

2010  
DESJARDINS:  
CANADA'S NO. 1  
COOPERATIVE  
FINANCIAL  
GROUP



**Desjardins**

Cooperating in building the future

# A MISSION THAT STANDS THE TEST OF TIME, A VISION OF THE FUTURE AND STRONG VALUES

## MISSION

To contribute to improving the economic and social well-being of people and communities within the compatible limits of its field of activity:

- By continually developing an integrated cooperative network of secure and profitable financial services, owned and administered by the members, as well as a network of complementary financial organizations with competitive returns, controlled by the members
- By educating people, particularly members, officers and employees, about democracy, economics, solidarity, and individual and collective responsibility

## VISION

Desjardins,  
the leading cooperative financial group in Canada,  
inspires trust around the world  
through the commitment of its people,  
its financial strength and  
its contribution to sustainable prosperity.

## VALUES

Money at the service of human development  
Personal commitment  
Democratic action  
Integrity and rigour in the cooperative enterprise  
Solidarity with the community



# THOUSANDS OF PEOPLE SERVING MILLIONS MORE

42,500  
EMPLOYEES  
NATIONWIDE

5,900  
ELECTED  
OFFICERS

451 CAISSES  
AND 924 SERVICE  
CENTRES

**48 BUSINESS CENTRES SERVING  
MORE THAN 400,000 BUSINESSES**

**2,652 ATMs**

**5.8 MILLION  
MEMBERS  
AND THOUSANDS  
OF INDIVIDUAL  
AND BUSINESS  
CLIENTS**

**\$79.6 MILLION  
GIVEN BACK TO  
THE COMMUNITY  
IN 2010 THROUGH  
SPONSORSHIPS,  
DONATIONS AND  
SCHOLARSHIPS**

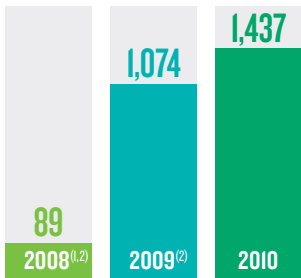
**A PRESENCE IN 32 COUNTRIES THROUGH  
DÉVELOPPEMENT INTERNATIONAL DESJARDINS**

# 2010: AN EXCEPTIONAL YEAR

In 2010, Desjardins Group achieved the best financial results in its 110-year history.

## Surplus earnings after taxes and before member dividends

(in millions of \$)



(1) Results for 2008 were affected by the financial crisis.

(2) Certain data have been restated. See “Allowance for credit losses” in section 4.6 of the 2010 Management’s Discussion and Analysis.

**MORE THAN  
\$172 BILLION IN  
TOTAL ASSETS**

**TIER I  
CAPITAL RATIO  
OF 17.7%**

### **Credit ratings**

	<b>SHORT TERM</b>	<b>MEDIUM / LONG TERM</b>
<b>STANDARD AND POOR'S</b>	<b>A - I +</b>	<b>AA -</b>
<b>MOODY'S</b>	<b>P - I</b>	<b>Aa1</b>
<b>DBRS</b>	<b>R - I (HIGH)</b>	<b>AA</b>
<b>FITCH</b>	<b>F I +</b>	<b>AA -</b>

Desjardins Group's financial soundness is reflected in its excellent credit ratings.

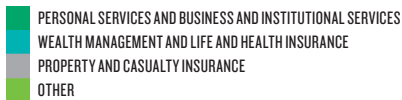
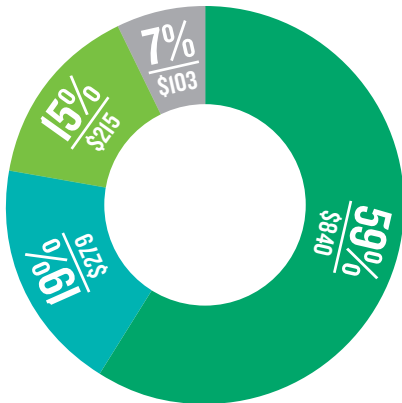


# ONE OF THE MOST COMPREHENSIVE SERVICE OFFERS IN CANADA

A true cooperative financial services network, the caisses and their business centres provide leading-edge expertise in wealth management, life and health insurance and financial services for individuals, businesses and institutions, all delivered as an extension of Desjardins Group's mission and values.

## Contribution to combined surplus earnings by business segment, after taxes, but before member dividends

(in millions of \$)



## PERSONAL SERVICES

Desjardins Group's personal services include most financial intermediation services provided to individuals by Québec and Ontario caisses and Desjardins Bank. Also included in this offer are card services, payment and financing solutions, teller services, automated services (ATMs), and telephone, Internet and mobile banking services.

PERSONAL SERVICES

**[www.desjardins.com](http://www.desjardins.com)**

# BUSINESS AND INSTITUTIONAL SERVICES

Services for businesses and institutions are provided by Desjardins business centres in Québec and Ontario and the Desjardins Mid-Market Business Centre. Our 400,000 business members and clients have access to mortgage financing services, banking and international services, the capital markets and development capital.

