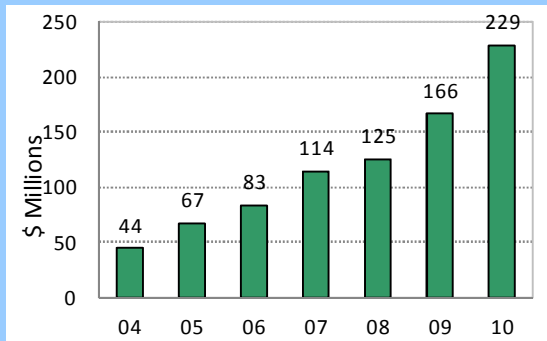
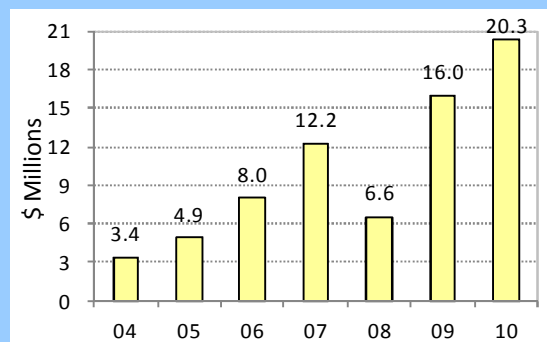


## FINANCIAL HIGHLIGHTS

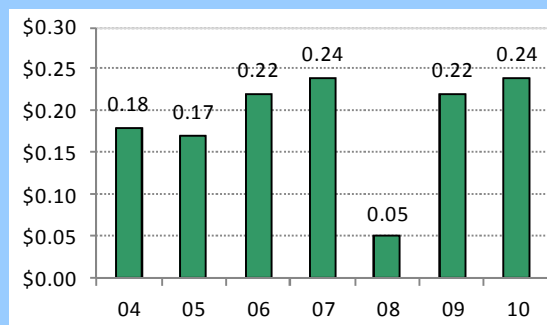
### Total Revenue



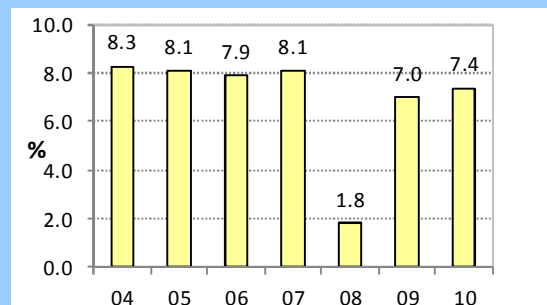
### Net Income



### Earnings per Share



### Return on Equity (Weighted Average)



## Who We Are

Western Financial Group is a leader in providing insurance, financial and banking services to more than 500,000 individuals and businesses in over 100 communities across Western Canada through its Network locations, affiliated insurance brokers, Western Life Assurance Company, Bank West and Western Financial Insurance Company (WFIC).

### NETWORK

- Employee count: 1013; Branch locations: 112 (including 21 affiliates)
- Average # of our products held by each of our customers = 2.40
- Same store revenue growth = 4.3%

Our Network is the largest property and casualty insurance brokerage in Western Canada providing auto, home, farm and business insurance across British Columbia, Alberta, Saskatchewan, and Manitoba. In most locations we also offer life insurance, travel insurance, financial services and banking products.

### BANK WEST

- Employee count: 52; Location count: 2
- Provisions for credit losses = 59 bps
- Non-performing loans = 1.74%

Bank West became a Schedule 1 chartered bank in November 2002. Today we offer our products, including GICs, personal mortgages and loans, agricultural financing, and commercial mortgages and leasing, through our Network and other independent loan and deposit brokers.

### WESTERN LIFE

- Employee count: 52; Location count: 2
- Growth in certificate count = 4.3% annualized
- Loss ratio = 40.5%

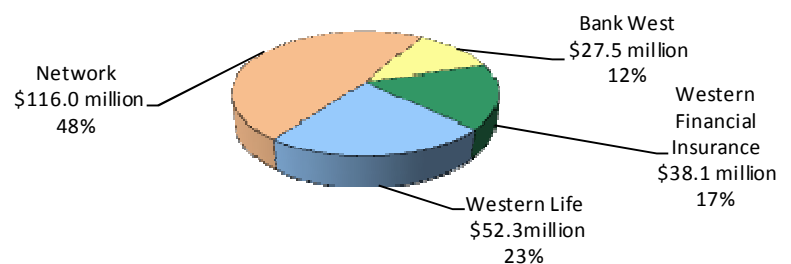
Western Life was acquired by Western Financial Group in 2005. Our products, which include a full suite of Individual life, disability, critical illness, group health for small employer groups, accident & sickness, and creditor insurance, are sold through our Network locations and various other distribution partners.

### WESTERN FINANCIAL INSURANCE (WFIC)

- Employee count: 118; Location count: 1
- Loss Ratio = 47.4%
- Net new policies issued—5,075

SecuriCan was acquired by Western in October 2009 and is Canada's only federally regulated insurance company to focus solely on pet health insurance. They changed their name to Western Financial Insurance Company effective June 1, 2010. They offer a number of product lines, each offering distinct coverage options and unique benefits.

