



For what matters.

CIBC Retail Markets Investor Forum

September 30, 2010



A Note about Forward-Looking Statements



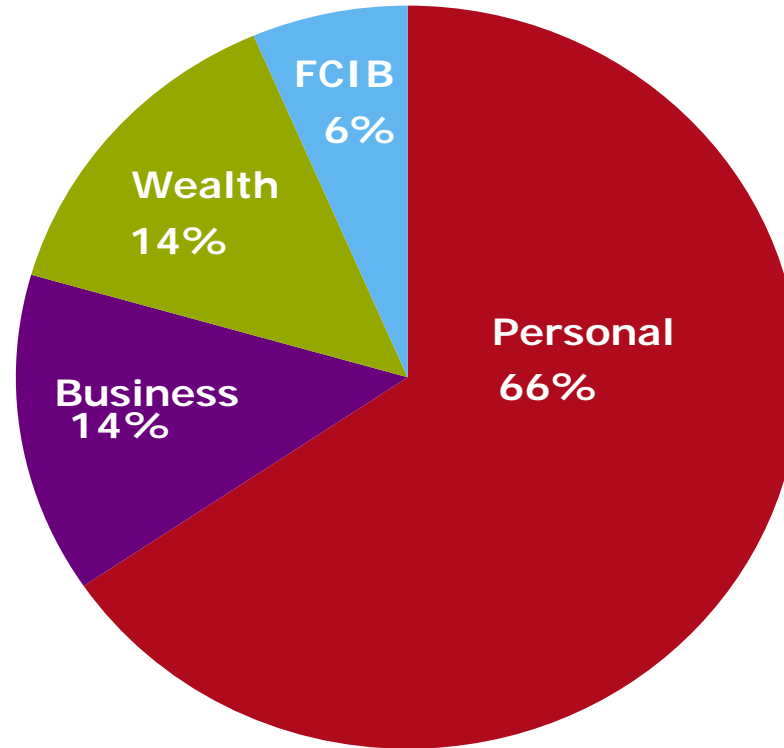
From time to time, we make written or oral forward-looking statements within the meaning of certain securities laws, including in this presentation, in other filings with Canadian securities regulators or the U.S. Securities and Exchange Commission and in other communications. These statements include, but are not limited to, statements about our operations, business lines, financial condition, risk management, priorities, targets, ongoing objectives, strategies and outlook for 2010 and subsequent periods. Forward-looking statements are typically identified by the words "believe", "expect", "anticipate", "intend", "estimate" and other similar expressions or future or conditional verbs such as "will", "should", "would" and "could". By their nature, these statements require us to make assumptions and are subject to inherent risks and uncertainties that may be general or specific. A variety of factors, many of which are beyond our control, affect our operations, performance and results and could cause actual results to differ materially from the expectations expressed in any of our forward-looking statements. These factors include credit, market, liquidity, strategic, operational, reputation and legal, regulatory and environmental risk; legislative or regulatory developments in the jurisdictions where we operate; amendments to, and interpretations of, risk-based capital guidelines and reporting instructions; the resolution of legal proceedings and related matters; the effect of changes to accounting standards, rules and interpretations; changes in our estimates of reserves and allowances; changes in tax laws; changes to our credit ratings; political conditions and developments; the possible effect on our business of international conflicts and the war on terror; natural disasters, public health emergencies, disruptions to public infrastructure and other catastrophic events; reliance on third parties to provide components of our business infrastructure; the accuracy and completeness of information provided to us by clients and counterparties; the failure of third parties to comply with their obligations to us and our affiliates; intensifying competition from established competitors and new entrants in the financial services industry; technological change; global capital market activity; changes in monetary and economic policy; currency value fluctuations; general business and economic conditions worldwide, as well as in Canada, the U.S. and other countries where we have operations; changes in market rates and prices which may adversely affect the value of financial products; our success in developing and introducing new products and services, expanding existing distribution channels, developing new distribution channels and realizing increased revenue from these channels; changes in client spending and saving habits; our ability to attract and retain key employees and executives; and our ability to anticipate and manage the risks associated with these factors. This list is not exhaustive of the factors that may affect any of our forward-looking statements. These and other factors should be considered carefully and readers should not place undue reliance on our forward-looking statements. We do not undertake to update any forward-looking statement that is contained in this presentation or in other communications except as required by law.



