



## Driving Sustainable Growth

### Bob Chisholm

Vice Chairman, Scotiabank  
President & CEO Domestic Banking



## Our Theme: Driving Sustainable Growth

Driving sustainable  
growth





## Agenda

- Solid financial performance
- Leveraging our strengths
- Driving growth: opportunities and strategies

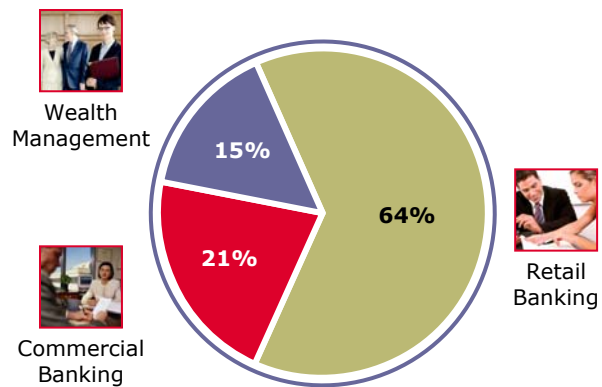


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## Strong Integrated Platform

### 2004 Total Revenue

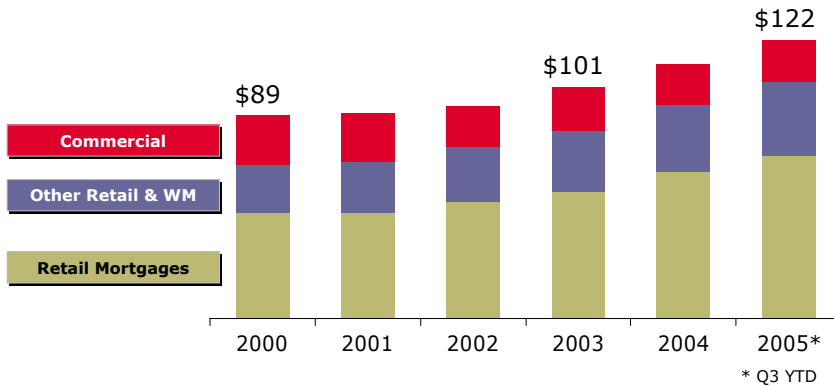


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## Strong Asset Volume Growth

Average Earning Assets (\$B)

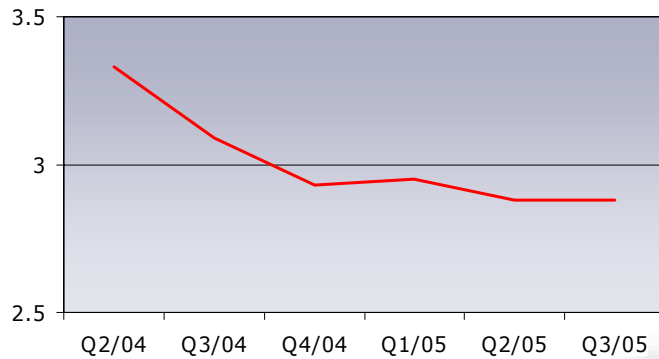


Last two years average growth: 9.4%



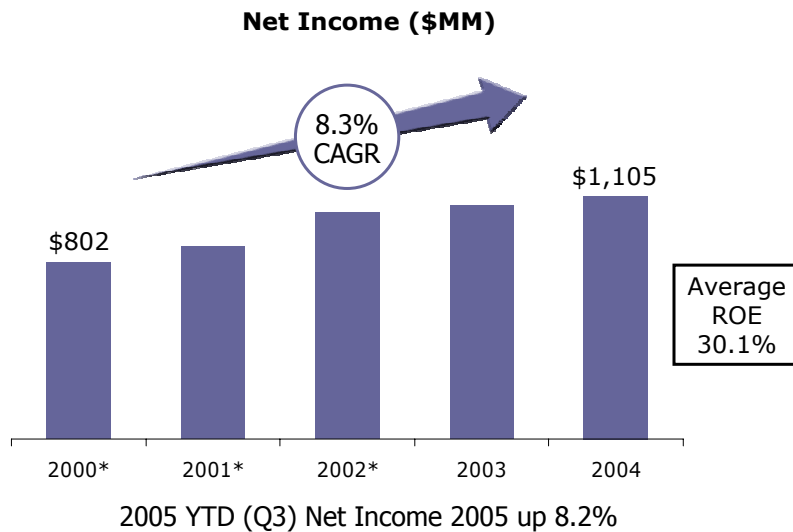
## Margins Stabilizing

Net Interest Margin (%)





## Solid Net Income Growth



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## Leveraging Our Strengths

### Scotiabank Leadership

#### High customer loyalty and satisfaction

- Sales and service excellence
- Highly motivated employees
- Culture of teamwork
- Strength in execution
- Focus on customer needs



#### Core Strengths

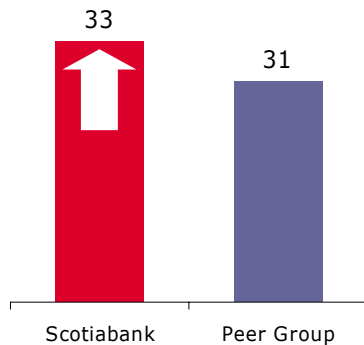
- Retail credit management
- Database analytics
- Cost management
- Online banking
- Call centres

