

POWER CORPORATION OF CANADA

NOTICE OF 2015 ANNUAL MEETING OF SHAREHOLDERS

To the holders of Participating Preferred Shares and Subordinate Voting Shares:

NOTICE IS HEREBY GIVEN that the Annual Meeting of Shareholders of POWER CORPORATION OF CANADA will be held at the Shangri-La Hotel, 188 University Avenue, Toronto, Ontario, Canada on Friday, May 15, 2015, at 11:00 a.m., local time, for the following purposes:

- [1] to elect directors;
- [2] to appoint auditors;
- [3] to receive the consolidated financial statements for the year ended December 31, 2014 and the auditors' report thereon;
- [4] to consider the shareholder proposals attached as Schedule A to the Management Proxy Circular; and
- [5] to transact such other business as may properly come before the Meeting.

BY ORDER OF THE BOARD OF DIRECTORS

Stéphane Lemay
Vice-President, General Counsel and Secretary
Montréal, Québec
March 18, 2015

If you do not expect to be present at the meeting, please complete, date and sign the accompanying form of proxy or voting instruction form and return it in the envelope enclosed or otherwise vote by telephone or the Internet by following the instructions on the accompanying form of proxy or voting instruction form.

Si vous préférez recevoir un exemplaire en français, veuillez vous adresser au secrétaire,

Power Corporation du Canada
751, square Victoria
Montréal (Québec)
Canada H2Y 2J3

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MANAGEMENT PROXY CIRCULAR

This Management Proxy Circular is sent in connection with the solicitation by the management of Power Corporation of Canada (“Power”, “PCC” or the “Corporation”) of proxies for use at the Annual Meeting of Shareholders of the Corporation to be held on Friday, May 15, 2015 (the “Meeting”), or any adjournment thereof. The method of solicitation will be primarily by mail. However, proxies may also be solicited by employees of the Corporation in writing or by telephone at nominal cost. The Corporation may also engage a third party to provide proxy solicitation services on behalf of management in connection with the solicitation of proxies for the Meeting. The cost of solicitation will be borne by the Corporation.

The following abbreviations have been used throughout this Management Proxy Circular:

NAME IN FULL	ABBREVIATION
Power Financial Corporation	PFC
Great-West Lifeco Inc.	Lifeco
IGM Financial Inc.	IGM
Pargesa Holding SA	Pargesa
The Canada Life Assurance Company	Canada Life
The Great-West Life Assurance Company	Great-West
London Life Insurance Company	London Life
Toronto Stock Exchange	TSX
Canadian Securities Administrators	CSA

VOTING SHARES AND PRINCIPAL HOLDERS THEREOF

On March 18, 2015, there were outstanding 48,854,772 Participating Preferred Shares and 413,568,562 Subordinate Voting Shares of the Corporation. The Participating Preferred Shares and the Subordinate Voting Shares are herein sometimes collectively referred to as the “Shares”.

Each holder of Participating Preferred Shares is entitled to 10 votes and each holder of Subordinate Voting Shares is entitled to one vote at the Meeting, or any adjournment thereof, for each share registered in the holder’s name as at the close of business on March 20, 2015 (the “Record Date”). The Subordinate Voting Shares represent 45.84 per cent of the aggregate voting rights attached to the Corporation’s outstanding Shares.

The Articles of the Corporation do not contain any rights or provisions applicable to holders of Subordinate Voting Shares of the Corporation where a takeover bid is made for the Participating Preferred Shares of the Corporation.

To the knowledge of the Directors and officers of the Corporation, as of March 18, 2015, the Desmarais Family Residuary Trust exercised, through holding corporations, control over 48,603,392 Participating Preferred Shares and 48,363,392 Subordinate Voting Shares in the aggregate, representing 99.49 per cent and 11.69 per cent, respectively, of the outstanding shares of such classes and 59.24 per cent and 20.97 per cent, respectively, of the votes and equity associated with the total outstanding Shares of the Corporation. The Desmarais Family Residuary Trust is for the benefit of members of the family of The Honourable Paul G. Desmarais. The trustees of the Desmarais Family Residuary Trust are Jacqueline Desmarais, Paul Desmarais, Jr., André Desmarais, Michel Plessis-Bélair and Guy Fortin. The Desmarais family member trustees determine how to vote the shares of the Corporation controlled by the Desmarais Family Residuary Trust.

To the knowledge of the Directors and officers of the Corporation, no other person or company beneficially owns, or controls or directs, directly or indirectly, more than 10 per cent of any class of voting securities of the Corporation.

VOTING INSTRUCTIONS FOR REGISTERED SHAREHOLDERS

A shareholder is a registered shareholder if shown as a shareholder on the Record Date on the shareholder list kept by Computershare Investor Services Inc. (“Computershare”), as registrar and transfer agent of the Corporation for the Shares, in which case a share certificate will have been issued to the shareholder which indicates the shareholder’s name and the number of Shares owned by the shareholder. Registered holders of Shares will receive with this Management Proxy Circular a form of proxy from Computershare representing the Shares held by the registered shareholder.

IF A REGISTERED SHAREHOLDER DOES NOT WISH TO ATTEND THE MEETING

In order to be voted at the Meeting, or any adjournment thereof, proxies from registered shareholders must be properly executed and received by or deposited with Computershare, 8th Floor, 100 University Avenue, Toronto, Ontario, Canada, M5J 2Y1 (or voted by telephone or the Internet by following the instructions on the accompanying form of proxy), no later than 5:00 p.m. on the last business day preceding the day of the Meeting.

IF A REGISTERED SHAREHOLDER WISHES TO VOTE IN PERSON AT THE MEETING

Registered shareholders who wish to attend the Meeting and vote in person should not complete or return the proxy. Such registered shareholders should register with Computershare upon arrival at the Meeting.

IF A REGISTERED SHAREHOLDER WISHES TO REVOKE A PROXY

A registered shareholder who has submitted a proxy may revoke the proxy by instrument in writing executed by the registered shareholder or his or her attorney authorized in writing or, if the registered shareholder is a corporation, by an officer or attorney thereof duly authorized, and deposited either with Computershare or at the registered office of the Corporation, located at 751 Victoria Square, Montréal, Québec, Canada, at any time up to and including the last business day preceding the day of the Meeting, or any adjournment thereof, at which the proxy is to be used, or with the Chairman of the Meeting on the day of the Meeting, or any adjournment thereof, or in any other manner permitted by law, but prior to the exercise of such proxy in respect of any particular matter.

VOTING INSTRUCTIONS FOR NON-REGISTERED SHAREHOLDERS

A shareholder is a non-registered (or beneficial owner) shareholder if [i] an intermediary (such as a bank, trust company, securities dealer or broker, trustee or administrator of RRSPs, RRIFFs, RESPs and similar plans), or [ii] a clearing agency (such as CDS Clearing and Depository Services Inc.), of which the intermediary is a participant, holds the shareholder’s Shares on behalf of the shareholder (in each case, an “Intermediary”).

In accordance with CSA *National Instrument 54-101 – Communication with Beneficial Owners of Securities of a Reporting Issuer* (“NI-54-101”), the Corporation is distributing copies of materials related to the Meeting to Intermediaries for distribution to non-registered shareholders and such Intermediaries are to forward the materials related to the Meeting to each non-registered shareholder (unless the non-registered shareholder has declined to receive such materials). Such Intermediaries often use a service company (such as Broadridge Investor Communication Solutions in Canada (“Broadridge”)), to permit the non-registered shareholder to direct the voting of the Shares held by the Intermediary, on behalf of the non-registered shareholder. The Corporation is paying Broadridge to deliver, on behalf of the Intermediaries, a copy of the materials related to the Meeting to each “objecting beneficial owner” and each “non-objecting beneficial owner” (as such terms are defined in NI 54-101).

IF A NON-REGISTERED SHAREHOLDER DOES NOT WISH TO ATTEND THE MEETING

Non-registered shareholders who do not wish to attend the Meeting should carefully follow the instructions on the voting instruction form that they receive from their Intermediary in order to vote the Shares that are held through that Intermediary. Non-registered shareholders of the Corporation should submit voting instructions to Intermediaries in sufficient time to ensure that their votes are received from the Intermediaries by the Corporation.

IF A NON-REGISTERED SHAREHOLDER WISHES TO VOTE IN PERSON AT THE MEETING

Since Power generally does not have access to the names of its non-registered shareholders, non-registered shareholders who wish to attend the Meeting and vote in person should insert their own name in the blank space provided in the voting instruction form to appoint themselves as proxyholders and then follow their Intermediary's instructions for returning the voting instruction form.

Non-registered shareholders who wish to attend the Meeting and vote in person should not complete the voting section of the voting instruction form. Such non-registered shareholders should register with Computershare upon arrival at the Meeting.

IF A NON-REGISTERED SHAREHOLDER WISHES TO REVOKE VOTING INSTRUCTIONS

A non-registered shareholder may revoke previously-given voting instructions by contacting his or her Intermediary and complying with any applicable requirements imposed by such Intermediary. An Intermediary may not be able to revoke voting instructions if it receives insufficient notice of revocation.

VOTING BY PROXY

SHAREHOLDERS CAN CHOOSE ANY PERSON OR COMPANY AS THEIR PROXYHOLDER

Each of the persons named in the form of proxy as proxyholder is a representative of management of the Corporation and is a director and officer of the Corporation. **Every shareholder has the right to appoint some other person or company of their choice (who need not be a shareholder) to attend and act on their behalf at the Meeting, or any adjournment thereof, and may do so by inserting such other proxyholder's name in the blank space provided for that purpose in the form of proxy or voting instruction form.**

HOW PROXYHOLDERS WILL VOTE

The persons designated in the form of proxy or voting instruction form will vote for, against or withhold from voting the Shares represented by such form in accordance with the instructions of the shareholder as indicated on such form on any ballot that may be called for and, if the shareholder has specified a choice with respect to any matter to be acted on, the Shares will be voted for, against, or withheld from voting, accordingly. In the absence of such instructions, Shares represented by a proxy will be voted for, against, or withheld from voting, in the discretion of the persons designated in the proxy, which in the case of the representatives of management named in the form of proxy will be as follows: for the election, as directors, of all nominees listed in this Management Proxy Circular; for the appointment of Deloitte LLP as auditors of the Corporation; and against each of the shareholder proposals attached as Schedule "A" to this Management Proxy Circular.

The proxy confers discretionary authority in respect of amendments to matters identified in the Notice of 2015 Annual Meeting of Shareholders and such other matters as may properly come before the Meeting or any adjournment thereof. Management of the Corporation is not aware that any such amendments or other matters are to be submitted to the Meeting.

ELECTION OF DIRECTORS

The Board of Directors of the Corporation (sometimes herein referred to as the “Board”) may consist of not less than 9 and not more than 28 members as determined from time to time by the Board, such number presently being fixed at 11. The 11 persons named hereunder will be proposed for election at the Meeting as Directors of the Corporation. Except where authority to vote in respect of the election of Directors is withheld, the nominees named in the accompanying form of proxy will vote the shares represented thereby for the election of the persons named hereunder. Management of the Corporation does not contemplate that any of the persons named hereunder will be unable or unwilling to serve as a Director; however, if such event should occur prior to the election, the nominees named in the accompanying form of proxy reserve the right to vote for the election in his or her stead of such other person as they, in their discretion, may determine.

The term of office of each Director currently in office expires at the close of the Meeting. Each Director elected at the Meeting shall hold office until the close of the next Annual Meeting of Shareholders or until a successor to the Director is otherwise elected, unless he or she resigns or his or her office becomes vacant for any reason. Under policies adopted by the Board, shareholders have the ability to vote for or withhold from voting for each individual Director proposed for election to the Board of Directors of the Corporation.

The *Canada Business Corporations Act* and applicable securities legislation require that the Corporation have an Audit Committee. The Board of Directors also appoints a Compensation Committee, a Related Party and Conduct Review Committee, and a Governance and Nominating Committee as more fully described in the section entitled “Statement of Corporate Governance Practices” in this Management Proxy Circular.

NOMINEES FOR ELECTION TO THE BOARD

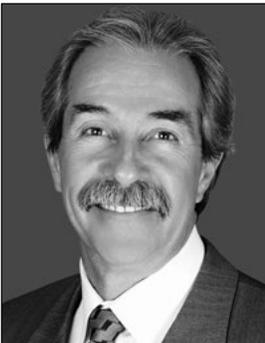
Set forth below are the names of the nominees for election to the Board, their place of residence, age, certain biographical information, the voting results for each nominee elected to the Board at the 2014 Annual Meeting of Shareholders (“2014 AGM”), the number of shares and deferred share units (“DSUs”) of the Corporation and its subsidiaries, and performance-based vesting deferred share units (“PDSUs”) and performance share units (“PSUs”) of PFC (in the case of Mr. Orr), beneficially owned, or controlled or directed, directly or indirectly, by each of them and an assessment of whether each nominee meets or is on track to meet the Corporation’s minimum equity ownership requirements for Directors.

The information below also reflects the number of Board of Directors and Board of Directors Committee meetings held and the attendance, for the financial year ended December 31, 2014, by the Directors who are nominated for election at the Meeting. Shareholders should be aware that Directors make important contributions in respect of the Corporation outside meetings of the Board and its Committees which are not reflected in attendance figures.

The Board is committed to nominating the best individuals for election as Director and the Governance and Nominating Committee takes into account the previous commitments of each individual when proposing candidates to be nominated for election to the Board. The Corporation believes that the interests of the Corporation, a holding company, are well served by the experience of and expertise in the affairs of its large and diversified corporate group that are brought to the Corporation by those Directors who also serve on the boards of its subsidiaries. The presence of such Directors enriches the discussion and enhances the quality of governance at the Board and the boards of the Corporation’s subsidiaries, and assists the Corporation in the proper stewardship of its holdings. See the “Statement of Corporate Governance Practices – Independence of Directors” section later in this Management Proxy Circular.

Footnotes to the biographical information appear at the end of this section.

	Pierre Beaudoin, QUÉBEC, CANADA Mr. Beaudoin is Executive Chairman of the Board and a Director of Bombardier Inc. (a diversified transportation manufacturing company), of which he was President and Chief Executive Officer from 2008 until February 2015. Prior thereto, he was President and Chief Operating Officer of Bombardier Aerospace, a division of Bombardier Inc., from 2001 to 2008, and Executive Vice-President of Bombardier Inc., from 2004 to 2008. He was also President of Bombardier Business Aircraft and President and Chief Operating Officer of Bombardier Recreational Products, which are both divisions of Bombardier Inc.		
	AGE: 52 DIRECTOR SINCE May 2005	BOARD/COMMITTEE MEMBERSHIP^[1] Board Related Party and Conduct Review Committee	ATTENDANCE 4/5 1/1
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
25,000 Subordinate Voting Shares of the Corporation 1,070 Common Shares of PFC		41,804 DSUs of the Corporation ^[2]	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
66,804	\$2,209,876	✓	

	Marcel R. Coutu, ALBERTA, CANADA Mr. Coutu is a Company Director. He is a Director of Brookfield Asset Management Inc. and Enbridge Inc. From 2001 to January 1, 2014, he was President and Chief Executive Officer of Canadian Oil Sands Limited (an oil and gas company) and Chairman of Syncrude Canada Ltd. (a Canadian oil sands project). He was previously Senior Vice-President and Chief Financial Officer of Gulf Canada Resources Limited, and prior to that held various positions in the areas of corporate finance, investment banking, and mining and oil and gas exploration and development. Mr. Coutu is a Director of many Power group of companies in North America including Lifeco, Great-West, Great-West Life & Annuity Insurance Company, London Life, Canada Life Financial Corporation, Canada Life, Putnam Investments, LLC, IGM, Investors Group Inc. and Mackenzie Inc.		
	AGE: 61 DIRECTOR SINCE May 2011	BOARD/COMMITTEE MEMBERSHIP^[1] Board Audit Committee Compensation Committee	ATTENDANCE 5/5 5/5 4/5
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
10,000 Common Shares of Lifeco 900 Common Shares of IGM		19,768 DSUs of the Corporation ^[2] 16,648 DSUs of Lifeco 870 DSUs of IGM	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
19,768	\$653,925	✓	

	Laurent Dassault, PARIS, FRANCE Mr. Dassault is Vice-Chairman and Chief Executive Officer of Groupe Industriel Marcel Dassault SA (an investment and financing company based in Paris, France), a position he has held since December 2011. He was previously Vice-President of Groupe Industriel Marcel Dassault SA from 2006 to 2011, and prior thereto, Managing Director of Banque parisienne internationale. Mr. Dassault is Chairman of Immobilière Dassault SA in France and a Director of a broad range of companies in France and elsewhere, including Groupe Industriel Marcel Dassault SA, SITA SA and Kudelski SA.		
	AGE: 61 DIRECTOR SINCE May 1997	BOARD/COMMITTEE MEMBERSHIP^[1] Board Related Party and Conduct Review Committee	ATTENDANCE 3/5 0/1
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
23,496 Subordinate Voting Shares of the Corporation		N/A	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
23,496	\$777,248	✓	

	André Desmarais, o.c., o.Q., QUÉBEC, CANADA Mr. Desmarais is Deputy Chairman, President and Co-Chief Executive Officer of the Corporation and Executive Co-Chairman of PFC. Prior to joining the Corporation in 1983, he was Special Assistant to the Minister of Justice of Canada and an institutional investment counsellor at Richardson Greenshields Securities Ltd. He has held a number of senior positions with Power group companies and was named President and Co-Chief Executive Officer of the Corporation in 1996. Mr. Desmarais is a Director of many Power group companies in North America, including PFC, Lifeco, Great-West, Great-West Life & Annuity Insurance Company, London Life, Canada Life Financial Corporation, Canada Life, Putnam Investments, LLC, IGM, Investors Group Inc. and Mackenzie Inc. He is also a Director and Vice-Chairman of Pargesa in Europe. He was a Director of Bellus Health Inc. until 2009 and of CITIC Pacific Limited in Asia until 2014. Mr. Desmarais is Honorary Chairman of the Canada China Business Council and is a member of several China-based organizations. Mr. Desmarais is active in a number of cultural, health and other not-for-profit organizations. In 2003, he was named an Officer of the Order of Canada and, in 2009, he was named an Officer of the National Order of Québec. He has received Doctorates <i>Honoris Causa</i> from Concordia University, Université de Montréal and McGill University. Mr. Desmarais is a trustee of the Desmarais Family Residuary Trust. ^[5]			
	AGE: 58 DIRECTOR SINCE May 1988	BOARD/COMMITTEE MEMBERSHIP^[1] Board Governance and Nominating Committee	ATTENDANCE 5/5 1/1	2014 AGM VOTING RESULTS Votes For: 87.10%
SECURITIES HELD^[6]				
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)		
831,818 Subordinate Voting Shares of the Corporation 43,200 Common Shares of PFC 350,000 Common Shares of Lifeco		66,501 DSUs of the Corporation ^[2] 64,685 DSUs of PFC 124,565 DSUs of Lifeco 44,748 DSUs of IGM		
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value^[3]			Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]
	Subordinate Voting Shares	DSUs of the Corporation	Subordinate Voting Shares & DSUs of the Corporation	
898,319	\$27,516,540	\$2,199,853	\$29,716,393	✓

