

### **Private Client** Group

**Investor Day** 

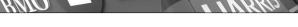
Strategic Overview

### **GILLES OUELLETTE**

President & CEO, Private Client Group

April 15 • 2008





BMO Financial Group

## Forward Looking Statements Caution Regarding Forward-Looking Statements

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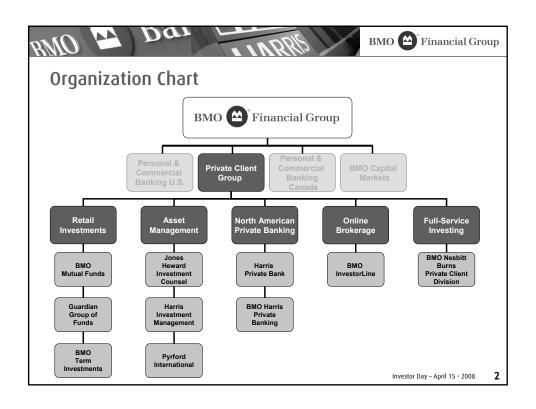
Bank of Montreal's public communications often include written or oral forward-looking statements. Statements of this type are included in this document, and may be included in other filings with Canadian securities regulators or the U.S. Securities and Exchange Commission, or in other communications. All such statements are made pursuant to the 'safe harbor' provisions of, and are intended to be forward-looking statements under, the United States Private Securities Litigation Reform 4 of 1995 and any applicable Canadian securities legislation. Forward-looking statements may involve, but are not limited to, comments with respect to our objectives and priorities for 2008 and beyond, our strategies or future actions, our targets, expectations for our financial condition or share price, and the results of or outlook for our operations or for the Canadian and U.S. economies.

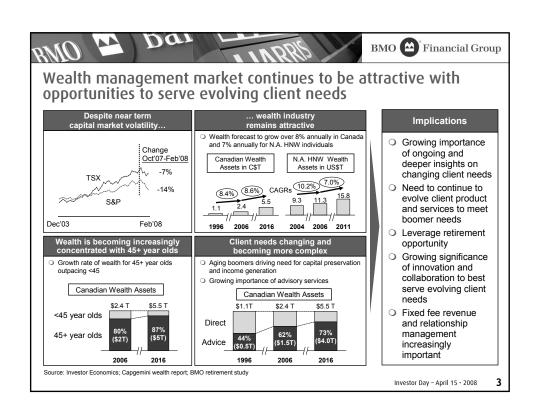
By their nature, forward-looking statements require us to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that predictions, forecasts, conclusions or projections will not prove to be accurate, that our assumptions may not be correct and that actual results may differ materially from such predictions, forecasts, conclusions or projections. We caution readers of this document not to place undue reliance on our forward-looking statements as a number of factors could cause actual future results, conditions, actions or events to differ materially from the targets, expectations, estimates or intentions expressed in the forward-looking statements.

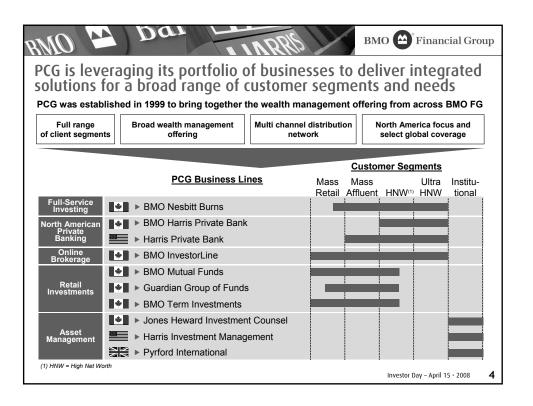
The future outcomes that relate to forward-looking statements may be influenced by many factors, including but not limited to: general economic and market conditions in the countries in which we operate; interest rate and currency value fluctuations; changes in monetary policy; the degree of competition in the geographic and business areas in which we operate; changes in laws; judical or regulatory proceedings; the accuracy and completeness of the information we obtain with respect to our customers and counterparties; our ability to execute our strategic plans and to complete and integrate acquisitions; critical accounting estimates; operational and infrastructure risks; general political conditions; global capital market activities; the possibility impacts on local, national or international economies; disruptions to public infrastructure, such as transportation, communications, power or water supply; and technological changes.