## Revenue by Business Units

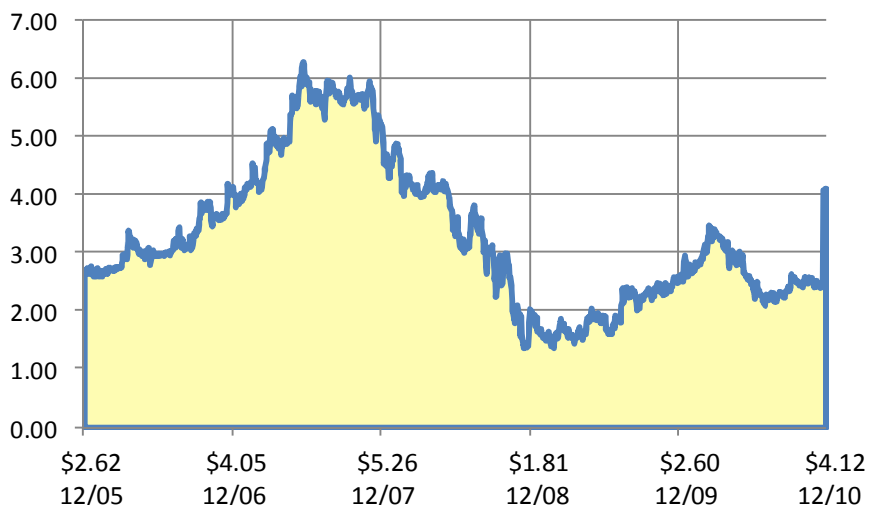


## 2010 Performance Targets

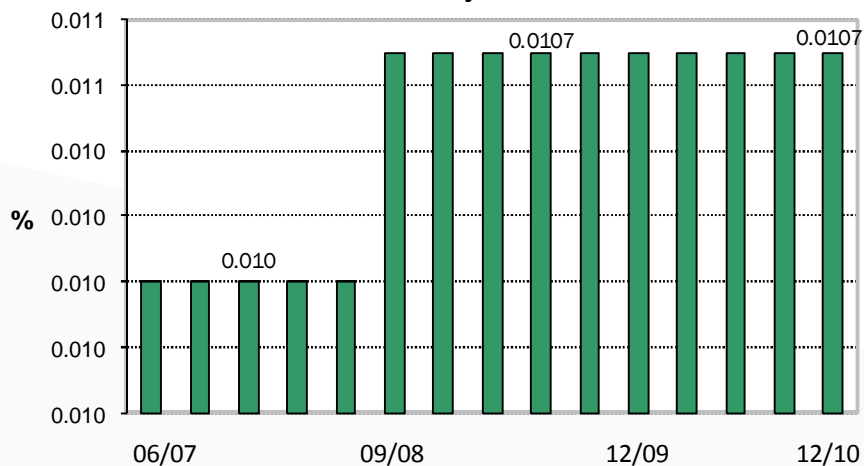
- Network Same Store Sales 4%-7% growth
- Network Operating Margin 28%
- Bank West Specific Provisions 75 bps or less
- Western Financial Insurance Loss Ratio 55% or less
- Western Life Loss Ratio 45% or less
- Overall 2010 Net Income \$18.5-\$20.0 million

Certain information included or incorporated by reference herein is forward-looking. Forward-looking information includes, without limitation, statements regarding the future financial position, business strategy, budgets, litigation, projected costs, capital expenditures, financial results, taxes and plans and objectives of or involving us or our subsidiaries. Many of these statements can be identified by looking for words such as "believe", "expects", "expected", "will", "intends", "projects", "anticipates", "estimates", "continues" or similar words. Forward looking information in this Fact Sheet includes, but is not limited to, capital expenditures, business strategy and objectives, acquisition and growth strategy, industry trends including expected continued consolidation, P&C insurance industry premium growth rates, contingent commission rates, expansion plans and future revenues. We believe the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Forward-looking information is not a guarantee of future performance and involves a number of risks and uncertainties. Such forward-looking information necessarily involves known and unknown risks and uncertainties, which may cause our actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking information. Any forward-looking information is provided as of the date hereof and we do not undertake any obligation to publicly update or revise such statements to reflect new information, subsequent or otherwise.

## Common Share Price History



## Common Share Dividend History



## SHARE INFORMATION

(at December 31, 2010)

Trading symbols:

Common	WES
Preferred series 3	WES.PR.A
Preferred series 4	WES.PR.B
Preferred series 5	WES.PR.C
Preferred series 2	WES.PR.D
Common shares outstanding	59,832,842

## EXECUTIVE MANAGEMENT

Scott Tannas  
President & Chief Executive Officer

Catherine Rogers  
Executive Vice President & CFO

Tom Dutton  
Executive Vice President

Lana Wood  
President & CEO, Network

Shelly Flint, President & CEO  
Bank West

Dominique Grégoire  
President & CEO, Western Life Assurance

Randy Valpy  
President & CEO, Western Financial  
Insurance Company

Grant Ostir  
President, Group Insurance Solutions

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