

EQUITABLE GROUP TO REPORT FOURTH QUARTER 2017 RESULTS

Toronto, Ontario (January 23, 2018): Equitable Group Inc. (TSX: EQB and EQB.PR.C) (“Equitable” or the “Company”) will report its financial results for the three and 12 months ended December 31, 2017 after the market closes on February 28, 2018.

Equitable will hold its fourth quarter conference call and webcast at 3 p.m. ET Thursday, March 1, 2018. To access the call live, please dial (647) 427-7450 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 March 8, 2018 and it can be accessed by dialing (416) 849-0833 and entering passcode 5476669 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, Canada's Challenger Bank™, is the country'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 \$24 billion of Assets Under Management. EQ Bank, the digital banking arm of Equitable Bank, provides state-of-the-art digital banking services to more than 43,000 Canadians. Equitable Bank employs nearly 600 dedicated professionals across the country, and is a 2018 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.

– 30 –

For More Information:

Andrew Moor
President and Chief Executive Officer
416-515-7000

Tim Wilson
Vice President and Chief Financial Officer
416-515-7000