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CIBC Retail Markets Strategic Overview

Sonia Baxendale
President, CIBC Retail Markets



Revenue

YTD Q3 2010 of \$7.2 billion

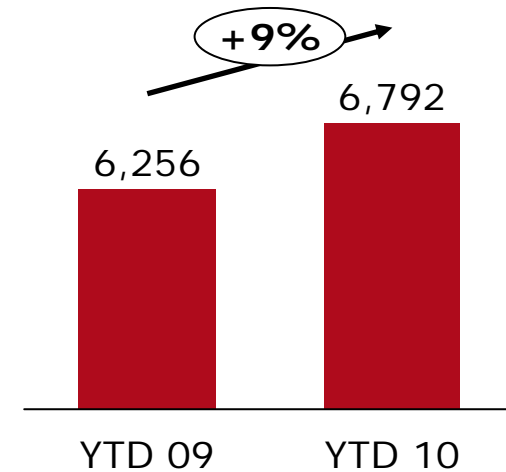
Improving Core Revenue Trends

- Solid growth in Funds Managed and Assets Under Administration
- Stable margins with higher credit spreads offset by lower deposit margins

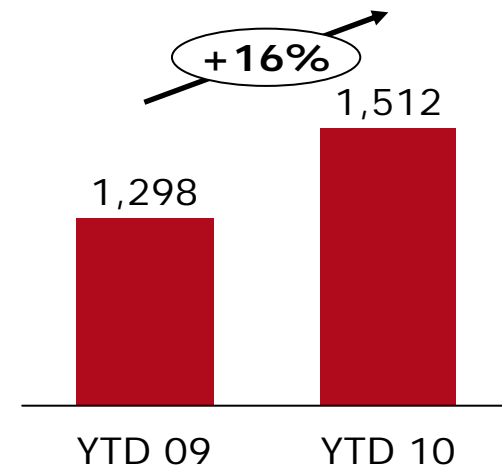
Strong Net Income Growth

- Positive Operating Leverage of 2%
- Improving loan loss trends

Revenue (\$MM)



Net Income (\$MM)



Personal Banking

- Funds managed growth of 6% led by mortgages and deposits
- Competitive franchise supported by continued investments in products and access
- Consistent trend of annual growth

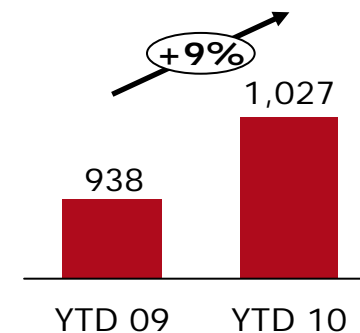
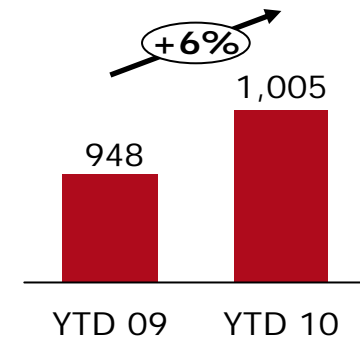
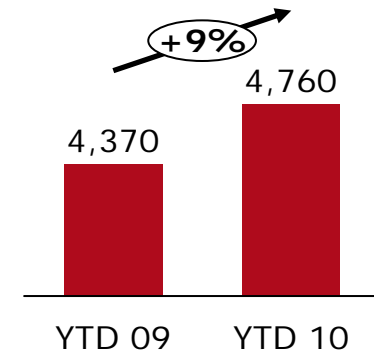
Business Banking

- Funds managed growth of 5%
- Improved market position and offer
- Q3/10 was highest quarterly revenue in over two years

