

Desjardins 360^d is going back to school with two new locations

Montreal, August 24, 2015 – Desjardins Group continues to expand its offer for 18- to 30-year-olds by opening two new 360^d locations. Situated at Université du Québec à Montréal (UQAM), on the corner of Sainte-Catherine and Sanguinet, and inside the EV Building of Concordia University, these specialized service centres will reach more than 90,000 university and college students.

Working in parallel with our caisse network, the 360^d service centres provide wide-ranging guidance to help students reach their educational and life goals. They will also have access to Desjardins where they live and study in a modern, high-tech space. In addition to quality financial services, the service centres will offer student-focused activities such as lectures, coaching workshops and mentoring from experienced business leaders, teachers and experts in a variety of industries.

As soon as they walk through the door, visitors will be greeted by people they can relate to—advisors at 360^d locations have been selected to reflect the demographic they serve. Whether they want to keep a closer eye on their finances, understand loans and grants, plan a trip or buy a car, students will receive comprehensive advisory services in a warm and welcoming setting.

[The first Desjardins 360^d youth space](#) opened its doors in September 2014 near HEC Montréal and Université de Montréal. “The 360^d concept was inspired, created and developed by youth, for youth. After just a few months in operation, it had already proven its worth, with a satisfaction rating of over 90%! We’re very proud of these results, which demonstrate the value of such a tailored offer,” said Martin Brunelle, managing vice-president, Greater Montreal Area.

Demystifying personal finances for young people

Financial education has always been part of what Desjardins does. With the school caisses, the [Personal Finance: I’m in Charge](#) education program and the [Co-opme](#) educational blog, promoting informed, responsible consumer decisions is very important to us.

New this year

Students with a Visa Desjardins FOR STUDENTS ONLY card now have free access to their credit file and score through the TransUnion website. Users can obtain information about their current and past credit accounts, and learn more about the factors that influence their credit score and how to improve it. For more information, visit <https://www.desjardins.com/visa-just-for-students/>.

About Desjardins Group

[Desjardins Group](#) is the leading cooperative financial group in Canada and the fifth largest cooperative financial group in the world with assets of close to \$251 billion. It has been rated one of the 50 Best Employers in Canada by Aon Hewitt. 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. Considered North America's strongest bank according to Bloomberg News, Desjardins has one of the highest capital ratios and [credit ratings](#) in the industry.

- 30 -

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