	Paul Desmarais, Jr., o.c., o.q., QUÉBEC, CANADA			
	<p>Mr. Desmarais is Chairman and Co-Chief Executive Officer of the Corporation and Executive Co-Chairman of PFC. He joined the Corporation in 1981 and assumed the position of Vice-President the following year. Mr. Desmarais served as Vice-President of PFC from 1984 to 1986, as President and Chief Operating Officer from 1986 to 1989, as Executive Vice-Chairman from 1989 to 1990, as Executive Chairman from 1990 to 2005, as Chairman of the Executive Committee from 2006 to 2008 and as Executive Co-Chairman from 2008 until today. He also served as Vice-Chairman of the Corporation from 1991 to 1996. He was named Chairman and Co-Chief Executive Officer of the Corporation in 1996. From 1982 to 1990, he was a member of the Management Committee of Pargesa, in 1991, Executive ViceChairman and then Executive Chairman of the Committee; in 2003, he was appointed Co-Chief Executive Officer and in 2013 named Chairman of the Board. He has been a Director of Pargesa since 1992.</p> <p>He is a director of many Power group companies in North America, including PFC, Lifeco, Great-West, Great-West Life & Annuity Company, London Life, Canada Life Financial Corporation, Canada Life, Putnam Investments, LLC, IGM, Investors Group Inc. and Mackenzie Inc. In Europe, he is Vice-Chairman of the Board of Groupe Bruxelles Lambert, and a Director of Total SA, Lafarge SA and SGS SA. He was Vice-Chairman of the Board and a Director of Imerys until 2008 and a Director of GDF Suez until 2014.</p> <p>Mr. Desmarais is Chairman of the Canadian Council of Chief Executives. He is also active on a number of philanthropic advisory councils.</p> <p>In 2005, he was named an Officer of the Order of Canada, in 2009, an Officer of the Ordre national du Québec and, in 2012, Chevalier de la Légion d'honneur in France. He has received a number of honorary doctorates. Mr. Desmarais is a trustee of the Desmarais Family Residuary Trust.^[5]</p>			
AGE: 60 DIRECTOR SINCE May 1988				
BOARD/COMMITTEE MEMBERSHIP^[1]		ATTENDANCE		2014 AGM VOTING RESULTS
Board Governance and Nominating Committee		5/5 1/1		Votes For: 85.59%
SECURITIES HELD^[6]				
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)		
76,045 Subordinate Voting Shares of the Corporation 100,000 Common Shares of Lifeco		46,171 DSUs of the Corporation ^[2] 44,487 DSUs of PFC 26,211 DSUs of Lifeco 22,009 DSUs of IGM		
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value^[3]			Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]
	Subordinate Voting Shares	DSUs of the Corporation	Subordinate Voting Shares & DSUs of the Corporation	
122,216	\$2,515,569	\$1,527,336	\$4,042,905	✓

	Anthony R. Graham, LL.D., ONTARIO, CANADA		
	<p>Mr. Graham is Vice-Chairman and a Director of Wittington Investments, Limited, ("Wittington Investments"), an investment management company and the principal holding company of the Weston-Loblaw Group. From June 2000 to May 2014, he was President of Wittington Investments. Prior thereto, he held senior positions in Canada and the United Kingdom with National Bank Financial Inc. (formerly Lévesque Beaubien Geoffrion Inc.), a Montréal-based investment dealer.</p> <p>Mr. Graham also serves on the Board of PFC.</p> <p>Mr. Graham serves on the Boards of George Weston Limited, Loblaw Companies Limited, Graymont Limited, Brown Thomas Group Limited, Holt Renfrew & Co., Limited, Selfridges & Co. Ltd. and President's Choice Bank, of which he served as Chairman from February 1999 to May 2014. Mr. Graham also serves as Chairman of the Ontario Arts Foundation and the Shaw Festival Theatre Endowment Foundation. He is also a Director of the Art Gallery of Ontario, the Canadian Institute for Advanced Research, St. Michael's Hospital, Luminato and the Trans Canada Trail Foundation. In June 2007, he was awarded an Honorary Doctorate of Laws from Brock University.</p>		
AGE: 58 DIRECTOR SINCE May 2001	BOARD/COMMITTEE MEMBERSHIP^[1]		ATTENDANCE
	Board		4/5
	Compensation Committee		5/5
	Governance and Nominating Committee		1/1
Related Party and Conduct Review Committee		1/1	2014 AGM VOTING RESULTS Votes For: 96.70%
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
25,000 Subordinate Voting Shares of the Corporation		51,707 DSUs of the Corporation ^[2]	
25,000 Common Shares of PFC		43,111 DSUs of PFC	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
76,707	\$2,537,468	✓	

	J. David A. Jackson, LL.B., ONTARIO, CANADA		
	<p>Mr. Jackson retired as a Partner of the law firm Blake, Cassels & Graydon LLP (“Blakes”) in 2012, and currently serves as Senior Counsel to the firm, providing advice primarily in the areas of mergers and acquisitions and corporate governance. He was the Chairman of Blakes from 1995 to 2001. He was recognized throughout his career as a leading practitioner in the areas of mergers and acquisitions, corporate finance and corporate governance by numerous independent assessment organizations.</p> <p>Mr. Jackson is also a Director of several Power group companies in North America, including PFC, Lifeco, Great-West, London Life, Canada Life Financial Corporation and Canada Life. He served as a Director of Investors Group Inc. from 1991 to 2001.</p> <p>Mr. Jackson has also served as a Director of a number of public and private corporations. He was a Director and the Vice-Chairman of the Board of Sunnybrook Health Sciences Centre until June 2011. He holds a Bachelor of Commerce degree from the University of Windsor and a Bachelor of Laws (LL.B.) from Osgoode Hall Law School, and was called to the Bar of Ontario in 1974.</p>		
AGE: 68 DIRECTOR SINCE May 2013	BOARD/COMMITTEE MEMBERSHIP^[1]	ATTENDANCE	2014 AGM VOTING RESULTS
	Board Audit Committee	5/5 5/5	Votes For: 99.85%
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
2,512 Subordinate Voting Shares of the Corporation 5,514 Common Shares of IGM		4,081 DSUs of the Corporation ^[2] 3,307 DSUs of PFC 2,759 DSUs of Lifeco	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
6,593	\$218,096	✓	

	Isabelle Marcoux, QUÉBEC, CANADA		
	<p>Ms. Marcoux is Chair of the Board of Transcontinental Inc. (a printing, publishing and marketing company), a position she has held since February 2012. She was Vice-Chair of the Board from 2007 to 2012 and Vice-President, Corporate Development, from 2004 to 2012. Between 1997 and 2004, she was Director, Mergers and Acquisitions, as well as Director, Legal Affairs and Assistant Corporate Secretary at Transcontinental Inc., prior to which she was a lawyer at McCarthy Tétrault LLP.</p> <p>Ms. Marcoux is a member of the Board of George Weston Limited and Rogers Communications Inc. She was also a member of the Board of Trade of Metropolitan Montreal until 2014. She has been actively involved in a number of fundraising campaigns for community and not-for-profit organizations, including Young Musicians of the World, Tel-Jeunes, the Montreal Children’s Hospital, the Montreal Museum of Fine Arts and the Montreal Mayor’s Foundation For Youth. In 2014, she joined the cabinet for the Foundation OLO’s 2014-2018 major fundraising campaign.</p>		
AGE: 45 DIRECTOR SINCE May 2010	BOARD/COMMITTEE MEMBERSHIP^[1]	ATTENDANCE	2014 AGM VOTING RESULTS
	Board Compensation Committee Governance and Nominating Committee	5/5 4/5 1/1	Votes For: 97.34%
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
Nil		23,660 DSUs of the Corporation ^[2]	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
23,660	\$782,673	✓	

	R. Jeffrey Orr, QUÉBEC, CANADA		
	<p>Mr. Orr is President and Chief Executive Officer of PFC, a position he has held since May 2005. From May 2001 until May 2005, he was President and Chief Executive Officer of IGM. Prior to joining IGM, he was Chairman and Chief Executive Officer of BMO Nesbitt Burns Inc. and Vice-Chairman, Investment Banking Group of the Bank of Montreal. Mr. Orr had been with BMO Nesbitt Burns Inc. and predecessor companies since 1981.</p> <p>Mr. Orr is a Director of PFC and is also a Director, the Chairman of the Board and the Chairman or a member of various Board committees of IGM, Investors Group Inc., Mackenzie Inc., Lifeco, Great-West, Great-West Life & Annuity Insurance Company, London Life, London Insurance Group Inc., Putnam Investments, LLC, Canada Life Capital Corporation, Canada Life Financial Corporation, Canada Life and The Canada Life Insurance Company of Canada. He is also a Director of PanAgora Asset Management Inc.</p> <p>Mr. Orr is active in a number of community and business organizations.</p>		
AGE: 56 DIRECTOR SINCE May 2005	BOARD/COMMITTEE MEMBERSHIP^[1] Board	ATTENDANCE 5/5	2014 AGM VOTING RESULTS Votes For: 97.79%
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs, PSUs & PDSUs (# as at March 18, 2015)	
20,000 Subordinate Voting Shares of the Corporation 400,400 Common Shares of PFC 20,000 Common Shares of Lifeco 120,000 Common Shares of IGM		42,553 DSUs of the Corporation ^[2] 42,290 DSUs of PFC 142,388 PDSUs of PFC ^[7] 75,830 PSUs of PFC ^[7] 121,998 DSUs of Lifeco 56,942 DSUs of IGM	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
62,553	\$2,069,253	✓	

	T. Timothy Ryan, JR., FLORIDA, UNITED STATES OF AMERICA		
	<p>Mr. Ryan is a Company Director. Until October 2014, he was Managing Director, Global Head of Regulatory Strategy and Policy of JPMorgan Chase & Co. ("J.P. Morgan"), a global financial services firm, a position he had held since February 2013. From 2008 to 2013, he was President and Chief Executive Officer of the Securities Industry and Financial Markets Association ("SIFMA"), a trade association representing 680 global financial market participants. Prior to joining SIFMA, he was Vice-Chairman, Financial Institutions and Governments, at J.P. Morgan, where he was a member of the firm's senior leadership. Prior to joining J.P. Morgan in 1993, Mr. Ryan was the Director of the Office of Thrift Supervision, U.S. Department of the Treasury.</p> <p>Mr. Ryan is a Director of many Power group companies in North America, including PFC, Lifeco, Great-West, Great-West Life & Annuity Insurance Company, London Life, Canada Life Financial Corporation and Canada Life, having previously served as a director of the Corporation and of PFC from May 2011 to May 2013 and of Lifeco from May 2010 to May 2013.</p> <p>Mr. Ryan is Chairman of the Board of Santander Holdings U.S.A., Inc. and Santander Bank, N.A. He has served as a director of Markit Group Limited from April 2013 to October 2014 and of Lloyds Banking Group from March 2009 to April 2013. He was a private sector member of the Global Markets Advisory Committee for the National Intelligence Council from 2007 to 2011.</p>		
AGE: 69 DIRECTOR SINCE May 2014*	BOARD/COMMITTEE MEMBERSHIP^[1] Board Audit Committee	ATTENDANCE 3/3* 2/2*	2014 AGM VOTING RESULTS Votes For: 99.92%
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
2,934 Subordinate Voting Shares of the Corporation 2,304 Common Shares of PFC		1,157 DSUs of Lifeco	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
2,934	\$97,057	✓	

* Mr. Ryan was elected to the Board and appointed to the Audit Committee on May 15, 2014. He was also previously a Director of the Corporation from May 13, 2011 to May 15, 2013, but did not stand for re-election at the 2013 Annual Meeting of Shareholders.

	Emőke J.E. Szathmáry, C.M., O.M., PH.D., FRSC, MANITOBA, CANADA Dr. Szathmáry became President Emeritus of the University of Manitoba in 2008. She was named Professor Emeritus in the Department of Anthropology in 2014. From 1996 to 2008, she was President and Vice-Chancellor of the University of Manitoba. She was previously Provost and Vice-President (Academic) of McMaster University in Hamilton and, prior thereto, Dean of the Faculty of Social Science of the University of Western Ontario in London (now Western University). Dr. Szathmáry is a Director of many Power group companies in North America, including PFC, Lifeco, Great-West, London Life, Canada Life Financial Corporation and Canada Life. Dr. Szathmáry also serves on the Board of Directors of several national and provincial educational, research and philanthropic not-for-profit organizations. She has received the Lieutenant Governor's Medal for Excellence in Public Administration in Manitoba and six Honorary Doctorates. Dr. Szathmáry is a Fellow of the Royal Society of Canada and is a Member of the Order of Canada and of the Order of Manitoba.		
	AGE: 71 DIRECTOR SINCE May 1999	BOARD/COMMITTEE MEMBERSHIP^[1] Board Audit Committee Related Party and Conduct Review Committee	ATTENDANCE 5/5 5/5 1/1
SECURITIES HELD			
Shares (# as at March 18, 2015)		DSUs (# as at March 18, 2015)	
3,000 Common Shares of PFC		34,882 DSUs of the Corporation ^[2] 29,618 DSUs of PFC 26,942 DSUs of Lifeco	
Total Subordinate Voting Shares & DSUs of the Corporation (#)	Total Market Value of Subordinate Voting Shares & DSUs of the Corporation^[3]	Minimum Equity Ownership Requirement for Directors: Meets/On track to meet^[4]	
34,882	\$1,153,897	✓	

[1] Director is currently a member of each Committee noted.

[2] The members of the Board of Directors receive all or a portion of their annual retainer and attendance fees in the form of DSUs or in the form of Subordinate Voting Shares of the Corporation. See "Compensation of Directors – Deferred Share Unit Plan and Directors Share Purchase Plan".

[3] Calculated based on March 18, 2015 closing price on the TSX of \$33.08 per Subordinate Voting Share of the Corporation. The value of a DSU of the Corporation is equal to the value of a Subordinate Voting Share.

[4] See "Compensation of Directors – Minimum Equity Ownership Requirement for Directors".

[5] Voting control of the Corporation is held by the Desmarais Family Residuary Trust. See "Voting Shares and Principal Holders Thereof".

[6] The securities described as held by Messrs. André Desmarais and Paul Desmarais, Jr. do not include securities controlled by the Desmarais Family Residuary Trust, of which they are trustees. See also Note 5. 48,363,392 Subordinate Voting Shares and 48,603,392 Participating Preferred Shares of the Corporation are controlled, indirectly, by the Desmarais Family Residuary Trust. The security holdings of Gelco Enterprises Ltd., controlled by the Desmarais Family Residuary Trust, constitute at least 10 per cent of the voting rights attached to all voting securities of the Corporation. 467,839,296 Common Shares of PFC are controlled, indirectly through the Corporation, by the Desmarais Family Residuary Trust. The security holdings of 171263 Canada Inc. constitute at least 10 per cent of the voting rights attached to all voting securities of PFC, and the Corporation owns all of the outstanding shares of 171263 Canada Inc. 709,305,452 Common Shares of Lifeco and 157,224,843 Common Shares of IGM are controlled, indirectly through subsidiaries of the Corporation, by the Desmarais Family Residuary Trust.

[7] Certain officers and employees of PFC receive a portion of their long-term incentive compensation from PFC in the form of PSUs or PDSUs granted under PFC's Performance Share Unit Plan. See PFC's Management Proxy Circular dated March 18, 2015.

COMPENSATION OF DIRECTORS

PROCESS FOR DETERMINATION OF DIRECTOR COMPENSATION

To assist in determining the appropriate compensation for members of the Board of Directors, the Compensation Committee reviews competitive practices from time to time with the assistance of outside compensation consultants (see “Compensation Discussion and Analysis – Compensation Consultant”).

The Compensation Committee reviews compensation data from a Canadian reference group which is the same group used for benchmarking the executive positions (see list of companies included in the Canadian reference group under “Compensation Discussion and Analysis – Benchmarking” below).

The Committee’s compensation policy is:

- > aimed at providing fair, reasonable and competitive total compensation required to attract and retain experienced and competent Directors; and
- > designed to directly align the interests of Directors with the long-term interests of the Corporation’s shareholders.

Although the Committee does not identify a specific percentile within the reference group for determining Director compensation, it tends to fix the level of compensation generally at the median of the Canadian reference group.

The Board made no changes to its policies and practices relating to compensation for the Corporation’s Directors during the financial year ended December 31, 2014.

RETAINERS AND FEES

For the financial year ended December 31, 2014, the retainers and fees payable to all Directors were as follows, unchanged from the prior financial year:

RETAINERS AND FEES

Annual Retainer	\$100,000
Additional Retainer – Member of Committees, except Audit	\$5,000
Additional Retainer – Member of Audit Committee	\$6,000
Additional Retainer – Chairmen of Committees, except Audit	\$15,000
Additional Retainer – Chairman of Audit Committee	\$25,000
Attendance Fee – Board and Committee Meetings	\$2,000

DEFERRED SHARE UNIT PLAN AND DIRECTORS SHARE PURCHASE PLAN

All Directors receive a basic annual retainer of \$100,000. Of this amount, \$50,000 consists of a dedicated annual board retainer which is received by Directors in DSUs under the Corporation’s Deferred Share Unit Plan (the “DSU Plan”), described below, or in the form of Subordinate Voting Shares acquired in the market under the Corporation’s Directors Share Purchase Plan (the “DSP Plan”), also described below. Participation in the DSU Plan or the DSP Plan is mandatory.

Pursuant to the DSU Plan, for Directors who participate in the DSU Plan, the \$50,000 dedicated portion of the annual board retainer is used to acquire DSUs. The number of DSUs granted is determined by dividing the amount of remuneration payable by the average closing price on the TSX of the Subordinate Voting Shares of the Corporation on the last five trading days of the fiscal quarter (the “value of a DSU”). A Director who receives DSUs receives additional DSUs in respect of dividends payable on Subordinate Voting Shares, based on the value of a DSU at that time. A DSU is payable at the time a Director’s membership on the Board is terminated (provided the Director is not then a director, officer or employee of the Corporation or an affiliate of the Corporation), or in the event of the death of a Director, by a lump sum cash payment, based on the value of a DSU at that time. In order to promote greater alignment of interests between Directors and the shareholders of the Corporation, Directors are also able to elect to receive all or a portion of the balance of the annual board retainer and the board and committee attendance fees, committee retainer, and committee chairman retainer in the form of DSUs under the DSU Plan.

Pursuant to the DSP Plan, for Directors who participate in the DSP Plan, the \$50,000 dedicated portion of the annual board retainer is used to acquire Subordinate Voting Shares of the Corporation in the market. The Corporation also pays the administrative costs and brokerage expenses incurred in connection with participation in the DSP Plan, excluding fees and expenses associated with the sale of shares and taxes payable by a Director. In order to promote greater alignment of interests between Directors and the shareholders of the Corporation, Directors are also able to elect to receive the balance of the annual board retainer and board and committee attendance fees, committee retainer and committee chairman retainer in the form of Subordinate Voting Shares acquired under the DSP Plan.

In the view of the Compensation Committee and the Board, these plans further align the interests of Directors with those of the Corporation's shareholders.

DIRECTOR COMPENSATION TABLE

The following table* shows the compensation paid to individuals (other than Named Executive Officers ("NEOs"), see "Executive Compensation – Summary Compensation Table") for services as a Director of the Corporation, and in any other capacities if applicable, during the financial year ended December 31, 2014.

COMPENSATION OF DIRECTORS^[1,2,3]

DIRECTOR	FEES EARNED ^[4] [\$]	SHARE-BASED AWARDS ^[5,6] [\$]	ALL OTHER COMPENSATION [\$]	TOTAL COMPENSATION [\$]
Pierre Beaudoin	65,000	50,000	–	115,000
Marcel R. Coutu	89,000	50,000	–	139,000
Laurent Dassault	61,000	50,000	–	111,000
Anthony R. Graham	97,000	50,000	–	147,000
J. David A. Jackson	95,000	50,000	–	145,000
Isabelle Marcoux	80,000	50,000	–	130,000
R. Jeffrey Orr ^[7]	60,000	50,000	–	110,000
T. Timothy Ryan, Jr. ^[8]	52,000	37,500	–	89,500
Emőke J.E. Szathmáry	93,000	50,000	–	143,000

* Footnotes to this table appear on the following page.

