

Private Client Group U.S.

GILLES OUELLETTE President and Chief Executive Officer Private Client Group

JUNE 9 • 05







## BMO (\*\*) Financial Group

#### FORWARD-LOOKING STATEMENTS

#### CAUTION REGARDING FORWARD-LOOKING STATEMENTS

Bank of Montreal's public communications often include written or oral forward-looking statements. Statements of this type are included in this presentation, and may be included in 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 the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may involve, but are not limited to, comments with respect to our objectives for 2005 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 and other forward-looking statements will not prove to be accurate. 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: global capital market activities; interest rate and currency value fluctuations; the effects of war or terrorist activities; the effects of disease or illness that impact on local, national or international economies; the effects of disruptions to public infrastructure, such as transportation, communications, power or water supply disruptions; industry and worldwide economic and political conditions; regulatory and statutory developments; the effects of competition in the geographic and business areas in which we operate; management actions; and technological changes. We caution that the foregoing list of factors is not exhaustive and that 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.



## OTHER REPORTING MATTERS

#### CAUTION REGARDING NON-GAAP MEASURES

Bank of Montreal uses both GAAP and non-GAAP measures to assess performance. Securities regulators require that companies caution readers that earnings and other measures adjusted to a basis other than GAAP do not have standardized meanings under GAAP and are unlikely to be comparable to similar measures used by other companies.

Reconciliations of GAAP to non-GAAP measures as well as the rationale for their use can be found in Bank of Montreal's quarterly Press Release, MD&A and in its Annual Report to Shareholders.

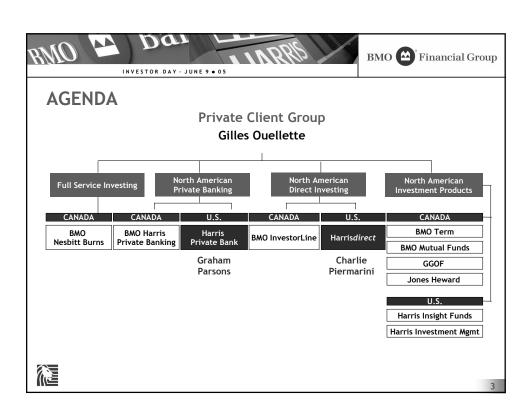
Non-GAAP results or measures include revenue, taxes and productivity results and measures that use Taxable Equivalent Basis (teb) amounts, cash-based profitability and productivity measures, Net Economic Profit and results and measures that exclude significant items.

#### **GAAP METHODOLOGY**

Unless otherwise indicated, all GAAP measures are reported in accordance with Canadian GAAP. A reconciliation of Canadian GAAP to U.S. GAAP can be found in Bank of Montreal's quarterly Financial Statements and Supplementary Package and in its Annual Report to Shareholders.



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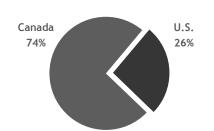




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## A NORTH AMERICAN WEALTH MANAGEMENT **FRANCHISE**

#### **PCG** Revenues YTD Q2 2005



#### In Canada

- O Established national franchise with award winning
  - BMO Nesbitt Burns: #1 research 24 years running
  - BMO InvestorLine: #1 ranking by Watchfire and Globe & Mail 11 surveys running
  - BMO Harris Private Banking: #1 ranking by Euromoney 2 years running
- O Access to 7 million BMO clients

#### In the U.S.

- O Prestigious Harris brand with a focused geographical footprint
  - Covering 12 top wealth markets, with a key foothold in Chicagoland
  - Harrisdirect: #3 ranking overall by Watchfire
  - Harris Private Bank: #7 ranking by Euromoney
- O Access to 1 million Harris clients







BMO Financial Group

## SIGNIFICANT OPPORTUNITY FOR GROWTH IN THE U.S.

U.S. private banking & direct investing markets attractive



- High net worth assets forecast to grow 11% annually to 20081
- Online assets forecast to grow 20% annually to 2008<sup>2</sup>

Our advantage to compete



Leveraging core capabilities of successful Canadian businesses to build-out direct investing and private banking franchises in the U.S.