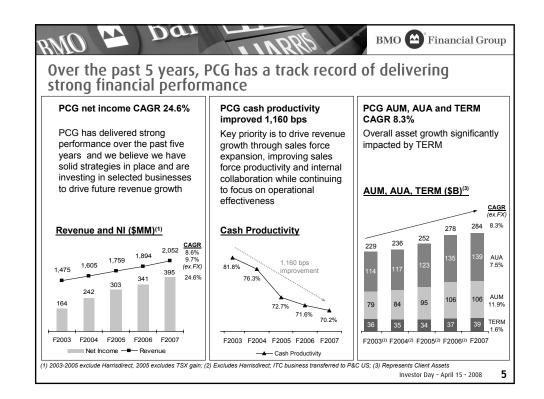
We caution that the foregoing list is not exhaustive of all possible factors. Other factors could adversely affect our results. For more information, please see the discussion on pages 28 and 29 of BMO's 2007 Annual Report, which outlines in detail certain key factors that may affect BMO's future results. When relying on forward-looking statements to make decisions with respect to Bank of Montreal, investors and others should carefully consider these factors, as well as other uncertainties and potential events, and the inherent uncertainty of forward-looking statements. Bank of Montreal does not undertake to update any forward-looking statement, whether written or oral, that may be made, from time to time, by the organization or on its behalf. The forward-looking information contained in this document is presented for the purpose of assisting our shareholders in understanding our financial position as at and for the periods ended on the dates presented and our strategic priorities and objectives, and may not be appropriate for other purposes.

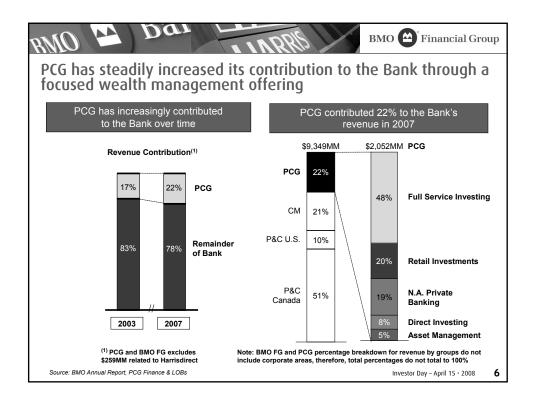
Assumptions about the performance of the Canadian and U.S. economies in 2008 and how it will affect our businesses were material factors we considered when setting our strategic priorities and objectives, and when determining our financial targets, including provisions for credit losses. Key assumptions were that the Canadian economy will expand at a moderate pace in 2008 while the U.S. economy expands modestly, and that inflation will remain low in North America. We also assumed that interest rates in 2008 will decline slightly in Canada and the United States, and that the Canadian dollar will trade at parity to the U.S. dollar at the of 2008. In determining our expectations for economic growth, both broadly and in the financial services sector, we primarity consider historical economic data provided by the Canadian and U.S. governments and their agencies. We now anticipate weaker economic growth in Canada and that the United States will slip in a mild recession in the first half of 2008. We also expect lower interest rates and a somewhat weaker Canadian dollar than when we established our 2008 financial targets. Tax laws in the countries in which we operate, primarily Canada and the United States, are material factors we consider when determining our sustainable effective tax rate.

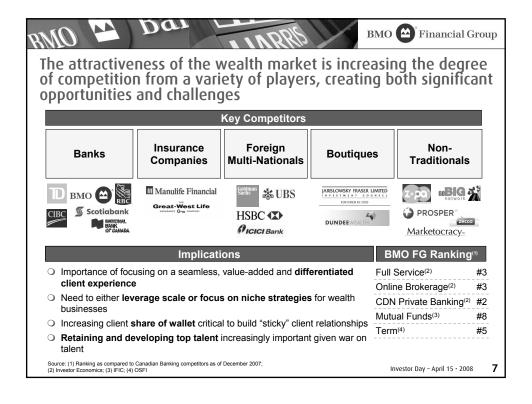














### An exceptional client experience is at the core of PCG's strategy

#### **OUR VISION**

To be a leading wealth management solutions provider in Canada and in select U.S. markets, helping our clients to accumulate, protect and grow their assets

We will win by delivering a client experience that meets our client's integrated wealth management needs and by continuing to improve the productivity of our sales forces

### **DEFINING OUR SUCCESS**

Best in class client satisfaction and net promoter scores. Drive net income, revenue and asset growth.

