



2nd Quarter 2005



For a Healthy Summer

An organization's health and performance relies on that of its team. Given the importance of healthy employees and since summer time is here, Industrial Alliance would like to offer you links to three interesting health-related articles.

Sun Protection

Why do you need sun protection?

Sunlight contains ultraviolet (UV) rays that can harm your skin and eyes. In Canada, sunlight is strong enough to cause premature aging of the skin and skin cancer. UV rays can pass through clouds, fog and haze. They can also go through water, so you also need protection when swimming or playing in the water. Water, sand, and concrete can reflect, and even increase, the sun's burning rays.

The Environment Canada UV Index™ forecasts the strength of the sun's daily UV rays: the higher the number, the stronger the sun's rays, and the more important it is to protect yourself.

To find out more about sun protection and the UV index, visit the Canadian Cancer Society website at:

www.cancer.ca

- ⇒ Prevention
- ⇒ Sun

West Nile Virus

Summer is a time to be outdoors, to barbecue, camp, and hike in the woods. Now, unfortunately, enjoying summer weather also brings with it the risk of West Nile Virus, which means it's time to protect ourselves from mosquito bites that may result in infection with this virus.

Many people have heard of West Nile Virus and know that it is transmitted through the bite of an infected mosquito, but many aren't sure whether they would recognize the virus if they ever had it.

Here are three actions you can take to help protect yourself and your children from West Nile Virus:

- Put on insect repellent whenever you go outdoors
- Put on protective clothing
- Remove all sources of standing water

To read the entire article, go to the following address:

www.canadian-health-network.ca

- ⇒ West Nile Virus and you: Preventing mosquito bites is the best

Recreational Water Safety

We have an abundance of fresh and salt water that can be used for recreational purposes. Unfortunately, waters in and around urban centres and agricultural regions are becoming increasingly contaminated. Backyard swimming pools are therefore often an option for cooling off.

To learn more on recreational water and swimming pool safety, access the Health Canada website at:

www.hc-sc.gc.ca

- ⇒ Healthy living
- ⇒ Safety and Injury
- ⇒ General
- ⇒ Smart Summer Fun
- ⇒ Sports and Water

Industrial Alliance at a Glance

Created over 100 years ago, Industrial Alliance is a life and health insurance company that offers a wide range of insurance products and financial services. The fifth largest life and health insurance company in Canada, Industrial Alliance is recognized for its vitality and its ongoing ability to adapt to change. Industrial Alliance made its debut on the Toronto Stock Exchange in 2000 where investors were quick to recognize the performance of the Company. Its stock rose by over three and a half times its initial price during this five-year period.

Group Insurance Premium in 2004	\$734 million
Assets under management	\$30 billion
Market capitalization	\$2.0 billion
2004 market ranking (sales)	5th
Number of employees	2,600
Credit ratings	Standard & Poor's: A+ A.M. Best: A (Excellent)
Distribution of premiums by region	Western Canada: 19% Ontario: 25% Quebec and Atlantic Provinces: 54% Outside Canada: 2%

Industrial Alliance's History

Creation

It all started over one hundred years ago with the creation of **Alliance** and **Industrial**.

1892	Foundation of Alliance Nationale in Montreal.
1905	Foundation of Industrial Life Insurance Company in Quebec City.
1948 and 1969	Mutualization of Alliance and Industrial.

Mergers and Identification

In the early 1980s, the deregulation of financial institutions and increasingly tough competition leads Industrial and Alliance to join forces.

1987	Merger of Industrial and Alliance and creation of Industrial-Alliance Life Insurance Company.
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Canada-Wide Expansion in the Life and Health Insurance Sector

In recent decades, Industrial Alliance has multiplied its mergers and acquisitions in order to ensure its expansion in the life and health insurance sector.

1982	Acquisition of The North West Life Assurance Company of Canada (Vancouver), now known as Industrial Alliance <i>Pacific</i> .
1988	Acquisition of The National Life Assurance Company of Canada, located in Toronto. National Life was founded as a stock company in 1899.
1996	Merger of Industrial-Alliance and The Solidarity (Quebec City).
1999	Acquisition of Seaboard Life Insurance Company (Vancouver) and merger with Industrial Alliance <i>Pacific</i> .

Diversification of Activity Sectors and Creation of Subsidiaries

The last few decades have been marked by a diversification of the Company's activity sectors and the creation of new subsidiaries. Industrial Alliance now operates in several sectors and throughout the country.

1973	Entry into the auto and home insurance sector in Quebec with the acquisition of two general insurance companies.
1988-2003	Creation of Investia Financial Services Inc. and acquisition of mutual fund companies.
2000	Acquisition of companies that supply creditor insurance to automobile dealerships.
2002	Acquisition of stock brokerage firms and creation of Industrial Alliance Securities Inc.

Demutualization

At the turn of the millennium, Industrial Alliance embarked on an entirely new course: in February 2000, Industrial Alliance became a stock company and made its official entry onto the Toronto Stock Exchange under the ticker symbol **IAG**.

Demutualization is a process in which the ownership structure of a mutual insurance company (belonging to its insureds) is converted to that of a stock company (belonging to its shareholders). Demutualization provides Industrial Alliance with better access to financial markets in order to obtain the funds necessary for its ongoing development.

New Commercial Name

In the wake of these changes, the Company adopted a new commercial name in the fall of 2000: **Industrial Alliance Insurance and Financial Services**.

2000	Demutualization and a new commercial name: Industrial Alliance Insurance and Financial Services.
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Renowned for its expertise in life and health insurance, Industrial Alliance has also been offering savings and retirement products for a number of years. The Company's new commercial name clearly reflects the changes that it has undergone in recent years to become what Industrial Alliance is known as today: an insurance and financial services company.

New Visual Identity

Since the elephant has been associated with the Company for several years and gradually became one of the most powerful features of its institutional identity, Industrial Alliance decided to integrate it into its new logo.

The five simple yet stylized lines that form the elephant symbolize the Company's **contemporary, dynamic, solid, warm, and trustworthy** nature and are an integral component of Industrial Alliance's new visual identity.

To find out more on Industrial Alliance, visit our website at www.inalco.com.