Our opportunity for growth



- Our physical presence in U.S. markets covers more than 20% of households with >\$1MM in investable assets
- Chicago is one of the top wealth markets in the U.S., both in concentration of wealth and growth in wealthy households. We have a strong reputation and footing in the market.







### A DEFINED GROWTH STRATEGY

#### Vision

To be a leader in providing wealth management solutions in select North American markets, helping our clients to accumulate, protect and grow their assets

#### **Strategic Focus**

#### In Canada

- O Continue to leverage our leadership position in client service and awardwinning offerings
- O Continuing to drive performance through sales force productivity and operational efficiencies

#### In the U.S.

- Accelerate share of wallet growth of our existing client base, with a focus on Chicagoland
- O Leverage P&C expansion to introduce wealth offering in new markets
- Improve performance through sales force productivity and operational efficiencies







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## CLEAR FOCUS ON BUILDING AND RESTRUCTURING FOR PROFITABLE GROWTH

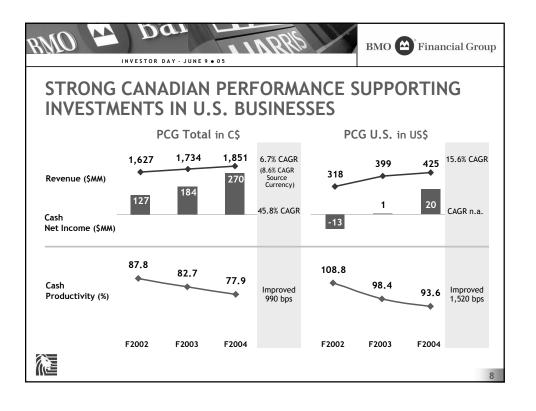
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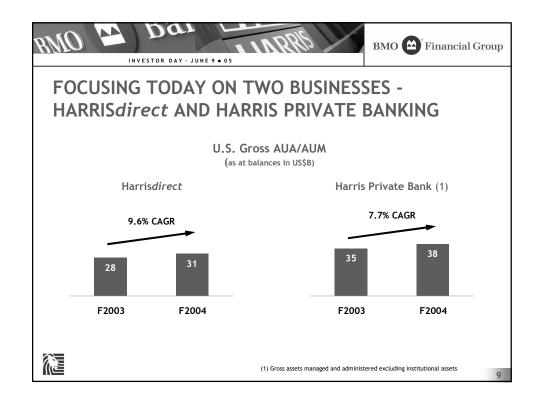
#### **BUILT PLATFORM AND CAPABILITIES**

F2004

- O Expanded though strategic acquisitions
  - 4 direct investing and 5 private banking acquisitions<sup>1</sup>
  - Geographic footprint in 12 of the top wealth markets in the U.S.<sup>2</sup>
- O Integrated businesses and refined business models
  - Consolidated acquisitions and full-service offering under unified Harrisdirect brand
  - Integrated and rolled-out myCFO's UHNW family service model and SBSB's financial planning model for holistic private banking offering
- O Eliminated costs and improved operational efficiencies
  - Harris Private Bank reduced its direct expenses by approximately \$20MM; Harris Direct reduced its expenses by \$100MM
  - Consolidated call centers & back-office operations
  - Transferred support services to broader Bank platform
- O Refocused sales force
  - Upgraded the quality of the existing sales force
  - Expanded the sales force
  - Aligned compensation and strengthened sales management to improve sales force productivity









## WELL POSITIONED TO ACCELERATE GROWTH

#### ACCELERATE GROWTH

F2005+

- O Continue sales force productivity improvement
  - Targeting to double sales force productivity over the next 4 years for individual businesses to drive to best in class performance
- O Pursue sales force expansion program
  - Recruiting top talent and expanding sales force
- O Continue to enhance and differentiate client offerings
  - Guided Investing Model at Harrisdirect
  - Integrated team model at Harris Private Bank
- Focus on Chicago
  - Chicago is one of the top wealth markets in the U.S.
  - We have a strong reputation and established presence in the U.S.
  - Existing Bank client base represents significant untapped opportunity
- O Leverage our Harris partners for client opportunities
  - Referral program on track
  - Integration with Harris network is key to growth strategy







