

TD BANK FINANCIAL GROUP INVESTOR DAY

Focus on TD Bank, America's Most Convenient Bank

June 16, 2010

## Caution regarding forward-looking statements



The information presented may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and comparable "safe harbour" provisions of applicable Canadian legislation, including, but not limited to, statements relating to anticipated financial and operating results, the companies' plans, objectives, expectations and intentions, cost savings and other statements, including words such as "anticipate," "believe," "plan," "estimate," "expect," "intend," "will," "should," "may," and other similar expressions. Such statements are based upon the current beliefs and expectations of our management and involve a number of significant risks and uncertainties. Actual results may differ materially from the results anticipated in these forward-looking statements. The following factors, among others, could cause or contribute to such material differences: the ability to obtain the approval of the transaction by The South Financial Group, Inc. shareholders; the ability to realize the expected synergies resulting from the transaction in the amounts or in the timeframe anticipated; the ability to integrate The South Financial Group, Inc.'s businesses into those of The Toronto-Dominion Bank in a timely and cost-efficient manner; and the ability to obtain governmental approvals of the transaction or to satisfy other conditions to the transaction on the proposed terms and timeframe. Additional factors that could cause The Toronto-Dominion Bank's and The South Financial Group, Inc.'s results to differ materially from those described in the forward-looking statements can be found in the 2009 Annual Report on Form 40–F for The Toronto-Dominion Bank and the 2009 Annual Report on Form 10–K of The South Financial Group, Inc. filed with the Securities and Exchange Commission and available at the Securities and Exchange Commission's Internet site (http://www.sec.gov).

The proposed merger transaction involving The Toronto-Dominion Bank and The South Financial Group, Inc. will be submitted to The South Financial Group, Inc.'s shareholders for their consideration. The Toronto-Dominion Bank and The South Financial Group, Inc. have filed with the SEC a Registration Statement on Form F-4 containing a preliminary proxy statement/prospectus and each of the companies plans to file with the SEC other documents regarding the proposed transaction. Shareholders are encouraged to read the preliminary proxy statement/prospectus regarding the proposed transaction and the definitive proxy statement/prospectus when it becomes available, as well as other documents filed with the SEC because they contain important information. Shareholders may obtain a free copy of the preliminary proxy statement/prospectus, and will be able to obtain a free copy of the definitive proxy statement/prospectus when it becomes available, as well as other filings containing information about The Toronto-Dominion Bank and The South Financial Group, Inc., without charge, at the SEC's Internet site (http://www.sec.gov). Copies of the definitive proxy statement/prospectus and the filings with the SEC that will be incorporated by reference in the definitive proxy statement/prospectus can also be obtained, when available, without charge, by directing a request to The Toronto-Dominion Bank, 15th Floor, 66 Wellington Street West, Toronto, ON M5K 1A2, Attention: Investor Relations, 1-866-486-4826, or to The South Financial Group, Inc., Investor Relations, 104 South Main Street, Poinsett Plaza, 6th Floor, Greenville, South Carolina 29601, 1-888-592-3001.

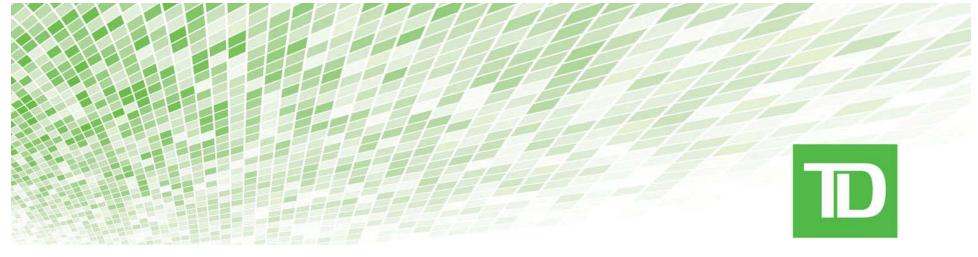
The Toronto-Dominion Bank, The South Financial Group, Inc., their respective directors and executive officers and other persons may be deemed to be participants in the solicitation of proxies in respect of the proposed transaction. Information regarding The Toronto-Dominion Bank's directors and executive officers is available in its Annual Report on Form 40-F for the year ended October 31, 2009, which was filed with the Securities and Exchange Commission on December 03, 2009, its notice of annual meeting and proxy circular for its 2010 annual meeting, which was filed with the Securities and Exchange Commission on February 25, 2010, and the above-referenced Registration Statement on Form F-4, which was filed with the SEC on June 10, 2010. Information regarding The South Financial Group, Inc.'s directors and executive officers is available in The South Financial Group, Inc.'s proxy statement for its 2010 annual meeting, which was filed with the Securities and Exchange Commission on April 07, 2010. Other information regarding the participants in the proxy solicitation and a description of their direct and indirect interests, by security holdings or otherwise, is contained in the above-referenced Registration Statement on Form F-4, which was filed with the SEC on June 10, 2010, and other relevant materials to be filed with the SEC when they become available.

#### **Additional Information**



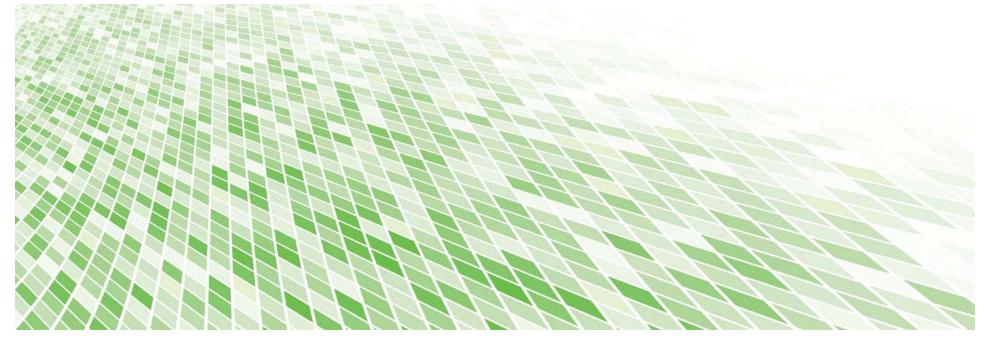
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## strategic overview **BHARAT MASRANI**

Group Head U.S. Personal and Commercial Banking, TD Bank Financial Group and President & CEO, TD Bank, America's Most Convenient Bank



## **Key Takeaways**



Strong Franchise

- Unique Customer service and convenience proposition
- 2 Attractive footprint
- Oisciplined risk management culture



Normalized Environment

Improving economic environment will create earnings tailwind



Organic Growth and Franchise Optimization

- Orive superior organic growth
- Grow Customer share of wallet to penetrate untapped opportunities
- Enhance efficiency





Significant momentum to deliver superior growth and enhance returns

#### What's On Investors' Minds





Were you able to retain the "Commerce" magic?



What areas of the business represent the greatest **growth** opportunities?



What is the credit quality of your loan portfolio?



Are you interested in additional acquisitions?



How will you leverage your **North American platform** for sustainable growth?





How will you improve your returns in the U.S.?

#### U.S. Retail Bank Milestones



No Presence Purchased 51% Banknorth

Privatized TD Banknorth

Acquired Commerce Bank TD
Banknorth/
Commerce
Integration

Completed
FDIC-assisted
acquisitions and
announced
acquisition of
The South
Financial Group<sup>1</sup>

Emerging with Momentum

2004 2005 2007 2008 2009 YTD 2010

No stores 397 586 1,062 1,028 1,290<sup>1,2</sup>



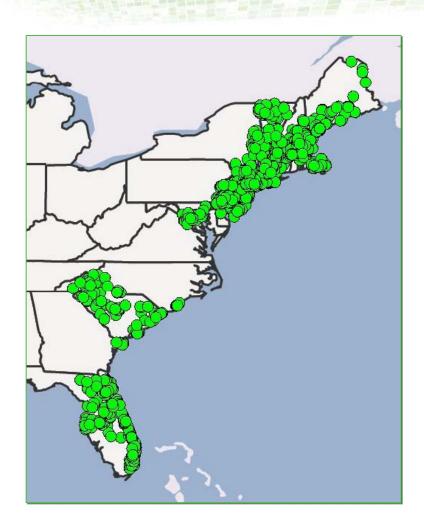
#### Franchise in place to drive growth strategy

<sup>1.</sup> On May 17, 2010, TDBFG announced the proposed acquisition of The South Financial Group, Inc. ("South Financial Transaction"). The transaction is expected to close in July or August 2010 and is subject to regulatory and South Financial shareholder approval. Number of stores YTD2010 is proforma completion of the South Financial Transaction.

<sup>2.</sup> On April 16, 2010, the Bank acquired certain assets and assumed liabilities of Riverside National Bank of Florida, First Federal Bank of North Florida and AmericanFirst Bank from the FDIC ("Riverside Transaction"). The results of the Riverside Transaction from the acquisition date to April 30, 2010 are included in the Bank's results for the three and six months ended April 30, 2010

#### Significant Scale and Attractive Footprint<sup>1</sup>





- More than 1,200 stores in 15 states and the District of Columbia
- Located in top MSAs
- Presence in 10 of the 15 wealthiest states<sup>2</sup>
- Strong positions in our markets
  - Top 5 in deposits in 8 states<sup>3</sup>
  - Solid entry point for growth in North Carolina



Top 10 in deposits in the U.S.<sup>3</sup>

### Why TD Will Continue to Win in the U.S.





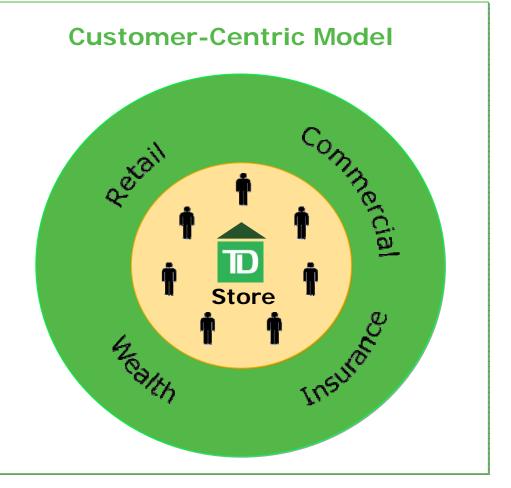


Unique and proven ability to drive superior organic growth

## Superior Regional Banking Model



- Starts with the Customer
- Provides access to the entire bank
- Local decision making
- Eliminates organizational silos
- Incentives aligned





**Delivers holistic solutions to Customers** 

#### Extending the Franchise Network:

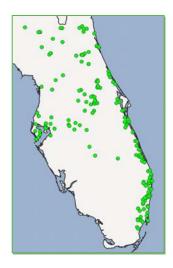
#### Maine to Florida Footprint



#### **Critical Mass in Florida**

- Attractive Florida market
  - 4<sup>th</sup> largest state in the U.S. by deposits<sup>1</sup>
  - Deposit-rich, fast-growing market
- Top 10 in stores and deposits<sup>2</sup>

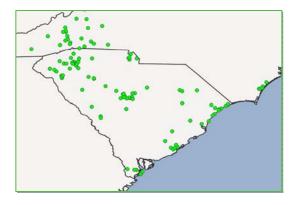
With critical mass, our model drives outsized deposit share relative to store share



#### Significant Growth Opportunity in the Carolinas

- Strong demographics with excellent population growth trends
- Top 5 in South Carolina by stores and deposits<sup>2,3</sup>

Proven ability to take TD model to new markets





Leverage unique banking model for growth

## Looking Forward



#### Tailwinds

#### **Headwinds**

#### **Strong Franchise**

#### **Economic Uncertainty**

 Strong TD brand attracts new Customers and employees ✓ Franchise business model has demonstrated ability to deliver, even in difficult environment

#### **Normalized Environment**

#### **Increased Competition**

✓ Normalizing provision for credit losses

 TD has unique, sustainable competitive advantages

### Organic Growth and Franchise Optimization

#### **Regulatory Environment**

- Organic deposit and loan growth
- Maturing stores
- ✓ De novo growth
- ✓ Grow share of wallet
- ✓ Enhance efficiency

