



PRESS RELEASE

For immediate release

OPTIMUM VIE RECEIVES THE CDEFQ'S EXCELLENCE AWARD

Montreal, October 22, 2015 – On October 8, 2015, Mr. Pierre Hébert, Executive Vice-President and Head of the Quebec branch of the *Cercle des Dirigeants d'Entreprises Franco-Québécois (CDEFQ)*, presented Mr. Benoît D. Lapointe, Assistant General Manager of Optimum Vie, with the 2015 Excellence Award for business of the year.

The CDEFQ presented the award at Montreal's Mount Royal Club during a celebration marking Optimum Vie's 40th anniversary, which was attended by more than 100 guests. The prize honours all the achievements of Optimum Vie, the only Canadian insurer with operations in France, recognizing its longstanding presence in France and its well-established links with a large network of French insurance brokers.

“Since its foundation, Optimum Vie has grown steadily, carving out its place and establishing an excellent reputation despite the sometimes difficult European financial climate, which is marked by consolidation. Optimum Vie has remained steadfast over the last 40 years,” said Anabelle Blondeau, President and Chief Executive Officer of Optimum Vie and President and Chief Operating Officer of Optimum Group. “In spite of the recent financial crisis, during which our company fared very well, our gross premiums reached a historic high in 2015,” added Ms. Blondeau.

Mr. Hébert highlighted the contribution of Mr. Benoît D. Lapointe to the company's success and pointed out his ongoing commitment: “The contribution of Mr. Lapointe, who has headed Optimum's companies in France for nearly 10 years, has most certainly helped develop business relationships between France and Quebec.”

Optimum Vie intends to continue its expansion in France and possibly on other continents, through organic development and external growth. For its next 40 years, the French subsidiary of Optimum Group plans to continue building on the same solid foundations it has had since 1975: rigorousness, risk management, innovation and excellent customer service.

About Optimum Vie S.A.

Acquired by Optimum Group in 1975, Optimum Vie is a French life insurance company that primarily offers contracts linked to investment, capitalization, savings and retirement funds as well as to traditional pre-need products. Optimum Vie remains the only Canadian-owned life insurance company in France.

About Optimum Group

Optimum Group is a private Canadian financial group with an international presence that is active in property and casualty insurance, life reinsurance, life insurance, actuarial consulting and asset management. The Group manages assets of nearly CAN\$8 billion and employs more than 500 people in Canada, France and the United States.

About the CDEFQ

The *Cercle des Dirigeants d'Entreprises Franco-Québécois (CDEFQ)* is a privileged meeting place for executives of Quebec businesses in France and their French counterparts in Quebec. Its main objective is to promote cooperation between economic actors doing business in France and Quebec, particularly by acting as a mentor and encouraging the sharing of information and experiences.

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