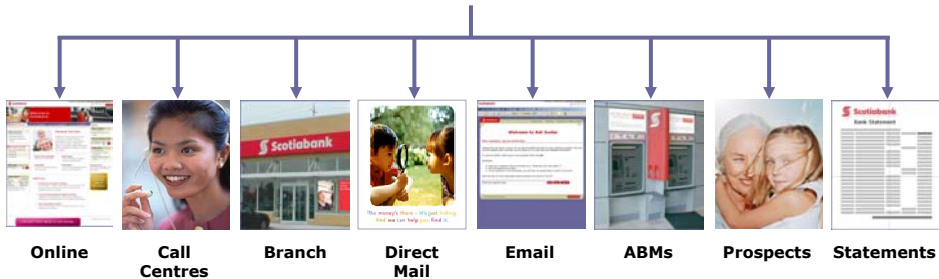


32



Optimizing Offers Across Channels

Data Warehouse



- +14 million pro-active customer contacts annually

33

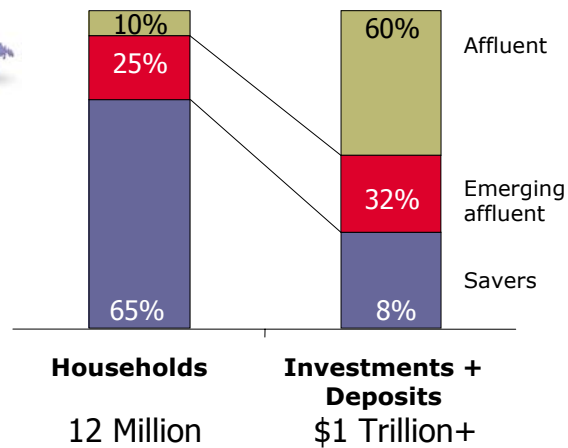


Agenda

- Marketing – supporting the growth objective
- The emerging affluent segment
 - Attractiveness
 - Sizing the prize
 - Capitalizing on the opportunity
 - Pilot results