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## ONE HARRIS

## Formalized program that encourages collaboration across lines of business

- Provide exceptional customer service by leveraging the full capabilities of the organization to meet a broad range of customer needs
- O Earn a larger share-of-wallet and drive revenue growth through increased referrals and cross-sell
- O Established targets, incentives and performance tracking mechanisms
- O Encouraging early results ahead of plan



One Harris Total Intergroup Cross-Sell (Balances, US \$MM)

167

Q1 2005 Q2 2005



## **KEY MESSAGES**

- O Strong Canadian franchises; U.S. provides growth opportunity
- Built U.S. platform and capabilities
  - Expanded our offering through strategic acquisitions
  - Integrated our businesses through consolidation with our established brand
  - Streamlined operations by reducing costs
  - Improving sales force productivity
  - Focused strategy to accelerate growth
- O Proven ability to deliver results in wealth management
  - Strong overall financial performance driven by Canadian businesses
  - Focused strategy and differentiated offering to deliver improved performance in the U.S. businesses
- Well Positioned to accelerate growth
  - Aggressive targets for sales force productivity
  - Continue to grow sales force
  - Leverage One Harris, an integrated delivery model
  - Focus on significant Chicagoland opportunity



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Harris Private Bank

GRAHAM PARSONS Executive Vice-President



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## **EXECUTIVE SUMMARY**

- O Robust growth in high net worth individuals & assets projected to continue
- O Competition is tough, but fragmented, providing significant opportunity for strong players
- O Harris Private Bank (HPB) is well positioned among the array of wealth management providers
  - Distinctive breadth of capability
  - Truly integrated delivery model
  - Access to 1.6MM+ Chicagoland Banking, Harris Nesbitt and Harrisdirect clients



- O HPB continues its practice of balancing expense management actions with revenue initiatives
- O Solid foundation laid for profitable growth and enhancing market position





## Strategy for building lasting client relationships

Attract and build client relationships by leveraging the strength of our integrated teams and the breadth of our wealth management capabilities to establish ourselves as:

- OTrusted advisors to client segments that value holistic, comprehensive advice and guidance
- OProviders of high quality wealth management solutions to those client segments seeking to fill specific needs







## HARRIS PRIVATE BANK PROFILE Prime wealth locations, solid client franchise

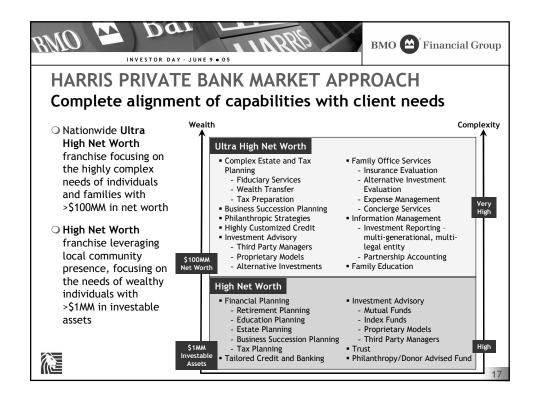
- Operating through 29 locations in 12 of the top wealth markets in the U.S.
- Over 15,000 client relationships
- Average relationship tenure of 17 years (vs. 12 years industry average<sup>1</sup>)
- Client retention rate of 94.9% (top quartile<sup>1</sup>)



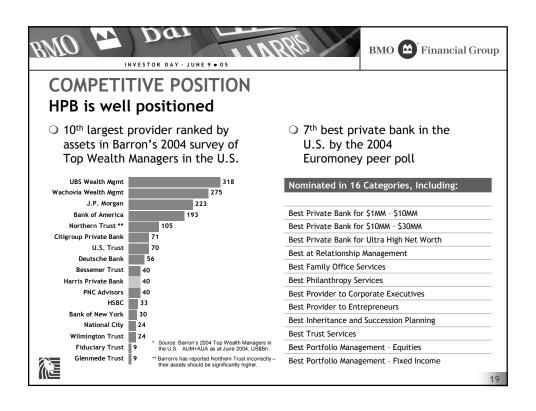


<sup>1</sup> Source: VIP Forum

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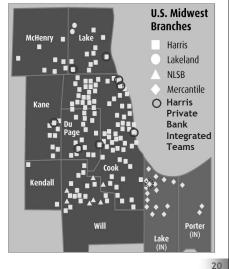