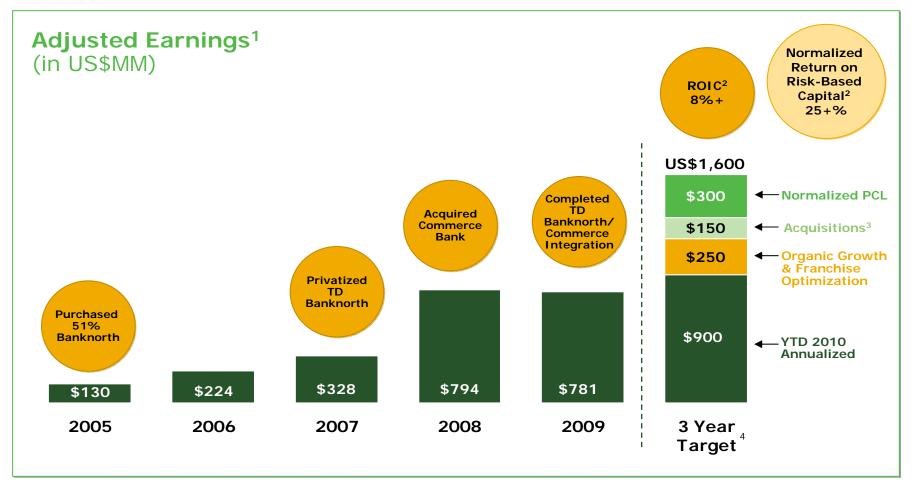
Potential headwinds but mitigation strategy in place



TD is well-positioned to enhance returns

### Retail Earnings Growth Engine





#### Delivered strong earnings through economic downturn

Where applicable: 3 Year Target not adjusted as explained in the next sentence. The Bank's financial results prepared in accordance with GAAP are referred to as "reported" results. The Bank also utilizes non-GAAP financial measures referred to as "adjusted" results (i.e., reported results excluding "items of note", net of income taxes) to assess each of its businesses and measure overall Bank performance. Adjusted enterious development of the Bank Report (it. com/investor) for further explanation, a list of the litems of note and a reconciliation of adjusted earnings to reported basis (GAAP) results. Return on Invested Capital: Invested capital represents the capital required in the U.S. Personal & Commercial Banking" in the reclamation of the U.S. Personal & Commercial Banking segment for economic risks, including credit, market, and operational risks, plus the purchased amountain and interiors of the U.S. Personal & Commercial Banking segment adjusted earning as a percentage of the U.S. Personal & Commercial Banking segment with the U.S. Personal & Commercial Banking segment adjusted as a percentage of the U.S. Personal & Commercial Banking segment adjusted earning and personal & Commercial Banking segment, adjusted as a percentage of the U.S. Personal & Commercial Banking segment adjusted earning and personal & Commercial Banking segment, adjusted as a percentage of the U.S. Personal & Commercial Banking segment, adjusted as a percentage of the U.S. Personal & Commercial Banking segment and the U.S. Personal

<sup>3</sup> Year Target is based on certain assumptions and subject to various risks. See Appendix Slide 94.

## Today's Presenters



**Financial Overview** 

**Steve Boyle** 

**Credit Portfolio Quality** 

**Brian Smith** 

**Commercial Banking** 

**Walter Owens** 

**Retail Banking** 

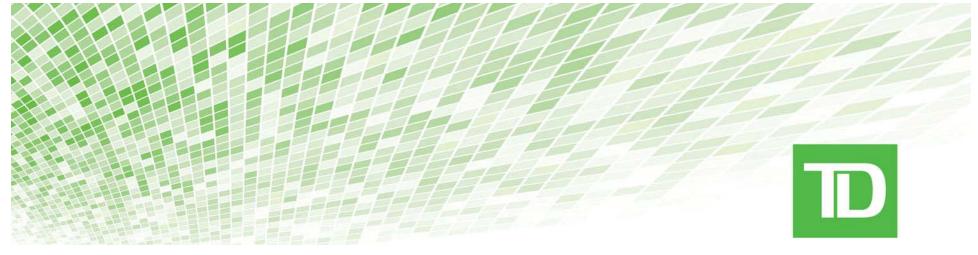
Fred Graziano, Nandita Bakhshi

Emerging Opportunities: TD Insurance, TD Wealth, TD AMERITRADE

**David Boone** 

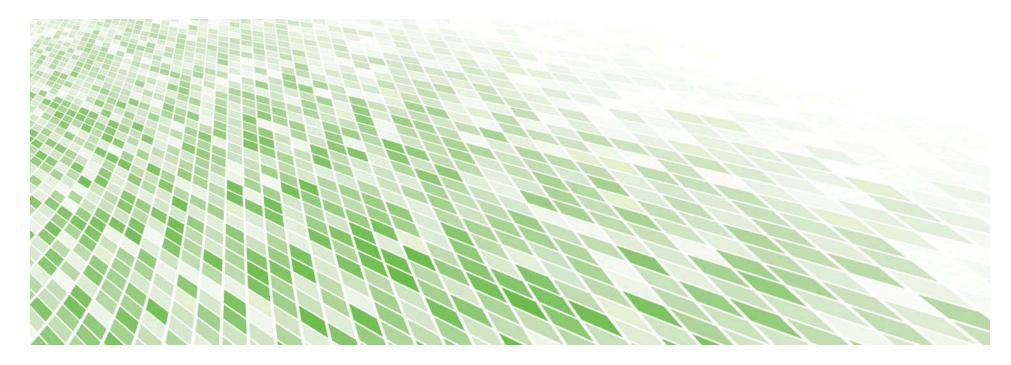


Seasoned leadership team driving superior performance



## financial overview **STEVE BOYLE**

Chief Financial Officer, TD Bank, America's Most Convenient Bank



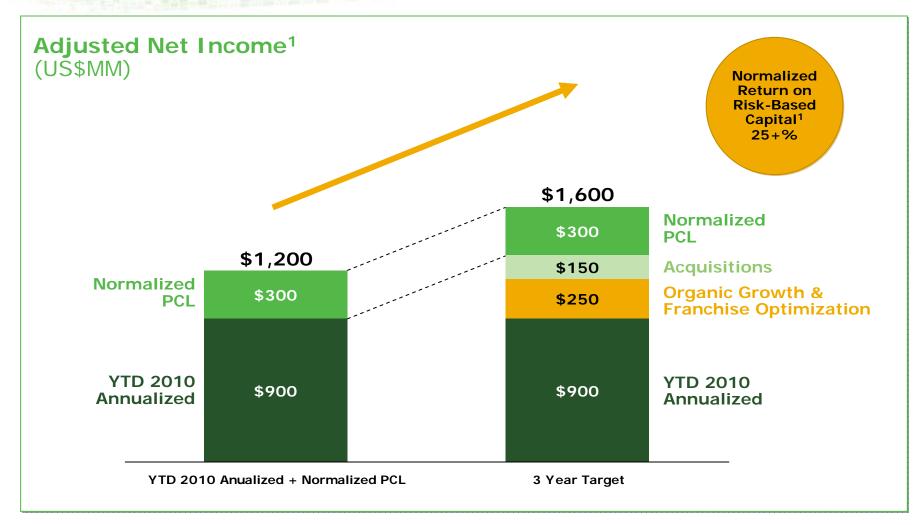


#### **Key Takeaways**

- Deliver improving returns through organic growth and superior return on risk-based capital
- Strong franchise drove outperformance against U.S. peers during economic downturn

## **Earnings Roadmap**



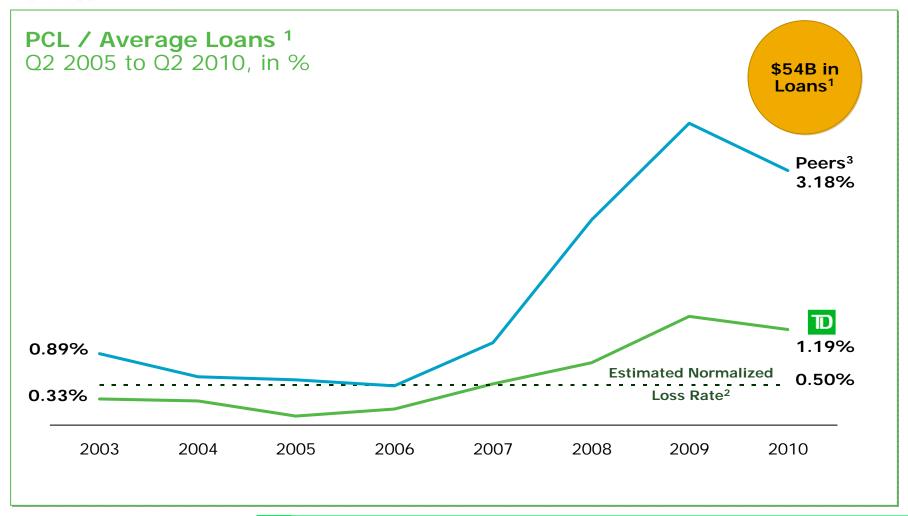




**Strong operating returns** 

## Normalizing Credit Losses







Earnings tailwind of \$300+MM from normalizing PCLs

### Well Positioned to Deliver Profitable Growth



(US\$B)	Q2 2010	3 Year Target <sup>2</sup>	
	Balance	Balance	
Loans	54	81	Loans ↑\$27B
Investments	78	83	
Deposits			Regional
Regional Bank deposits	83	112	Bank Deposits
TD AMERITRADE	41	49	<b>↑</b> \$29B¹
Net Interest Margin	3.59%	3.50% to 3.70%	

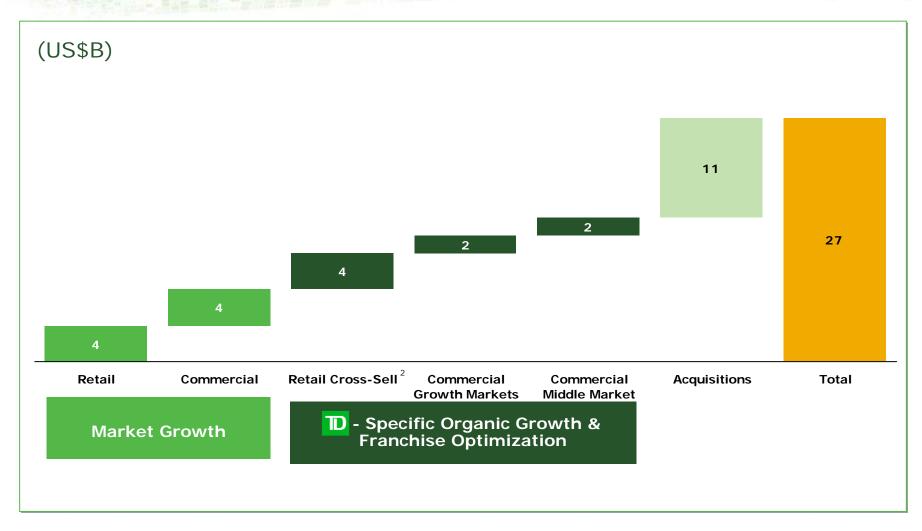
- Above market loan growth
- Improving asset mix
- Higher deposit margins and declining investment returns



Strong franchise model driving loan and deposit growth

## Key Growth Drivers: Loans<sup>1</sup>



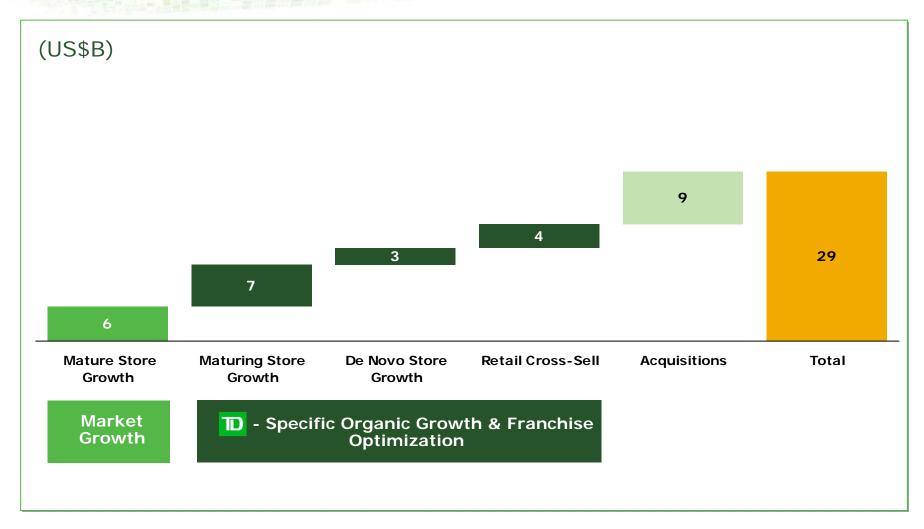




TD's unique model drives outperformance

## Key Growth Drivers: Deposits<sup>1</sup>







TD's unique model drives outperformance

## Financial Highlights of Recent FDIC-Assisted Acquisitions and Proposed South Financial Transaction



#### Highlights

- Solid synergies expect approximately 25% post conversion
- Accretive in first full year despite significant investments
- Investments drive strong deposit and lending growth
- Opportunity for upside when credit markets improve
- Acquired option to develop de novo stores with 40 Florida sites in pipeline
- Target mid-teens ROIC in 3 years<sup>3</sup>

