NEWS RELEASE

EQUITABLE GROUP TO REPORT FOURTH QUARTER 2016 RESULTS

Toronto, Ontario (January 11, 2017): Equitable Group Inc. (*TSX: EQB and EQB.PR.C*) will report its financial results for the three and 12 months ended December 31, 2016 after the market closes on Thursday, February 16, 2017.

The Company will hold its fourth quarter conference call and webcast at 10:00 a.m. ET Friday, February 17, 2017. To access the call live, please dial 416-642-5209 five minutes prior. The listen-only webcast with accompanying slides will be available at www.equitablebank.ca under Investor Relations. The call will be hosted by Andrew Moor, President and Chief Executive Officer.

A replay of the call will be available until Friday, February 24, 2017 and it can be accessed by dialing 647-436-0148 and entering passcode 3575538 followed by the number sign. Alternatively, the call will be archived on the Company's website for three months.

About Equitable Group Inc.
Equitable Group Inc. is a growing Canadian financial services business that operates through its wholly-owned subsidiary, Equitable Bank. Equitable Bank is Canada's ninth largest independent Schedule I bank and offers a diverse suite of residential lending, commercial lending and savings solutions to Canadians. Through its proven branchless approach and customer service focus, Equitable Bank has grown to over $21 billion of Assets Under Management. Most recently, Equitable Bank launched a digital banking operation, EQ Bank, along with its flagship product the EQ Bank Savings Plus Account. Equitable Bank employs nearly 600 dedicated professionals across the country, and is a 2017 recipient of Canada's Best Employer Platinum Award, the highest bestowed by AON. For more information about Equitable Bank and its products, please visit equitablebank.ca.

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