- [1] Table does not include any amounts paid as reimbursement for expenses.
- [2] Compensation paid (including compensation paid as a Director of the Corporation and its subsidiaries) to the NEOs who served as Directors of the Corporation is disclosed in the Summary Compensation Table. See "Executive Compensation" below.
- [3] Some Directors also receive compensation in their capacity as Directors of publicly-traded subsidiaries of the Corporation, and their subsidiaries, namely: Marcel R. Coutu is also a Director of Lifeco, IGM and certain of their subsidiaries; Anthony R. Graham is also a Director of PFC; J. David A. Jackson is also a Director of PFC, Lifeco and certain of its subsidiaries; R. Jeffrey Orr is also a Director of PFC, Lifeco, IGM and certain of their subsidiaries; T. Timothy Ryan, Jr. is also a Director of PFC, Lifeco and certain of its subsidiaries; and Emőke J.E. Szathmáry is also a Director of PFC, Lifeco and certain of its subsidiaries. See PFC's Management Proxy Circular dated March 18, 2015, Lifeco's Management Proxy Circular dated February 24, 2015 and IGM's Management Proxy Circular dated February 27, 2015, as applicable, each of which is available under the applicable issuer's SEDAR profile at www.sedar.com. Compensation received by Directors in their capacity as Directors of publicly-traded subsidiaries of the Corporation is determined solely by the Board or Compensation Committee of such subsidiaries and not by the Board or Compensation Committee of the Corporation.
- [4] Of the fees disclosed, each of the following Directors elected to receive the following amounts in the form of additional DSUs under the Corporation's DSU Plan: Pierre Beaudoin: \$65,000; Marcel R. Coutu: \$89,000; Anthony R. Graham: \$75,000; J. David A. Jackson: \$20,000; Isabelle Marcoux: \$80,000; and R. Jeffrey Orr: \$60,000. T. Timothy Ryan, Jr. elected to receive \$52,000 in the form of Subordinate Voting Shares of the Corporation under the DSP Plan. These amounts are in addition to the amounts shown in the "Share-Based Awards" column above. See also note 6 below.
- [5] Represents the dedicated portion of the annual board retainer that, under the Corporation's DSU Plan and DSP Plan, is required to be paid to Directors in DSUs or Subordinate Voting Shares of the Corporation.
- [6] DSU awards are granted on the first day of each fiscal quarter and the grant date fair value of a DSU award is equal to the average closing price on the TSX of the Subordinate Voting Shares of the Corporation on the last five trading days of the preceding fiscal quarter. The grant date fair value of a DSP award is equal to the aggregate price of the Subordinate Voting Shares so acquired in the market.
- [7] R. Jeffrey Orr is the President and Chief Executive Officer of PFC and his compensation as such (including compensation paid as a Director of PFC and its subsidiaries) for the financial year ended December 31, 2014 is disclosed in PFC's Management Proxy Circular dated March 18, 2015.
- [8] T. Timothy Ryan, Jr. was elected to the Board of the Corporation on May 15, 2014.

DIRECTOR OUTSTANDING OPTIONS, PDSUs AND PSUs

Other than the NEOs (see "Executive Compensation – Incentive Plan Awards") or as stated below, no Director of the Corporation holds options to acquire securities, PDSUs or PSUs of the Corporation or any of its subsidiaries.

R. Jeffrey Orr holds options, PDSUs and PSUs of PFC granted to him as an officer of PFC, which are disclosed in PFC's Management Proxy Circular dated March 18, 2015.

DIRECTOR COMPENSATION EQUITY HOLDINGS AT DECEMBER 31, 2014

The following table* shows equity holdings as at December 31, 2014 for each Director (other than NEOs) in respect of DSUs and Subordinate Voting Shares received as compensation under the Corporation's DSU Plan or DSP Plan in 2014 and prior years.

DIRECTOR	NUMBER OF DSP PLAN SHARES AS AT DECEMBER 31, 2014 ^[1] [#]	NUMBER OF DSUS HELD UNDER THE DSU PLAN AS AT DECEMBER 31, 2014 ^[2] [#]	TOTAL VALUE OF DSP PLAN SHARES AND DSUS ^[3] AS AT DECEMBER 31, 2014 ^[4] [\$]
Pierre Beaudoin	Nil	41,804	1,327,695
Marcel R. Coutu	Nil	19,768	627,832
Laurent Dassault	21,495	Nil	682,681
Anthony R. Graham	Nil	51,707	1,642,214
J. David A. Jackson	Nil	4,081	129,613
Isabelle Marcoux	Nil	23,660	751,442
R. Jeffrey Orr	Nil	42,553	1,351,483
T. Timothy Ryan, Jr.	2,934	Nil	93,184
Emőke J.E. Szathmáry	Nil	34,882	1,107,852

* Footnotes to this table appear on the following page.

- [1] Amount includes shares representing the dedicated portion of the annual board retainer, as well as fees Directors elected to receive in Subordinate Voting Shares of the Corporation under the Corporation's DSP Plan.
- [2] Amount includes DSUs representing the dedicated portion of the annual board retainer, as well as fees Directors elected to receive in DSUs under the Corporation's DSU Plan. Amount also includes DSUs received in respect of dividend equivalents payable on DSUs.
- [3] A DSU is payable at the time a Director's membership on the Board is terminated (provided the Director is not then a director, officer or employee of the Corporation or an affiliate of the Corporation) or in the event of the death of a Director, by a lump sum cash payment, based on the value of a DSU at that time.
- [4] Calculated based on December 31, 2014 closing price of \$31.76 per Subordinate Voting Share of the Corporation on the TSX.

The foregoing table does not disclose all of the equity holdings in the Corporation of members of the Board of the Corporation. Please refer to the table under "Election of Directors" earlier in this Management Proxy Circular for this information with respect to Directors nominated for election at the Meeting.

Directors of the Corporation are subject to the Corporation's Insider Trading Policy, which prohibits each Director from, among other things, entering into speculative transactions or transactions designed to hedge or offset a decrease in market value of equity securities granted by the Corporation as compensation to the Director. Directors may not, directly or indirectly, with respect to any security of the Corporation or a publicly-traded subsidiary (as defined in the policy) of the Corporation: [i] make a "short sale" of the security; [ii] sell a "call" or buy a "put", in respect of the security; [iii] purchase any other financial instruments (including prepaid variable forward contracts, equity swaps, collars or units of exchange funds) which are designed to hedge or offset a decrease in the market value of the security; or [iv] purchase the security for the purpose of selling it at a profit within a short period of time (which the policy provides would generally, depending on the circumstances, mean the purchaser intends to hold such securities for a minimum of two years).

Under the terms of DSUs held by Directors in the Corporation and its publicly-traded subsidiaries, the Directors may not receive or obtain any amount for the purpose of reducing the impact, in whole or in part, of any reduction in the fair market value of the shares of the Corporation relating to such DSUs or, in the case of the subsidiaries, those of a related corporation (such as the Corporation).

MINIMUM EQUITY OWNERSHIP REQUIREMENT FOR DIRECTORS

To further align the interests of Directors with the long-term interest of the Corporation's shareholders, Directors are required to hold Shares or DSUs of the Corporation with a value equivalent to \$400,000 within five years of their becoming a Director of the Corporation. All Directors meet, or are on track to meet, the Corporation's equity ownership requirement.

EXECUTIVE COMPENSATION

SUMMARY COMPENSATION TABLE

The Summary Compensation Table and Notes below* describe the total compensation paid, awarded or earned by each of the named executive officers (collectively, the “NEOs”)** for services rendered in all capacities to the Corporation and, except to the extent indicated in Note 14, its subsidiaries, including PFC in the case of certain NEOs, during the financial years indicated. Except to the extent noted in Note 9, the amounts shown below under “Power Financial Corporation” for “Salary”, “Annual

SUMMARY COMPENSATION TABLE

NAME AND PRINCIPAL POSITION	YEAR	POWER FINANCIAL CORPORATION ⁽¹⁾						
		SALARY [\$]	SHARE-BASED AWARDS ⁽²⁾ [\$]	OPTION-BASED AWARDS ⁽³⁾ [\$]	ANNUAL INCENTIVE PLANS [\$]	PENSION VALUE ⁽⁴⁾ [\$]	ALL OTHER COMPENSATION ⁽⁵⁾ [\$]	TOTAL COMPENSATION FOR PFC [\$]
Paul Desmarais, Jr. ⁽⁹⁾ Chairman and Co-Chief Executive Officer	2014	562,500	137,500	1,301,804 ⁽¹⁰⁾	875,000 ⁽¹¹⁾	-160,689 ⁽¹²⁾	363,631	3,079,746
	2013	550,000	137,500	–	875,000	575,940	396,056	2,534,496
	2012	537,500	137,500	–	500,000	Nil	344,729	1,519,729
André Desmarais ⁽¹³⁾ Deputy Chairman, President and Co-Chief Executive Officer	2014	562,500	137,500	1,301,804 ⁽¹⁰⁾	875,000 ⁽¹¹⁾	-102,444 ⁽¹²⁾	380,168	3,154,528
	2013	550,000	137,500	–	875,000	412,020	388,375	2,362,895
	2012	537,500	137,500	–	500,000	Nil	358,750	1,533,750
Gregory D. Tretiak ^(13,14) Executive Vice-President and Chief Financial Officer	2014	263,000	87,500	127,208 ⁽¹⁰⁾	350,000	126,410	392,324	1,346,442
	2013	256,500	87,500	111,340	350,000	117,000	355,990	1,278,330
	2012	157,694	57,813	112,513	207,500	2,576,000 ⁽¹⁵⁾	187,180	3,298,700 ⁽¹⁵⁾
John A. Rae Executive Vice-President	2014	–	–	–	–	–	–	–
	2013	–	–	–	–	–	–	–
	2012	–	–	–	–	–	–	–
Henri-Paul Rousseau ⁽¹³⁾ Vice-Chairman	2014	317,000	87,500	Nil	370,000	18,500 ⁽¹⁶⁾	275,425	1,068,425
	2013	309,000	87,500	–	370,000	19,000	296,216	1,081,716
	2012	301,500	112,500	–	210,000	18,500	311,892	954,392

* Footnotes to this table appear on pages 20 and 21.

** In addition to the Corporation’s Co-Chief Executive Officers (the “Co-CEOs”) and Chief Financial Officer, only two persons were determined to be NEOs pursuant to applicable securities laws.

Incentive Plans” and “Pension Value” represent inter-company reimbursements from PFC to the Corporation and do not represent amounts paid directly by PFC to the applicable NEOs. Although the Corporation paid or credited these amounts to the applicable NEOs, they are not included in “Salary”, “Annual Incentive Plans” and “Pension Value” under “Power Corporation of Canada” in the chart below as they have been accounted for in the columns below under “Power Financial Corporation”.

	POWER CORPORATION OF CANADA ⁽¹⁾						TOTAL COMPEN- SATION FOR PCC [\$]	
	SALARY [\$]	SHARE- BASED AWARDS ⁽⁶⁾ [\$]	OPTION- BASED AWARDS ⁽⁷⁾ [\$]	ANNUAL INCENTIVE PLANS [\$]	PENSION VALUE [\$]	ALL OTHER COMPEN- SATION ⁽⁸⁾ [\$]		TOTAL COMPEN- SATION FOR PCC [\$]
	562,500	50,000	1,651,500	875,000 ⁽¹¹⁾	-98,487 ⁽¹²⁾	158,381	3,198,894	6,278,640
	550,000	50,000	3,080,400	875,000	417,060	151,806	5,124,266	7,658,762
	537,500	50,000	2,922,026	500,000	Nil	147,229	4,156,755	5,676,484
	562,500	50,000	1,651,500	875,000 ⁽¹¹⁾	-153,667 ⁽¹²⁾	360,918	3,346,251	6,500,779
	550,000	50,000	3,080,400	875,000	568,980	252,625	5,377,005	7,739,900
	537,500	50,000	2,922,026	500,000	Nil	227,000	4,236,526	5,770,276
	263,000	Nil	161,381	350,000	126,410	7,890	908,681	2,255,123
	256,500	79,663	102,864	350,000	117,000	7,695	913,722	2,192,052
	157,694	-	150,008	207,500	2,576,000 ⁽¹⁵⁾	4,731	3,095,933	6,394,633 ⁽¹⁵⁾
	572,000	286,011	140,392	245,000	-283,091 ⁽¹²⁾	17,160	977,472	977,472
	558,000	277,332	119,344	245,000	-243,000	16,740	973,416	973,416
	544,000	25,000	239,360	145,000	-193,000	49,321	809,681	809,681
	317,000	Nil	Nil	370,000	18,500 ⁽¹⁶⁾	7,925	713,425	1,781,850
	309,000	Nil	Nil	370,000	19,000	33,216	731,216	1,812,932
	301,500	25,000	Nil	210,000	18,500	68,642	623,642	1,578,034

- [1] Except as described in Note 13 and Note 14, amounts shown under "Power Financial Corporation" represent amounts paid, awarded or earned by NEOs from PFC and its subsidiaries, while amounts shown under "Power Corporation of Canada" represent amounts paid, awarded or earned by NEOs from the Corporation and its subsidiaries other than PFC and its subsidiaries. No amounts paid, awarded or earned by NEOs from PFC and its subsidiaries have been included in the columns under "Power Corporation of Canada" as they have been accounted for in the appropriate columns under "Power Financial Corporation".
- [2] Share-based awards represent the portion of the annual board retainer that, under the DSU Plan and DSP Plan of PFC, and similar plans of PFC's subsidiaries, is required to be paid to NEOs in DSUs or shares in their capacity as Directors of PFC or its subsidiaries. The value of these awards is determined based on the grant date fair value. See PFC's Management Proxy Circular dated March 18, 2015, Lifeco's Management Proxy Circular dated February 24, 2015 and IGM's Management Proxy Circular dated February 27, 2015, as applicable, each of which is available under the applicable issuer's SEDAR profile at www.sedar.com. Compensation received by NEOs in their capacity as Directors of publicly-traded subsidiaries of the Corporation is determined solely by the Board or Compensation Committee of such subsidiaries and not by the Board or Compensation Committee of the Corporation.
- [3] The grant date fair value for options awarded by PFC in 2014 was calculated as disclosed in PFC's Management Proxy Circular dated March 18, 2015.
- [4] Represents the portion of the compensatory value of the annual pension benefits under the Corporation's basic pension plan, Supplementary Executive Retirement Plan ("SERP") and Mr. Tretiak's pension benefit arrangement, attributable to PFC in 2014, as disclosed in PFC's Management Proxy Circular dated March 18, 2015.
- [5] A substantial portion of this compensation represents board fees paid in cash or, at the election of the NEO, DSUs or DSP Plan shares for services as a Director of PFC and its subsidiaries, as disclosed in PFC's Management Proxy Circular dated March 18, 2015. These amounts do not include the portion of the annual board retainer required to be paid in shares or DSUs which are disclosed in the "Share-Based Awards" column under "Power Financial Corporation" in the table above. Compensation received by NEOs in their capacity as Directors of publicly-traded subsidiaries of the Corporation is determined solely by the Board or Compensation Committee of such subsidiaries and not by the Board or Compensation Committee of the Corporation.
- [6] Share-based awards in 2014 include PDSU grants by the Corporation to Mr. Rae having a grant date fair value of \$286,011. Other than Mr. Rae, no other NEOs received PSU or PDSU grants from the Corporation in 2014. The grant date fair value of a PDSU and PSU is equal to the average of the high and low prices on the TSX of the Subordinate Voting Shares on the preceding trading day. The PSUs and PDSUs are subject to performance vesting conditions over a three-year period pursuant to which PSUs and PDSUs may vest within a range of 0 per cent to 150 per cent. The aggregate grant date fair value for the PSU and PDSU reflects the amount of the grant intended for compensation purposes based on an assumption of 100 per cent vesting. This amount is the same as the accounting fair value. See "Compensation Discussion and Analysis—Components of Compensation—Incentive Compensation—Long-Term Incentives" below. This amount also includes the portion of the annual board retainer that, under the DSU Plan and DSP Plan of the Corporation, is required to be paid to certain NEOs in DSUs or shares in their capacity as Directors of the Corporation. See "Compensation of Directors—Deferred Share Unit Plan and Directors Share Purchase Plan" above. These amounts were \$50,000 for Mr. Paul Desmarais, Jr. and \$50,000 for Mr. André Desmarais. DSU awards are granted on the first day of each fiscal quarter and the grant date fair value of a DSU award is equal to the average closing price on the TSX of the Subordinate Voting Shares of the Corporation on the last five trading days of the preceding fiscal quarter. The grant date fair value of a DSP award is equal to the aggregate price of the Subordinate Voting Shares of the Corporation so acquired in the market.
- [7] The grant date fair value for options awarded by the Corporation in 2014 has been calculated using the Black-Scholes method. The Black-Scholes factor has been determined using an 8-year average volatility of 21.89 per cent at the date of grant, a 3-year dividend yield of 4.44 per cent, and a risk free interest rate of 2.03 per cent equal to the implied yield of Government of Canada bonds with a term equal to the expected life of the options on date of grant. Based on these assumptions, the Black-Scholes factor used was approximately 12 per cent of the exercise price. The use of this methodology is consistent with the method used by its external compensation adviser when valuing the equity-based awards of other companies for competitive total compensation comparison purposes. The grant date fair value for these options is the same as that determined for accounting purposes for options awarded in 2014.

- [8] A substantial portion of this compensation represents board fees paid in cash or DSUs for services as a Director of the Corporation and its subsidiaries other than PFC and its subsidiaries. Amounts for 2014 include the following board fees: Mr. Paul Desmarais, Jr.: \$117,000; and Mr. André Desmarais: \$320,000. This compensation also includes the amounts contributed by the Corporation to proportionately supplement contributions by employees to acquire shares under the Corporation's Employee Share Purchase Program, which is offered to all employees of the Corporation. These amounts do not include the portion of the annual board retainer required to be paid in shares or DSUs which are disclosed in the "Share-Based Awards" column under "Power Corporation of Canada" in the table above. The dedicated annual board retainer is more fully described above in this Management Proxy Circular. Compensation received by NEOs in their capacity as Directors of publicly-traded subsidiaries of the Corporation is determined solely by the Board or Compensation Committee of such subsidiaries and not by the Board or Compensation Committee of the Corporation.
- [9] Mr. Paul Desmarais, Jr. serves both as an executive officer of the Corporation and of PFC, a subsidiary of the Corporation. A portion of the amounts under "Salary", "Annual Incentive Plans" and "Pension Value" paid or credited to this NEO by PFC, is reimbursed by the Corporation to PFC as disclosed in the table above under "Power Corporation of Canada". The amount of the reimbursement is an inter-company payment from the Corporation to PFC and does not represent a payment by the Corporation directly to the NEO. Although PFC paid or credited these amounts to the NEO, they are not included in "Salary", "Annual Incentive Plans" and "Pension Value" under "Power Financial Corporation" in the table above as they have been accounted for in the appropriate columns under "Power Corporation of Canada". Mr. Paul Desmarais, Jr.'s compensation is determined by the Compensation Committee of the Corporation.
- [10] For an explanation of the terms, vesting conditions and grant date fair value for options awarded to Messrs. Paul Desmarais, Jr., André Desmarais and Tretiak by PFC in 2014, see PFC's Management Proxy Circular dated March 18, 2015.
- [11] See "Compensation Discussion and Analysis – Components of Executive Compensation – Incentive Compensation" below.
- [12] Messrs. Paul Desmarais, Jr., André Desmarais and Rae have each attained the maximum pension accrual. As each of their actual earnings in 2014 were lower than initially projected for pension benefit purposes, their compensatory change for the 2014 accrued benefit obligation results in a negative amount.
- [13] This NEO serves both as an executive officer of the Corporation and of PFC, a subsidiary of the Corporation. A portion of the amounts under "Salary", "Annual Incentive Plans" and "Pension Value" paid or credited to this NEO by the Corporation is reimbursed by PFC to the Corporation as disclosed in the table above under "Power Financial Corporation" and, for Messrs. André Desmarais and Tretiak, in PFC's Management Proxy Circular dated March 18, 2015. The amount of the reimbursement is an inter-company payment from PFC to the Corporation and does not represent a payment by PFC directly to the NEO. Although the Corporation paid or credited these amounts to the applicable NEOs, they are not included in "Salary", "Annual Incentive Plans" and "Pension Value" under "Power Corporation of Canada" in the table above as they have been accounted for in the appropriate columns under "Power Financial Corporation".
- [14] Mr. Tretiak was appointed Executive Vice-President and Chief Financial Officer of the Corporation on May 15, 2012 and of PFC on May 14, 2012. Previously, Mr. Tretiak had been Executive Vice-President and Chief Financial Officer of IGM. Information regarding compensation paid, awarded or earned by Mr. Tretiak from IGM and its subsidiaries in 2012 is disclosed in IGM's Management Proxy Circular dated February 28, 2013 and has not been included in the amounts disclosed in the table above.
- [15] Includes a one-time adjustment of \$2,515,000 in respect of the Corporation and \$2,515,000 in respect of PFC, which amounts represent the value of that portion of the benefits to be provided by the Corporation under Mr. Tretiak's pension benefit arrangement with the Corporation, with respect to past service with IGM that exceeds the benefit accrued under the IGM pension plan at the time Mr. Tretiak joined the Corporation.
- [16] Mr. Rousseau participates in the Corporation's basic pension plan and has no other pension benefit arrangement with the Corporation or PFC. He does not participate in the SERP.