#### **Improved Scale**

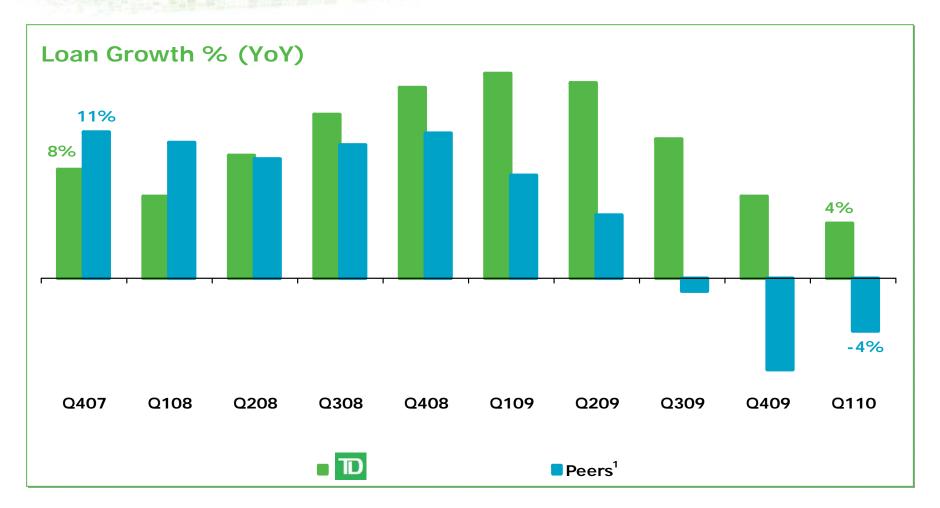
	Florida FDIC- Assisted Deals	Proposed South Financial <sup>1,2</sup>
Deposits	\$3.1B	\$9.8B
Loans	\$2.1B	\$8.0B
Stores	69	176



**Opportunistic growth in the Southeast** 

#### Superior Loan Growth During Tough **Economic Environment**





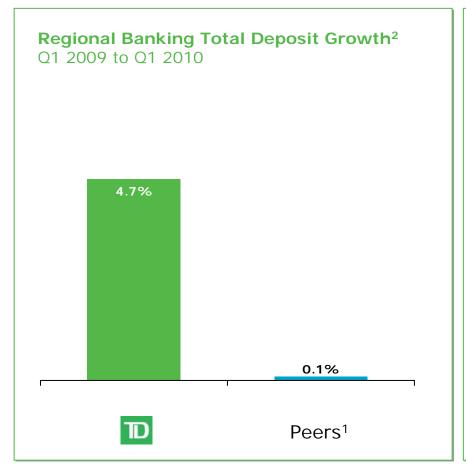


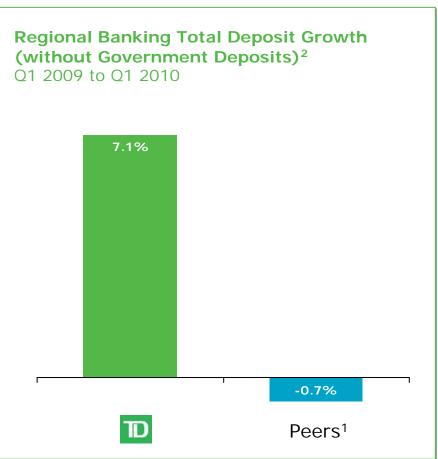
**Growing franchise Customers and market share** 

23

## Success in Growing High Value, Franchise Deposits









Outperformed peers in deposit growth



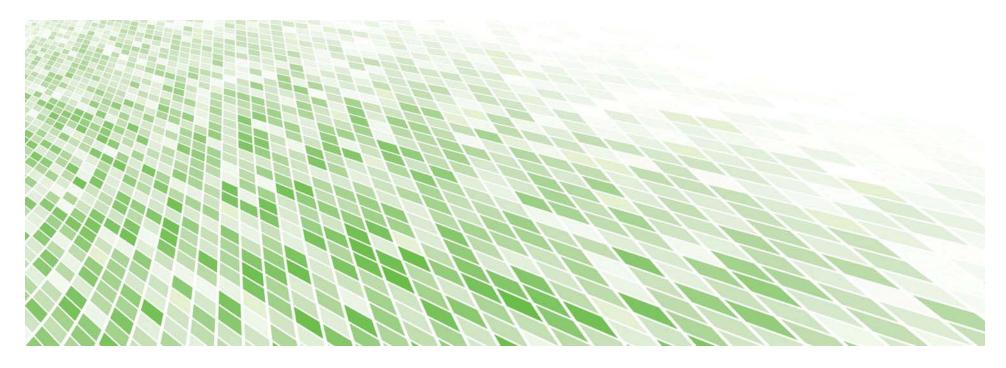
#### **Key Takeaways**

- Deliver improving returns through organic growth and superior return on risk-based capital
- Strong franchise platform drove outperformance against U.S. peers during economic downturn



# credit portfolio quality BRIAN SMITH

Executive Vice President, Risk Management & Basel, TD Bank, America's Most Convenient Bank





#### **Key Takeaways**

**Strong Franchise**  Strong, disciplined credit culture

Higher-quality and growing credit portfolio

Normalized **Environment**  Well positioned for continued quality loan growth

Improving credit environment will reduce PCLs

## Strong, Disciplined Credit Culture



## Conservative lending culture at legacy Banknorth and Commerce Bank

#### **Key elements**

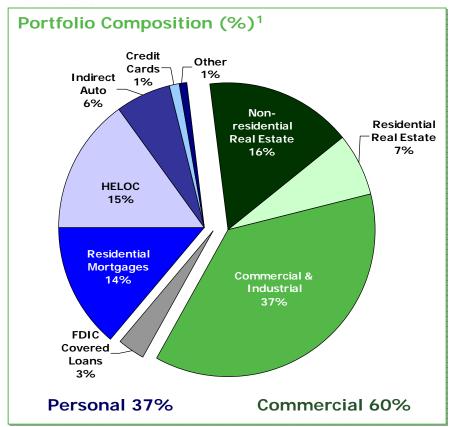
- Focus on in-footprint lending
- Prudent underwriting standards and products
- Focus on proprietary distribution channels

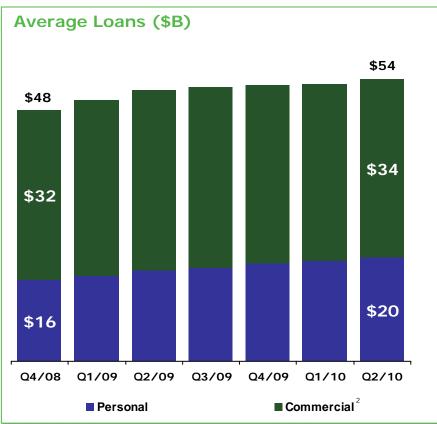


Strong credit culture leads to sustainable credit quality

## Higher-Quality and Growing Credit Portfolio







- Modest growth in a challenging environment
- Recent volume increases in higher quality residential secured lending

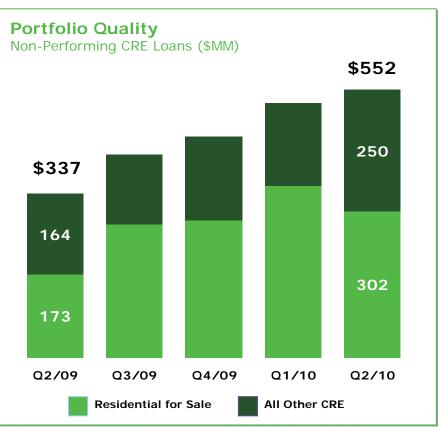


Well positioned for future, high-quality growth

### Residential For-Sale Exposure Declining







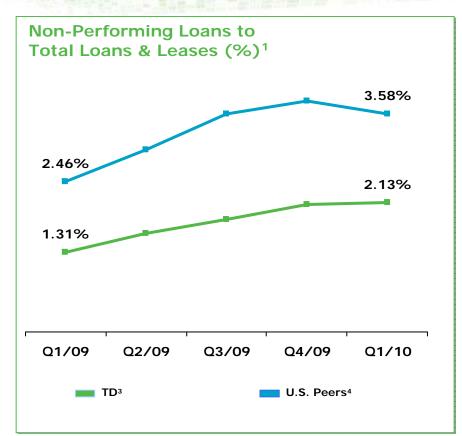
- Residential For-Sale (RFS) has represented the majority of CRE non-performing loans (NPL)
- Actively managing down RFS exposure
- Selective origination of better quality assets in other CRE segments

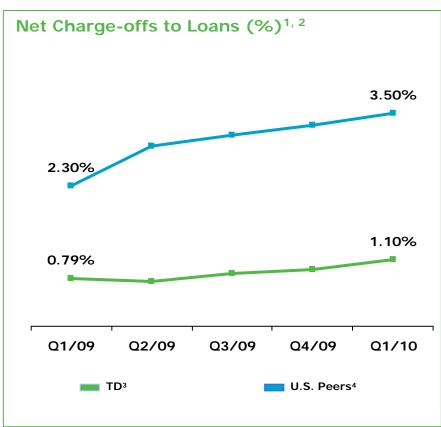


Residential For-Sale exposure under control

### Credit Portfolio Quality Stabilizing







- Non-performing loans cresting
- Charge-off rates climbing but typical for this stage in the credit cycle
- Consistently outperforming peers



Improving credit environment will reduce PCLs

Source: FDIC Call Reports for calendar quarters shown

Percentage quarterly annualized.



#### **Key Takeaways**

**Strong Franchise**  Strong, disciplined credit culture

Higher-quality and growing credit portfolio

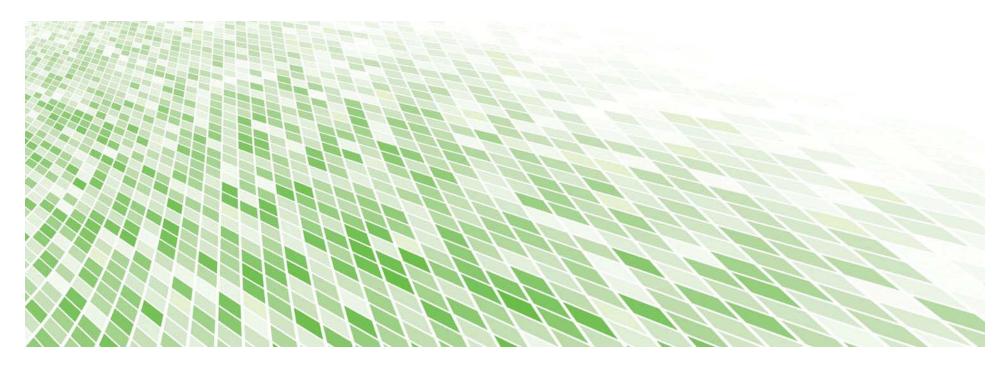
Normalized **Environment**  Well positioned for continued quality loan growth

Improving credit environment will reduce PCLs



## commercial banking WALTER OWENS

Head of U.S. Commercial Banking, TD Bank, America's Most Convenient Bank





#### **Key Takeaways**

#### Strong Franchise

Organic Growth and Franchise Optimization

- Regional banking model drives outperformance
- Penetrate key growth and emerging markets
- Deliver proven product set to middle market
- Continue growth in mature markets and enhance productivity
- Increase commercial share of wallet

## Commercial Banking At A Glance



#### **Overview**

- Full service provider of commercial banking products
- More than 20,000 Customers
- 500 lenders from Maine to Florida

