



Driving Growth Through The Branch Network

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Agenda

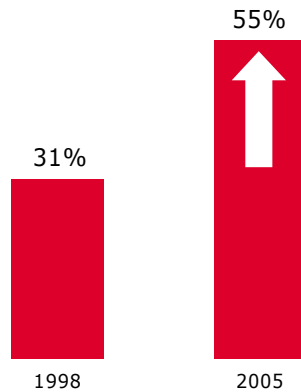
- Foundation for success
- Driving growth by expanding our distribution
- Driving growth with superior execution
- Summary





Bankers Are Able To Spend More of Their Day Selling

% of Time Spent on Sales Activities

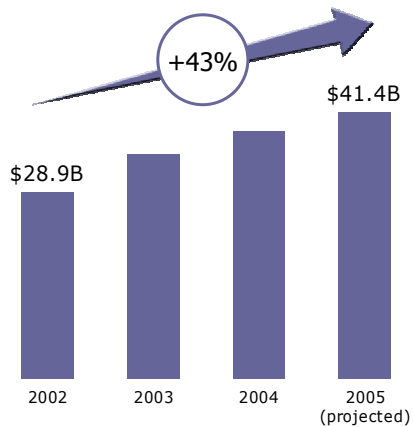


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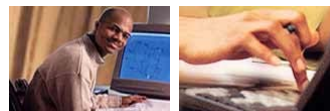


Branches Are Generating Consistent Growth

**Branch Sales Volume
Up 43% Since 2002**



- Contact Management
- Diagnostics
- Reporting
- Sales Management
- Culture

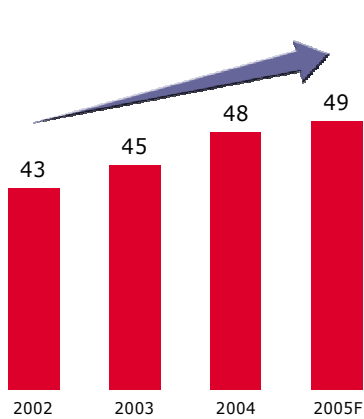


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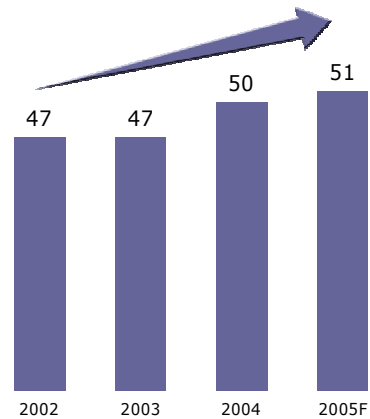


Customers Are Loyal And Satisfied

Scotiabank Loyalty

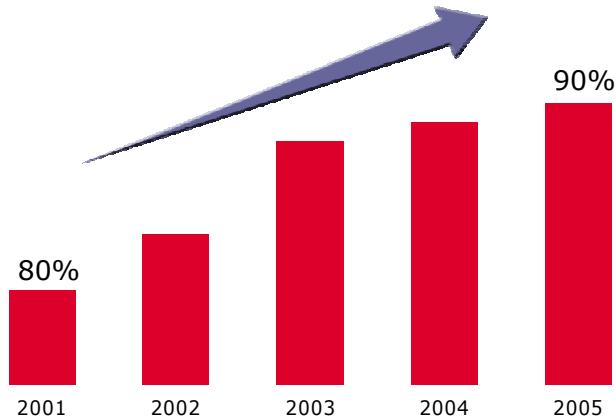


Satisfaction with Relationship Manager



Employee Satisfaction Is A Key Growth Driver

Domestic Branch Employee Satisfaction at 90%





Employee Satisfaction Is A Key Growth Driver

Employee satisfaction

- Recruiting
- Training
- Recognition
- Feedback
- Core values

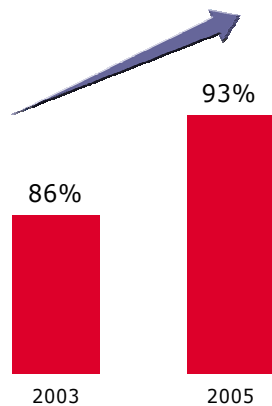


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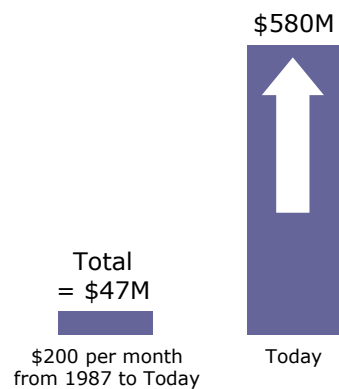