INCENTIVE PLAN AWARDS

The table below* shows information for each NEO, for all unexercised options, DSP Plan shares and DSUs of the Corporation and, except to the extent indicated in note 10, its subsidiaries held by NEOs (as well as PDSUs and PSUs of the Corporation in the case of Messrs. Tretiak and Rae) as at December 31, 2014.

OPTION AWARDS

NAME		NUMBER OF SECURITIES UNDERLYING UNEXERCISED OPTIONS [#]		OPTION EXERCISE PRICE [\$]	OPTION EXPIRATION DATE
		VESTED	UNVESTED		
Paul Desmarais, Jr. ^[7]	PCC		450,000 ^[8]	29.905	May 20, 2024
			1,020,000	28.24	May 20, 2023
			975,000	27.245	March 18, 2022
		225,000	225,000	27.60	March 14, 2021
		450,000		30.065	March 15, 2020
		364,000		18.52	March 15, 2019
		346,275		29.89	March 17, 2018
		268,550		37.07	March 25, 2017
		290,125		33.285	April 2, 2016
		263,000		32.025	March 23, 2015
	PFC		395,685 ^[9]	34.01	May 20, 2024
André Desmarais ^[7]	PCC		450,000 ^[8]	29.905	May 20, 2024
			1,020,000	28.24	May 20, 2023
			975,000	27.245	March 18, 2022
		225,000	225,000	27.60	March 14, 2021
		450,000		30.065	March 15, 2020
		364,000		18.52	March 15, 2019
		346,275		29.89	March 17, 2018
		268,550		37.07	March 25, 2017
		290,125		33.285	April 2, 2016
		263,000		32.025	March 23, 2015
	PFC		395,685 ^[9]	34.01	May 20, 2024
Gregory D. Tretiak ^[10]	PCC		43,973 ^[8]	29.905	May 20, 2024
			34,061	28.24	May 20, 2023
			52,690	23.725	May 22, 2022
		PFC	38,665 ^[9]	34.01	May 20, 2024
		41,857	30.64	May 20, 2023	
		47,880	26.11	May 22, 2022	
John A. Rae			38,254 ^[8]	29.905	May 20, 2024
			39,518	28.24	May 20, 2023
			79,868	27.245	March 18, 2022
	38,406	38,406	27.60	March 14, 2021	
	68,784		30.065	March 15, 2020	
	77,900		29.89	March 17, 2018	
	59,300		37.07	March 25, 2017	
	64,550		33.285	April 2, 2016	
57,000		32.025	March 23, 2015		
Henri-Paul Rousseau ^[7]		571,430	228,570	22.635	January 5, 2019

* Footnotes to this table appear on page 24.

VALUE OF UNEXERCISED IN-THE-MONEY OPTIONS ^[1] [\$]		NUMBER OF SHARES OR UNITS OF SHARES THAT HAVE NOT VESTED ^[2] [#]	SHARE-BASED AWARDS	
			MARKET OR PAYOUT VALUE OF SHARE-BASED AWARDS THAT HAVE NOT VESTED ^[3] [\$]	MARKET OR PAYOUT VALUE OF VESTED SHARE-BASED AWARDS NOT PAID OUT OR DISTRIBUTED ^[4,5] [\$]
VESTED	UNVESTED ^[6]			
	834,750	Nil	Nil	4,946,822
	3,590,400			
	4,402,125			
936,000	936,000			
762,750				
4,819,360				
647,534				
Nil				
Nil				
Nil				
7,165,644	9,763,275 ^[6]			
Total: 16,928,919				
	858,636 ^[6]	Nil	Nil	
	834,750	Nil	Nil	10,659,586
	3,590,400			
	4,402,125			
936,000	936,000			
762,750				
4,819,360				
647,534				
Nil				
Nil				
Nil				
7,165,644	9,763,275 ^[6]			
Total: 16,928,919				
	858,636 ^[6]	Nil	Nil	
	81,570	3,035	96,149	354,859
	119,895			
	423,364			
	624,829 ^[6]			
	83,903	Nil	Nil	
	231,888			
	482,152			
	797,943 ^[6]			
	70,961	20,403	646,367	720,063
	139,103			
	360,604			
159,769	159,769			
116,589				
145,673				
Nil				
Nil				
Nil				
422,031	730,437 ^[6]			
Total: 1,152,468				
5,214,299	2,085,701 ^[6]	Nil	Nil	1,274,002
Total: 7,300,000				

- [1] Calculated based on December 31, 2014 closing price on the TSX of \$31.76 per Subordinate Voting Share of the Corporation and \$36.18 per Common Share of PFC (in the case of Messrs. Paul Desmarais, Jr., André Desmarais and Tretiak). In accordance with the CSA requirements, the total amount includes values for unvested (non-exercisable) options as well as vested (exercisable) options.
- [2] Represents the number of PDSUs and PSUs of the Corporation awarded to Mr. Tretiak and Mr. Rae that were not vested as at December 31, 2014.
- [3] Represents unvested PDSUs and PSUs. The fair value of a PDSU and PSU is equal to the five-day average closing price on the TSX of Subordinate Voting Shares, immediately preceding December 31, 2014, being \$31.68 per Subordinate Voting Share. The PDSUs and PSUs are subject to performance vesting conditions over a three-year period pursuant to which PDSUs and PSUs may vest within a range of 0 per cent to 150 per cent. The amount shown assumes 100 per cent vesting, but as such PDSUs and PSUs are unvested, the amount shown is not available to the NEOs. See "Compensation Discussion and Analysis – Components of Compensation – Long-Term Incentives" below.
- [4] This amount includes the value of DSP Plan shares and DSUs received in respect of the portion of annual retainers that, under the DSU Plan and DSP Plan of the Corporation, and similar plans of the Corporation's subsidiaries, Directors are required to be paid in DSUs or in shares. This amount also includes the fees that the NEOs, in their capacity as Directors of the Corporation or its subsidiaries, elected to receive as DSUs or shares. The amount is calculated based on the following December 31, 2014 closing prices on the TSX: PCC Subordinate Voting Shares: \$31.76, PFC Common Shares: \$36.18, Lifeco Common Shares: \$33.59 and IGM Common Shares: \$46.31. No PDSUs of the Corporation were vested as at December 31, 2014.
- [5] DSUs are payable at the time a Director's membership on the Board is terminated (provided the Director is not then a director, officer or employee of the Corporation or an affiliate of the Corporation), or in the event of the death of a Director, by a lump sum cash payment, based on the value of the DSUs at that time. Vested PDSUs are redeemable at the time the NEO's employment on behalf of the Corporation (or another corporation related to the Corporation) is terminated, or in the event of the death of the NEO, by a lump sum cash payment, based on the value of the vested PDSUs at that time. No PDSUs of the Corporation were vested as at December 31, 2014.
- [6] These values are related to non-exercisable options and are therefore not available to the NEOs.
- [7] These NEOs did not hold any PSUs or PDSUs of the Corporation or PFC as at December 31, 2014.
- [8] Options awarded to the NEO by the Corporation during the financial year ended December 31, 2014. These options have a 10-year term. 50 per cent of these options vest on the third anniversary of the award and the remaining 50 per cent vest on the fourth anniversary of the award.
- [9] For an explanation of the terms, vesting conditions and grant date fair value for options awarded to Messrs. Paul Desmarais, Jr., André Desmarais and Tretiak by PFC in 2014, see PFC's Management Proxy Circular dated March 18, 2015.
- [10] Mr. Tretiak also holds options of IGM previously granted to him as an officer of IGM which are disclosed in IGM's Management Proxy Circular dated February 27, 2015.

INCENTIVE PLAN AWARDS - VALUE VESTED OR EARNED DURING THE YEAR

The table below shows information for each NEO for the year ended December 31, 2014.

NAME	OPTION-BASED AWARDS – VALUE VESTED DURING THE YEAR ^[1]		SHARE BASED AWARDS – VALUE VESTED DURING THE YEAR ^[2]		NON-EQUITY INCENTIVE PLAN COMPENSATION – VALUE EARNED DURING THE YEAR ^[3]	
	PFC	PCC	PFC	PCC	PFC	PCC
Paul Desmarais, Jr.	Nil	472,500	Nil	Nil	875,000	875,000 ^[4]
André Desmarais	Nil	472,500	Nil	Nil	875,000 ^[5]	875,000
Gregory D. Tretiak ^[6]	Nil	Nil	Nil	Nil	350,000 ^[5]	350,000
John A. Rae	–	80,653	–	Nil	–	245,000
Henri-Paul Rousseau	Nil	985,717	Nil	Nil	370,000 ^[5]	370,000

[1] Summarizes for each of the NEOs, the aggregate value that would have been realized if the options under the Corporation's Executive Stock Option Plan (and for Messrs. Paul Desmarais, Jr., André Desmarais and Tretiak, under PFC's Employee Stock Option Plan) had been exercised on the vesting date during the financial year ended December 31, 2014.

[2] Summarizes for each of the NEOs, the aggregate value that would have been realized if PDSUs and PSUs of the Corporation had been redeemed on the vesting date during the financial year ended December 31, 2014. Vested PDSUs are redeemable at the time the NEO's employment on behalf of the Corporation (or another corporation related to the Corporation) is terminated, or in the event of the death of the NEO, by a lump sum cash payment, based on the value of the vested PDSUs at that time. No PDSUs and PSUs vested during the financial year ended December 31, 2014.

[3] These are the same amounts as disclosed under the respective PFC and PCC "Annual Incentive Plans" columns in the Summary Compensation Table earlier in this Management Proxy Circular.

[4] This amount represents an inter-company reimbursement from the Corporation to PFC. It does not represent an additional amount paid to the NEO by the Corporation. Although PFC paid this amount to the NEO, it is not included under "PFC" above as it has been accounted for in the appropriate column under "PCC".

[5] This amount represents an inter-company reimbursement from PFC to the Corporation. It does not represent an additional amount paid to the NEOs by PFC. Although the Corporation paid these amounts to the applicable NEOs, they are not included under "PCC" above as they have been accounted for in the appropriate column under "PFC".

[6] Mr. Tretiak also holds options of IGM, previously granted to him as an officer of IGM, which vested during the year ended December 31, 2014. See disclosure in IGM's Management Proxy Circular dated February 27, 2015.

EQUITY COMPENSATION PLAN INFORMATION

The following table shows the number of securities authorized for issuance under equity compensation plans of the Corporation. The only equity compensation plan under which shares of the Corporation may be issued from treasury is the Executive Stock Option Plan.

AT DECEMBER 31, 2014	NUMBER OF SECURITIES TO BE ISSUED UPON EXERCISE OF OUTSTANDING OPTIONS, WARRANTS AND RIGHTS	WEIGHTED-AVERAGE EXERCISE PRICE OF OUTSTANDING OPTIONS, WARRANTS AND RIGHTS	NUMBER OF SECURITIES REMAINING AVAILABLE FOR FUTURE ISSUANCE UNDER EQUITY COMPENSATION PLANS [EXCLUDING SECURITIES REFLECTED IN COLUMN [A]]
PLAN CATEGORY	[A]	[B]	[C]
Equity compensation plans approved by security holders	19,201,545	\$28.73	8,592,668
Equity compensation plans not approved by security holders	N/A	N/A	N/A
Total	19,201,545	\$28.73	8,592,688

EQUITY COMPENSATION PLANS

The Executive Stock Option Plan was accepted by the TSX and was approved by shareholders on May 10, 1985. Amendments to the number of shares available for issuance under the Executive Stock Option Plan and other provisions have also been approved by the Corporation's shareholders from time to time.

The following table provides information regarding the Executive Stock Option Plan, as at March 18, 2015.

	NUMBER OF SUBORDINATE VOTING SHARES	% OF OUTSTANDING SHARES OF THE CORPORATION
(a) Issuable pursuant to options outstanding	18,307,916	3.96%
(b) Issuable pursuant to options available for granting	8,555,526	1.85%
(c) Reserved for issuance (a+b)	26,863,442	5.81% ^[1]
Issuable pursuant to options granted during year ended December 31, 2014	1,406,004	0.30% ^[2]

[1] Commonly referred to as the "overhang".

[2] Commonly referred to as the annual "burn rate".

The Executive Stock Option Plan provides for the grant of options to certain officers, key employees and key associates of Power and its subsidiaries, as designated by the Compensation Committee. The Compensation Committee determines the number of Subordinate Voting Shares to be covered by each such grant of options and determines, subject to the Executive Stock Option Plan, the terms of each such grant of options. The options are granted for a period of not more than 10 years, although a shorter option period may be established by the Compensation Committee. Options granted under the Executive Stock Option Plan generally vest on the basis of [i] as to the first 50 per cent, three years from the date of grant; and [ii] as to the remaining 50 per cent, four years from the date of grant. Options may be exercised earlier in the event of death, disability or a change of control of the Corporation.

The options granted under the Executive Stock Option Plan permit option holders to purchase Subordinate Voting Shares of the Corporation on payment of the subscription price. The subscription price is not less than the market value of Subordinate Voting Shares on the date of the grant. The market value of Subordinate Voting Shares for this purpose is calculated by taking the average of the high and low prices of Subordinate Voting Shares on the TSX on the immediately preceding trading day or, if two or more sales of Subordinate Voting Shares have not been reported for that day, the average of the bid and ask for the Subordinate Voting Shares on such day.

Unless otherwise determined by the Compensation Committee, options terminate upon the earlier of the date first established by the Compensation Committee and [i] three years from termination of employment by reason of death; [ii] three years from the date of death in the event of the death of a retiree holding stock options; [iii] 12 months from termination of employment other than by reason of death, disability, retirement or dismissal for fraud or wilful fault or neglect; [iv] the date of termination of employment by reason of dismissal for fraud or wilful fault or neglect; and [v] the date of termination of employment for any cause other than death or disability, in the case of an employee with less than one year's service at the date of grant. In the event of a change of control of the Corporation, all outstanding options will become exercisable and continue to terminate on the termination date, as first established by the Compensation Committee. Options are not assignable other than by will or succession law, except, if and on such terms as the Committee may permit, options can be transferred to certain of the optionee's family members, or trusts or holding companies controlled by the optionee, in which case the options shall continue to be subject to the Executive Stock Option Plan as if the optionee remained the holder thereof.

If options granted under the Executive Stock Option Plan would otherwise expire during a blackout period or within 10 business days of the end of such period, the expiry date of the option will be extended to the tenth business day following the end of the blackout period.

The number of Subordinate Voting Shares issuable to insiders (as defined under TSX rules for this purpose) at any time under options issued and outstanding pursuant to the Executive Stock Option Plan and under any other security-based compensation arrangements (also as defined under applicable TSX rules) of the Corporation shall not exceed in the aggregate 10 per cent of the Corporation's total issued and outstanding Shares, and the number of Subordinate Voting Shares issued to insiders within any one-year period under options issued and outstanding pursuant to the Executive Stock Option Plan and under any other security-based compensation arrangements of the Corporation shall not exceed in the aggregate 10 per cent of the Corporation's total issued and outstanding Shares. The number of Subordinate Voting Shares reserved for issuance to any one person pursuant to options is limited to 5 per cent of the outstanding Shares.

The Board may at any time and from time to time amend, suspend, cancel or terminate the Executive Stock Option Plan or an option granted thereunder, in whole or in part, provided however that approval of the holders of the Shares, by a majority of votes cast by voting shareholders present or represented by proxy at a meeting, is required for the following:

1. increasing the number of Subordinate Voting Shares that can be issued under the Executive Stock Option Plan;
2. reducing the subscription price of an outstanding option, including a cancellation and re-grant of an option in conjunction therewith constituting a reduction of the subscription price of the option;
3. extending the term of any outstanding option;
4. permitting the grant of an option with an expiry date of more than 10 years from the grant date;
5. expanding the authority of the Board to permit assignability of options beyond that currently contemplated by the Executive Stock Option Plan;
6. adding non-employee Directors to the categories of participants eligible to participate in the Executive Stock Option Plan;
7. amending the Executive Stock Option Plan to provide for other types of compensation through equity issuance;
8. increasing or deleting the percentage limit on shares issuable or issued to insiders under the Executive Stock Option Plan (being 10 per cent of the Corporation's total issued and outstanding Shares);
9. increasing or deleting the percentage limit on shares reserved for issuance to any one person under the Executive Stock Option Plan (being 5 per cent of the Corporation's total issued and outstanding Shares); and
10. amending the amendment provisions other than as permitted under TSX rules;

unless, in any of the foregoing cases, the change results from the application of the anti-dilution provisions of the Executive Stock Option Plan.

The Board of Directors, on March 19, 2014, authorized an amendment to the Executive Stock Option Plan to increase the number of Subordinate Voting Shares issuable pursuant thereto by an additional 9,000,000 Subordinate Voting Shares, which amendment was approved by the Corporation's shareholders at the Annual Meeting of the Corporation's shareholders held on May 15, 2014.

TERMINATION AND CHANGE OF CONTROL BENEFITS

There are no change of control provisions in place for the NEOs which provide for incremental payments, payables or benefits.

RETIREMENT PLAN BENEFITS

The Corporation has a Supplementary Executive Retirement Plan (the "SERP") pursuant to which pension benefits may become payable, in addition to the pension benefits payable from the Corporation's basic pension plan, to certain of the executive officers of the Corporation or any subsidiary of the Corporation (collectively, the "Power Group"), as may be designated for participation by the Compensation Committee of the Board of Directors. The NEOs, except Messrs. Tretiak and Rousseau, participate in the SERP.

The following table summarizes the main provisions of the SERP:

PROVISION	DESCRIPTION
Member contributions	None permitted
Credited service	Years of service (including fractions of years of service) with the Power Group while an executive officer designated by the Corporation for participation in the SERP
Pensionable compensation	Salary and bonuses received in respect of all Power Group positions
Average compensation	Average of the highest 3 years of compensation out of the final 10 years of credited service
Normal retirement age	62 years
Pension formula	Maximum annual pension equal to 60 per cent of the average compensation less offset (see below)
Offset	Amount of benefits payable under the Canada Pension Plan or the Québec Pension Plan and the Corporation's basic pension plan on the date of retirement
Years of credited service requirement	Entitlement to the maximum supplementary pension under the SERP requires 15 years of credited service with the Power Group and no benefit is payable to a participant with less than 5 years of credited service at retirement
Reduced pension	The amount of the supplementary pension (prior to offset) is reduced by 6 ⅔ per cent for each year by which the credited service with the Power Group is less than 15 years
Early retirement age	Early retirement may not be elected prior to age 55
Retirement prior to normal retirement age	The supplementary pension earned to the date of early retirement becomes payable, provided the participant has completed 10 years of credited service with the Power Group, but is subject to a reduction in the supplementary pension benefit (prior to offset) of 6 per cent for each year by which the retirement precedes age 60

Under his pension benefit arrangement and the Corporation's basic pension plan, Mr. Tretiak becomes entitled to an annual pension at age 62 equal to a percentage of the average of the highest 3 years of his compensation out of the final 10 years of credited service multiplied by his credited service under the Corporation's basic pension plan, provided that, in no event will such pension benefit exceed 60 per cent of the average of the highest 3 years of his compensation out of the final 10 years of credited service. Mr. Tretiak's pension benefit is reduced by the amount of the benefits payable under the Canada Pension Plan and the Québec Pension Plan and any benefits payable under his IGM Supplementary Executive Retirement Plan (for prior service with IGM, a subsidiary of the Corporation) on the date of retirement. Credited service includes service with the Corporation and service with IGM recognized under the Corporation's basic pension plan. His average compensation covered under his pension benefit arrangement is calculated based on salary and bonuses received in respect of all Power Group positions.