#### **Market Positioning**

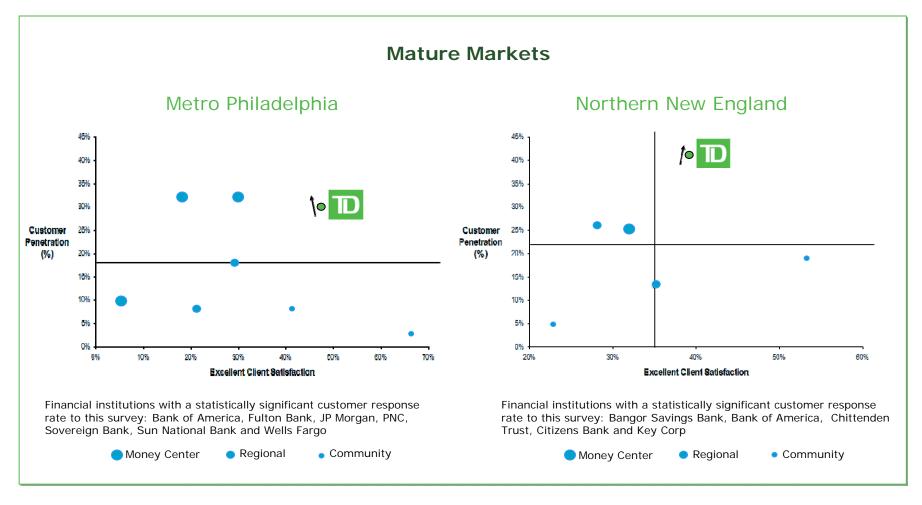
- Leverage power of the TD brand
- Balance smart growth with risk
- Drive relationship banking model for competitive advantage

Key Businesses	Loans Outstanding	Commercial Deposits
Regional Lending		
Middle Market Lending		
Commercial Real Estate	\$32B <sup>1</sup>	\$20B <sup>1</sup>
Specialty Lending		
Fee-Based Products		

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### Relationship-Focused Model Drives Superior Results



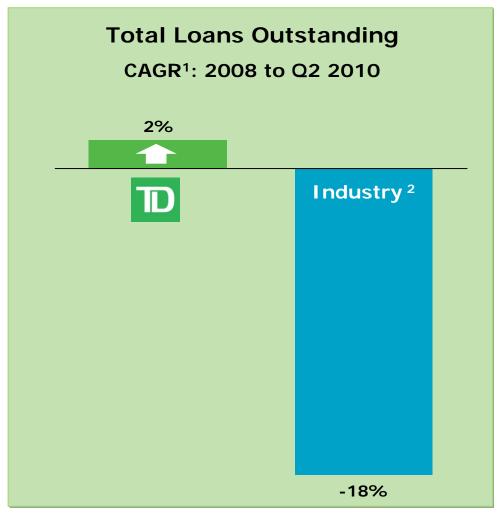




Higher client satisfaction, stronger Customer penetration

### Significantly Outperformed Peers During Economic Downturn





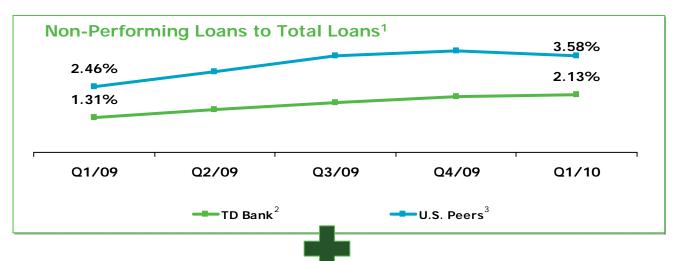


Grew loans as market deleveraged

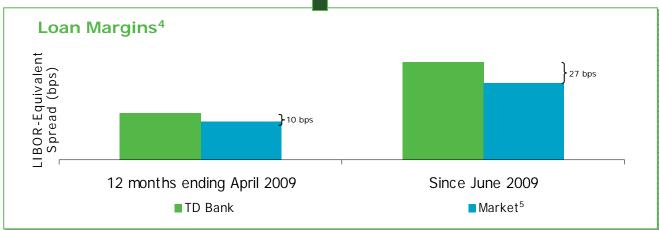
### Leading Loan Growth While Maintaining Strong Credit Quality and Margins



Continued focus on credit quality...



...and outperformed market on margins





Increased spread and outperformed on credit quality

Source: FDIC Call Reports for calendar quarters shown

U.S. Peers: Commercial Banks > \$10B in assets

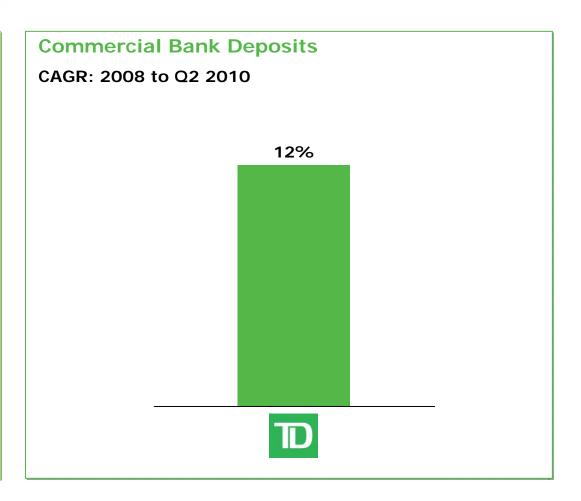
Source: Standard & Poor's

Market as defined by Standard & Poor's peer group

### Relationship Model Drives Deposit Leadership



- Grew number of franchise Customers
- Penetrated higher quality markets:
  - Education
  - Healthcare
  - Middle Markets



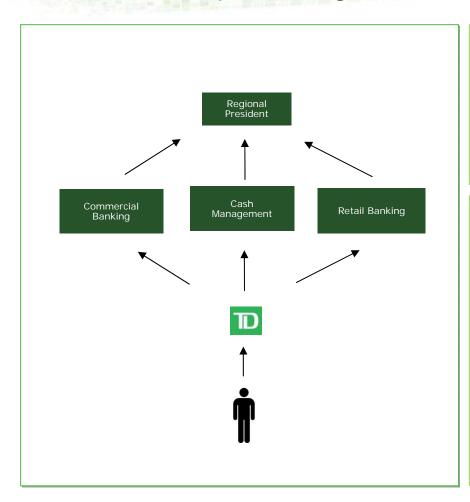


Capture and grow the entire Customer relationship

### Success Story:

### Our relationship banking model in action





#### **B&H Foto & Electronics**

- Full service electronics retailer, serving over 1 million customers
- Store manager developed and grew relationship
- Assess client banking needs through close team oriented approach
- Commercial Banking
  - \$60MM revolving credit line
  - \$10MM ACH Facility<sup>1</sup>
  - \$500M credit card exposure to the two principals
- Commercial Cash Management
  - Full cash management relationship
- Retail Deposits
  - In excess of \$30MM



Holistic partnership deepens Customer share of wallet and drives new relationships

Automated Clearing House Facility.

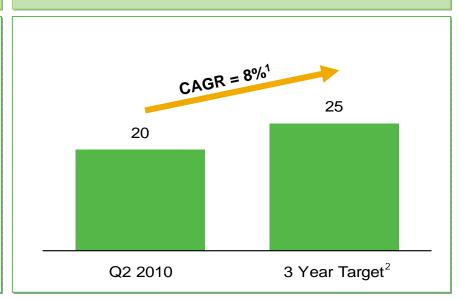
# Ability to Grow with a Lower Execution Risk, High Impact Strategy







### Deposits (\$B)



#### **Organic Growth and Franchise Optimization**

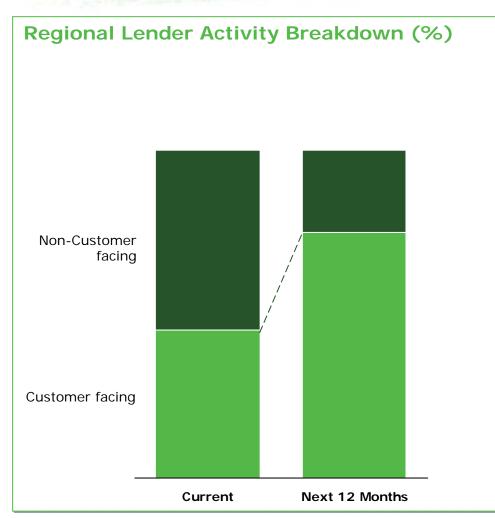
- Penetrate key growth and emerging markets
- Deliver proven product set to middle market
- Continue growth in mature markets and enhance productivity
- Increase commercial share of wallet



Gain market share through well-defined growth plan

# Continue Momentum in Mature Markets and Enhance Productivity





### Continue growth in mature markets

Maintain and grow existing book by 4% annually to \$36B



### Increase lender capacity

- Improve front-end and back-office systems
- Streamline loan processing



### **Enhance lender capabilities**

Significant investment in technology and lender training

### **Growth Opportunity**

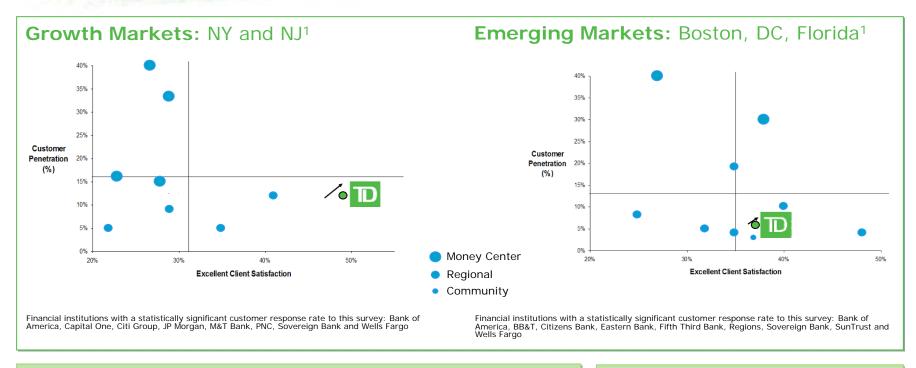
\$4B in net loan volume<sup>1</sup>



**Growing Customer face time post integration** 

### Penetrate Key Growth and Emerging Markets





- Expand lender team by 25 to 100
- Leverage build out of NY metro region
- Continue organic investment for Boston & DC and accelerate Florida growth

#### **Growth Opportunity**

\$2B in net loan volume<sup>2</sup>

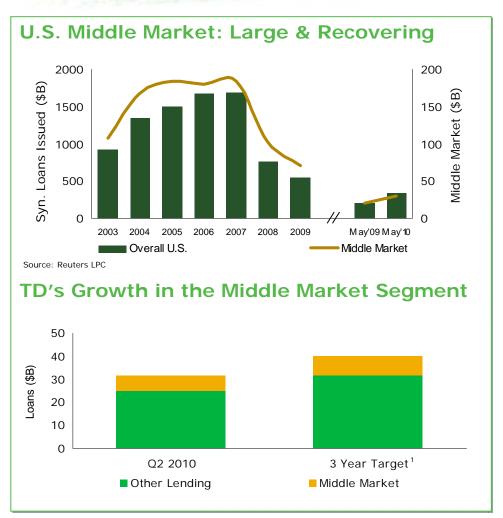
(\$7-\$10MM net new volume/lender/year)



Leverage successful business model in growth and emerging markets

# Penetrate Middle Market with Proven Product Set<sup>1</sup>





- Focus on lead relationships
- Leverage regional network
- Expand middle market lender team by 10%-20% to ~75 lenders
- Deliver proven TD product set

### **Growth Opportunity**

\$2B in net loan volume<sup>2</sup>

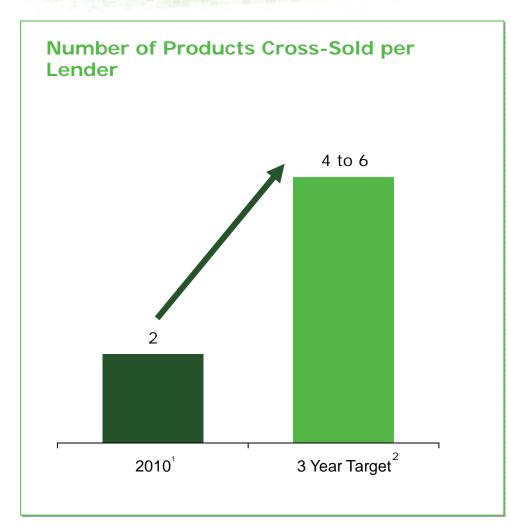
(\$10-\$15MM net new volume/lender/year)



Leverage product set to grow underpenetrated segment

### Increase Commercial Share of Wallet





### Start with strong foundation

80% of current lending relationships have deposits

## **Expand cross-sell beyond historical focus on deposits**

- Capitalize on enhanced cash management capabilities
- Increase cross-sell penetration for TD Insurance and TD Wealth
- Align incentive systems