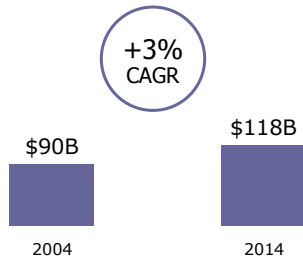
Segmenting Canada's Investors



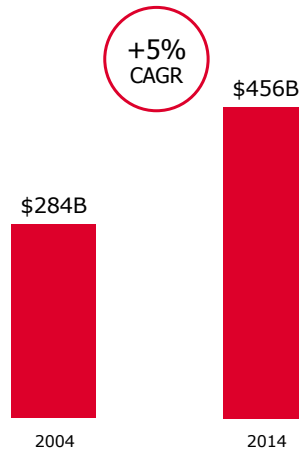


Rate of Investable Asset Growth Faster With Emerging Affluent

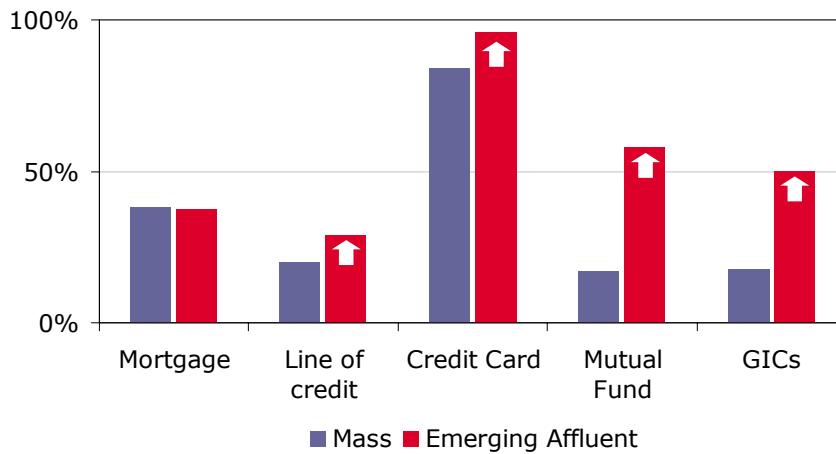
Mass Market



Emerging Affluent



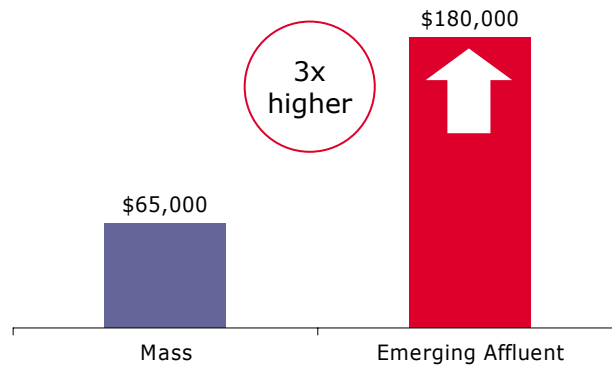
Diversified Needs And Products





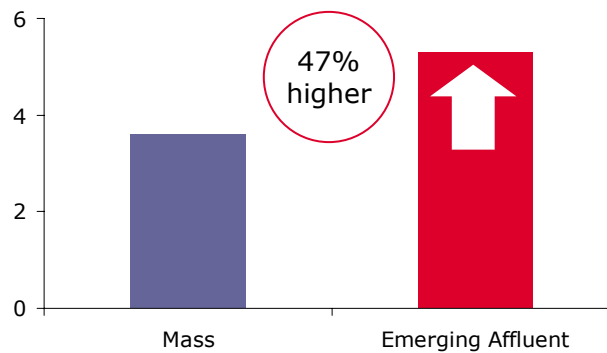
Average Wallet Size Is Larger

Balances Per Household



Investment Holdings Not Yet Consolidated

Average Number of FIs Used





Emerging Affluent – Attractive Segment

Sizeable market (HH & \$)



Strong, steady sustainable balance growth



Diversified product mix



Higher average balances



Unconsolidated as yet



40



Agenda

- Marketing – supporting the growth objective
- The emerging affluent segment
 - Attractiveness
 - Sizing the prize
 - Capitalizing on the opportunity
 - Pilot results