Mr. Rousseau participates in the Corporation's basic pension plan and has no other pension benefit arrangement with the Corporation. Under the Corporation's basic pension plan, Mr. Rousseau becomes entitled to an annual pension at age 62 equal to a percentage of the average of the highest 3 consecutive years of his compensation, calculated based on salary and bonuses, multiplied by his credited service under the plan, provided that in no event will such pension benefit exceed the maximum lifetime retirement benefit permitted to be provided by a registered pension plan under the Income Tax Act (Canada).

NAME	NUMBER OF YEARS OF CREDITED SERVICE ^[1] [#]	POWER FINANCIAL CORPORATION					
		ANNUAL BENEFITS PAYABLE [\$]		ACCRUED OBLIGATION AT START OF YEAR ^[4,5] [\$]	COMPENSATORY CHANGE ^[6] [\$]	NON-COMPENSATORY CHANGE ^[7] [\$]	ACCRUED OBLIGATION AT YEAR-END ^[4,5] [\$]
		AT YEAR-END ^[2,3]	AT AGE 65 ^[2]				
Paul Desmarais, Jr.	37.7 ^[8]	1,131,140	1,131,140	11,656,260	-160,689	3,881,049	15,376,620
André Desmarais	31.7 ^[8]	729,768	729,768	8,332,380	-102,444	1,734,064	9,964,000
Gregory D. Tretiak	26.5 ^[9]	251,805	292,263	3,155,500	126,410	877,090	4,159,000
John A. Rae	43.7	–	–	–	–	–	–
Henri-Paul Rousseau ^[10]	6.1 ^[8]	8,571	8,571	94,500	18,500	17,000	130,000

[1] With respect to Messrs. Paul Desmarais, Jr., André Desmarais and Rae, a maximum of 15 years of credited service are recognized under the SERP.

[2] The annual benefits payable at year-end and at age 65 represent the estimated pension earned for all service to date, and based on total service projected to age 65, respectively. This estimated pension is calculated based on actual pensionable earnings as at the end of the financial year ended December 31, 2014 and on the terms of the current retirement agreements. For NEOs who have already attained age 65, the annual benefits payable at age 65 correspond to the annual benefits payable at year-end. The benefits payable at year-end, as shown above, do not include any reduction that may apply if a NEO retires prior to the normal retirement age.

[3] For an explanation of the annual benefit payable by PFC at year-end, see PFC's Management Proxy Circular dated March 18, 2015.

[4] The accrued obligation represents the value of the projected pension benefits from all pension plans of the Corporation, earned for all service to date.

[5] The estimated accrued obligation values are calculated each year, based on the same method and assumptions used in the Corporation and PFC's financial statements. The key assumptions include a discount rate of 4.80 per cent per year to calculate the accrued obligation at the start of the year and the annual service cost, a discount rate of 3.90 per cent to calculate the accrued obligation at year-end and a rate of increase in future compensation of 3.50 per cent per year.

The following table presents information on the pension benefits offered to each NEO calculated as of the end of 2014 for the Corporation's basic pension plan, the SERP and Mr. Tretiak's pension benefit arrangement for services rendered in all capacities to the Corporation and its subsidiaries, including PFC in the case of certain NEOs. The amounts shown below under "Power Financial Corporation" and "Power Corporation of Canada" represent the portion of the annual pension benefits payable and the accrued obligation that are shared by PFC and the Corporation. As at the end of 2014, the percentages attributable to PFC and the Corporation are, respectively, 62 per cent and 38 per cent for Paul Desmarais, Jr., 40 per cent and 60 per cent for André Desmarais and 50 per cent each for Gregory D. Tretiak and Henri-Paul Rousseau.

POWER CORPORATION OF CANADA						TOTAL		
ANNUAL BENEFITS PAYABLE [\$]						ANNUAL BENEFITS PAYABLE [\$]		
AT YEAR-END ^[2]	AT AGE 65 ^[2]	ACCRUED OBLIGATION AT START OF YEAR ^[4,5] [\$]	COMPEN-SATORY CHANGE ^[6] [\$]	NON-COMPEN-SATORY CHANGE ^[7] [\$]	ACCRUED OBLIGATION AT YEAR-END ^[4,5] [\$]	AT YEAR-END ^[2]	AT AGE 65 ^[2]	ACCRUED OBLIGATION AT YEAR-END ^[4,5] [\$]
693,280	693,280	8,440,740	-98,487	1,082,127	9,424,380	1,824,420	1,824,420	24,801,000
1,094,652	1,094,652	11,506,620	-153,667	3,593,047	14,946,000	1,824,420	1,824,420	24,910,000
251,805	292,263	3,155,500	126,410	877,090	4,159,000	503,610	584,526	8,318,000
426,620	426,620	5,449,000	-283,091	1,075,091	6,241,000	426,620	426,620	6,241,000
8,571	8,571	94,500	18,500	17,000	130,000	17,142	17,142	260,000

[6] Includes service cost for the year, the impact on the accrued obligation of the difference between actual and estimated earnings and the impact of amendments to the applicable plans or arrangements, if any.

[7] Includes the impact on the accrued obligation of the change in the discount rate from 4.80 per cent to 3.90 per cent, non-pay related experience such as mortality and retirement, and increase in the obligation due to interest and changes in other assumptions, if any.

[8] Represents the total years of credited service with the Corporation and PFC.

[9] Represents the total years of credited service with the Corporation, PFC and IGM.

[10] Mr. Rousseau participates in the Corporation's basic pension plan and has no other pension benefit arrangement with the Corporation or PFC. He does not participate in the SERP.

INDEBTEDNESS OF DIRECTORS AND EXECUTIVE OFFICERS

The following table sets out the indebtedness of directors and executive officers of the Corporation (including any person who, during the financial year ended December 31, 2014, was, but is not at the date of this Management Proxy Circular, a director or executive officer of the Corporation), nominees for election as directors, and any associates of any of the foregoing persons, during the financial year ended December 31, 2014 to the Corporation or its subsidiaries, or to other entities if the indebtedness to such other entities is the subject of a guarantee, support agreement, letter of credit or other similar arrangement or understanding provided by the Corporation or any of its subsidiaries, in each case other than "routine indebtedness" as defined under applicable securities law.

NAME AND PRINCIPAL POSITION	INVOLVEMENT OF THE CORPORATION OR ITS SUBSIDIARY	LARGEST AMOUNT OUTSTANDING DURING THE FINANCIAL YEAR ENDED DECEMBER 31, 2014 [\$]	AMOUNT OUTSTANDING AS AT FEBRUARY 28, 2015 [\$]	FINANCIALLY ASSISTED SECURITIES PURCHASES DURING THE FINANCIAL YEAR ENDED DECEMBER 31, 2014 [#]	SECURITY FOR INDEBTEDNESS	AMOUNT FORGIVEN DURING FINANCIAL YEAR ENDED DECEMBER 31, 2014 [\$]
Securities						
Purchase Programs						
–	–	–	–	–	–	–
Other Programs						
Gregory D. Tretiak ^[1] Executive Vice- President and Chief Financial Officer	Parent company of lender	990,513	947,027	Nil	Charge on residence	Nil

[1] Disclosed indebtedness is a residential mortgage that was registered in the name of Investors Group Trust Co. Ltd., a subsidiary of IGM which makes loans in the ordinary course of business, during the financial year ended December 31, 2013. The mortgage matures on October 1, 2018, is fully secured against the residence of the borrower and is on substantially the same terms, including as to interest rate and security, as are available when a loan is made available to other customers of the lender with comparable credit.

Other than as disclosed in the foregoing table, as at February 28, 2015, no current or former executive officers, directors or employees of the Corporation or any of its subsidiaries (other than Lifeco and IGM and their respective subsidiaries), was indebted to the Corporation or any of its subsidiaries, or to other entities if the indebtedness to such other entities is the subject of a guarantee, support agreement, letter of credit or other similar arrangement or understanding provided by the Corporation or any of its subsidiaries, in each case other than "routine indebtedness" as defined under applicable securities law.

The Compensation Committee of the Board has approved an unsecured, interest-free loan to Gregory D. Tretiak in the amount of \$1,000,000. No amounts have yet been disbursed pursuant to the loan. PFC will contribute \$500,000 to the Corporation for purposes of the loan.

If and as required by applicable securities law, the aggregate outstanding indebtedness of all current and former executive officers, directors and employees of Lifeco and its subsidiaries to Lifeco and its subsidiaries is disclosed in Lifeco's Management Proxy Circular dated February 24, 2015 and the aggregate outstanding indebtedness of all current and former executive officers, directors and employees of IGM and its subsidiaries to IGM and its subsidiaries is disclosed in IGM's Management Proxy Circular dated February 27, 2015.

COMPENSATION DISCUSSION AND ANALYSIS

The 2014 compensation of the officers of the Corporation (in such capacity) was determined by the Compensation Committee of the Corporation. Other than the options awarded by PFC to Messrs. Paul Desmarais, Jr., André Desmarais and Tretiak, the 2014 compensation of the officers of PFC (in such capacity) who are also officers of the Corporation, namely Messrs. Paul Desmarais, Jr., André Desmarais, Tretiak and Rousseau, was determined by the Compensation Committee of the Corporation, which is constituted entirely with directors who are independent of PFC and the Corporation. The amounts

shown in “Executive Compensation – Summary Compensation Table” earlier in this Management Proxy Circular for Messrs. André Desmarais, Tretiak and Rousseau for “Salary”, “Annual Incentive Plans” and “Pension Value” under “Power Financial Corporation” have been paid or credited by the Corporation, were subject to inter-company reimbursements from PFC to the Corporation, and do not represent additional compensation paid or credited to these officers by PFC. The amounts shown in “Executive Compensation – Summary Compensation Table” earlier in this Management Proxy Circular for Mr. Paul Desmarais, Jr. for “Salary”, “Annual Incentive Plans” and “Pension Value” under “Power Corporation of Canada” have been paid or credited by PFC, were subject to inter-company reimbursements from the Corporation to PFC, and do not represent additional compensation paid or credited to him by the Corporation.

THE COMPENSATION COMMITTEE

The Board of Directors of the Corporation has established a Compensation Committee (the “Committee”), which is responsible for approving (or, in the case of the Co-CEOs, recommending to the Board for approval) the compensation for the executives of the Corporation. The Committee also recommends to the Board for approval the compensation arrangements for the Directors, for the Chairman of the Board, for the Chairmen of Board committees and for members of Board committees. The Committee also approves compensation policies and guidelines applicable to employees; it recommends for approval by the Board such incentive compensation plans, equity compensation plans, registered pension plans, supplemental pension plans and other compensation plans for employees as it deems appropriate; and it oversees the management of the Corporation’s incentive compensation plans and equity compensation plans.

COMPOSITION OF THE COMMITTEE

The members of the Compensation Committee are Anthony R. Graham, Marcel R. Coutu and Isabelle Marcoux. Each member of the Committee is an independent director within the meaning of the Instruments (as more fully described in the “Statement of Corporate Governance Practices – Independence of Directors” section later in this Management Proxy Circular) and none receives, directly or indirectly, any compensation from the Corporation other than for service as a member of the Board of Directors and its committees. Additionally, none of the members of the Compensation Committee currently serves as the Chief Executive Officer of a public company. As described below, all members of the Committee have direct experience that is relevant to their responsibilities in executive compensation and have the skills and experience that contribute to the ability of the Committee to make decisions on the suitability of the Corporation’s compensation policies and practices.

RELEVANT EXPERIENCE OF MEMBERS OF THE COMMITTEE

In addition to each Committee member’s general business background, senior management experience and involvement with other companies (see biographical information under “Election of Directors – Nominees for Election to the Board”), each of the Compensation Committee members has many years of experience on the compensation committees, or working closely with the compensation committees, of other companies. The following is a description of the direct experience of each of the members of the Compensation Committee that is relevant to such member’s responsibilities in executive compensation. Through the positions described below, the members of the Compensation Committee have been involved in the design, implementation or oversight of compensation programs within the financial services industry or other sectors. The members of the Compensation Committee draw upon this experience and their business judgment, as well as the skills gained with this experience, to enable the Compensation Committee to make decisions on the suitability of the Corporation’s compensation policies and practices.

Mr. Graham is Vice-Chairman and a Director of Wittington Investments, Limited (“Wittington Investments”), an investment management company and the principal holding company of the Weston-Loblaw Group. From June 2000 to May 2014, he was President of Wittington Investments. Prior thereto, he held senior positions in Canada and the U.K. with National Bank Financial Inc. (formerly Lévesque Beaubien Geoffrion Inc.), a Montréal-based investment dealer. Mr. Graham also serves on the Board of PFC as well as George Weston Limited, Loblaw Companies Limited, Graymont Limited, Brown Thomas Group Limited, Holt Renfrew & Co., Limited, Selfridges & Co. Ltd. and President’s Choice Bank, of which he served as Chairman from February 1999 to May 2014. He has been a member of the Corporation’s Compensation Committee since May 2010. He is also a member of the Compensation Committees of both George Weston Limited and Loblaw Companies Limited.

Mr. Coutu is a Company Director. He is a Director of Brookfield Asset Management Inc. and Enbridge Inc. From 2001 to January 1, 2014, he was President and Chief Executive Officer of Canadian Oil Sands Limited, an oil and gas company, and Chairman of Syncrude Canada Ltd., a Canadian oil sands project. He was previously Senior Vice-President and Chief Financial Officer of Gulf Canada Resources Limited and, prior to that, held various positions in the areas of corporate finance, investment banking, and mining and oil and gas exploration and development. He has been a member of the Corporation’s

Compensation Committee since May 2012. Mr. Coutu is a Director and a member of the Compensation Committees of Lifeco and its subsidiaries Great-West, Great-West Life & Annuity Insurance Company, London Life, Canada Life Financial Corporation, Canada Life, Putnam Investments, LLC and of IGM and its subsidiaries Investors Group Inc. and Mackenzie Inc. He serves on the Pension and Compensation Committee of the Calgary Exhibition and Stampede Board, and has also held board positions with Gulf Indonesia Resources Limited, TransCanada Power Limited Partnership and the Board of Governors of the Canadian Association of Petroleum Producers.

Ms. Marcoux is Chair of the Board of Transcontinental Inc., a printing, publishing and marketing company since February 2012. She was Vice-Chair of the Board from 2007 to 2012 and Vice-President, Corporate Development, from 2004 to 2012. Between 1997 and 2004, she was Director, Mergers and Acquisitions, as well as Director, Legal Affairs and Assistant Corporate Secretary at Transcontinental Inc., prior to which she was a lawyer at McCarthy Tétrault LLP. Ms. Marcoux is a member of the Board of George Weston Limited and Rogers Communications Inc. and was a member of the Board of Trade of Metropolitan Montreal until 2014. She has been a member of the Corporation's Compensation Committee since May 2012. She is the Chairperson of the Compensation Committee of Rogers Communications Inc. and as the Chair of the Board of Transcontinental Inc., she works closely with its Human Resources and Compensation Committee.

COMPENSATION CONSULTANT

Towers Watson has been retained by the Compensation Committee since 2006 to provide executive compensation consulting services. Towers Watson's services typically include advising on compensation policies and assessing compensation-related market developments for senior executives and directors. The Committee meets alone as required without the compensation adviser and without management. In addition, the Committee regularly consults Towers Watson without management being present. Recommendations and decisions made by the Compensation Committee usually reflect other factors and considerations in addition to the information and guidance provided by Towers Watson.

Towers Watson also provides non-executive compensation consulting services to the Corporation, at the request of management, which are mainly comprised of compensation, retirement and benefit consulting services. On an annual basis, Towers Watson discloses to the Compensation Committee its full relationship with the Corporation, as well as its consulting structure and other safeguards put in place to avoid conflicts of interest when consulting on executive compensation matters.

The Compensation Committee approves all the consulting services provided to the Corporation by Towers Watson.

Towers Watson's fees for the 2013 and 2014 fiscal years for such services were as follows^[1]:

	YEAR ENDED DECEMBER 31, 2013	YEAR ENDED DECEMBER 31, 2014
Executive Compensation-Related Fees [\$]	285,426	167,231
All Other Fees [\$] ^[2]	205,588	164,517

[1] If and as required by applicable securities legislation, fees paid to compensation consultants by PFC are disclosed in PFC's Management Proxy Circular dated March 18, 2015, fees paid to compensation consultants by Lifeco are disclosed in Lifeco's Management Proxy Circular dated February 24, 2015 and fees paid to compensation consultants by IGM are disclosed in IGM's Management Proxy Circular dated February 27, 2015.

[2] These fees relate to non-executive compensation, retirement and group benefits consulting services.

EXECUTIVE COMPENSATION POLICY

Power's executive compensation policies and programs have been designed to support the Corporation's primary objective of generating added value for shareholders over the long-term. Unlike the Corporation's operating subsidiaries, where compensation may be tied directly to specific objectives, the Corporation is a holding company and its compensation is deliberately structured to reflect the long-term value-building nature of the duties of senior management and the absence of precise shorter-term operating measures. The main goals of the Corporation's executive compensation policy are to:

- > attract and retain key executive talent with the knowledge and expertise required to develop and execute business strategies to generate long-term shareholder value;
- > provide executives with a total compensation package competitive with that offered by other large global organizations based in North America; and
- > ensure that long-term incentive compensation is a major component of total compensation.

The Corporation's executive compensation program is designed to reward the following:

- > excellence in crafting and executing strategies and transactions that will produce significant value for the shareholders over the long-term;
- > management vision and an entrepreneurial approach;
- > quality of decision-making;
- > success in identifying and appropriately managing risk;
- > strength of leadership; and
- > record of performance over the long-term.

COMPENSATION RISK MANAGEMENT

In performing its duties, the Compensation Committee considers the implications of the possible risks associated with the Corporation's compensation policies and practices. This includes:

- > identifying any such policies or practices that may encourage executive officers to take inappropriate or excessive risks;
- > identifying risks arising from such policies and practices that could have a material adverse effect on the Corporation; and
- > considering the possible risk implications of the Corporation's compensation policies and practices and any proposed changes to them.

The Committee, with the assistance of Towers Watson, annually reviews and assesses the Corporation's compensation policies and practices in relation to such risks, including assessing such policies and practices in light of practices identified by the CSA as potentially encouraging executive officers to expose the Corporation to inappropriate or excessive risks. It is the Committee's view that the Corporation's compensation policies and practices do not encourage inappropriate or excessive risk-taking.

The Committee believes that the Corporation's status as a diversified investment holding company, with its two Co-CEOs directly holding substantial equity of the Corporation, and serving as trustees of the Desmarais Family Residuary Trust as described above under "Voting Shares And Principal Holders Thereof", mitigates against policies and practices which would encourage executive officers to expose the Corporation to inappropriate or excessive risks. As disclosed above, the Corporation's executive compensation policies and programs have been designed to support the Corporation's primary objective of generating long-term value for shareholders.

Non-equity cash incentives, when paid, are not related to specific quantifiable performance targets defined prior to the beginning of the year, and are determined by reference to a number of factors, as described below. As such, the Committee believes they do not incent potentially inappropriate short-term risk-taking executive behaviour. As also described below, a significant portion of the executive officers' compensation is in the form of PDSUs and PSUs which are subject to performance vesting conditions over a three-year period and stock options which typically have a 10-year term and vest over specified numbers of years during the options' term. In the view of the Committee, as [i] recipients only benefit under PDSUs and PSUs if performance conditions are met over a three-year period and [ii] since the payment of vested PDSUs is deferred until the executive retires or otherwise leaves the employment of the Corporation and [iii] as options generally vest on the third and fourth anniversaries of grant and recipients only benefit under options if shareholder value increases over the long-term, officers are not incented to take actions which provide short-term benefits and which may expose the Corporation over a longer term to inappropriate or excessive risks. In addition, pursuant to the Corporation's minimum equity ownership requirements, members of senior management are required to hold Shares, DSUs, PDSUs and/or PSUs of the Corporation with at least a specified aggregate minimum value (See "Minimum Equity Ownership Requirement for Senior Management" below), which also mitigates against such executives taking inappropriate or excessive risks to improve short-term performance. Finally, under the Corporation's Policy Concerning Insider Trading, Directors or employees of the Corporation are prohibited from purchasing financial instruments designed to hedge or offset a decrease in market value of equity securities or equivalents such as DSUs, PDSUs and PSUs, the value of which is derived from equity securities granted by the Corporation as compensation (See "Equity-based Compensation Anti-hedging Policies" below).