Significant and untapped cross-sell opportunity

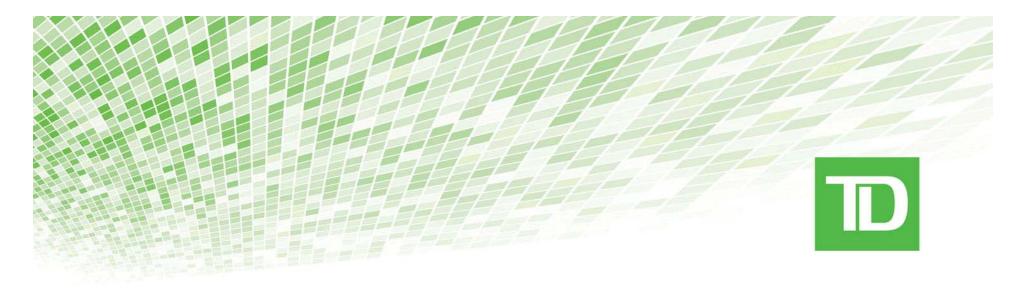


### **Key Takeaways**

#### Strong Franchise

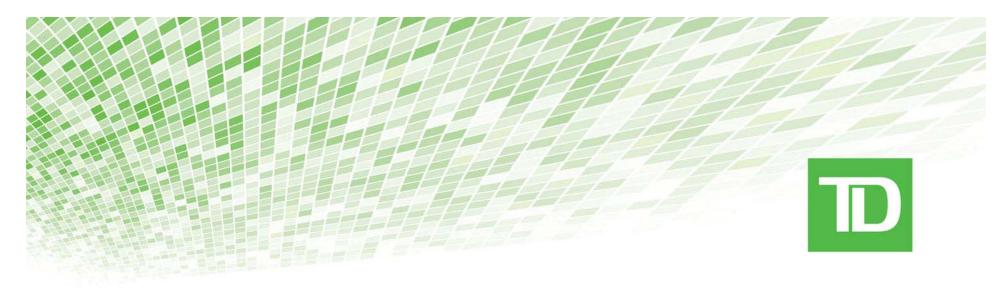
Organic Growth and Franchise Optimization

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- Continue growth in mature markets and enhance productivity
- Increase commercial share of wallet

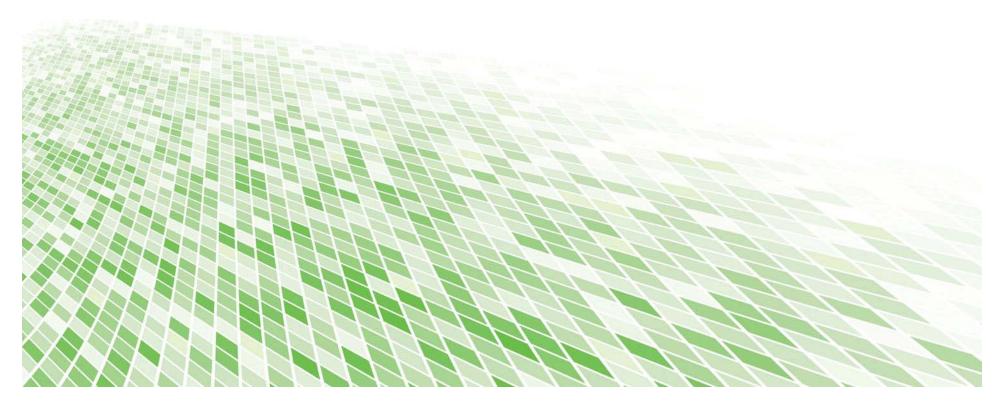


## **Questions & Answers**

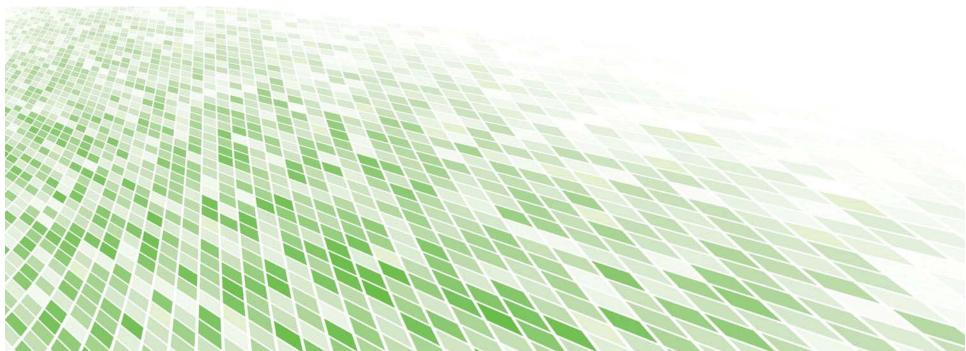




## Break









### Key Takeaways

### Strong Franchise

Unique Customer service and convenience model

Significant embedded growth in mature and maturing stores

Organic Growth and Franchise Optimization

- Continue to grow successful de novo program
- Further build out the store network with improved efficiencies
- Increase wallet share penetration
- Grow small business market share

### Retail Bank At A Glance



#### Overview<sup>2</sup>

#### **Retail Banking**

- More than 6.5 million Customers
- More than 15,000 employees
- Extensive distribution network from Maine to Florida
  - More than 1,100 stores
  - 2,700 + ATMs
  - Award-winning online banking platform
  - Live Customer service 24/7

#### **Small Business Banking**

- 400,000 small business Customers
- 100+ small business relationship managers
- #1 SBA¹ in footprint in 2009 (#5 nationally)

#### **Government Banking**

- 3,500 entities
- 40 relationship officers

### **Market Positioning**

- Leader in Customer service and convenience
  - Unique WOW! Customer experience and employee culture
  - 44% more store hours than competitors<sup>3</sup>

Key Businesses	Loans Outstanding: \$23B <sup>2</sup>	Deposits: \$63B <sup>2</sup>
Retail Banking	20	42
Small Business Banking	2	8
Government Banking	1	12

# the Customer



- Fuses the internal culture to external brand
- Creates focus...provides sense of purpose
- Engages staff in business
- Recognizes and celebrates Customer service
- Frames leadership mindset all about work!
- Sparks Fun!





Unique positioning that is difficult to replicate

### **Building the Brand**



#### Mass Media



#### Guerrilla

- 60,000 free cups of coffee
- 40,000 free reusable bags
- 30,000 free pizzas



A Clear, Differentiated Brand...

### Unique

- EcoCabs
- 7 events (CT, ME, VT, MA)
- 6,800+ convenient lifts



### ...that is Desired by our Customers



TD

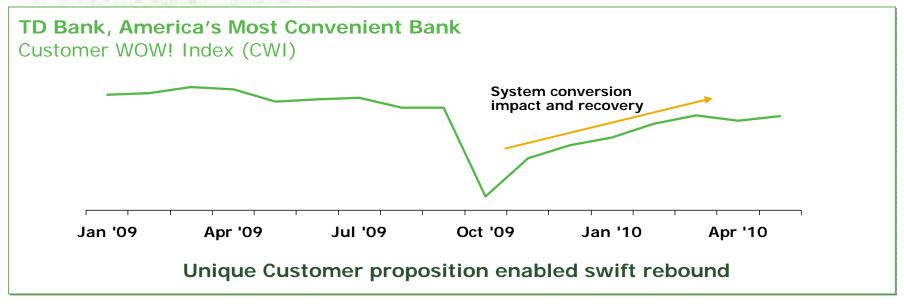
Peer Group<sup>2</sup> #1 in Mid-Atlantic<sup>1</sup> Leading performance in New England<sup>1</sup>

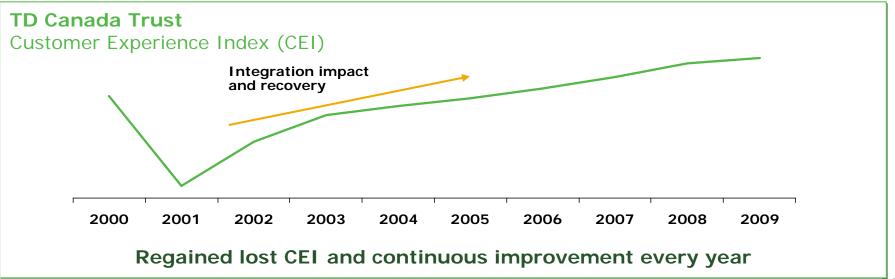


Brand consideration substantially ahead of competitors

### Proven Ability to Deliver Strong Customer Experience Post Integration





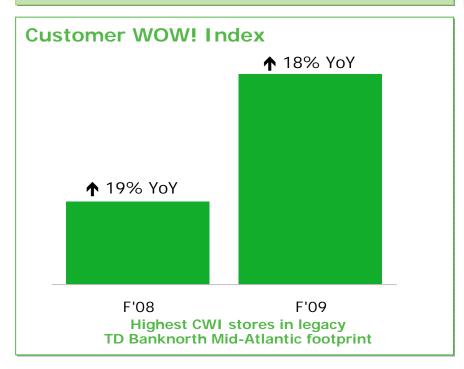


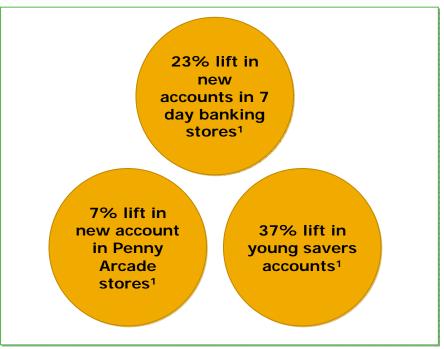
### The TD Bank Model Works



Rebranding and renovating 85 TD Banknorth stores in the Mid-Atlantic to the TD Bank Model

Introducing 7-Day Banking and Penny Arcade to New England







Unique model drives business growth

### FDIC-Assisted Florida Acquisitions



- Strong Customer retention
- Employees positively engaged
- Excellent fit with TD's wow culture
- Loan portfolio performing within expectations

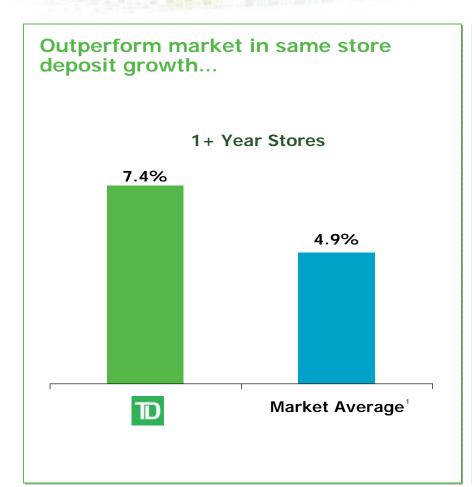


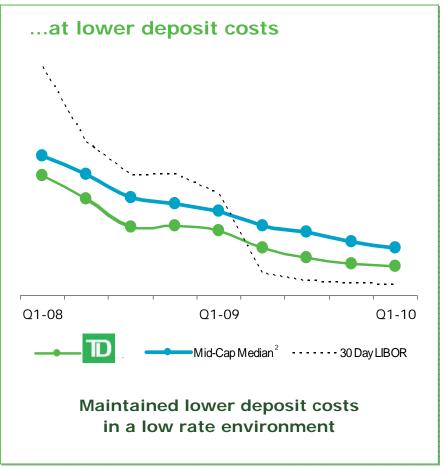


Early signs are positive

### Leading Deposit Franchise









Outperforming peers in delivering profitable deposit growth

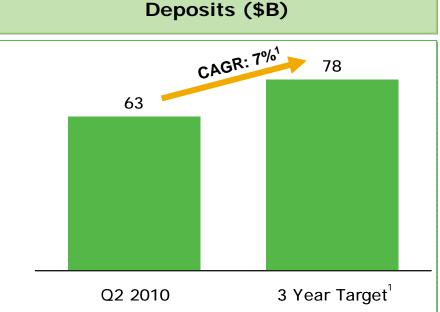
Source: SNL; Mid-Cap Peer Group: BB&T, KeyCorp, M&T.

<sup>1.</sup> Market average is a straight average, not a weighted average, from 2005 to 2009, among 26 U.S. banks profiled by Sanford Bernstein in 2009 same store analysis. Source: SNL regulatory financials, Sanford Bernstein analysis.