## BUSINESS CENTRES

**[www.desjardins.com](http://www.desjardins.com)**

## VENTURE CAPITAL

**[www.dcrdesjardins.com/en](http://www.dcrdesjardins.com/en)**

## ASSET MANAGEMENT

**[www.desjardinsassetmanagement.com](http://www.desjardinsassetmanagement.com)**

## TRUST SERVICES

**[www.desjardinstrust.com](http://www.desjardinstrust.com)**

## SECURITIES

**[www.desjardinssecurities.com](http://www.desjardinssecurities.com)**

## CAISSE CENTRALE

**[www.desjardins.com](http://www.desjardins.com)**

## WEALTH MANAGEMENT AND LIFE AND HEALTH INSURANCE

This sector includes the top life and health insurer in Québec—fourth in Canada—with more than five million individual, group and business clients. It also includes a major manufacturer of investment funds and several specialized savings products, notably Desjardins Funds. A major provider of full-service brokerage, online brokerage and private management services, it also boasts the largest advisory team in Québec with more than 1,650 financial planners, 390 investment advisors, 8,600 mutual fund representatives and 280 financial security advisors.

### INSURANCE AND SAVINGS – GROUP PLANS

**[www.desjardins.com](http://www.desjardins.com)**

**[www.desjardinsfinancialsecurity.com](http://www.desjardinsfinancialsecurity.com)**

### INVESTMENTS – BROKERAGE SERVICES – ADVISORY SERVICES

**[www.neiinvestments.com](http://www.neiinvestments.com)**

**[www.desjardinsfunds.com](http://www.desjardinsfunds.com)**

**[www.dsia.ca](http://www.dsia.ca) / [www.disnat.com](http://www.disnat.com)**

### PORTFOLIO MANAGEMENT – PLANNING

**[www.desjardinsprivatemanagement.com](http://www.desjardinsprivatemanagement.com)**

## PROPERTY AND CASUALTY INSURANCE

This sector includes the leading personal lines insurer in Québec—seventh in Canada—and provides home and automobile insurance products for individuals and members of partner groups across Canada and businesses in the Québec market. In addition to being available online, products are distributed through property and casualty insurance agents in the Desjardins caisse network in Québec and through Client Care Centres located in Lévis, Québec City, Montréal, Ottawa, Mississauga and Calgary.

### HOME AND AUTO INSURANCE

**[www.dgig.ca](http://www.dgig.ca)**

**[www.desjardinsgeneralinsurance.com](http://www.desjardinsgeneralinsurance.com)**

### HOME AND AUTO GROUP INSURANCE

**[www.thepersonal.com](http://www.thepersonal.com)**

# DESJARDINS, CREATING SUSTAINABLE PROSPERITY

Through its vision of the future, Desjardins aspires to create sustainable prosperity for every community served by the caisses. Sustainable prosperity means that respect for people and the environment must be firmly ingrained in the creation of wealth and economic growth, for the benefit of present and future generations.

Sustainable prosperity means creating a society where, from generation to generation, people are able to learn, cultivate their minds, innovate, make plans and garner a sense of accomplishment from their contribution to society.

Striving for sustainable prosperity means cultivating personal growth by getting people involved and making a difference. Seeking fulfilment not only for oneself, but for others too, with their help, as our personal initiatives and shared objectives become one and the same.

At Desjardins, the pursuit of sustainable prosperity is integral to our cooperative nature and is echoed in our vision of the future:

**DESJARDINS, THE LEADING COOPERATIVE  
FINANCIAL GROUP IN CANADA,  
INSPIRES TRUST AROUND THE WORLD  
THROUGH THE COMMITMENT OF ITS PEOPLE,  
ITS FINANCIAL STRENGTH AND ITS  
CONTRIBUTION TO SUSTAINABLE PROSPERITY.**

That's why, at Desjardins, **we believe in the cooperative model as a key to sustainable prosperity.**

ONE OF  
CANADA'S  
10 MOST  
ADMIRED  
CORPORATE  
CULTURES™

WATERSTONE HUMAN  
CAPITAL, TORONTO, 2010

4TH SAFEST  
BANKING INSTITUTION  
IN NORTH AMERICA

GLOBAL FINANCE MAGAZINE, NEW YORK, 2010

*PRIX QUÉBÉCOIS DE  
L'ENTREPRISE CITOYENNE,  
BILAN SOCIAL, 2010*

KORN/FERRY INTERNATIONAL - NATIONAL - L'ACTUALITÉ

RANKED 91ST AMONG  
THE 2010 TOP 1000  
WORLD BANKS FOR ITS  
STRONG CAPITALIZATION  
(UP FROM 108TH IN 2009)

THE BANKER

BANK OF  
THE YEAR  
2010 –  
CANADA

THE BANKER, A FINANCIAL  
TIMES PUBLICATION,  
LONDON, 2010



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