Readers are also referred to the Management Proxy Circular of PFC dated March 18, 2015 for its disclosure entitled "Compensation Risk Management", to the Management Proxy Circular of Lifeco dated February 24, 2015 for its disclosure entitled "Compensation Policy Risk Management" and to the Management Proxy Circular of IGM dated February 27, 2015, for its disclosure entitled "Compensation Risk Management".

EQUITY-BASED COMPENSATION ANTI-HEDGING POLICIES

The NEOs of the Corporation are subject to the Corporation's Insider Trading Policy, which prohibits each NEO from, among other things, entering into speculative transactions or transactions designed to hedge or offset a decrease in market value of equity securities of the Corporation granted as compensation to the NEO. NEOs may not, directly or indirectly, with respect to any security of the Corporation or a publicly-traded subsidiary (as defined in the policy) of the Corporation: [i] make a "short sale" of the security; [ii] sell a "call" or buy a "put", in respect of the security; [iii] purchase any other financial instruments (including prepaid forward variable contracts, equity swaps, collars or units of exchange funds) which are designed to hedge or offset a decrease in the market value of the security; or [iv] purchase the security for the purpose of selling it at a profit within a short period of time (which the policy provides would generally, depending on the circumstances, mean the purchaser intends to hold such securities for a minimum of two years).

Under the terms of PDSUs held by NEOs and DSUs held by NEOs in their capacity as Directors of the Corporation and its publicly-traded subsidiaries, the NEOs may not receive or obtain any amount for the purpose of reducing the impact, in whole or in part, of any reduction in the fair market value of the shares of the Corporation relating to such PDSUs or DSUs or, in the case of the subsidiaries, those of a related corporation (such as the Corporation).

THE COMPENSATION COMMITTEE'S DECISION-MAKING PROCESS

The Board and the Committee recognize the importance of executive compensation decisions to the management and shareholders of the Corporation and have given careful consideration to the process which is followed to make decisions. The Committee considers it important that total compensation (cash and all other employment-related benefits) reflect the Corporation's entrepreneurial roots, corporate culture and focus on long-term growth in shareholder value. The various elements of executive compensation, the relative weighting allocated to cash compensation versus equity-based incentives such as PSUs, PDSUs and options, and the mix of annual as opposed to long-term incentives, is not quantified by the Committee on the basis of a formulaic approach. The Committee reviews each compensation element in the context of the compensation mix (fixed versus variable) determined in accordance with the Corporation's executive compensation policy.

BENCHMARKING

To assist in determining competitive compensation for senior executive positions, the Committee reviews data from reference groups that include large financial services organizations, management holding companies and other large diversified companies. Because of the international scope and the size of the Power Group, the reference groups are composed of Canadian and U.S.-based companies, thus allowing the Corporation to offer its senior executives total compensation that is competitive in the North American market. Companies included in the reference groups are typically publicly-traded, operate in the financial services industry and other sectors, are large in scope and have global operations. While performing its review, the Committee may consider some or all of the companies in the reference groups.

The following table presents the companies included in the reference group for 2014 and notes the selection criteria for which each benchmark company was considered to be relevant:

COMPANY	LARGE IN SCOPE	PUBLICLY TRADED	FINANCIAL SERVICES INDUSTRY	GEOGRAPHY		
				CANADA	U.S.	GLOBAL OPERATIONS
Aetna Inc.	•	•	•		•	•
Allstate Corporation	•	•	•		•	
American Express Company	•	•	•		•	•
Bank of America Corporation	•	•	•		•	•
Bank of Montreal	•	•	•	•		•
BCE Inc.	•	•		•		
Bombardier Inc.	•	•		•		•
Canadian Imperial Bank of Commerce	•	•	•	•		•
Capital One Financial Corporation	•	•	•		•	•
CIGNA Corporation	•	•	•		•	•
Citigroup Inc.	•	•	•		•	•
GE Capital Corporation	•		•		•	•
George Weston Limited	•	•		•		
Hartford Financial Services Group Inc.	•	•	•		•	•
Honeywell International Inc.	•	•			•	•
HSBC Bank Canada			•	•		
HSBC North America Holdings Inc.	•		•		•	
ING North America Insurance Company	•		•		•	
Manulife Financial Corporation	•	•	•	•		•
MetLife Inc.	•	•	•		•	•
National Bank of Canada		•	•	•		•
New York Life Insurance Company	•		•		•	•
Onex Corporation	•	•		•		•
PNC Financial Services Group Inc.	•	•	•		•	
Prudential Financial Inc.	•	•	•		•	•
Rogers Communications Inc.	•	•		•		
RBC Financial Group	•	•	•	•		•
Royal & Sun Alliance Insurance Company of Canada			•	•		
Scotiabank	•	•	•	•		•
State Street Corporation	•	•	•		•	•
SunLife Financial Services	•	•	•	•		•
SunTrust Banks Inc.	•	•	•		•	
TD Bank Financial Group	•	•	•	•		•
Textron Inc.	•	•			•	•
Thomson Reuters Corporation		•	•	•		•
U.S. Bancorp	•	•	•		•	•
Wells Fargo & Company	•	•	•		•	•

While performing its review, the Committee does not specifically identify a median or percentile for total compensation of the Corporation's NEOs. Generally, the Committee takes into account the compensation of executives of companies in the reference group by considering the placement of the Corporation's NEOs compensation approximately in the middle of the group's ranges with exceptional performance allowing for compensation towards the upper range of the reference group.

ANNUAL REVIEW BY THE COMMITTEE

The Committee reviews the total compensation of each NEO annually. The review covers all forms of compensation and the Committee considers a number of factors and performance indicators, including the long-term financial returns of the Corporation relative to that of other large corporations in the financial services industry and other sectors, which includes corporations in the reference groups above. The comparative evaluation is not based on a mathematical formula that integrates specific, weighted performance measures. Rather, the Committee qualitatively considers such factors in the context of the overall achievements of the Corporation, be they financial or strategic in nature.

The Committee obtained the recommendations of the Co-CEOs in reviewing the compensation of each of the NEOs (other than the Co-CEOs themselves), together with their evaluation of the performance of each such NEO for the year.

COMPONENTS OF EXECUTIVE COMPENSATION

The principal components of the compensation program for the NEOs, each component's primary role in the compensation mix and how the components are linked together are presented in the table below:

ELEMENTS	PRIMARY ROLE	LINK TO OTHER ELEMENTS
Base Salary	Reflects skills, competencies, experience and performance appraisal of the incumbent	Influences annual incentive, long-term incentive, pension and some benefits
Annual Bonus	Reflects performance for the year	Influences pension
Long-Term Incentive (Stock Option Plan and Performance Share Unit Plan)	Links interests of NEOs with interests of the shareholders	
Retirement Arrangements	Provide for competitive and appropriate replacement income upon retirement based on years of service with the Corporation	None, except that the value of these elements is considered within the total compensation policy of the Corporation
Group Benefits	Provide competitive and adequate protection in case of sickness, disability or death	
Executive Perquisites	Provide a competitive compensation package and facilitate the effective performance of the incumbent's functions	

A-BASE SALARY

The Committee reviews and approves the base salary for each NEO taking into account each executive's responsibilities, experience and performance assessment. During the review, the Committee considers the total compensation of each NEO (including, where applicable, compensation received by the NEO from publicly-traded subsidiaries of the Corporation in such NEO's capacity as a Director of the subsidiary, which compensation is determined solely by the Board or Compensation Committee of such subsidiaries and not by the Committee) to ensure it remains aligned with the Corporation's total compensation policy.

For 2014, increases in salary from 2013 were 2.3 per cent in the case of Paul Desmarais, Jr. and André Desmarais and ranged from 2.5 per cent to 2.6 per cent for Messrs. Tretiak, Rae and Rousseau.

The Committee believes the increases were in line with general increases granted in the market and with market competitive salaries for comparable positions, taking into account the total compensation for comparable positions at the companies in the reference groups above.

B-INCENTIVE COMPENSATION

The Committee believes it to be appropriate, in the context of a management holding company, to determine executive incentive compensation using a review and global assessment of the performance of the Corporation, in terms of financial results, achievements and strategic positioning, and specific individual contributions, among others, rather than adhering to a formulaic approach.

[I] ANNUAL BONUS

Bonuses may be paid to NEOs. The amount of individual bonuses is neither fixed nor defined as a percentage of annual salary, but rather is determined by reference to a number of factors including:

- > financial performance of the Corporation for the year in absolute terms and compared with similar organizations, including some in the reference groups referred to above;
- > contribution to the execution of business plans and/or initiation and implementation of long-term strategies;
- > specific individual achievements;
- > total compensation and alignment with the Corporation's executive compensation policy; and
- > competitiveness of the total compensation having regard to the reference groups above, although there is no specific target as to where annual bonuses should be positioned within the reference group.

Bonuses, when paid, are determined toward the end of the fiscal year and are not related to specific, quantifiable performance targets determined prior to or at the beginning of the fiscal year.

The bonuses paid for 2014 for the NEOs reflect a consideration of the above criteria.

[II] LONG-TERM INCENTIVES

In 2013, the Corporation adopted a Performance Share Unit Plan, which provides for the grants of PSUs and PDSUs, to allow for flexibility in granting additional forms of long-term incentives to complement the use of stock options. The material terms of the PSU, PDSU and option grants for 2014 are described below.

The Committee initially determines an appropriate long-term incentive amount for each NEO. In determining the amount of the long-term incentives for a NEO, the Committee considers the amount and terms of the executive's outstanding long-term incentives, the executive's individual performance and contribution for the year and the alignment of the executive's total compensation with the Corporation's executive compensation policy. Reference is also made to the competitiveness of the NEO's compensation having regard to the reference groups described above.

The factors considered and the relative weighting allocated to these factors varies from year to year.

Subject to certain restrictions, each NEO may choose the form of long-term incentive to be received by them, as among options, PSUs or PDSUs, having a grant date value equal to the long-term incentive amount determined by the Committee for each NEO.

Stock options have a 10-year term and generally vest over four years at the rate of 50 per cent after 3 years and the remaining 50 per cent after 4 years. Option recipients only benefit if shareholder value increases over the long-term.

PSUs and PDSUs are share units, each entitling the NEO to a payment based on the value of a Subordinate Voting Share, subject to performance vesting conditions. The PSUs and PDSUs granted to NEOs for 2014 are subject to performance vesting conditions relating to the Corporation's return on equity over a three-year period pursuant to which PSUs and PDSUs may vest within a range of 0 per cent to 150 per cent. The number of PSUs or PDSUs included in the grant is determined based on dividing the aggregate grant date fair value of the long-term incentive plan amount allocated to PSUs or PDSUs by the market price of the underlying Subordinate Voting Shares on the grant date. PSUs and PDSUs are identical in all respects, and subject to the same performance conditions over the same performance period, except that the settlement and payment of vested PDSUs is deferred until the executive retires or otherwise leaves the employment of the Corporation whereas vested PSUs are settled and paid shortly after the applicable three-year performance period. PSUs and PDSUs, to the extent vested, are settled and paid out in the form of cash payments. Unvested PSUs and PDSUs are forfeited in the case of resignation or termination with cause. In the case of death, retirement or termination without cause, unvested PSUs and PDSUs vest at 100 per cent except that the amount is prorated for the period of active employment during the performance period.

The Committee believes that the granting of options, PSUs and PDSUs is consistent with the Corporation's overall approach to executive compensation, as these instruments are designed to reward performance over the long-term.

PDSUs, PSUs and stock options granted in 2014 reflect a consideration of the above criteria.

C-RETIREMENT ARRANGEMENTS

The Corporation offers retirement arrangements to certain NEOs, including the SERP and other pension benefit arrangements. The main provisions of the pension benefit arrangements are described in more detail earlier in this Management Proxy Circular under "Executive Compensation – Retirement Plan Benefits". The purposes of the pension benefit arrangements are to:

- > offer an adequate and competitive level of retirement income to the executive officers who have spent a significant portion of their career in service with the Corporation or its subsidiaries;
- > provide an incentive for the NEOs to remain in service with the Corporation and to take a long-term view to corporate decision-making, through the vesting provisions of the pension benefit arrangements and their respective benefit accrual formula; and
- > supplement registered pension plans benefits to assist in attracting officers.

There were no changes in 2014 to the terms of the SERP or any other pension benefit arrangements the Corporation has with the NEOs.

D-GROUP INSURANCE BENEFITS

The Corporation offers medical, dental, life, accidental death and dismemberment and short and long-term disability insurance coverage to NEOs as well as to all employees of the Corporation under the same program.

E-SHARE PURCHASE PROGRAM

The Corporation offers a share purchase program to all employees of the Corporation, under which NEOs may purchase Subordinate Voting Shares of the Corporation through payroll deductions. Under the program, the Corporation makes a contribution equal to 50 per cent of the participant's contribution, up to a maximum of \$30,000, which is used to purchase Subordinate Voting Shares of the Corporation.

F-EXECUTIVE PERQUISITES

The Corporation currently provides a limited number of perquisites to its NEOs, the nature and value of which, in the view of the Committee, are reasonable and competitive.

MINIMUM EQUITY OWNERSHIP REQUIREMENT FOR SENIOR MANAGEMENT

The Committee believes that members of the executive team should own a significant amount of equity of the Corporation to further align their interests with those of the Corporation's shareholders.

Accordingly, members of the Corporation's senior management, including the NEOs, are required to hold, within five years of their becoming a member of senior management of the Corporation, Shares, DSUs, PDSUs and/or PSUs of the Corporation with at least an aggregate minimum value determined as follows:

MINIMUM EQUITY OWNERSHIP REQUIREMENT (% OF ANNUAL BASE SALARY)*

Co-Chief Executive Officers	600%
Executive/Senior Vice-Presidents and Chief Financial Officer	300%
Vice-Presidents	100%

* Determined based on the highest of the cost of acquisition of the Shares (or in the case of DSUs, PDSUs and PSUs, the stock price on the date of grant), and the market value of the Shares (and/or DSUs, PDSUs and PSUs).

All members of the Corporation's senior management meet, or are on track to meet, the Corporation's equity ownership requirement.

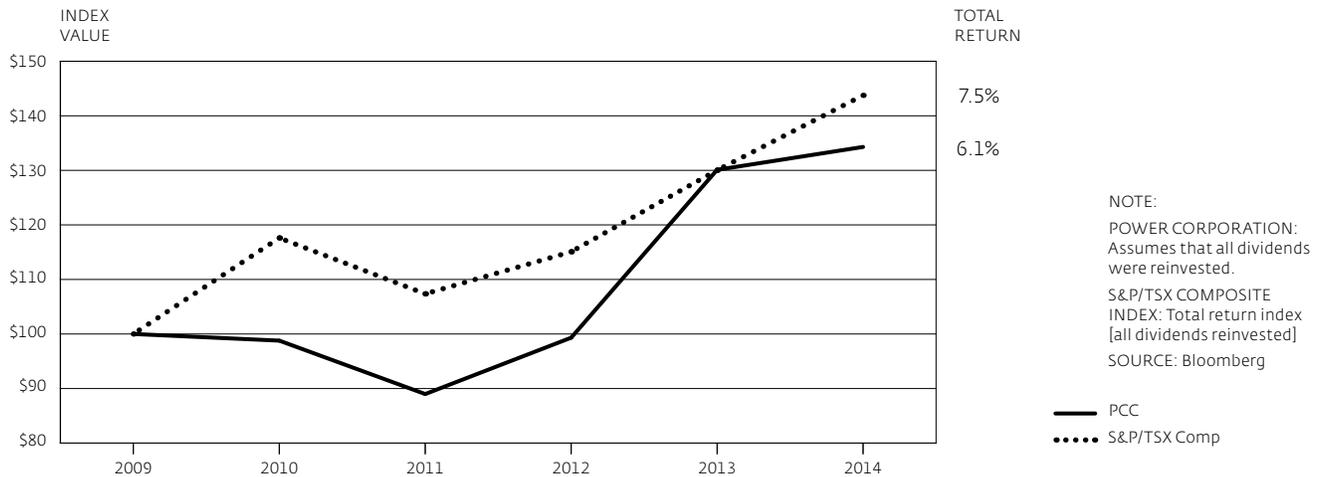
PERFORMANCE GRAPHS

The following Performance Graph shows the yearly change in the cumulative total shareholder return on the Corporation's Subordinate Voting Shares compared with the S&P/TSX Composite Index, over the five-year period ended December 31, 2014.

The year-end values of each investment are based on share appreciation plus dividends paid in cash, with the dividends reinvested on the date they were paid.

FIVE-YEAR CUMULATIVE TOTAL RETURNS

Value of \$100 invested on December 31, 2009



For each NEO who has been with the Corporation throughout the last five years, the trend of the NEOs' cumulative total direct compensation is consistent with the trend of cumulative value earned by the Corporation's shareholders over the five-year period; however, the Corporation's determination of executive compensation is based upon the policies and procedures described above and is not based upon the total return of the Corporation's shares relative to any particular stock index.

APPOINTMENT OF AUDITORS

It is proposed to reappoint Deloitte LLP as auditors of the Corporation at the Meeting, or any adjournment thereof, to hold office until the close of the next Annual Meeting of Shareholders. Except where authority to vote in respect of the appointment of auditors is withheld, the nominees named in the accompanying form of proxy will vote the shares represented thereby for the appointment of Deloitte LLP as auditors of the Corporation. The resolution to reappoint Deloitte LLP will be approved, if passed, by a majority of the votes cast at the Meeting.

SHAREHOLDER PROPOSALS

Shareholder proposals submitted for consideration of the Corporation's shareholders are attached as Schedule "A". For the reasons set forth below each proposal in Schedule "A", the Board of Directors recommends that shareholders vote against the proposals. The nominees named in the accompanying form of proxy will vote the Shares represented thereby against each shareholder proposal, unless the shareholder of the Corporation has given contrary instructions in such form of proxy.

The date by which the Corporation must receive a proposal for any matter that a shareholder proposes to raise at the Annual Meeting of Shareholders of the Corporation to be held in 2016 is December 18, 2015.

STATEMENT OF CORPORATE GOVERNANCE PRACTICES

The Corporation believes in the importance of good corporate governance and the central role played by directors in the governance process. The Corporation believes that sound corporate governance is essential to the well-being of the Corporation and its shareholders.

Power is an international management and holding company. It has had controlling shareholders since its beginnings in 1925. The Honourable Paul G. Desmarais held control of Power from 1968 until his death in October 2013, upon which control of the Corporation passed to the Desmarais Family Residuary Trust. As of March 18, 2015, the Desmarais Family Residuary Trust exercised, through holding corporations, control over shares carrying approximately 59.24 per cent of the votes. See "Voting Shares and Principal Holders Thereof".

Power is not an operating company and a substantial portion of its interests are located outside Canada, specifically in the United States, Europe and Asia.

The foregoing characteristics are important in any consideration of governance philosophy and practices as they apply to the Corporation.

In 2005, the CSA adopted *National Policy 58-201 – Corporate Governance Guidelines* (the "Policy") which sets forth a number of suggested guidelines on corporate governance practices (the "CSA Guidelines"). Under the Policy, issuers are encouraged to consider the CSA Guidelines in developing their own corporate governance practices.

In the Board's view, no single corporate governance model is superior or appropriate in all respects. The Board believes that the Corporation's governance system is effective and is appropriate to its circumstances, and that there are in place appropriate structures and procedures to ensure the Board's independence from management and to ensure that actual or potential conflicts of interest between the Corporation and its controlling shareholder are dealt with appropriately. Furthermore, any review of governance practices should include consideration of long-term returns to shareholders, as the Board believes this to be an important indicator of the effectiveness of a governance system.