### Strong Retail Business Model to Drive Growth







### **Organic Growth and Franchise Optimization**

- Significant embedded deposit growth in mature and maturing stores
- Continue to grow successful de novo program
- Further build out the store network with improved efficiencies
- Increase wallet share penetration
- Grow small business market share



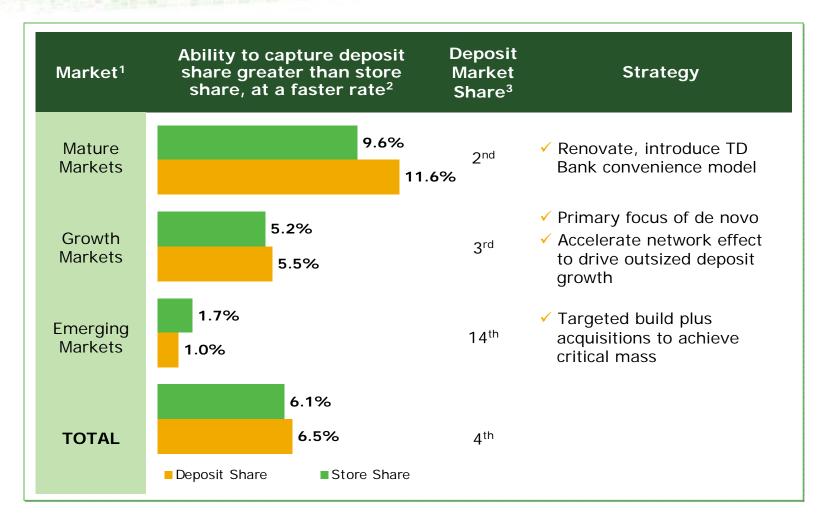
3 Year Target

Capture embedded earnings power in franchise platform

Q2 2010

### Continuing to Build Out the Store Network







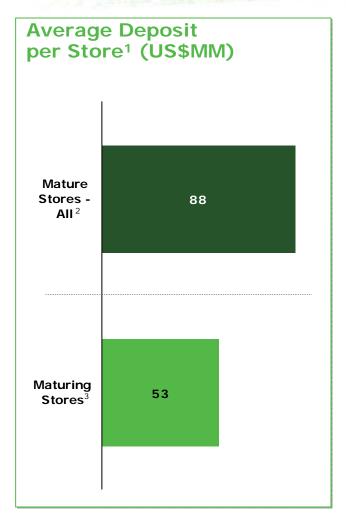
Ability to capture outsized deposit share

Markets are determined based on deposit share and other factors: mature markets (>10%), growth markets (4 to 10%), emerging markets (<4%)

All deposit and store volumes from FDIC report dated June 2009. TD AMERITRADE IDA deposits are excluded.

# Significant Growth Opportunity in Mature and Maturing Stores







### Growth Opportunities

### **Market Growth from Mature Stores**

Growth at 2.5% to 3% annually

\$6B in deposit volume<sup>5</sup>

## Embedded Growth from Maturing Stores

\$7B in deposit volume<sup>5</sup>

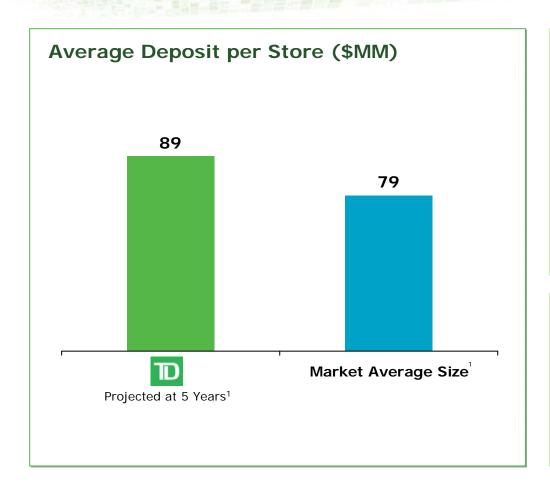


Significant embedded deposit growth

- Deposits includes personal, wealth, small business, commercial and government relationships as of April 2010.
- . Mature stores are stores opened before 11/1/2005
- Maturing stores are stores opened after 10/31/2005 and before 11/1/2009.
- Excludes stores opened before 11/1/2009 and stores from Riverside Transaction.
- Rased on certain assumptions and subject to various risks. See Appendix Slide 94

### Continue Successful De Novo Program





- Open 50 to 60 new stores per year → about 200 new stores in approximately 3 years²
- Average expected growth per store \$15-20 MM per year<sup>3</sup>

### **Growth Opportunity**

\$3B in deposit volume<sup>4</sup>



TD stores achieves >13% more deposits vs. market average within 5 years3

Stores opened since May 1, 2006

<sup>32</sup> stores in 2010, plus about 55 stores per year

Includes all stores operating in counties where TD Bank has maturing stores.

## New York City De Novo Success Story





#### New York is the largest MSA in the U.S.

- About \$0.5 trillion in deposits
- One of the most competitive banking markets in the world

### Superior de novo growth capabilities

- Grew from 2 stores in 2001¹ to 79 stores in April 2010
- TD Bank Customers in nearly 500,000 households
- Increased deposits by \$10 billion in the five boroughs of NY in less than 10 years<sup>2</sup>



Competitive advantages drive outperformance in a hyper-competitive market

These were legacy Commerce stores.

### Efficiency

### De Novo Execution Getting Even Better



#### **New Build**

#### **Previous**



- Heavy reliance on customization
- Non-LEED building



### **Renovate Existing Structure**



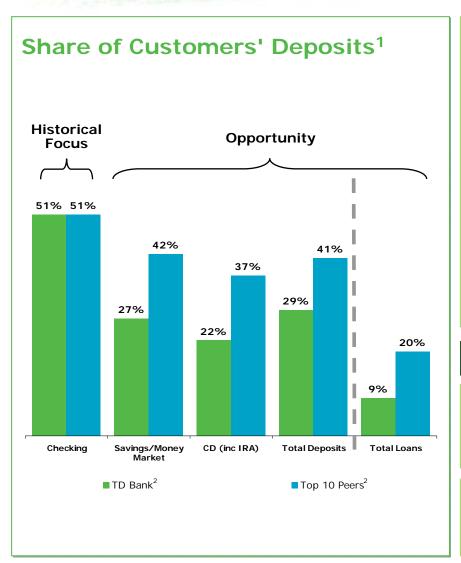
- Out-of-the-box thinking on customization/non-customization
- Strong brand quality
- LEED gold to platinum



More efficient design will reduce costs by 8% to 52%

# Significant Wallet Share Penetration Opportunity





- Create a sales culture
- Provide sales skill training and certification
- Implement proven TD sales processes and performance metrics on a bankwide basis
- Update hiring practices to align with sales culture
- Simplify systems and enhance sales tools

#### **Growth Opportunity**

#### **Deposits**

Increase penetration by 3% to 32% \$4B in deposit volume4

#### Loans

Increase penetration by 2% to 11% \$4B in loan volume4

Source: Claritas Market Audit Q2 2008 - Q1 2009.

<sup>2.</sup> All data reflects TD Bank/Banknorth footprint only

Top 10 peers includes Bank of America, Capital One, Chase, Citibank, Citizens, HSBC, PNC, Sovereign, and SunTrust

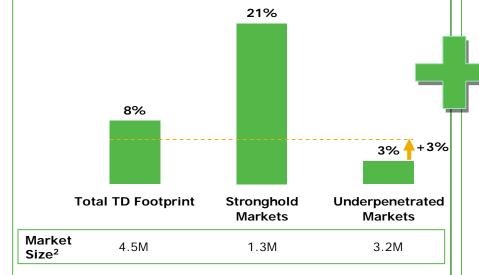
## Grow Small Business Banking Market and Wallet Share



#### **Grow market share**

- Grow underpenetrated markets to 6%
- Potential for additional 100k businesses (\$2B in Deposits)¹

Penetration of Businesses Within 5 Miles (%)



### **Deepen relationships**

- Incremental 35K businesses (\$2.6B Balance)<sup>1</sup>
- Potential for additional 35K loans

Number of TD Customers (000s) / Loan Penetration (%)

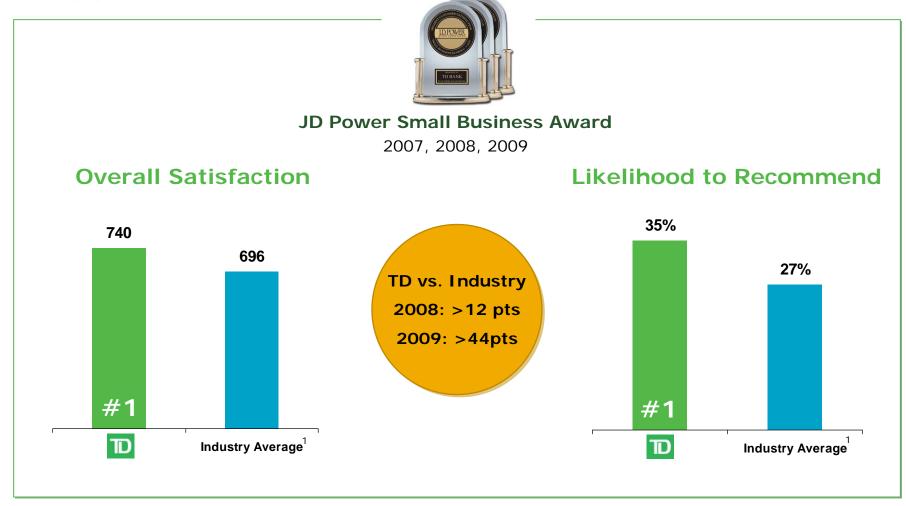




Significant growth opportunity

### A Leader in Small Business Customer Satisfaction







Widening our lead against competitors

### Improving our Direct Channels



#### **Phone**



Cross-sell across enterprise



#### **ATM**

Personalized messages and interaction

#### **Online**



 New online functionalities to drive new accounts and Customer self-service

### **Coming Soon - Mobile Banking**

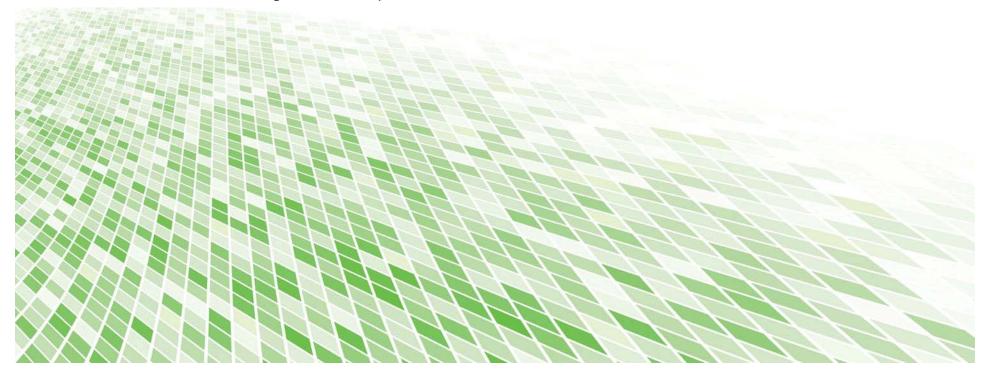


Future: targeted marketing and communication with Customers TD Bank offers, remotely deposit checks via mobile device



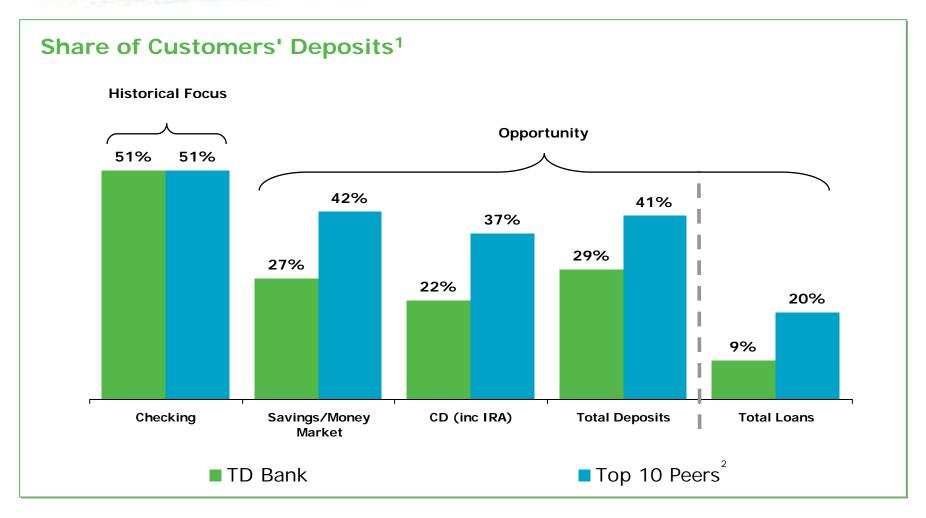
Leveraging North American strategy to drive enhanced efficiency and Customer experience