## CHICAGO MARKETPLACE

## Greatest opportunity is in our home market

- Chicago is one of the top wealth markets in the U.S., both in concentration of wealth and growth in wealthy households
- 1MM+ Chicagoland Banking, Harris Nesbitt and Harrisdirect clients
- Harris has a small share of its current clients' wallet for investment securities and mutual funds





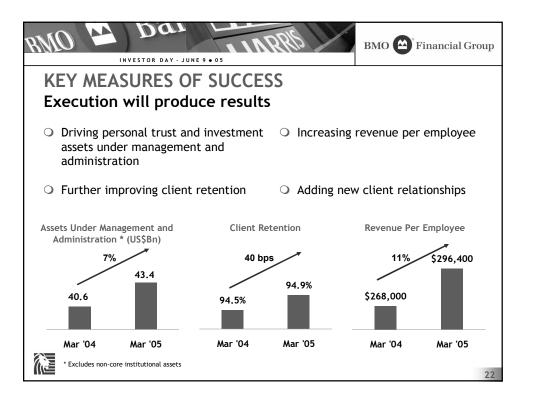


#### **TOP PRIORITIES FOR 2005**

## Top line growth is primary focus

- O Accelerating the pace of revenue growth
  - Building broader and deeper client relationships across the organization (One Harris)
  - Expanding the sales force and increasing sales force productivity
  - Focusing on selected specialty sectors
- Improving profitability by increasing operational efficiency
  - Leveraging Harris centralized utilities
- O Building on our distinctive competitive position
  - Further extending the investment offering
  - Continuously recruiting top talent





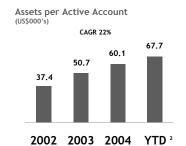


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## WHO IS HARRISdirect?

- A leading provider of direct-investing, investment-advisory, and third-party institutional brokerage services
- Ranked 3<sup>rd</sup> overall for discount brokers by Watchfire – tied with E\*Trade and ahead of Ameritrade, TD Waterhouse, Scottrade and 13 other competitors



- Online Investing
  - Over 480,000 active accounts<sup>2</sup>
  - Over \$32 billion in AUA<sup>2</sup>
- Advisory Services
  - Full-service, fee-based approach
  - Fee-based assets exceed \$740 million<sup>3</sup>
- O Institutional Brokerage Services
  - 40+ financial services firms
  - Over \$3.5 billion in AUA<sup>3</sup>

- 1 Gomez-Watchfire, March 2005
- <sup>2</sup> As of March 2005
- <sup>3</sup> As of March 2005 and included in Online totals





## INTEGRATED WITH THE HARRIS NETWORK AND KEY PART OF BMO's U.S. GROWTH STRATEGY

HARRIS RETAIL BANK

- Harris Asset Manager
- "No Surprise" Mortgage
- One Harris referrals
- Harris WorldPoints Credit Card

HARRIS PRIVATE BANK

- Partnership with Harris myCFO Investment Advisory Services
- Service provider to Harris SBSB
- One Harris referrals

OTHER HARRIS UNITS

- Harris Insight Funds
- Corporate short-term investment alternatives
- New-Issue distribution / IPO Center
- Harris Nesbitt research





## LEVERAGING A FOUNDATION FOR GROWTH

#### **ACQUISITIONS**

- Recognized strategic importance of brokerage to US growth
- Made four acquisitions since 1999
- Added 450,000+ accounts

#### CONSOLIDATION

- Combined ops platforms
- Merged callcenters and support functions
- Renegotiated key vendor contracts
- Eliminated \$100MM+ costs

#### **GROWTH**

- The acquisitions and integration laid the foundation for our next growth phase
- Focused on leveraging that foundation and executing the strategy



