

QUESTIONS AND ANSWERS

iA Brand Evolution

1. Why is iA changing its brand positioning?

It's time for iA Financial Group and its subsidiaries, like Investia, to fully embrace their leadership and highlight their unique strengths. We offer the most comprehensive product lineup on the market, backed by the expertise of a century-old, North American, and financially solid company — everything needed to help our clients and advisors achieve their ambitions.

2. What specific changes are being made?

First, our current **brand signature**, *Invested in you.* used in most of our external communications, will become: *Get ahead* ("Prendre les devants" in French). Get ahead reflects a more assertive approach and aligns more closely with the leadership image we want to project in the market.

Second, our graphic platform — the visual elements that support our communications — will gradually evolve to better reflect and embody this positioning. The iA brand image will become more modern and up to date, while staying true to the elements that make us recognizable (e.g., the elephant symbol and our signature blue).

3. Can I share these changes with my network before September 22?

No. Since an internal and external launch is scheduled for September 22, we want to maintain exclusivity to maximize impact.

4. Will the brand signature, *Invested in you.*, be retired?

Yes, the transition will happen gradually to make way for the new signature, *Get ahead*. Both signatures may coexist for several months while updates are made across all communication materials.

5. What is the impact for me as an Investia advisor? Do I need to make any changes?

It depends on your use of the signature "Invested in you." Please take a moment to check if it appears on **your own communication materials** (e.g., your stationery, websites, business cards, etc.).

- **If you use it:** You will need to gradually remove it **by September 1, 2026**. If you wish, you can replace it with the new signature "Get ahead" starting from September 22, 2025, by requesting it at: sales_communications@investia.ca

- **If you do not use it:** No action is required on your part.

Note: All official Investia materials (e.g., guides, etc.) will be gradually updated and replaced on the Advisor Centre. As a reminder, always ensure you use the most recent versions available on the Advisor Centre and in Univeris.

If in doubt or for any questions on this matter, please write to the Sales Communications team at: sales_communications@investia.ca

6. Will the logo change?

No, the logo for iA Financial Group and its subsidiaries will remain the same. The elephant symbol is one of our key brand recognition assets. Only the shades of blue and gray will be slightly adjusted, in a subtle and barely noticeable way. Therefore, it will not be necessary to replace the logo on your materials: both versions can coexist without any issues. The new version of the logo will be added to the advisor space, but the old one remains usable.

Useful reference: [Investia Logo Use Guidelines](#)

7. Does this change also apply to the group's subsidiaries?

Yes. The new brand positioning applies to all entities operating under the iA brand, including iA Financial Group and its subsidiaries.

8. Who is responsible for making the necessary updates?

Marketing teams across the various business sectors are actively working to gradually apply the new brand image to communication materials and marketing tools. The priority is client-facing materials such as brochures, websites, mobile apps, social media, newsletters, etc. The full update process will span several months.

Any questions?

Feel free to reach out to us at any of the following addresses:

- Questions related to sales communication materials: sales_communications@investia.ca
- Questions about Investia marketing materials: investia.marketing@investia.ca
- Any other questions: investia@investia.ca