# Significant Wallet Share Penetration Opportunity







Opportunity to grow market share

### **Product Penetration Strategy**

### Elite Savings



### **Opportunity**

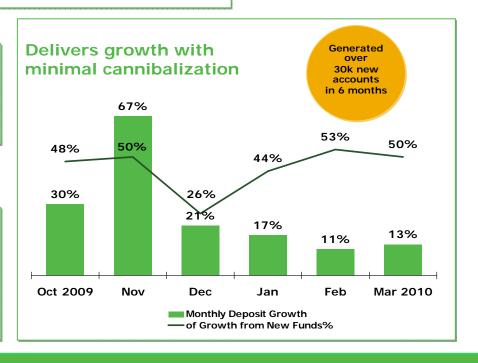
- Savings is a natural cross-sell for checking accounts
- Savings attract higher balance customers while tiered product delivers desired margins

### **Strategy**

- Deepen franchise relationships
- Attract new affluent households with higher average balance

#### Results to date

- 80% of Elite households have checking accounts
- \$2.5B in net new money
- Cross-sell and average balance materially improved





Cross-sell working to deepen client relationships

### **Product Penetration Strategy**

### Interest Checking



### **Opportunity**

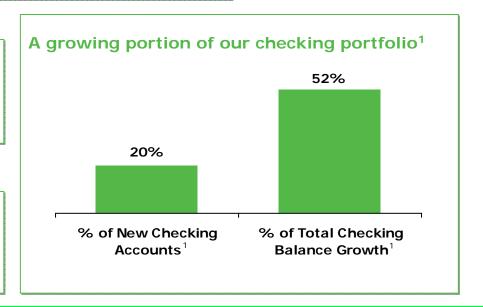
- Interest checking customers more profitable due to higher balances and higher activity levels
- Franchise checking accounts drive stronger retention
- High cross-sell rates, particularly for loans and CDs

### **Strategy**

 Attract higher value franchise checking customers with new products and promotions

#### Results to date

About 20% of new checking accounts are Interest Checking, with significantly higher balances





Increasing quality of franchise relationships

From November 1, 2009 to May 31, 2010

## Product Penetration Strategy Mortgage



### **Opportunity**

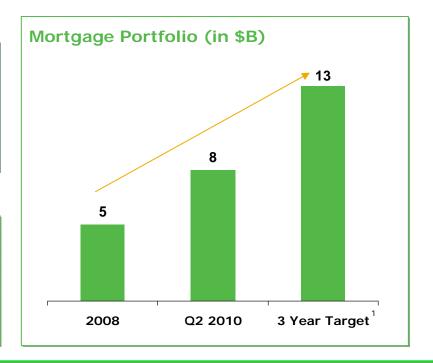
- Key franchise product: Move penetration from 1.5% to 2.2% to be in line with peers
- Average of 6 TD products per household with mortgage vs. 2 for clients without a mortgage

### **Strategy**

- Primary focus on store and web channels
- Expand realtor relationships and focus on new-to-bank Customers
- Establish referral program with TD AMERITRADE

#### Results to date

- Spring campaign generated over \$1B in application volume
- High quality growth: LTV @ 67%, average FICO @ 760
- Portfolio has grown to \$8B in only 2 years





Penetration improving with room for further growth

# **Product Penetration Strategy**

# Home Equity



## **Opportunity**

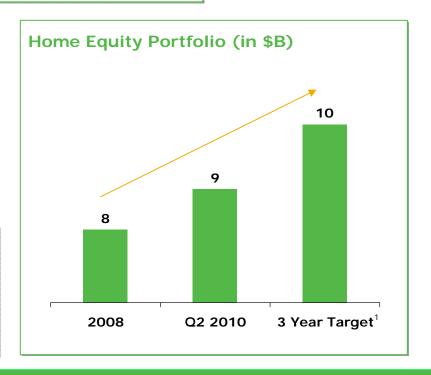
- Strong penetration with opportunity to further grow market share
- Key franchise product: average of 6 TD Bank products per household for clients that have home equity products

### **Strategy**

- Primary focus on store and web channels
- Establish robust referral program with TD AMERITRADE
- Explore opportunities to innovate
  - Relationship pricing for franchise Customers
  - Card access for line of credit

#### Results to date

- Originations up 10% YoY in challenging market
- High quality growth: LTV @ 63%, average FICO @ 773
- Bundling HELOC/checking account resulted in \$1.3B in application volume





Continue strong momentum on key consumer loan product

# Product Penetration Strategy Credit Card



### **Opportunity**

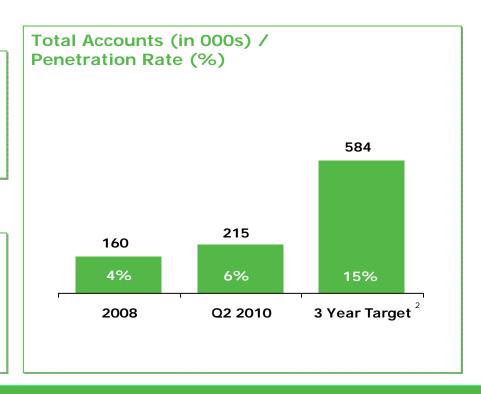
Current penetration 6% vs. industry average in mid 20% range

### **Strategy**

- Primary focus on store and web channels
- Increase sales support with improved product training and marketing focus
- Leverage North American scale

#### Results to date

- Accounts up +21% YoY¹
- Average new origination FICO @770
- 50% increase in penetration rates & strong momentum
- Spend and active account rates above industry averages





Leveraging North American product synergies to increase card penetration

# Managing Through Complex Regulatory Environment



#### Potential Regulatory Changes: Consumer Banking Products

- Amendment to Regulation E
- Consumer Financial Protection Agency
  - Interchange regulation

#### **Potential Impacts**

- Overall impact and timing remains uncertain
- Regulatory changes will impact earnings but quite manageable
- Other regulatory changes still not final

#### **Mitigating Factors**

- High-touch Customer approach to increase Customer awareness and limit financial impact
- Potential changes to product design
- Normalizing environment will allow us to earn through regulatory impacts



Confident in our ability to manage through potential regulatory impacts



# **Key Takeaways**

# Strong Franchise

- Unique Customer service and convenience model
- Significant embedded growth in mature and maturing stores

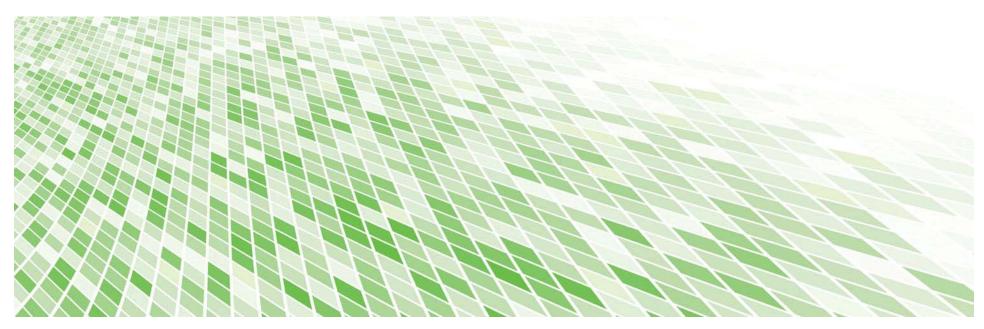
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- Continue to grow successful de novo program
- Further build out the store network with improved efficiencies
- Increase wallet share penetration
- Grow small business market share



# **DAVID BOONE**

Executive Vice President Mass Affluent Segment & TD Bank U.S.A., TD Bank, America's Most Convenient Bank





# Key Takeaways

Organic Growth and Franchise Optimization

- Cross-sell insurance and investment services to Customer base at TD Bank, America's Most Convenient Bank
- Cross-sell banking products to large, underpenetrated Customer base at TD AMERITRADE
- Substantial progress over the past year, with significant opportunities for future growth





#### **Overview**

- Full-service insurance agency and broker
- 1 of 10 largest bank-owned agencies, and 1 of 50 largest agencies in the U.S.<sup>1</sup>
- 443,000 Customers
- 377 employees
- 19 offices in 6 Northeast states

#### **Market Positioning**

- Established strength in serving mid-size businesses
- Marketing and distribution through TD's insurance offices and retail bank
- Leverage product capabilities and experience of TD's Canadian insurance franchise

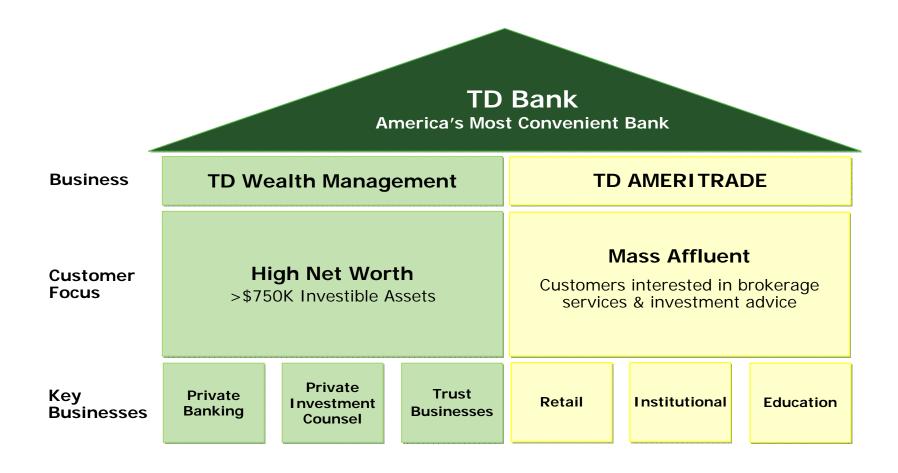
# **Growth Opportunities**

- Penetrate TD's personal and commercial bank Customer base
- Expand into Mid-Atlantic and Southern regions
- Capitalize on new and emerging needs in health care

Source: Business Insurance, July 2009.

# U.S. Wealth Business Model







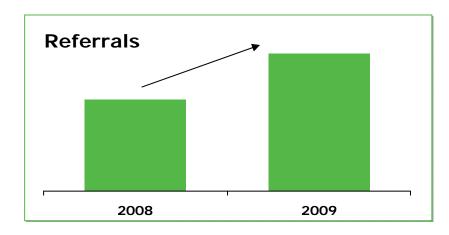
Platform in place to serve Customers across the wealth spectrum





#### Overview<sup>1</sup>

- Offers private client services to high net worth Customers
- 24 offices
- More than \$12B in assets



# **Growth Opportunities**

- Focus on delivering legendary Customer experience
- Growing client-facing advisors
  - NYC, Boston, Philadelphia, Washington DC, Miami
- Increase wealth penetration to TD's retail and commercial bank

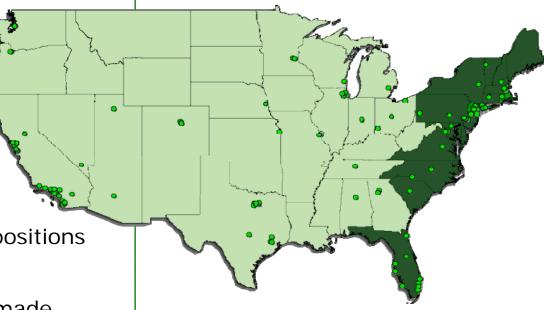


Leverage TD capabilities to offer integrated client experience

# Relationship with D AMERITRADE



- Significant relationship opportunity
- Combined Customer base of approximately 10 million Customers
  - Banking access to 5.4 million TD AMERITRADE Customers across the U.S.
  - Brokerage access to more than 6.5 million Customers on the Eastern Seaboard
- Two strong "TD" value propositions in banking and brokerage
- Significant progress being made



TD AMERITRADE Branches

TD Bank stores<sup>1</sup>



Unique relationship between leading retail bank and best-in-class online brokerage

# Grow Referrals of Mass Affluent Customers to TD AMERITRADE



# **Strategy**

Position TD AMERITRADE as the investment option for TD Bank's Mass Affluent clients

