



| CI FINANCIAL CORP.<br>March 31, 2009<br>MONTH-END STATISTICS |                           |                           |                         |
|--|---------------------------|---------------------------|-------------------------|
| MONTHLY SALES DATA<br>RETAIL MANAGED FUNDS                   | GROSS SALES<br>(millions) | REDEMPTIONS<br>(millions) | NET SALES<br>(millions) |
| Long-term funds  | \$574                     | \$497                     | \$77                    |
| Short-term funds   | \$128                     | \$142                     | -\$14                   |
| Sales related to deposit notes                               | \$0                       | \$4                       | -\$4                    |
| <b>TOTAL RETAIL FUNDS</b>                                    | <b>\$702</b>              | <b>\$643</b>              | <b>\$59</b>             |

| FEE-EARNING ASSETS                          | February 28/09<br>(millions) | March 31/09<br>(millions) | %<br>Change |
|---|------------------------------|---------------------------|-------------|
| Retail managed funds                        | \$46,598                     | \$49,152                  | 5.5%        |
| Structured products                         | 372                          | 379                       | 1.9%        |
| <b>TOTAL retail assets under management</b> | <b>\$46,970</b>              | <b>\$49,531</b>           | <b>5.5%</b> |
| Institutional managed assets                | 3,474                        | 3,682                     | 6.0%        |
| <b>TOTAL assets under management</b>        | <b>\$50,444</b>              | <b>\$53,213</b>           | <b>5.5%</b> |
| Assante assets under administration*        | 16,975                       | 17,739                    | 4.5%        |
| Blackmont assets under administration       | 5,954                        | 6,218                     | 4.4%        |
| <b>TOTAL assets under administration</b>    | <b>\$22,929</b>              | <b>\$23,957</b>           | <b>4.5%</b> |
| CI other fee-earning assets                 | 953                          | 942                       | -1.2%       |
| <b>TOTAL FEE-EARNING ASSETS</b>             | <b>\$74,325</b>              | <b>\$78,112</b>           | <b>5.1%</b> |

| MONTHLY AVERAGE RETAIL ASSETS<br>UNDER MANAGEMENT | February 28/09<br>(millions) | March 31/09<br>(millions) | %<br>Change |
|---|------------------------------|---------------------------|-------------|
| Monthly average retail assets                     | \$48,237                     | \$47,828                  | -0.8%       |

| QUARTERLY AVERAGE RETAIL<br>ASSETS UNDER MANAGEMENT | December 31/08<br>(millions) | March 31/09<br>(millions) | %<br>Change |
|---|------------------------------|---------------------------|-------------|
| Quarterly average retail assets                     | \$50,380                     | \$48,681                  | -3.4%       |

| FISCAL AVERAGE RETAIL<br>ASSETS UNDER MANAGEMENT | December 31/08<br>(millions) | March 31/09<br>(millions) | %<br>Change |
|--|------------------------------|---------------------------|-------------|
| Fiscal year average retail assets                | \$60,208                     | \$48,681                  | -19.1%      |

| EQUITY                    |             | FINANCIAL POSITION<br>(millions unless otherwise indicated) |       |
|---------------------------|-------------|---|-------|
| Total outstanding shares  | 293,613,031 | Bank debt   | \$931 |
| QTD weighted avg. shares  | 293,186,982 | Cash and marketable securities                              | (72)  |
| Yield at \$13.99          | 3.4%        | Net debt outstanding  | \$859 |
| In-the-money options      | 5,057,153   | In-the-money option liability (net of tax)                  | \$7   |
| Percentage of all options | 68%         | Terminal redemption value of funds                          | \$795 |
| All options % of shares   | 2.5%        | Quarter-to-date equity-based compensation**                 | \$1   |

\*Includes CI and United Financial investment fund assets administered by Assante advisors.

\*\*Estimate partially based on marked-to-market pre-tax option expense accrual from change in share price and vesting from last quarter-end (\$14.50) to March 31, 2009 (\$13.99).

| <b>GEOGRAPHIC EXPOSURE OF AUM</b> |            |              |            |
|-----------------------------------|------------|--------------|------------|
| <b>Canada</b>                     | <b>46%</b> | <b>Asia</b>  | <b>3%</b>  |
| <b>United States</b>              | <b>25%</b> | <b>Other</b> | <b>3%</b>  |
| <b>Europe</b>                     | <b>9%</b>  | <b>Cash</b>  | <b>14%</b> |