Employees Are Also Committed Shareholders

Domestic Branch Employee Participation in ESOP



Domestic Branch Employee Returns in ESOP

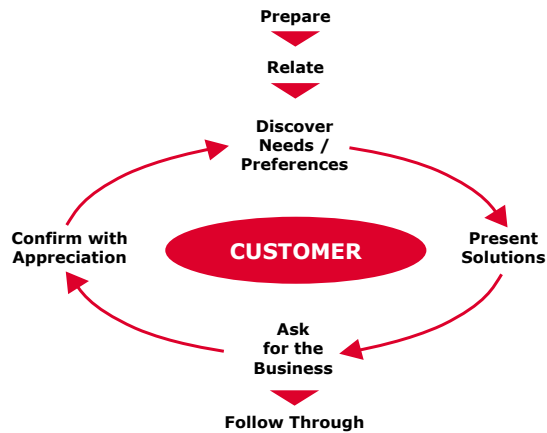


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Firmly Entrenched Customer Experience Model

Delivering the Customer Experience



Identified \$100 Billion in competitor balances

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Consistent Sales & Service Management Disciplines

Structured Processes at All Levels of the Organization

| Branch | |
|---------------------------------|-----------|
| Activity | Frequency |
| Huddle | Daily |
| Sales Meeting / Service Meeting | Weekly |
| Skill Building Sessions | Weekly |
| One-on-One Coaching | Weekly |

| District / Region | |
|----------------------|-----------|
| Activity | Frequency |
| Group Touchbase | Weekly |
| One-on-One Touchbase | Weekly |

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Driving Growth By Expanding Our Distribution

- Increasing capacity
 - more bankers
 - more branches
 - more mortgage specialists





Increasing Sales Force Capacity to Capture Market Share

New bankers

200

Additional sales volume

\$800MM



68



Building Branch Capacity To Serve Customers



- High potential markets
- 20 - 30 new branches
- New formats



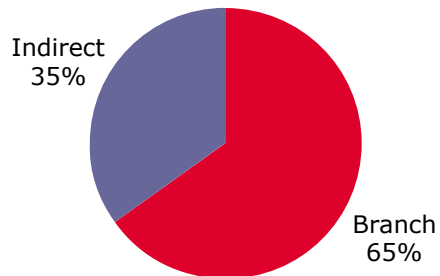
Per branch, by year 3: \$60MM in new balances

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Expanding Our Indirect Mortgage Specialist Sales Force

Mortgages Originated



- 18,400 new customers last year
- Unique in-branch cross-sell process



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Driving Growth With Superior Execution



