

Desjardins Wealth Management achieves a Canadian first by offering an end-to-end experience for the online purchase of MLGIs

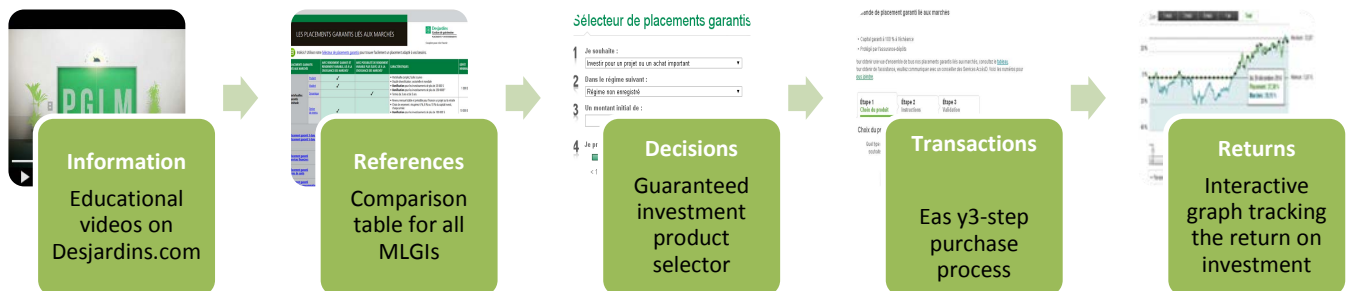
Lévis, February 11, 2016 – Desjardins Group offers its members and clients an innovative end-to-end experience when they purchase two **market-linked guaranteed investments (MLGIs)** online—a first in the Canadian investment industry. In the spirit of innovation those two MLGIs, the Canadian Guar@nteed Investment and the Global Guar@nteed Investment, are available exclusively online via the tools that won Desjardins the *Best Educational Initiative* prize at the [2015 Americas Structured Products & Derivatives Awards](#) in New York this past June. This award recognizes the comprehensiveness, clarity and accessibility of educational material provided to clients.

“Our market-linked guaranteed investments have become increasingly popular in recent years. At Desjardins, our members’ MLGI holdings have gone up 65% between 2010 and 2015,” said Sébastien Vallée, Manager of Guaranteed Product Development and Financial Modelling at Desjardins. “We have also noted a marked increase in investors’ demand for online services. Whether they want to save time or avoid travelling to their financial institution, investors are undeniably attracted to online investing.”

MLGIs have two features that appeal to investors: their capital is guaranteed and returns are linked to stock market growth. While it is a fairly simple concept, understanding the differences between the products available and calculating the returns can be a little more complicated. That’s why Desjardins Wealth Management wants to make sure it caters to the needs of all investors, whether they want to do their business on their own or through a Desjardins advisor.

The five steps in the end-to-end online purchase experience

The investor’s end-to-end online purchase experience begins right from the moment they begin researching the features of an MLGI. They then have access to several tools to help them choose the product that is best suited to their needs and, ultimately, purchase their investment online and track its return.



To learn about the features of Desjardins's Canadian Guaranteed Investment and Global Guaranteed Investment available exclusively online, go to www.desjardins.com/exclusivelyonline.

Overview of the digital experience at Desjardins

- [Two new mobile payment solutions for small businesses and self-employed workers](#)
- [Hop 'n Save instant savings tool and Insta Balance available on Apple Watch](#)
- [The Ajusto 2.0 app available on Apple Watch and smartphones](#)
- [Online appointment to purchase Capital régional et coopératif Desjardins shares](#)
- [LetsthinkRI.com, an online platform on responsible investing](#)
- [High Interest Savings Account available only through AccèsD](#)

About Desjardins Group

Desjardins Group is the leading cooperative financial group in Canada and the sixth 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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