# **Key Elements**

- Wind down TD Bank's existing financial advisory business
- Add TD AMERITRADE Investment Consultants in TD Bank stores
- Expand in-store Financial Services Representative program: objective to have a wealth champion in every store

# **Early Success Story**

■ NYC referral pilot program: 50% over pilot targets



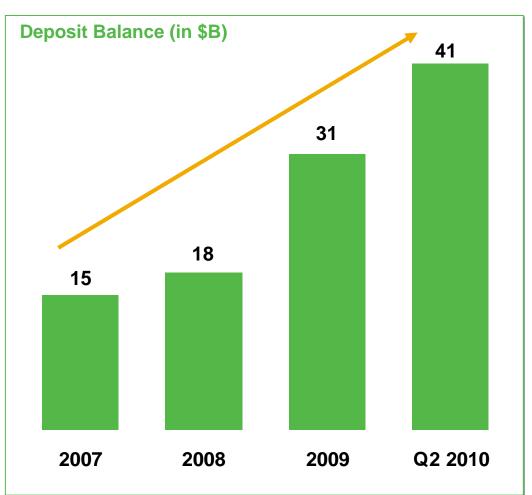
Good progress on Wealth partnership strategy

# Success Story:

Provide deposit and cash management services to TD AMERITRADE



- Transitioned Money Market Funds to bank deposits at TD
- Launched Multi-Bank sweep program
- Launched Savings Account & Promotional CD's
- Provide debit, ACH & check processing for TD AMERITRADE Customers

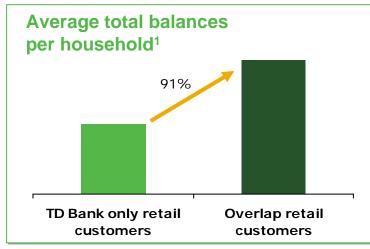


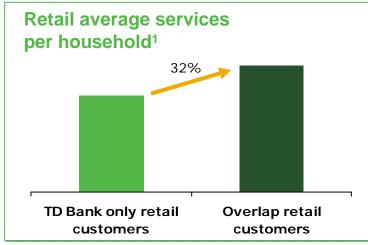


Leverage unique strengths of TD AMERITRADE and TD Bank

# Attracting TD AMERITRADE Customers to TD Bank







## **Opportunity**

- 25% of TD AMERITRADE clients located within 15 mile radius of a TD Bank store
- 14% of TD AMERITRADE clients within TD Bank footprint have a TD Bank account

### **Strategy**

- Provide easy access between bank and brokerage accounts
- Offer core banking products and develop new offerings to specifically address needs of TD AMERITRADE Customers

#### **Action Plan**

- Implement multi-year road map
- Launch mortgage and HELOC pilot in Fall



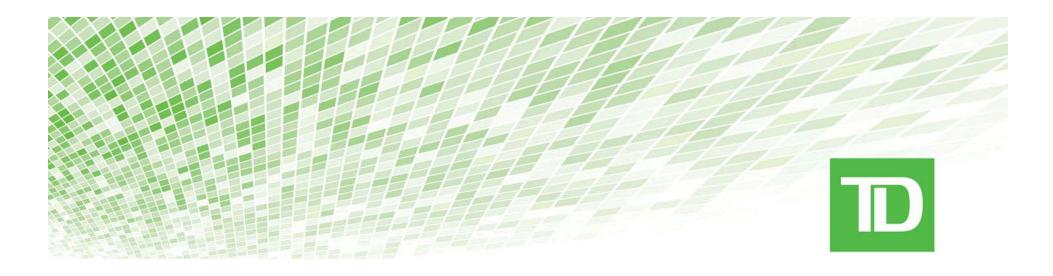
Customers with TD Bank and TD AMERITRADE accounts have higher bank balances



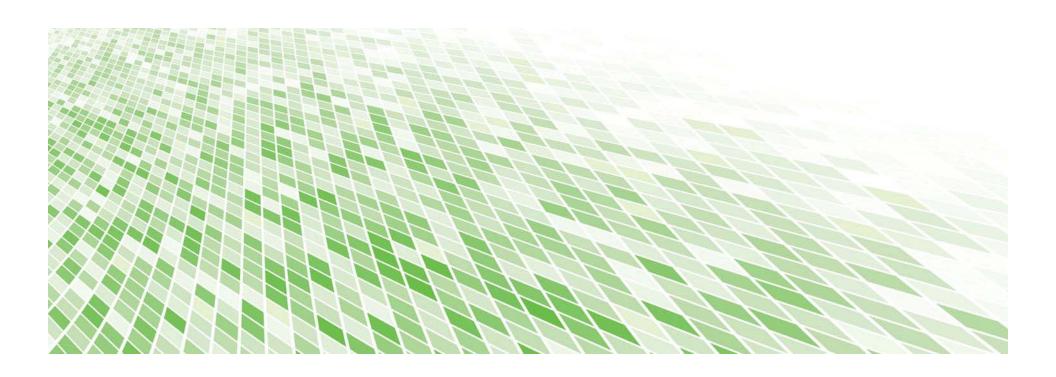
# Key Takeaways

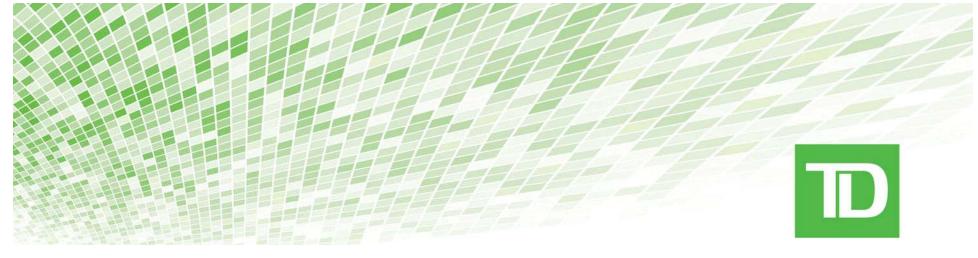
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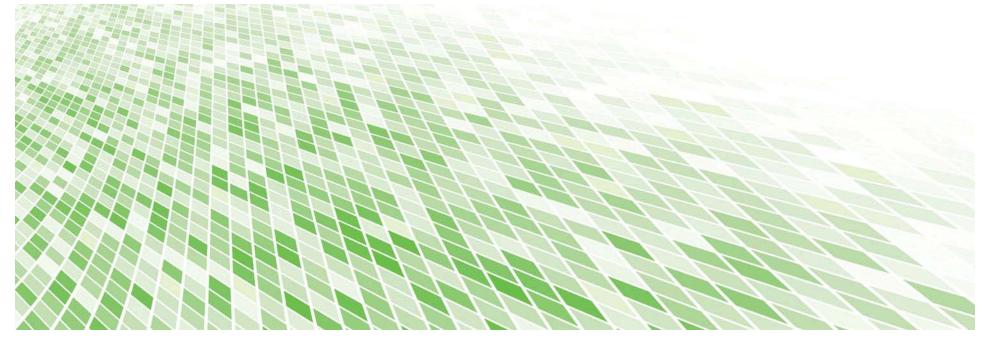
# **Questions & Answers**





# closing remarks BHARAT MASRANI

Group Head U.S. Personal and Commercial Banking, TD Bank Financial Group and President & CEO, TD Bank, America's Most Convenient Bank



# What's On Investors' Minds



Were you able to retain the "Commerce" magic?

What areas of the business represent the greatest **growth opportunities**?

What is the **credit quality** of your loan portfolio?

Are you interested in additional acquisitions?

How will you leverage your **North American platform** for sustainable growth?

- Leadership in service and convenience, plus capabilities from being part of a North American bank
- Continue organic growth, de novo expansion, and grow cross-sell
- Strong credit quality and positive outlier
- Assisted deals or smaller unassisted deals, but focus is on organic growth
- Product development, sourcing, treasury and risk management, direct channels, operations and technology on a North American basis



How will you improve your returns in the U.S.?

Deliver 25%+ RoRBC<sup>1</sup>

1. See explanation of return on risk-based capital in Note 2 of Slide 13.

# **Key Takeaways**



Strong Franchise

- Unique Customer service and convenience proposition
- Attractive footprint
- Disciplined risk management culture



Normalized Environment

Improving economic environment will create earnings tailwind



Organic Growth and Franchise Optimization

- Orive superior organic growth
- Grow Customer share of wallet to penetrate untapped opportunities
- Enhance efficiency





Significant momentum to deliver superior growth and enhance returns

# **Investor Relations Contacts**



## Phone:

416-308-9030 or 1-866-486-4826

## **Email:**

tdir@td.com

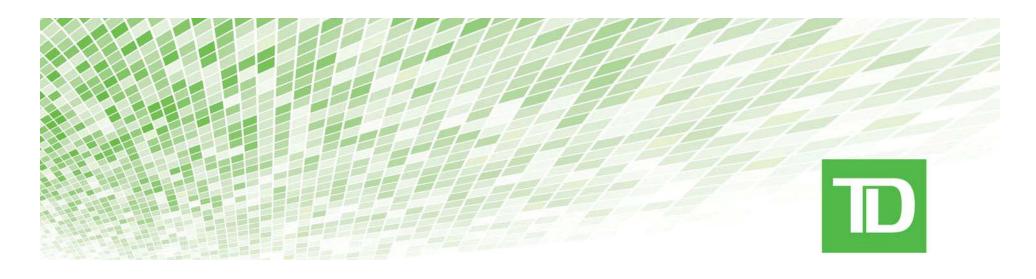
# Website:

www.td.com/investor

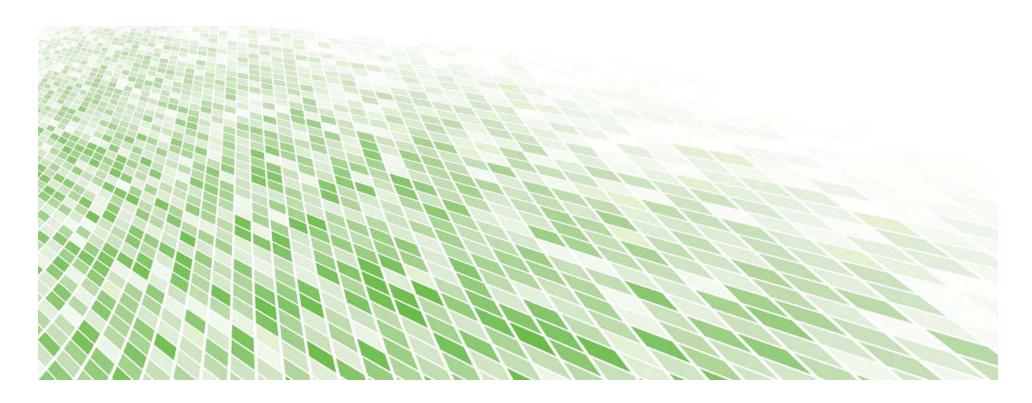


Best Investor Relations by Sector: Financial Services

Best Retail Investor Communications



# appendix



# Material Factors and Assumptions For TD's Targets and Opportunities



#### The material factors & assumptions underlying TD's targets and opportunities in this presentation include:

- a continuation of the economic recovery;
- continued improvement in the credit environment;
- margin expansion; and
- loan & deposit growth in the U.S.

#### These assumptions are based upon TD's internal views of the trends and direction of various economic factors. These include:

- employment growth;
- rising interest rates;
- increased consumer spending;
- increased business investment; and
- an improved housing market.

#### Peers:

• Different peer groupings were chosen by TD for the purposes of different parts of this presentation, based on TD's internal view of what points of comparison will reflect the appropriate results and taking into consideration what peer data is available.

#### There are a variety of factors which could cause TD's targets and opportunities to change. These include:

- a weaker than expected U.S. economic recovery;
- a longer than expected return to a more beneficial interest rate environment;
- an uncertain regulatory environment and potential legislative changes which could affect proposed strategies and negatively impact the economics of various businesses;
- the re-leveraging by, and increased volumes from, Commercial and Consumer customers may be slower than expected;
- · more pressure to both loan and deposit pricing and customer retention from increasing industry competition;
- a delay in realization of various optimization initiatives due to challenges with introducing new products and services, achieving market acceptance of new products and services, and/or developing and maintaining loyal customers; and
- decisions and execution by TD AMERITRADE may impact initiatives involving TD AMERITRADE, which itself is subject to its
  own potential risks.

See Slide 2 for additional information



TD BANK FINANCIAL GROUP INVESTOR DAY

Focus on TD Bank, America's Most Convenient Bank

June 16, 2010