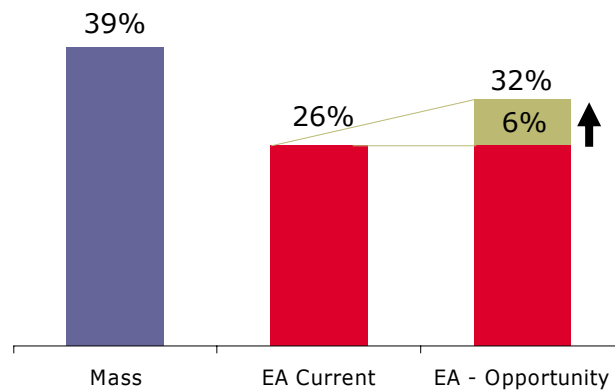


41



Increase Our Investment Share of Wallet

Share of Investment Wallet

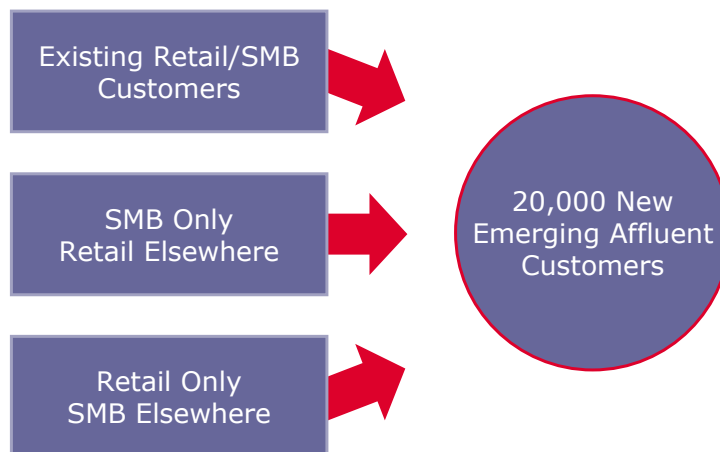


6% = \$4.4B in Investment Balances

42



Growing Investments With Small Business



\$1.3B in Investment Balances

43



Acquiring New Emerging Affluent Households

1% increase
in EA households



36,000 households



= 38 per branch

\$3B in Investment Balances



44



Emerging Affluent: The Growth Opportunity

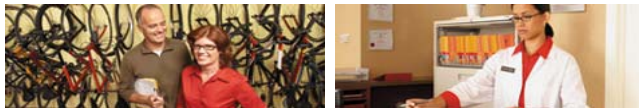
Opportunity		Potential Increase in Investment Balances
Grow investment share of wallet	➔	\$4.4B
Small Business Focus	➔	\$1.3B
1% increase in emerging affluent households	➔	\$3.0B
Total		<u>\$8.7B</u>

45



Agenda

- Marketing – supporting the growth objective
- The emerging affluent segment
 - Attractiveness
 - Sizing the prize
 - Capitalizing on the opportunity
 - Pilot results



45



Capitalizing On The Opportunity

Overall Value Proposition



Dedicated financial advisor



Needs-driven full financial plan



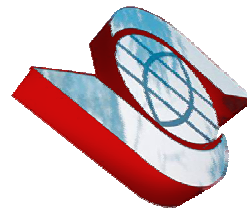
Financial portfolio review



Simple investment switch



Annual, on-going reviews



47

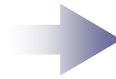


Capitalizing On The Opportunity

Value Proposition



Dedicated financial advisor



Solution

- Branch based PFP accredited advisor
- Customer alignment

48

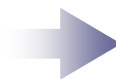


Capitalizing On The Opportunity

Value Proposition



Dedicated financial advisor



- Branch based PFP accredited advisor
- Customer alignment



Needs-driven full financial plan



- Scotia Blueprint™



Financial portfolio review



- Portfolio Analyzer

49



Capitalizing On The Opportunity

Value Proposition



Dedicated financial advisor



Needs-driven full financial plan



Financial portfolio review



Simple investment switch

Solution

- Branch based PFP accredited advisor
- Customer alignment

- Scotia Blueprint™

- Portfolio Analyzer

- Centralized fulfillment

51



Capitalizing On The Opportunity

Value Proposition



Dedicated financial advisor



Needs-driven full financial plan



Financial portfolio review



Simple investment switch



Annual, on-going reviews

Solution

- Branch based PFP accredited advisor
- Customer alignment

- Scotia Blueprint™

- Portfolio Analyzer

- Centralized fulfillment

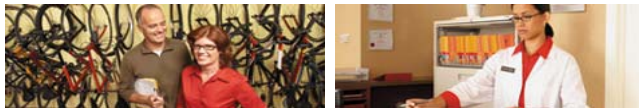
- Blueprint online & performance triggers

51



Agenda

- Marketing – supporting the growth objective
- The emerging affluent segment
 - Attractiveness
 - Sizing the prize
 - Capitalizing on the opportunity
 - Pilot results



52



Excellent Results From Pilot

Mutual fund sales	2.5 x higher
Investment sales	2 x higher
Referrals to wealth	55% higher
Identified off-us holdings	11% higher

53



Supporting The Growth Objective

"To be the best at helping customers become financially better off by providing relevant solutions to meet their unique needs."



Savers & Borrowers



Emerging Affluent



Small Business



Affluent



Commercial



Needs-Based Selling

Advice-Based Solutions

- All needs
- Full financial plan
- Packaged product
- On-going

Excellent Service