

**Launch of Desjardins Lab  
An innovation lab in partnership with InnoCité MTL and Hacking Health**

**Montreal, December 14, 2015** – Today, Desjardins Group opened its very first innovation lab—[Desjardins Lab](#), located on the main floor of the South Tower of Complexe Desjardins. The purpose of this physical and virtual space is to pave the way for Desjardins' future by encouraging the development and exchange of innovative ideas to improve the experience for our members and clients.

The lab was officially inaugurated in the presence of Monique F. Leroux, Chair of the Board, President and CEO of Desjardins Group; and Denis Coderre, Mayor of Montreal.

Desjardins is committed to providing its members and clients with technologically advanced services that are adapted to their needs. The laboratory is intended to be used for analyzing, developing and testing applications or new technologies; it draws upon its staff's knowledge and creative genius. A new and collaborative approach has also been incorporated: members and clients are asked to work with Desjardins, on-site or online, to help design products and services that are truly adapted to their needs.

"At Desjardins, we've identified innovation as a key factor to our success in a rapidly changing world. The founding of the first caisse was in itself a major innovative endeavour; continuing in the same vein, we created applications like Hop 'n S@ve, Ajusto and Desjardins mobile services—all testaments to how quickly our society is evolving. Desjardins has a duty to look to the future, to innovate and grow. And it's the Desjardins Lab that will lead us down the path of progress so we can do better for our members and clients, now and in the future," said Ms. Leroux.

**InnoCité MTL and Hacking Health: Two exciting partnerships**

Ms. Leroux used the event to announce two major partnerships. The first partnership is with [InnoCité MTL](#), Montreal's smart city accelerator. The second partnership is with [Hacking Health](#), a non-profit organization well known for its innovative activities in the healthcare field.

"Montreal, a Smart and Digital City, seeks to bring together diverse groups including citizens, startups and the business community. The involvement of an important financial institution, so intimately linked with our collective entrepreneurial history, with InnoCité MTL, our smart city accelerator, reinforces the notion that we must all invest in the future of Montreal. We are happy to be able to count on Desjardins as a partner in this important initiative. InnoCité MTL's entrepreneurs will benefit greatly from its contribution," declared Mayor Coderre.

The goal is to encourage sharing between these three partnerships for the purposes of training, coaching, mentoring, accommodating creation teams and sharing expertise. Through these collaborations, Desjardins wants to achieve three objectives: promote co-creation within the community, broaden its digital services offer and create spaces that foster co-creation and learning.

### **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 \$251 billion. It has been rated one of the 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.

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### **For further information (*media inquiries only*):**

Annie Josiane Bujold

Public Relations, Desjardins Group

514 281-7000 or 1 866 866-7000, ext. 5557646

[media@desjardins.com](mailto:media@desjardins.com)