INDEPENDENCE OF DIRECTORS

A-CURRENT APPLICABLE STANDARDS

The CSA Guidelines and *National Instrument 52-110 – Audit Committees and National Instrument 58-101 – Disclosure of Corporate Governance Practices* (the "Instruments") provide that a director is "independent" of an issuer if he or she has no direct or indirect relationship with the issuer which could, in the view of the issuer's board of directors, be reasonably expected to interfere with the exercise of the director's independent judgment. The Corporation's Board of Directors agrees with this approach to assessing director independence.

However, the Instruments go on to provide that a director is deemed to have such a direct or indirect relationship with an issuer (and thus not to be independent) if, among other things, the director is, or has been within the last three years, an executive officer or an employee of the issuer's parent corporation. In the view of the Board, the determination of director independence should be based upon whether or not the director is independent of the corporation's management, and whether or not the director has any other relationships with the corporation which could reasonably be expected to interfere with the exercise of the director's independent judgment. In the Board's view, that is a question of fact that should be determined by the issuer's board of directors on a case-by-case basis without reference to any presumptions such as those which are currently contained in the Instruments.

One of the most important functions of a board of directors is to oversee management in the drive to achieve long-term shareholder returns. A financially strong and long-term oriented controlling shareholder can have a significant positive impact on a corporation's long-term returns, benefiting all shareholders and the corporation as a whole. The benefits can include the ability to encourage and support management in the pursuit of long-term strategies and the provision of directors who are experienced and knowledgeable about the business of the corporation. In the case of our corporate group, many of these attributes are provided through a governance model which has been developed over many years, and which includes a group of directors on the boards of our subsidiaries who are also Directors and/or officers of the Corporation or PFC. These Directors have no relationship with the subsidiaries other than as directors and shareholders, and the full-time job of a number of officers of the Corporation is to focus on and become knowledgeable about the affairs of our subsidiaries. The effect of the "deeming provision" regarding director independence, if followed, would be to deny the Corporation, all of its shareholders, and its corporate group the benefit of this governance model and prevent the Corporation and PFC from participating fully in the oversight function at their subsidiaries.

Any concerns which may exist in a controlled company situation about conflicts of interest or self-dealing should, in the view of the Board of Directors, be resolved directly through a committee of directors who are independent of the controlling shareholder. The governance model at the Corporation includes such a committee, the Related Party and Conduct Review Committee, which is discussed below in the section entitled "Resolution of Conflicts". Each of our publicly-traded subsidiaries also has such a committee.

The CSA has acknowledged the concerns expressed by some reporting issuers as to whether the CSA's view of director independence is appropriate to companies such as the Corporation and its publicly-traded subsidiaries which have a majority shareholder. Thus, the Policy stated at the time of its implementation that the CSA "intend(s), over the next year, to carefully consider these concerns in the context of a study to examine the governance of controlled companies" and that it "will consider whether to change how this Policy...treat(s) controlled companies". On December 19, 2008, the CSA published "Request for Comment – Proposed Repeal and Replacement of NP 58-201 Corporate Governance Guidelines, NI 58-101 Disclosure of Corporate Governance Practices, and NI 52-110 Audit Committees and Companion Policy 52-110 CP Audit Committees" (the "Proposal") which included, among other things, the replacement of the current prescriptive approach to independence, and use of deeming rules, with a more principles-based approach. Although the Board of Directors was encouraged by the new direction proposed by the CSA, the CSA subsequently decided not to proceed with its proposed revisions as then-published. The CSA has indicated that it is still considering potential changes to the corporate governance regime. The Corporation encourages the CSA to continue its review of the "independence" definition as it relates to majority shareholders and to proceed with appropriate revisions at an early opportunity.

B-ASSESSMENT OF INDEPENDENCE

The Board of the Corporation is currently composed of 11 Directors. In the Board's view, the following 8 Directors (constituting more than a two thirds majority of the Board), namely Pierre Beaudoin, Marcel R. Coutu, Laurent Dassault, Anthony R. Graham, J. David A. Jackson, Isabelle Marcoux, T. Timothy Ryan, Jr. and Emőke J.E. Szathmáry are independent within the meaning of the Instruments and have no other relationships that could reasonably interfere with the exercise of their independent judgment in discharging their duties to the Corporation. The 11 current Directors are the only individuals being herein nominated for election at the Meeting.

Paul Desmarais, Jr., Chairman and Co-CEO, and André Desmarais, a Deputy Chairman, President and Co-CEO, being executive officers of the Corporation, are not independent. R. Jeffrey Orr, President and Chief Executive Officer of PFC, being an executive officer of a subsidiary of Power, is not independent.

C-MEETINGS OF INDEPENDENT DIRECTORS

The Chairman of the Board is responsible for ensuring that the Directors who are independent of management have opportunities to meet without management present. Discussions are led by an independent Director who provides feedback subsequently to the Chairman of the Board. These discussions are currently led by Mr. Graham, who also chairs the Compensation Committee of the Board. All independent Directors are encouraged by the Chairman of the Board to have open and candid discussions with the Chairman or with the Co-CEOs.

The Board has adopted a policy relating to meetings of independent Directors at Board and Committee meetings. Commencing March 18, 2015, the Directors on the Board who are independent of management will meet at every regularly-scheduled Board meeting without members of management present. In 2014, Directors on the Board who were independent of Management were required to meet at least once annually, and more frequently as needed, without members of Management present. There were two such meetings held during 2014. The Audit Committee, the Related Party and Conduct Review Committee, and the Compensation Committee are composed entirely of Directors who are independent in the Board's view and within the meaning of the Instruments. Under the policy, each of these committees is to meet without members of management as follows: Audit Committee – at least four times per year, and Related Party and Conduct Review Committee and Compensation Committee – at every meeting.

D-CHAIRMAN OF THE BOARD

The Board believes it is appropriate in a management and holding company such as Power, with a controlling shareholder, that the positions of the Chairman of the Board and Co-CEO overlap and for such individuals to be associates of our controlling shareholder. Power is at the top of our corporate group structure and is the company in which the controlling shareholder exercises majority voting control directly. Power, in turn, exercises majority voting control, directly and indirectly, through the chain of ownership of its subsidiaries (including PFC, IGM and Lifeco, each of which has separate individuals serving as its CEO and as its Chairman of the Board). It is at the Power level that many important decisions affecting the corporate group are discussed and made and it is important for the controlling shareholder to be directly involved, both at the management and Board level, in those decisions.

The Board has implemented structures and procedures to provide assurance that the Board can act independently of management. More than a two-thirds majority of the Board is independent within the meaning of the Instruments and in the Board's view. The Audit Committee, the Related Party and Conduct Review Committee and the Compensation Committee are constituted entirely with Directors who are independent in the Board's view and within the meaning of the Instruments. The Governance and Nominating Committee includes Directors who are independent in the Board's view and within the meaning of the Instruments.

RESOLUTION OF CONFLICTS

It is the duty of the Board to supervise the management of the business and affairs of the Corporation with a view to the best interests of the Corporation, including its shareholders as a whole. In discharging this duty, the Board establishes procedures for the identification and resolution of conflicts that might arise between the interests of Power and the interests of its controlling shareholder.

Power has established a Related Party and Conduct Review Committee composed entirely of Directors who are independent of management and independent of the Corporation's controlling shareholder. The mandate of the Related Party and Conduct Review Committee is to review proposed transactions, if any, with related parties of the Corporation and to approve only those transactions that it deems appropriate.

Each of Great-West, London Life and Canada Life is a regulated financial institution that is required by law to have a conduct review committee that establishes procedures for the review of proposed related party transactions to ensure that any such transactions are on terms and conditions at least as favourable to those companies as market terms and conditions. These conduct review committees are composed of Directors who are independent of the management of Great-West, London Life and Canada Life and who are neither officers nor employees of the Corporation, PFC or any of their affiliates. Similarly, Lifeco and IGM have also established their own conduct review committees composed entirely of Directors who are independent of management and who are neither officers, employees nor Directors of Power or PFC. PFC has also established its own related party and conduct review committee composed entirely of Directors who are independent of management and who are neither officers, employees nor Directors of Power.

For a description of the Board's procedures in respect of transactions involving Directors or officers of Power, see also "Ethical Business Conduct".

BOARD OF DIRECTORS

The mandate of the Board, which it currently discharges directly or through one of the four Board Committees, is to supervise the management of the business and affairs of the Corporation, and includes responsibility for approving strategic goals and objectives, review of operations, disclosure and communication policies, oversight of financial reporting and other internal controls, corporate governance, Director orientation and education, senior management compensation and oversight, and Director nomination, compensation and assessment.

The primary mandate of the Audit Committee is to review the financial statements of the Corporation and public disclosure documents containing financial information and to report on such review to the Board, to be satisfied that adequate procedures are in place for the review of the Corporation's public disclosure documents that contain financial information, to oversee the work and review the independence of the external auditors, and to review any evaluation of the Corporation's internal control over financial reporting.

The primary mandate of the Compensation Committee is to approve compensation policies and guidelines for employees of the Corporation, to approve compensation arrangements for executives of the Corporation, to recommend to the Board compensation arrangements for the Directors and for the Co-CEOs, to oversee the management of incentive compensation plans and equity compensation plans, to consider the implications of any risks associated with the Corporation's compensation policies and practices, and to review succession plans for senior management.

The primary mandate of the Related Party and Conduct Review Committee is to recommend to the Board procedures for the consideration and approval of transactions with related parties of the Corporation and to review and, if deemed appropriate, to approve such transactions.

The primary mandate of the Governance and Nominating Committee is to oversee the Corporation's approach to governance issues, to recommend to the Board corporate governance practices consistent with the Corporation's commitment to high standards of corporate governance, to recommend to the Board candidates for election as Directors and for appointment to Board Committees, and to assess the effectiveness and contribution of the Board, of Board Committees, and of individual Directors.

COMMITTEE MEMBERSHIP

The Audit Committee, the Related Party and Conduct Review Committee, and the Compensation Committee are composed entirely of Directors who are independent in the Board's view and within the meaning of the Instruments. Additional information relating to the Compensation Committee can be found in the section above entitled "Compensation Discussion and Analysis – The Compensation Committee".

The Governance and Nominating Committee includes Directors who are independent in the Board's view and within the meaning of the Instruments. The Board believes that it is normal and appropriate, especially in the case of a holding company with a controlling shareholder, like the Corporation, to have Directors who are related to the controlling shareholder (in this case, Paul Desmarais, Jr. and André Desmarais) as members of the Governance and Nominating Committee, as well as Directors who are independent and not related to the controlling shareholder.

BOARD AND COMMITTEE MANDATES

The Board has adopted a Charter for itself and for each of its four committees. The Board Charter is attached as Schedule "B". The mandates of all four committees are described in summary above in this Corporate Governance section.

RISK OVERSIGHT

As a holding company, the Corporation has the risks associated with being a significant shareholder in its subsidiary operating companies. The subsidiaries' Boards are responsible for the risk oversight function at those companies. Officers of the Corporation are members of these Boards and Board Committees and therefore participate in the risk oversight function at the operating company level in their role as directors of those companies. As an indirect shareholder of companies operating in the financial services sector (including subsidiaries regulated and supervised by the Office of the Superintendent of Financial Institutions and provincial regulators), the Corporation is well aware of the particular necessity for robust risk identification and risk management oversight.

As for risk oversight at the Corporation's level, the Board considers identifying and managing risk, and taking a long-term view when making investments and managing the assets of the Corporation, to be of imperative importance. These factors are inextricably engrained within the culture of the Corporation and are supported by the Corporation's controlling shareholder, which has placed a premium on enduring viability, stability, diversification and cash flow, rather than on quarterly results. The Corporation believes that value is best achieved through a prudent approach to risk and through a governance model that focuses on the active oversight of our investments. The Board has overall responsibility for monitoring the implementation and maintenance by management of appropriate policies and controls to manage the risks associated with the Corporation's businesses as a holding company. Additionally, while risk management is a general responsibility of each committee of the Board, specifically in performing their respective duties, the Audit Committee addresses risks related to financial reporting, the Compensation Committee considers risks associated with the Corporation's compensation policies and practices, the Governance and Nominating Committee oversees the Corporation's approach to appropriately addressing potential risks related to governance matters, and the Related Party and Conduct Review Committee considers risks related to any proposed transactions with related parties of the Corporation.

DIRECTOR AFFILIATIONS AND ATTENDANCE

Additional information relating to Directors standing for election, including a list of all public companies and certain private companies, for which they serve as board members, as well as their attendance records for all Board and Committee meetings for the year ended December 31, 2014, can be found in the section entitled "Election of Directors – Nominees for Election to the Board" earlier in this Management Proxy Circular.

The Corporation believes that the interests of the Corporation, a holding company, are well served by the experience of and expertise in the affairs of its group companies that is brought to the Corporation by those Directors who also serve on the boards of affiliates. Their presence enriches the discussion and enhances the quality of governance of the Corporation's Board and at the other group boards on which they serve.

NOMINATION OF DIRECTORS

The Board has established a Governance and Nominating Committee, which has a number of responsibilities relating to governance and the nomination of candidates for election as Directors. The Committee is responsible for identifying new candidates for Board nomination and for recommending to the Board those candidates who possess the qualifications, skills, business and financial experience, leadership roles, level of commitment and available time required of a Director to fulfill Board responsibilities.

Members of the Governance and Nominating Committee informally maintain an evergreen list of potential candidates and employ a skills matrix to assist with reviewing the skills and experience of director candidates and of the Board as a whole. The matrix outlines a complement of diverse qualifications, attributes, skills and experience that are viewed as being relevant to the proper functioning of the Board. The matrix includes industry-specific and business experience, as well as other areas of expertise and attributes, such as public sector, corporate social responsibility and geographic diversity, in order to ensure that the Board includes members with a broad range of complementary experience, knowledge and skills. The Committee recognizes that each Director will contribute differently to the Board and will each bring particular strengths in different areas of qualification. While the skills matrix is an important tool in assessing Board candidates, the Committee does not limit itself to considering only the specified areas of expertise or attributes in selecting Board members.

The Board also believes that diversity is important to ensure that Board members provide the necessary range of perspectives, experience and expertise required to achieve effective stewardship of the Corporation. The Board recognizes that gender diversity is a significant aspect of diversity and acknowledges the important role of women in contributing to diversity of perspective in the Boardroom. The Board is committed to nominating the best individuals to fulfill Director roles. There are currently two women on the Board, representing 18% of the Directors of the Corporation.

On March 18, 2015, the Board adopted a Diversity Policy, which includes provisions relating to the identification and nomination of women directors. The Policy provides that in fulfilling its role in recommending to the Board candidates for Director nominations, members of the Governance and Nominating Committee consider candidates that are highly qualified based on their experience, education, expertise, judgment, personal qualities, and general and sector specific knowledge; consider diversity criteria, among other relevant criteria, when determining the optimum composition and balance for the Board; review potential candidates from a variety of backgrounds and perspectives, having in mind the Corporation's diversity objectives; and, in order to support the specific objective of gender diversity, ensure that appropriate efforts are made to include women in the list of candidates being considered for nomination for a Board position. The Policy provides that the Committee will assess the effectiveness of the Board nomination process at achieving the Corporation's diversity objectives on an annual basis.

The Corporation has not adopted a target regarding women on the Board as the Board believes that such arbitrary targets are not in the best interests of the Corporation.

The Governance and Nominating Committee and the Board believe that, in addition to the factors discussed above, continuity of membership is critical to the Board's efficient operation. Accordingly, the Board has not adopted policies imposing an arbitrary term or retirement age limit in connection with individuals nominated for election as Directors of the Corporation, as it does not believe that such limits are in the best interests of the Corporation. Such limits fail to take into account the special characteristics of issuers such as Power Corporation and its group companies, that operate in a highly complex and technical environment. In such a context, the Corporation believes that a lengthy Board tenure, not limited by arbitrary determinations, is vital to the Directors' understanding of the Corporation's diverse businesses and to their bringing a substantive contribution to the Board. The Corporation's Governance and Nominating Committee annually reviews the composition of the Board, including the age and tenure of individual directors. The Board strives to achieve a balance between the desirability to have a depth of institutional experience from its members on the one hand, and the need for renewal and new perspectives on the other hand. This approach has served the Corporation well, and this is reflected in the increased turnover rate of Directors over the past few years, and in particular, the significant reduction of the size of the Board in 2012.

After considering the qualifications and attributes that the existing Directors possess and that each potential new nominee would bring to the Board, and after considering the appropriate size of the Board and the level of representation on the Board by Directors who are independent, the Committee identifies candidates and recommends to the Board the nominees to be placed before the shareholders. The Committee has recommended that the 11 individuals set out under "Election of Directors – Nominees for Election to the Board" above be nominated for election as Directors of the Corporation at the Meeting.

The Corporation has adopted a form of proxy which gives shareholders the ability to vote for or withhold from voting for each individual Director proposed for election to the Board of Directors of the Corporation. The Board has not adopted a "Majority Voting Policy" (as defined by the TSX) for the election of Directors. The Board strongly believes that sound corporate governance is essential to the well-being of the Corporation. The adoption of measures such as a Majority Voting Policy, however, may be inappropriate when such measures do not recognize differences among companies, such as the presence of a controlling shareholder. It is the Board's view that a Majority Voting Policy for the election of Directors does not serve a useful purpose for the shareholders of a controlled company, like the Corporation, since the controlling shareholder will necessarily cast a majority of the votes to be cast in an election of such a company's directors. This view has been accepted by the TSX, which permits controlled companies, like the Corporation, to rely on an exemption from the requirement for TSX-listed companies to adopt majority voting policies. In addition, the current process for the election of Directors of the Corporation complies with corporate and securities laws.

ORIENTATION AND CONTINUING EDUCATION

Director orientation and education is conducted under the aegis of the Chairman of the Board. Newly elected Directors are provided with a comprehensive orientation as to the nature and operation of the business and affairs of the Corporation and the Corporation's major operating subsidiaries, as to the role of the Board and its Committees, and as to the contributions that individual Directors are expected to make. In order to orient new Directors as to the nature and operation of the Corporation's business, they are also given the opportunity to meet with members of the Corporation's executive management team and with members of the executive management teams of the Corporation's major operating subsidiaries to discuss the Corporation's businesses and activities. Directors are periodically updated in respect of these matters including by way of quarterly presentations to the Board at Board (from time to time, these presentations are made by an operating subsidiary's chief executive officer) and committee meetings, and working Board dinners, regarding the Corporation's major operating subsidiaries and operating segments thereof in addition to the presentations by the Corporation's auditors and other speakers. Also, Directors receive a comprehensive package of information prior to each board and committee meeting. As noted above, certain of the Corporation's Directors also serve as Directors of the Corporation's public and private company investments. Finally, Directors have access to the Corporation's senior management and employees on an ongoing basis throughout their mandate.

ASSESSMENT OF DIRECTORS

The Governance and Nominating Committee is responsible for assessing the performance and effectiveness of the Board, Board Committees, and individual Directors from time to time, with a view to ensuring that they are fulfilling their respective responsibilities and duties. An evaluation is conducted at least annually to assist in assessing the overall performance of the Board and the Board Committees. Although the scope and focus of such review may vary from year to year, the review includes a confidential Board effectiveness survey, which is administered by the Corporation's external legal counsel and completed by each of the Directors, soliciting feedback from Directors on matters including the operation of the Board and its Committees, the effectiveness of Board processes and the Board's relationship to management, the adequacy of information provided to Directors, Board structure and agenda planning for Board and Board Committee meetings. The aggregated, anonymous survey results are reviewed by the Governance and Nominating Committee. The Chairman of the Committee reports the findings, including key recommendations, to the full Board for discussion.

CHAIRMEN AND CO-CEOS' POSITION DESCRIPTIONS

The Board has approved written position descriptions for the Chairman of the Board and for the Chairman of each Board Committee. In general terms, the Chairman of the Board and the Chairmen of the Board Committees are responsible for ensuring that the Board or Committee is able to fulfill its duties and responsibilities in an effective manner, for planning and organizing the activities of the Board or of the Committee, for ensuring that delegated Committee functions are carried out and reported as necessary, for facilitating effective interaction with management, and for engaging outside advisers where necessary.