### **OUR STRATEGIC PRIORITIES**

- Deliver an exceptional client experience drive competitive net promoter scores and client share of wallet
- Provide best-in-class wealth management solutions with a focus on helping our clients invest and plan for their retirement years
- Expand our sales force and improve its productivity

  Enhance our business models and invest selectively to create incremental value
- Build a culture of innovation to meet our client's evolving needs

### **OUR DIFFERENTIATING CAPABILITIES**

- Deliver an exceptional client experience
- Collaborate effectively within PCG, with P&C in Canada and the US and with BMO Capital Markets
- Attract, develop and retain superior talent

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## **Private Client** Group

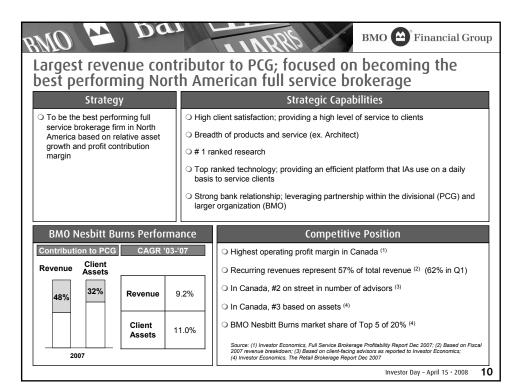
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**BMO Nesbitt Burns Private Client Division** 

### **DEAN MANJURIS**

Vice Chairman, BMO Nesbitt Burns, Private Client Division







President & CEO, BMO InvestorLine





### Strategy

- Drive business growth by providing an enhanced and personalized online experience for various types of investors
- Enhance the partnership with BMO FG and increase the number of BMO products held by our clients; in turn increase the number of BIL accounts held by BMO FG clients

### Strategic Capabilities

- O Continue to invest in and build on our superior client experience
- Leverage our leading-edge technology platform to provide a customized and personalized web offering for specific target groups
- Deliver exceptional and differentiated client service through focused hiring and comprehensive training
- Further enhance business efficiencies by continuing to leverage workflow capabilities
   Leverage the client database and MyLink capabilities to create a unique one-to-one online service experience and intelligently cross-sell appropriate products and services
- Aggressively drive new client acquisition; fully leveraging the BMO retail channel, PCG partners and our strong online marketing capability

BMO InvestorLine Performance						
Contribution to PCG	CAGR '03-'07					
Revenue Client Assets						
7%	Revenue	11.0%				
	Client Assets	19.0%				
2007		-				

### Competitive Position (1)

- O Top rated online brokerage in client satisfaction and loyalty (2)
- O Leads all major online brokerages as most able to meet client needs (3)
- O Fastest online brokerage website in Canada (4)
- Dec'07 BMO InvestorLine market share of 11.60% and YOY market share increase of +62 bps <sup>(5)</sup>
- Ranked #3 based on assets (5)
- $\bigcirc$  Ranked #2 in asset growth in both % and absolute dollar amount in previous quarter  $^{(5)}$

Source: (1) As of Dec 2007, unless otherwise stated; (2) 2007 Phase 5 Competitive Online Brokerage Report; (3) Ipsos ReidDiscount Brokerage Report 2007; (4) Response time by leading on-demand infrastructure provider for web application experience management, Gomez Canada; (5) Investor Economics, Online/Discount Brokerage Market Share Report

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## Private Client Group

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**Retail Investments** 

### **ED LEGZDINS**

Senior Vice-President and Head of Retail Investments





- Grow an integrated retail investments (mutual funds and term deposits) manufacturing and multichannel distribution company
- Maintain strong profitability while improving market share position
- Achieving superior customer experience in retail channels based on proactive and quality investment and retirement advice
- O Strong collaboration with Personal and Commercial Banking Canada
- Expanding financial planning capacity and capability; strong financial planner presence in branch network, exclusively focused on developing investment business
- Integrated BMO Mutual Fund and GGOF product management and wholesaling support across all channels; integration of manufacturing and distribution enables optimization of customer experience and point of sale referrals to BMO FG
- O Delivering innovative and integrated solutions that go beyond traditional retail investments
- O Grow term deposit balances and market share
- Successful mutual fund joint venture in China (Fullgoal) strategic stepping stone in growing market

