

## PRESS RELEASE

**For immediate release  
PRDG1456**

### **Desjardins opens 360<sup>d</sup>, a new service centre for 18- to 30-year-olds**

**Montreal, September 30, 2014** – This morning Desjardins Group opened [360<sup>d</sup>](#), an innovative service centre dedicated to providing students and young workers with personalized guidance tailored to their ambitions and life plans. Visitors will also have direct access to Desjardins's complete line of products and services.

"This service concept is the first of its kind in North America. We're putting forward a new approach to financial services—one that's specifically tailored to young people—and we're extremely proud to be doing so. The 18- to 30-year-olds demographic is a priority for Desjardins, especially in the Montreal area, which is home to a number of colleges and universities," said Martin Brunelle, managing vice-president, Greater Montreal Area. "The new 360<sup>d</sup> service centre works in parallel to our caisse network and will help us reach over 60,000 students in a modern, high-tech space that delivers a seamless visitor experience."

#### **Turning dreams into reality**

Life changes quickly for this demographic, and so do their financial needs. What they need from their financial institution will depend on what's happening in their personal, academic or professional life. For example, one student might want to find a way to keep a closer eye on her finances, another might want to get a better grasp on his loans and scholarships, and yet another might be dreaming about taking a post-graduation trip. But after graduation, they'll likely be preparing to enter the workforce or buying their first home or car.

#### **A different kind of advisor**

To respond to these wide ranging needs, Desjardins put together a team of six advisors, each with a different skill profile, to work with members who visit 360<sup>d</sup>. Their unique skills, knowledge and interests will help them understand the needs of these young people so that they receive the right advice and guidance to accomplish their goals and dreams.

#### **A fresh concept**

Desjardins chose the name 360<sup>d</sup> to reflect the multitude of goals that our young members have and the comprehensive approach that our advisors will take with them. The superscript "d" symbolizes how Desjardins can take these members to the next level. The new 360<sup>d</sup> service center is located at 5150 rue Decelles, near Université de Montréal, HEC Montréal and École Polytechnique.

For business hours and upcoming events, visit the [Desjardins 360<sup>d</sup> Facebook](#) page.

## About Desjardins Group

[Desjardins Group](#) is the leading cooperative financial group in Canada and the fourth largest cooperative financial group in the world with assets of \$222 billion. It has been rated one of Canada's top 100 employers by Mediacorp Canada. To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada. The group has one of the highest capital ratios and [credit ratings](#) in the industry. It is considered as the fourth safest and strongest bank in North America according to *Global Finance* magazine and the first according to *Bloomberg News*. Desjardins Group and the [International Co-operative Alliance](#) will co-host the [2014 International Summit of Cooperatives](#) (October 6 to 9) to be held in Quebec City.

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