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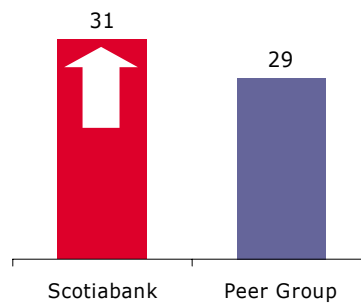


## Strong Customer Loyalty And Satisfaction

### Customer Loyalty Index 2005



### Customer Satisfaction Index 2005



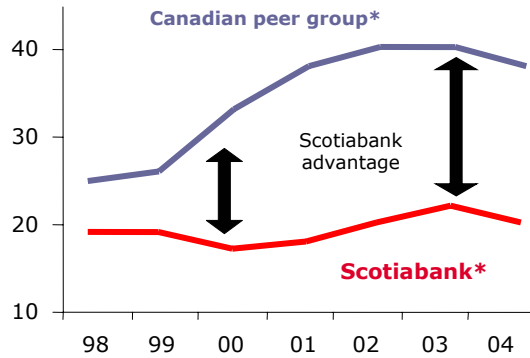
Source: 2005 Synovate

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## Strong Retail Credit Management

### Retail Loan Loss Ratio (basis points)



\* Loss ratios are based on spot outstandings and exclude student loans

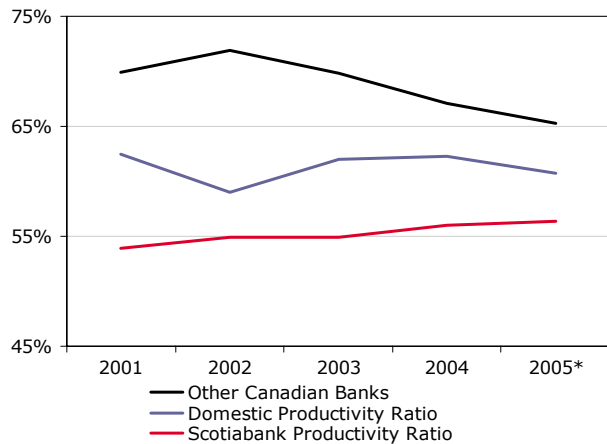


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## Excellent Cost Control

### Productivity Ratio



\* Actual YTD Q3/05

Note: CIBC's productivity ratio has been adjusted to exclude the impact of the Enron-related litigation provision (\$2.83 billion).



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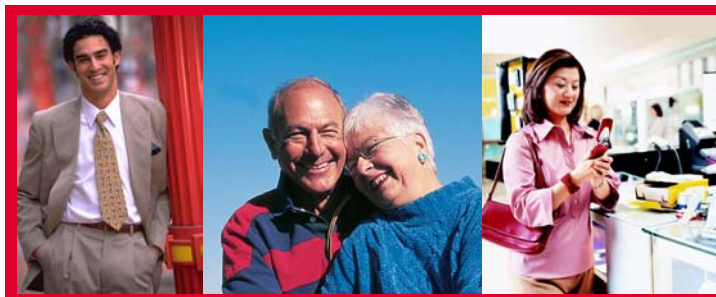


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## Our Core Purpose

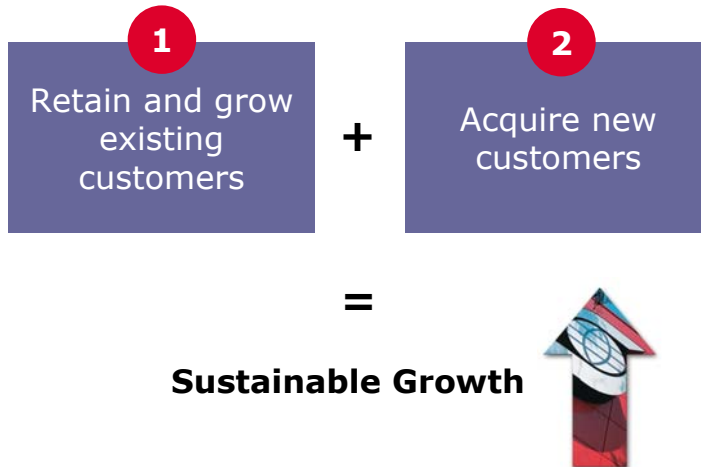
**To be the best at helping our customers  
become financially better off**



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## Our Focus Is Clear



## 1. Retain and Grow

- Customer retention
- Improve cross-sell
- Increase our investment market share and share of wallet
- Improve quality of referrals across business lines





## 2. Acquire New Customers

- External acquisitions
- Increase awareness of the brand
- Leverage indirect channels
- Expand sales and distribution capacity
- Explore new markets

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Retain and grow  
existing  
customers

2

Acquire new  
customers

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## Presentation Agenda

Barb Mason	Identifying & Enabling Opportunities for Sustainable Growth
Wendy Hannam	Driving Growth Through the Branch Network
Chris Hodgson	Wealth Management – Strategic Opportunities For Growth
Q&A	
Break	
Dieter Jentsch	Optimizing Commercial Sales & Delivery to Drive Growth
Alberta Cefis	Retail Lending - Leveraging our Strengths for Growth
Q&A	
Bob Chisholm	Wrap-up
Lunch	

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