The Board has approved a written position description for the Co-CEOs. In general terms, the Co-CEOs are responsible for managing the strategic and operational performance of the Corporation in accordance with the goals, policies and objectives set from time to time by the Board, including developing for the Board's consideration and approval the Corporation's financial plan and developing sound operating strategies to implement such plan, for managing the day-to-day operations of the Corporation, for setting an operational environment that is performance-driven, for assisting the Board with succession planning, and for representing the Corporation to its major stakeholders.

SUCCESSION PLANNING

The Board is responsible for overseeing the succession planning processes of the Corporation with respect to senior management positions. The Corporation's succession planning process, which is tailored to its particular circumstances as a holding company with a relatively small management team, includes the identification and consideration of suitable short- and long-term candidates to hold the applicable roles, on both an interim and permanent basis. Candidates are considered based on various factors, including (where relevant) executive experience, market and industry expertise, geographic location, familiarity with the Corporation's and its subsidiaries' businesses, past performance with the Corporation, as well as past successes in achieving particular corporate goals.

EXECUTIVE OFFICER DIVERSITY

The Board believes that diversity is important to ensure that the profiles of senior management provide the necessary range of perspectives, experience and expertise required to achieve effective management. The Board recognizes that gender diversity is a significant aspect of diversity and acknowledges the important role of women in contributing to diversity of perspective in senior management roles. The Board is committed to selecting the best person to fulfill senior management roles within the Corporation.

Women do not currently occupy any of the executive officer positions with the Corporation. The Corporation has one female officer. The Corporation's publicly-traded subsidiaries, Lifeco and IGM, have publicly disclosed that women currently hold four and six executive officer positions, respectively, at such subsidiaries (including their respective principal subsidiaries). As a result, women hold a total of ten executive officer positions within the Corporation's group companies (including its publicly-traded subsidiaries and their respective principal subsidiaries), representing 17% of the total number of executive officer positions at such entities.

The Diversity Policy adopted on March 18, 2015 (see above) also includes the Corporation's approach to achieve and maintain greater diversity on the Corporation's senior management team. The policy provides that in fulfilling their roles of considering candidates for senior management appointments, the Co-Chief Executive Officers of the Corporation consider candidates that are highly qualified based on their experience, education, expertise, judgment, personal qualities, and general and sector specific knowledge; and review potential candidates from a variety of backgrounds and perspectives, having in mind the Corporation's diversity objectives, including the specific objective of gender diversity. The Policy provides that the Co-Chief Executive Officers of the Corporation will assess the effectiveness of the senior management appointment process at achieving the Corporation's diversity objectives on an annual basis. Furthermore, the Policy provides that the Corporation will engage, from time to time, with senior management of the Corporation's publicly-traded subsidiaries, through its representation on their boards, on the implementation of their respective diversity policies relating to the senior management appointment process.

The Corporation has not adopted a target regarding women in executive officer positions as the Board believes that such arbitrary targets are not in the best interests of the Corporation.

ETHICAL BUSINESS CONDUCT

The Board has adopted a written Code of Business Conduct and Ethics (the "Code of Conduct") that governs the conduct of the Corporation's Directors, officers and employees. A copy of the Code of Conduct is available on SEDAR (www.sedar.com), or may be obtained by contacting the Corporation's General Counsel and Secretary.

The Board oversees compliance with the Code of Conduct through the Corporation's General Counsel and Secretary who monitors compliance with the Code of Conduct. Directors, officers and employees who believe that a violation of the Code of Conduct or any law, rule or regulation has been or is likely to be committed have an obligation to promptly report the relevant information to an appropriate supervisor or, in the case of Directors and senior officers, to the General Counsel and Secretary. Alternatively, in any case, the violation or potential violation may be reported to the Chairman, the Co-CEOs or any member of the Audit Committee, as appropriate, in accordance with the Corporation's procedures.

Directors and employees of the Corporation are required to confirm annually and officers of the Corporation are required to confirm quarterly, their understanding of, and agreement to comply with, the Code of Conduct (which contains the Corporation's conflict of interest policy). There have been no material change reports filed that pertain to any conduct of a Director or executive officer that constitutes a departure from the Code of Conduct.

In order to ensure that Directors exercise independent judgment in considering transactions and agreements in respect of which a Director or an executive officer has a material interest, the Director or executive officer having a conflict of interest must declare his/her interest and, if requested by any other Director, excuse himself or herself from the meeting during the consideration of that particular matter. Such Director may not vote on such a matter.

In addition, the Corporation has a Related Party and Conduct Review Committee, the role of which is described earlier in this Management Proxy Circular.

The Corporation has adopted a Corporate Social Responsibility Statement and an Environmental Policy which are available on its website at www.powercorporation.com. The Corporation has also adopted an Anti-Bribery Policy.

ADDITIONAL INFORMATION

Upon request to the Secretary of the Corporation at 751 Victoria Square, Montréal, Québec, Canada H2Y 2J3, the Corporation shall provide to any person or company, one copy of: [i] the Corporation's annual information form ("AIF"), together with any document, or the pertinent pages of any document, incorporated therein by reference; [ii] the financial statements of the Corporation for its most recently completed financial year in respect of which such financial statements have been issued, together with the report of the auditors thereon, management's discussion and analysis ("MD&A") and any interim financial statements of the Corporation issued subsequent to the annual financial statements together with the related MD&A; and [iii] the information circular of the Corporation in respect of the most recent Annual Meeting of its Shareholders. The Corporation may require the payment of a reasonable charge when the request is made by someone who is not a security holder thereof, unless securities of the Corporation are in the course of a distribution pursuant to a short-form prospectus, in which case such documents will be provided free of charge.

Financial information is provided in the Corporation's financial statements and MD&A for its most recently completed financial year.

Information relating to the Audit Committee can be found in the section of the AIF entitled "Audit Committee".

Additional information relating to the Corporation is available on SEDAR at www.sedar.com.

APPROVAL BY DIRECTORS

The contents and the sending of this Management Proxy Circular have been approved by the Board of Directors.

Montréal, Québec
March 18, 2015

[signed]

Stéphane Lemay
Vice-President, General Counsel and Secretary

SCHEDULE A: SHAREHOLDER PROPOSALS

POWER CORPORATION OF CANADA

The Corporation is required by applicable law to attach the following proposals, and the related supporting statements, to the Management Proxy Circular. The Corporation has, and assumes, no responsibility for the content of such proposals and related supporting statements, including the opinions expressed or the accuracy of any statements contained therein. For the reasons set forth below each proposal under Board and Management Statement, the Board of Directors recommends that shareholders vote AGAINST each such proposal.

The Mouvement d'éducation et de défense des actionnaires ("MÉDAC"), 82 Sherbrooke Street West, Montréal, Québec, H2X 1X3 has submitted the following two shareholder proposals for consideration at the Meeting.

PROPOSAL 1

ADVISORY VOTE ON SENIOR EXECUTIVE COMPENSATION

It is proposed that the board of directors adopt a policy providing that the compensation policy for the five most senior executives shall be submitted to a shareholder advisory vote.

If one relies on the text in the 2014 proxy circular that describes the performance evaluation process, such process is based, above all, on a subjective evaluation by the members of the committee:

"The comparative evaluation is not based on a mathematical formula that integrates specific, weighted performance measures. Rather, the Committee qualitatively considers such factors in the context of the overall achievements of the Corporation, be they financial or strategic in nature. [...]"

Bonuses, when paid, are determined toward the end of the fiscal year and are not related to specific, quantifiable performance targets determined prior to or at the beginning of the fiscal year. The bonuses paid for 2013 for the NEOs^[1] reflect a consideration of the above criteria. The Board of Directors, upon the recommendation of the Compensation Committee, approved a bonus of \$1,750,000 to each Co-CEO for 2013. [...]"

The other financial institutions of the calibre of *Power* have adopted rigorous processes to determine executive compensation and submit their compensation policy to their shareholders for an advisory vote. As a shareholder, we are extremely uncomfortable with the approach taken, which does not in any way make it possible to assess executive performance based on specific targets in keeping with the expectations of the shareholders and other stakeholders. We further wish to point out that such a subjective approach to compensation is not in compliance with the best practice fostered by the Canadian Coalition for Good Governance.

BOARD AND MANAGEMENT STATEMENT:

The Corporation and the Board of Directors appreciate the importance that shareholders place on effective executive compensation programs. The Corporation's executive compensation policies and programs have been designed to support the Corporation's primary objective of generating value for shareholders over the long-term. The sections entitled "Compensation Discussion and Analysis" and "Components of Executive Compensation" above in this Management Proxy Circular provide disclosure on the Corporation's executive compensation approach and arrangements.

One of the Board's key responsibilities is to assess the performance of senior executives and approve their compensation arrangements, with the objective of generating superior long-term performance. Executive compensation policies have become increasingly complex and must take into account a number of factors. Boards and compensation committees are faced with a multitude of potential forms of compensation to be considered, including cash (e.g. salary, annual bonus, long-term non-equity plans and pensions) and equity-based compensation (e.g. stock options, restricted share units, performance share units and stock appreciation rights), each with its own particular incentives and pay-out profile, which can be contingent on the achievement of outcomes across an extensive array of performance-based triggers (e.g. earnings per share, return on invested capital, stock price levels and any number of appropriately-crafted non-GAAP measures) which can vary as between industries, issuer growth profiles and even executive titles.

The Board believes that the Corporation's Directors and the Compensation Committee are in the best position to oversee the executive compensation arrangements of the Corporation. The Compensation Committee, which is comprised entirely of independent Directors within the meaning of the Instruments, has full access to the necessary information and has the benefit of external professional guidance and the relevant experience of its members to make appropriate decisions with respect to executive compensation.

It is also the Board's view that it is important to maintain clarity regarding the role of the Board as distinct from the role of shareholders. The Directors, who are elected by the shareholders, have a legal duty to supervise the management of the business and affairs of the Corporation and are required by law to make decisions in accordance with their fiduciary duties to act with due care and with a view to the best interests of the Corporation, including its shareholders as a whole. Courts have indicated that, in some cases, fiduciary duties may extend to other stakeholders of the Corporation. Individual shareholders, however, have no such fiduciary duty, whether to other shareholders, to the Corporation or to other stakeholders.

The Corporation's current approach to overseeing executive compensation appropriately recognizes the role of the Board and aligns the interests of the Corporation's shareholders with the need for flexibility and certainty in structuring appropriate compensation arrangements.

In addition, holding shareholder votes on executive compensation at a controlled company (like the Corporation) would be neither effective nor efficient. The adoption of such a policy by a controlled company would be an illusory shareholder democracy development at best and not serve a concrete purpose since the controlling shareholder would necessarily cast a majority of the votes to be cast in respect of such a matter. A controlling shareholder would be expected to have an active dialogue with the controlled company through its board and compensation committee, and would not choose the casting of votes at a shareholder meeting as the forum for raising its displeasure with executive compensation. Accordingly, adopting such a requirement at a controlled company would only serve to increase the costs and complexity of the process for setting executive compensation.

The Board believes that compensation arrangements for its senior executives are appropriate and drive long-term performance for the benefit of all shareholders and that the adoption of this proposal would not be in the best interests of the Corporation or its shareholders.

The Board of Directors recommends that shareholders vote AGAINST this proposal.

PROPOSAL 2

ATTENDANCE POLICY

It is proposed that the board of directors adopt a policy regarding unjustified absences of directors

Laurent Dassault, a director since 1997, has failed to attend 50% of board meetings and two out of three meetings of the Related Party and Conduct Review Committee without any explanation for his absence in the 2014 circular. Several corporations have adopted a policy to monitor director attendance. If that is not done, we propose that the corporation remedy the situation. We are wondering whether Mr. Dassault's absences are the reason for the mere 81.35% of votes in his favour during the election at the last annual meeting.

Each director plays an important role. One wonders about the added value of such a director. In order to protect oneself from such a situation and out of respect for the shareholders who vote every year for the directors, it is important for the company to adopt a policy regarding unjustified absences of directors.

BOARD AND MANAGEMENT STATEMENT:

The Governance and Nominating Committee is responsible for recommending to the Board those candidates who possess the qualifications, skills, business and financial experience, leadership roles, level of commitment and available time required of a Director to fulfill Board responsibilities. The Board is committed to nominating the best individuals for election as Director and the Governance and Nominating Committee takes into account the previous commitments of each individual when nominating candidates for election to the Board.

In particular, the Governance and Nominating Committee employs a skills matrix to assist with reviewing the skills and experience of director candidates and of the Board as a whole. The matrix includes industry specific and business experience, as well as other areas of expertise and attributes, such as public sector, corporate social responsibility and geographic diversity, in order to ensure that the Board includes members with a broad range of complementary experience, knowledge and skills. The Committee recognizes that each Director will contribute differently to the Board and will each bring particular strengths in different areas of qualification.

The Governance and Nominating Committee is also responsible for assessing the performance and effectiveness of the Board, Board Committees, and individual Directors, with a view to ensuring that they are fulfilling their respective responsibilities and duties. Shareholders should be aware that Directors make important contributions in respect of the Corporation outside meetings of the Board and its Committees which are not reflected in attendance figures. The Board believes that the policy requested in the proposal is not in the best interests of the Corporation.

The Board of Directors recommends that shareholders vote AGAINST this proposal.

SCHEDULE B: BOARD OF DIRECTORS CHARTER

POWER CORPORATION OF CANADA

SECTION 1. MEMBERSHIP

The Board of Directors (the "Board") shall consist of such number of directors, not greater than the maximum nor less than the minimum set out in the articles of Power Corporation of Canada (the "Corporation"), at least a majority of whom shall be, at the time of each Director's election or appointment, resident Canadians.

SECTION 2. PROCEDURAL MATTERS

In connection with the discharge of its duties and responsibilities, the Board shall observe the following procedures:

- 1. Meetings** > The Board shall meet at least four times every year, and more often if necessary, to discharge its duties and responsibilities hereunder. The Board may meet at any place within or outside of Canada.
- 2. Advisers** > The Board may, at the Corporation's expense, engage such outside advisers as it determines necessary or advisable to permit it to carry out its duties and responsibilities.
- 3. Quorum** > A quorum at any meeting of the Board shall be as fixed from time to time by the Board, but unless so fixed a majority of the Directors shall constitute a quorum.
- 4. Secretary** > The Chairman (or, in the absence of the Chairman, the acting Chairman) of the Board shall appoint a person to act as secretary of meetings of the Board.
- 5. Calling of Meetings** > A meeting of the Board may be called by the Chairman of the Board, a Deputy Chairman, the President or a majority of the Directors, on not less than 48 hours notice to the members of the Board, unless otherwise provided in the by-laws specifying the place, date and time of the meeting. Meetings may be held at any time without notice if all members of the Board waive notice. If a meeting of the Board is called by anyone other than the Chairman of the Board, the person(s) calling such meeting shall so advise the Chairman of the Board.
- 6. Board Meeting Following Annual Meeting** > As soon as practicable after each annual meeting of shareholders there shall be held, without notice, a meeting of such of the newly elected Directors as are then present, provided that they constitute a quorum, at which meeting the Directors may appoint officers, may appoint the Chairman of the Board, may appoint members to and the Chairman of each Board Committee, and may transact such other business as comes before the meeting.

SECTION 3. DUTIES AND RESPONSIBILITIES

The Board shall supervise the management of the business and affairs of the Corporation and shall exercise, as appropriate, the powers vested in and exercisable by the Board pursuant to applicable laws and regulations. Without limiting the generality of the foregoing, the Board shall have the following duties and responsibilities, which it may discharge either directly or indirectly through one or more Committees of the Board. In fulfilling its duties and responsibilities, the Board will rely on the information, advice and recommendations provided to it by management, but will exercise independent judgment:

1. **Strategic Planning** > The Board shall approve strategic goals and objectives for the Corporation and shall consider management's financial plan, which will be subject to approval by the Board.
2. **Review of Operations** > The Board shall:
 - [a] monitor the implementation by management of the approved financial plan and shall monitor financial and operating results and other material developments;
 - [b] monitor the implementation and maintenance by management of appropriate systems, policies, procedures and controls to manage the risks associated with the Corporation's businesses and operations;
 - [c] approve significant acquisitions and dispositions, financings and other capital market transactions, capital management decisions, and other significant business and investment decisions and transactions; and
 - [d] review and monitor those operational issues, including those of a regulatory nature, which, in the view of management or the Board may have a potential material impact on the Corporation's ongoing business, affairs and/or reputation.
3. **Disclosure and Communication Policies** > The Board shall:
 - [a] approve policies with respect to the accurate, timely and full public disclosure of material information while maintaining confidentiality where necessary and permitted, and shall, where required, review specific disclosure documents; and
 - [b] approve appropriate communication policies respecting the communication of information to the Corporation's stakeholders and regulators.
4. **Financial Control** > The Board shall monitor the integrity of the Corporation's financial reporting systems and the effectiveness of the Corporation's internal controls and management information systems by:
 - [a] overseeing the establishment and maintenance by management of appropriate financial control systems;
 - [b] reviewing reports provided by management on material deficiencies in, or material changes to, internal controls;
 - [c] reviewing and approving the Corporation's annual and interim financial statements and annual Management's Discussion and Analyses, the Corporation's Annual Information Forms, and other public disclosure documents containing financial information requiring board approval; and
 - [d] overseeing compliance with applicable audit, accounting and reporting requirements.
5. **Corporate Governance** > The Board shall oversee the development of the Corporation's approach to corporate governance, including the development of corporate governance policies, principles and guidelines, and shall approve such policies, principles and guidelines, as it deems appropriate.
6. **Senior Management** > The Board shall:
 - [a] approve a position description for, and the appointment of, the Co-Chief Executive Officers (the "Co-CEOs") and approve their compensation in accordance with the Charter of the Compensation Committee;
 - [b] approve the appointment of senior management, approve their compensation, and oversee the evaluation of their performance;
 - [c] approve incentive compensation plans, equity compensation plans and other compensation plans for senior management, as appropriate; and
 - [d] oversee the succession planning processes of the Corporation with respect to senior management.

- 7. Director Orientation and Education** > All newly appointed Directors shall be provided with an orientation as to the nature and operation of the business and affairs of the Corporation and as to the role of, and expectations as to the contributions to be made by, the Board, of Board Committees and of each Director, and existing Directors shall be periodically updated in respect of the foregoing.
- 8. Code of Conduct** > The Board shall support management in seeking to maintain a culture of integrity throughout the Corporation. The Board shall adopt a code of business conduct and ethics (the "Code") to promote integrity and deter wrongdoing that is applicable to Directors, officers and employees of the Corporation and that addresses, among other things, conflicts of interest (including procedures to identify and resolve conflicts and potential conflicts), protection and proper use of corporate assets and opportunities, confidentiality and use of confidential information, accounting complaints, fair dealing with all parties, compliance with applicable laws, rules and regulations and the reporting of illegal or unethical behaviour, and shall require management to establish processes and procedures to monitor compliance with the Code.
- 9. Chairman of the Board** > The Board shall approve a position description for the Chairman of the Board.
- 10. Board Committees** > The Board shall:
- [a] establish an Audit Committee, an Executive Committee, a Related Party and Conduct Review Committee, a Compensation Committee, and a Governance and Nominating Committee, and may establish such other committees as it deems advisable to assist it in discharging its duties under this Charter, and may establish committee charters and otherwise delegate to those committees such duties and responsibilities as may be permitted by law and as it deems necessary or advisable; and
 - [b] approve position descriptions for the Chairman of each Board Committee.
- 11. Director Nomination, Compensation and Assessment** > The Board shall:
- [a] nominate and recommend to the shareholders candidates for election to the Board;
 - [b] approve compensation arrangements for the Directors, for the Chairman of the Board, and for the Chairmen and members of Board Committees; and
 - [c] assess, on a regular basis, the structure, composition, size, effectiveness and contribution of the Board, of all Committees of the Board, and of the Directors.

SECTION 4. ACCESS TO INFORMATION

The Board shall have access to all information, documents and records of the Corporation that it determines necessary or advisable to permit it to carry out its duties and responsibilities.

SECTION 5. REVIEW OF CHARTER

The Board shall periodically review this Charter, and approve any changes that it deems appropriate, and be responsible for approving any changes to Committee Charters recommended by the relevant Committee.

Power Corporation of Canada
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