

March 5, 2014

Mr. Louis Morisset
Président-directeur général
Autorité des marchés financiers
800, Square Victoria, 22^e étage
Tour de la Bourse, Montréal (Québec) H4Z 1G3

Dear Mr. Morisset:

On behalf of the Canadian Association of Financial Institutions in Insurance (CAFII), I'm pleased to confirm the details of your upcoming luncheon and informal discussion with our Board of Directors and Executive Operations Committee on Tuesday, April 8, 2014 in Montreal. Thank you for accepting the invitation to meet and have an informal dialogue with our Association's leadership group, as confirmed by Evelyne Gemme and Louis Beauchamp in e-mail exchanges with me in late 2013.

Here are the details of our luncheon and meeting on April 8:

Date: Tuesday, April 8, 2014
Time: 12 Noon to 2:15 p.m.
Location: National Bank
600, rue de la Gauchetière Ouest,
Executive Dining Room, 4th floor
Montréal, Québec
Program: **12 Noon to 1:00 p.m.:** Luncheon and casual conversation between/among CAFII Board members and Louis Morisset, CEO, and other members of AMF senior management
1:00 to 2:15 p.m.: Informal dialogue between Louis Morisset/AMF senior management team and CAFII Board of Directors/Executive Operations Committee, with a focus on *AMF Vision and Industry Issues*

In keeping with the tradition of productive and mutually beneficial liaison meetings between CAFII and the AMF, we would be pleased to have the members of your senior management team join you in attending our gathering on April 8. In that connection, we kindly ask that you have someone from your office inform us of who will be accompanying you, by Thursday, April 3.

CAFII's most recent official meeting with the AMF senior management team was on June 7 of last year, shortly before it was announced that Mario Albert had been appointed by the Government to a new leadership post and that you would be his successor as CEO of the AMF. CAFII's leaders are therefore very much looking forward to the opportunity to meet you on April 8, get acquainted over a nice lunch, and have some informal dialogue on issues of common interest.

Sincerely,


Brendan Wycks, BA, MBA, CAE
Executive Director

ABOUT CAFII

The Canadian Association of Financial Institutions in Insurance (CAFII) is a not-for-profit industry Association dedicated to the development of an open and flexible insurance marketplace. CAFII was established in 1997 to create a voice for financial institutions involved in selling insurance through a variety of distribution channels. CAFII members provide insurance through client contact centres, agents and brokers, travel agents, direct mail, branches of financial institutions, and the internet.

CAFII believes consumers are best served when they have meaningful choice in the purchase of insurance products and services.

CAFII is currently the only Canadian Association with members involved in all major lines of personal insurance. CAFII's full members are the insurance arms of Canada's major banks – BMO Insurance; CIBC Insurance; Desjardins Financial Security; National Bank Insurance; RBC Insurance; ScotiaLife Financial; and TD Insurance – along with major industry players American Express, Assurant Solutions, and Canadian Premier Life Insurance Company.

In addition, CAFII has 10 Associate members that support the role of financial institutions in insurance.

CAFII members offer travel, life, health, property and casualty, and creditor's group insurance across Canada. In particular, creditor's group insurance and travel insurance are the product lines of primary focus for CAFII as its members' common ground.

CAFII's diverse membership enables our Association to take a broad view of the regulatory regime governing the insurance marketplace. CAFII works with government and regulators (primarily provincial) to develop a legislative and regulatory framework for the insurance sector that helps ensure Canadian consumers get the insurance products that suit their needs. Our aim is to ensure appropriate standards are in place for the distribution and marketing of all insurance products and services.