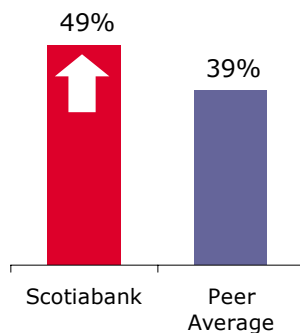
1. Growing investment share

2. Encouraging profitable cross-sell

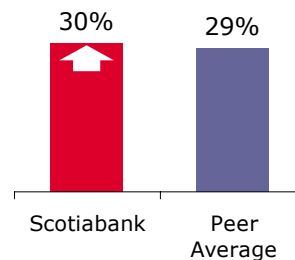


1. Growing Investment Share

Borrowing Share of Wallet



Investment Share of Wallet



Emerging affluent opportunity =
\$17 Billion in competitor investment balances



1. Growing Investment Share

- Customer alignment
- Financial planning tools
- Training
- Metrics

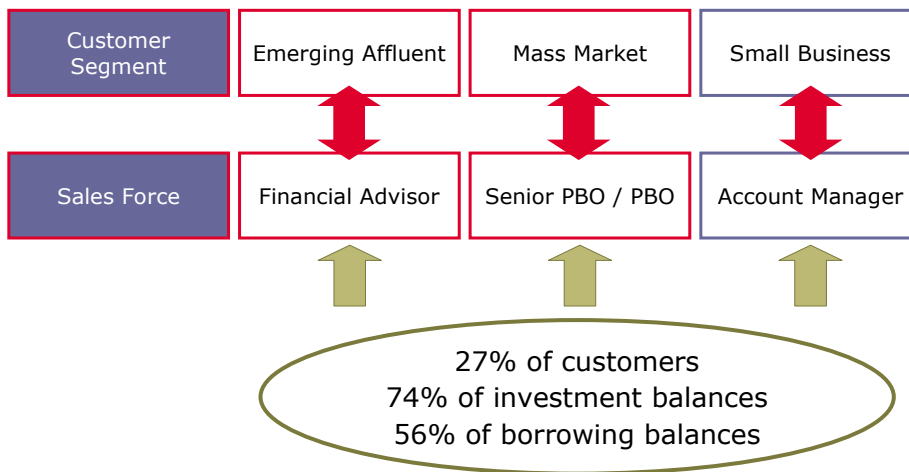


Market Share

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1. Growing Investment Share - Customer Alignment



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1. Growing Investment Share - Tools & Training

Scotia Blueprint
– Financial Plan



Portfolio Analyzer
– Investment selection



Investment selling skills training
– Investing in You



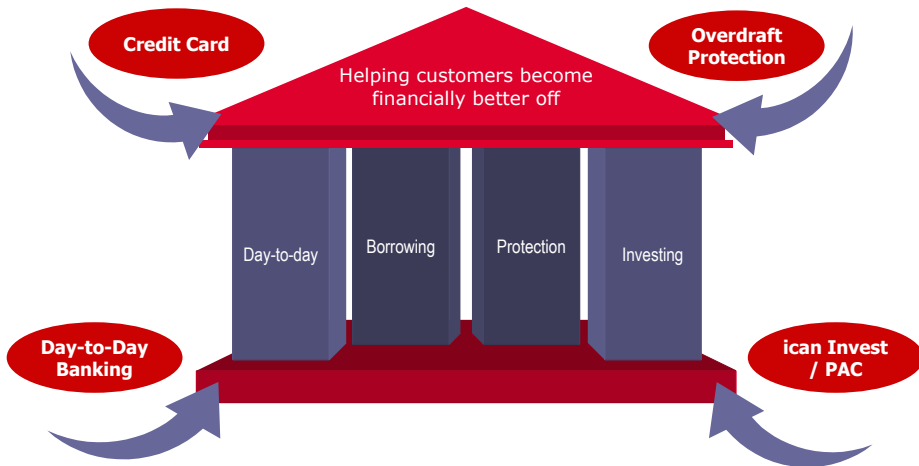
1. Growing Investment Share - Performance Metrics

- New Goals:
 - Minimum investment sales
 - Scotia Blueprint financial plans
 - Partner referrals
 - Switches

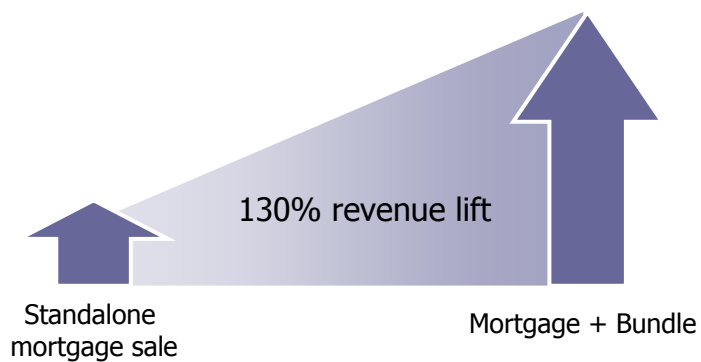




2. Profitable Cross-Sell With The Relationship Bundle



2. Profitable Cross-Sell With The Relationship Bundle



1 Bundle per Banker per Week = \$17 MM in revenue



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Branch Network is Well-Positioned To Drive Growth

- Distribution network expanding
 - More bankers
 - More branches
 - More mortgage specialists
- Growth with superior execution
 - Growing investment share
 - Encouraging profitable cross-sell