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#### DanBMO Financial Group COMPETITIVE ADVANTAGES AND CHALLENGES **Activity Per Active Account** (yr/yr change as of 03/05) Our Advantages **Harris**direct Schwab Award-winning service\* 11.8% 11.1% E\*Trade Value-leading pricing Ameritrade 5.9% Outstanding products Client 3.3% Assets Strength of BMO and Harris franchises 8.6% O Our Challenges Quarterly (6.6%) Trades Increase brand awareness (18.4%) Rapid strategy implementation (27.1%) Improve productivity ratio (1.8%) Total (6.8%) Revenue (11.5%) (11.1%) \*Smart Money, August 2004 - Best in Customer Service in the Discount Broker Category.



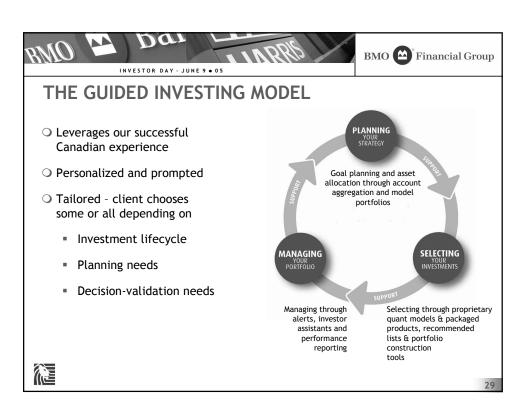
## KEY ELEMENTS OF OUR GROWTH STRATEGY

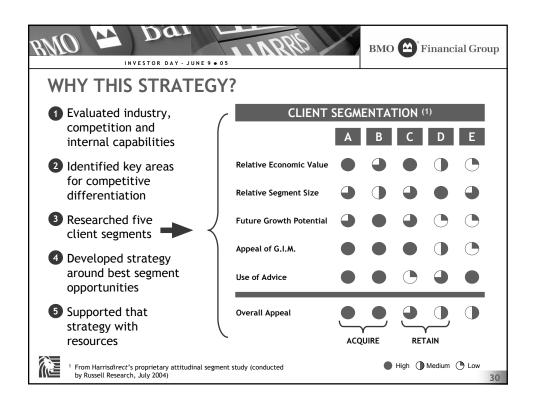
- O Deliver a differentiated investing experience
  - The Guided Investing Model (G.I.M.)
- O Deliver the investment expertise of the entire Harris organization
- Focus on our targeted client segments
- Support with strategic marketing
  - Target key client segments
  - Focused & creative
- O Be a value leader
- Motivated leadership team

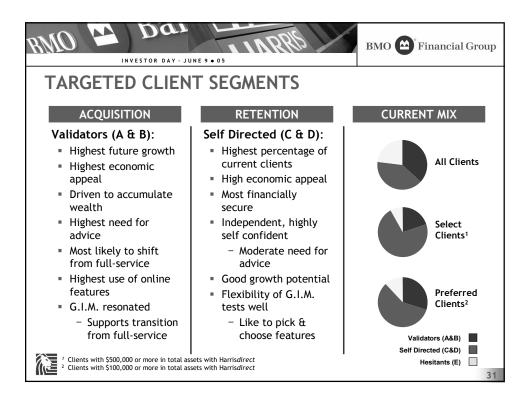


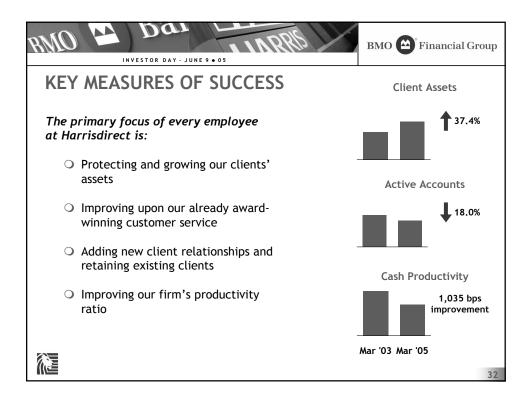


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Q&A

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