Retail Investments Performance			mance	Competitive Position <sup>(1)</sup>
Contribution Revenue	on to PCG Client Assets	CAGR '(	03-'07	O February 2008 BMO MF and GGOF market share of 5.46%, an increase of 98 bps since February 2003, second highest of Big 5
20%	22%	Revenue	14.5%	O BMO Mutual Funds earns more revenue per \$/AUM than other Big 5 firms due to focus on long term client solutions  O BMO Mutual Funds won the Dalbar Service Award in 2006 and 2007
		Client Assets	7.8%	Bino initial i finds with the bandar Service Award in 2000 and 20
		Term MF	1.6% 18.9%	O January 2008 Term (all banks) market share of 10.99% has declined 100 bps since January, 2003
20	07			Source: (1) IFIC, OSFI
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## Private Client Group

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**BMO Harris Private Banking** 

### **ANDREW AUERBACH**

Senior Vice President & Chief Operating Officer BMO Harris Private Banking





# Be the top source of advice for our clients, delivering a customized experience and leveraging the full power of BMO FG

#### Strategy

- To be the top source of advice in the eyes and in the hearts of our clients
- 'Consistent delivery of our client experience; providing advice and solutions that reach across the capabilities of the Private Bank and BMO
- Assisting the client's family and business, leveraging the full power of BMO FG
- Recruiting and retaining top professionals

### **Strategic Capabilities**

- Through planning and needs based conversations deliver comprehensive client solutions and be rewarded by client loyalty, referrals and additional share of wallet
- Building on superior cross-pillar partnerships to jointly capitalize on opportunities presented to deliver a distinctive client experience
- Ensuring robust application of client segmentation
- Delivering on commitment to learning and development; becoming known as learning-centred with clear career development opportunities

### **BMO Harris Private Banking Performance**

Contribution to PCG	CAGR '03-'07	
Revenue Client Assets	Revenue	14.2%
	Client Assets	20.7%
	AUM	24.6%
2007	AUA	7.4%

### Competitive Position (1)

- Dec 2007 BMO HPB market share of 7.97% and YOY market share increase of +79 bps
- BMO HPB had the largest absolute dollar increase in assets of major firm since June 2007 with 18% YOY growth; only Bank with double digit growth.
- O In Canada, #2 based on assets

Source: (1) As of Dec 2007, unless otherwise stated; Investor Economics, Fee Based Report

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## Private Client Group

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Harris Private Bank

### **TERRY JENKINS**

Senior Vice President & Head of Harris Private Bank U.S.





Growing and transforming our business by delivering expert guidance to clients to drive advocacy and revenue growth

### Strategy

- O To be a best-in-class wealth management provider to mass affluent, high net worth and ultra high net worth individuals and families
- O Making the shift from a productfocused to a planning-based model
- O Establishing ourselves as our client's trusted advisor

### Strategic Capabilities

- O Delivering an exceptional client experience backed by client experience standards; using insights into behaviours to accelerate and enhance our relationships with
- O Sales and distribution focused, with strong client acquisition and management
- Leveraging a strong partnership between Wealth, Community Banking and Capital Markets by developing new ways of approaching the market
- O Becoming an employer of choice by recognizing that attracting and retaining the best talent is essential to our business

### Harris Private Bank Performance

Continuation to 1 CC		CAGIC	00-01
Revenue	Client Assets		
11%	19%	Revenue	5.0%
		Client	
		Assets	5.6%
		AUM	12.1%
		AUA	1.1%
20	07		

### **Competitive Position**

- O Client retention rate consistently in the top quartile for the industry (1)
- O #24 in AUM in the U.S. by Barron's (2)
- O Nominated by Private Asset Management in 2007 as top multi-family office
- 26 offices operating in 12 of the top wealth markets in the U.S.

Source: (1) VIP Forum; (2) No market share data is currently available in the US industry

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## **Private Client** Group





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