

| CI FINANCIAL CORP. October 31, 2009 MONTH-END STATISTICS | | | |
|---|----------------------------------|----------------------------------|--------------------------------|
| MONTHLY SALES DATA RETAIL MANAGED FUNDS | GROSS SALES (millions) | REDEMPTIONS (millions) | NET SALES (millions) |
| Long-term funds | \$706 | \$510 | \$196 |
| Short-term funds | \$65 | \$70 | -\$5 |
| TOTAL RETAIL FUNDS | \$771 | \$580 | \$191 |

| FEE-EARNING ASSETS | Sep 30/09 (millions) | Oct 31/09 (millions) | % Change |
|--|--------------------------------|--------------------------------|---------------------------|
| Retail assets under management | \$60,612 | \$59,670 | -1.6% |
| Institutional managed assets | 4,142 | 4,028 | -2.8% |
| TOTAL assets under management | \$64,754 | \$63,698 | -1.6% |
| Assante assets under administration* | 20,815 | 20,429 | -1.9% |
| Blackmont assets under administration | 7,412 | 7,390 | -0.3% |
| TOTAL assets under administration | \$28,227 | \$27,819 | -1.4% |
| CI other fee-earning assets | 790 | 752 | -4.8% |
| TOTAL FEE-EARNING ASSETS | \$93,771 | \$92,269 | -1.6% |

| MONTHLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT | Sep 30/09 (millions) | Oct 31/09 (millions) | % Change |
|---|--------------------------------|--------------------------------|---------------------------|
| Monthly average retail assets | \$59,937 | \$60,412 | 0.8% |

| QUARTERLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT | Sep 30/09 (millions) | Oct 31/09 (millions) | % Change |
|---|--------------------------------|--------------------------------|---------------------------|
| Quarterly average retail assets | \$57,963 | \$60,412 | 4.2% |

| FISCAL AVERAGE RETAIL ASSETS UNDER MANAGEMENT | Dec 31/08 (millions) | Oct 31/09 (millions) | % Change |
|--|--------------------------------|--------------------------------|---------------------------|
| Fiscal year average retail assets | \$60,208 | \$54,197 | -10.0% |

| EQUITY | | FINANCIAL POSITION (millions) | |
|---------------------------|-------------|---|-------|
| Total outstanding shares | 292,171,122 | Bank debt | \$765 |
| QTD weighted avg. shares | 292,336,593 | Cash and marketable securities | (29) |
| Yield at \$19.09 | 3.1% | Net debt outstanding | \$736 |
| In-the-money options | 6,832,727 | In-the-money option liability (net of tax) | \$13 |
| Percentage of all options | 99% | Terminal redemption value of funds | \$800 |
| All options % of shares | 2.3% | Quarter-to-date equity-based compensation** | (\$4) |

*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 (\$20.59) to October 31, 2009 (\$19.09)

| GEOGRAPHIC EXPOSURE OF AUM | | | |
|-----------------------------------|-----|-------|-----|
| Canada | 50% | Asia | 3% |
| United States | 21% | Other | 4% |
| Europe | 10% | Cash | 12% |