

Equitable Launches its First Digital Annual Report

TORONTO, April 10, 2019 /CNW/ - Equitable Group Inc. (*TSX: EQB and EQB.PR.C*)

("Equitable" or the "Company") today launched its first all-digital annual report to give shareholders a more comprehensive and accessible method for reviewing the progress of its business. This innovative format aligns with Equitable's digital strategy and positioning as Canada's Challenger Bank™.

The report contains a personal message from Equitable's Chair of the Board and a video featuring Equitable's President and CEO, in addition to serving as a digital repository for key annual disclosures including the MD&A and Consolidated Financial Statements, Management Information Circular, Annual Information Form and Public Accountability Statement.

"As Canada's Challenger Bank, we are well on our way to transforming all aspects of Equitable's business to embrace the promise of digital technology," said Andrew Moor, President and Chief Executive Officer. "Equitable's decision to move our annual shareholder disclosures to a digital approach is part of our overall journey to embrace digital in everything we do. Our digital annual report provides a quick and convenient way for fellow shareholders to access key strategic information on Equitable's growth opportunities, rigorous risk management processes, Board engagement and community investments. It makes good use of digital technology to explain our Challenger Bank advantages, our approach to open banking and our corporate personality."

The site is available at <http://www.equitablebank.ca/about-us/investor-relations/2018-annual-report>

Annual and Special Meeting of Shareholders

Equitable will host its 2019 annual and special meeting of shareholders on May 15 at 10 am eastern at the Equitable Bank Tower, 5th floor, 30 St. Clair Avenue West, Toronto,

Ontario. The meeting will feature presentations from management and a facility tour. Shareholders are also encouraged to attend to meet members of the Board of Directors and the broader Equitable team.

About Equitable Group Inc.

Equitable Group Inc. is a growing Canadian financial services business that operates through its wholly-owned subsidiary, Equitable Bank. Equitable Bank, Canada's Challenger Bank™, is the country's ninth largest independent Schedule I bank and offers a diverse suite of residential lending, commercial lending and savings solutions to Canadians. Through its proven branchless approach and customer service focus, Equitable Bank has grown to over \$29 billion of Assets Under Management. EQ Bank, the digital banking arm of Equitable Bank, provides state-of-the-art digital banking services to 75,000 Canadians and was the 2018 recipient of the Best Mobile App in Canada at the World Finance Digital Banking Awards. The EQ Bank Savings Plus Account reimagines banking for Canadians by offering the functionality of a chequing account to perform daily banking with ease, as well as a great everyday interest rate – currently 2.30% -- to help this transactional balance grow into bigger savings. From unlimited Interac® e-Transfers and bill payments, to payroll deposits and no monthly fees, everyday banking is now a richer prospect for Canadians. In 2018, the Bank started to diversify into adjacent business through its commercial lending platform. On January 1, 2019, Equitable Bank acquired Bennington Financial, which furthered the Bank's diversification by providing access to the brokered equipment leasing market. Equitable Bank employs over 830 dedicated professionals across the country and is a 2019 recipient of Canada's Best Employer Platinum Award, the highest bestowed by AON Hewitt. For more information about Equitable Bank and its products, please visit equitablebank.ca.

SOURCE Equitable Group Inc.

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<https://eqb.investorroom.com/2019-04-10-Equitable-Launches-its-First-Digital-Annual-Report>