Wealth Management

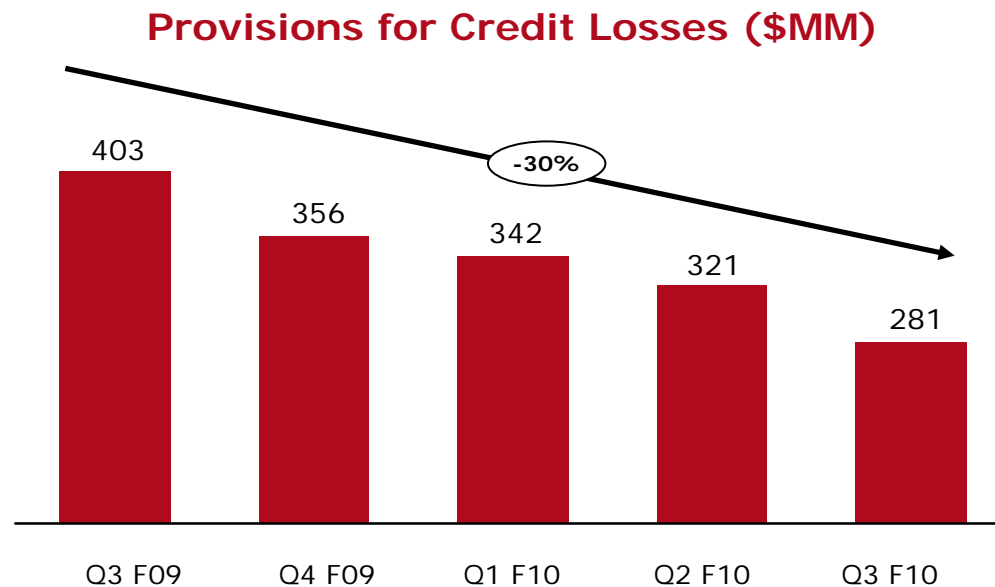
- AUA growth of 9%
- Best long-term net sales since 2004
- New leadership

Revenue (\$MM)



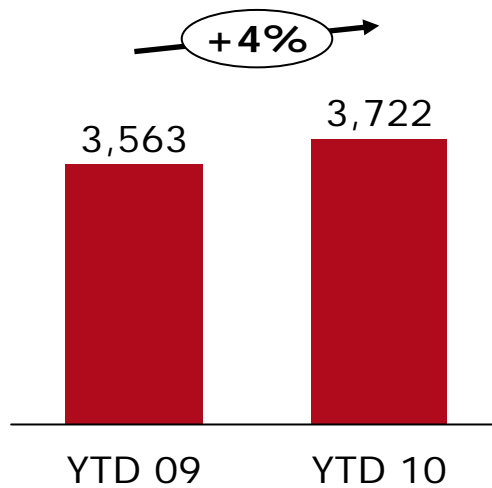
Loan Losses down 30% from peak

- 4 consecutive quarters of decline for credit card provisions
- Personal lending loan losses at lowest quarterly level in 6 quarters
- Business loan losses at expected levels, with improving trends

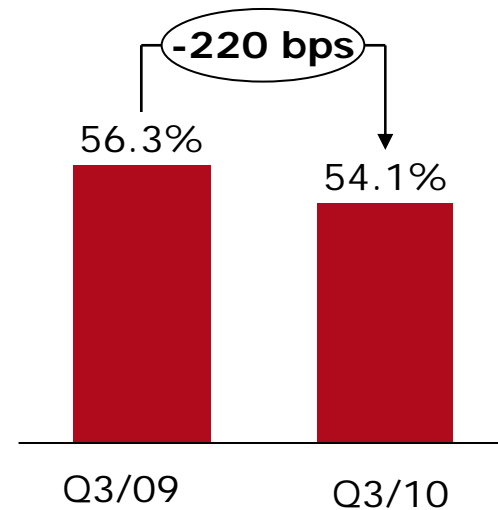


Investing in Growth While Improving our NIX Ratio

Total Expenses (\$MM)



NIX Ratio



- Furthering leadership in Credit Cards
- Strengthening Business Banking
- Significant branch investment
- Innovation in Mobile
- Investing in our Brand



		Q3 Balances (\$B, Spot)	Market Share ⁽¹⁾ (%)	Rank
Personal	Cards	13.8	16.6	1
	Cards (including Citi)	15.8	18.7	
	Mortgages	136.4	13.9	2
	Personal Deposits & GICs	106.9	16.9	3
	Personal Lending	30.2	8.3	5
Business	Business Deposits	30.1	14.6	3
	Business Lending	29.2	16.2	4
Wealth	Wood Gundy	105.7	20.4	2
	Mutual Funds	46.2	7.0	3

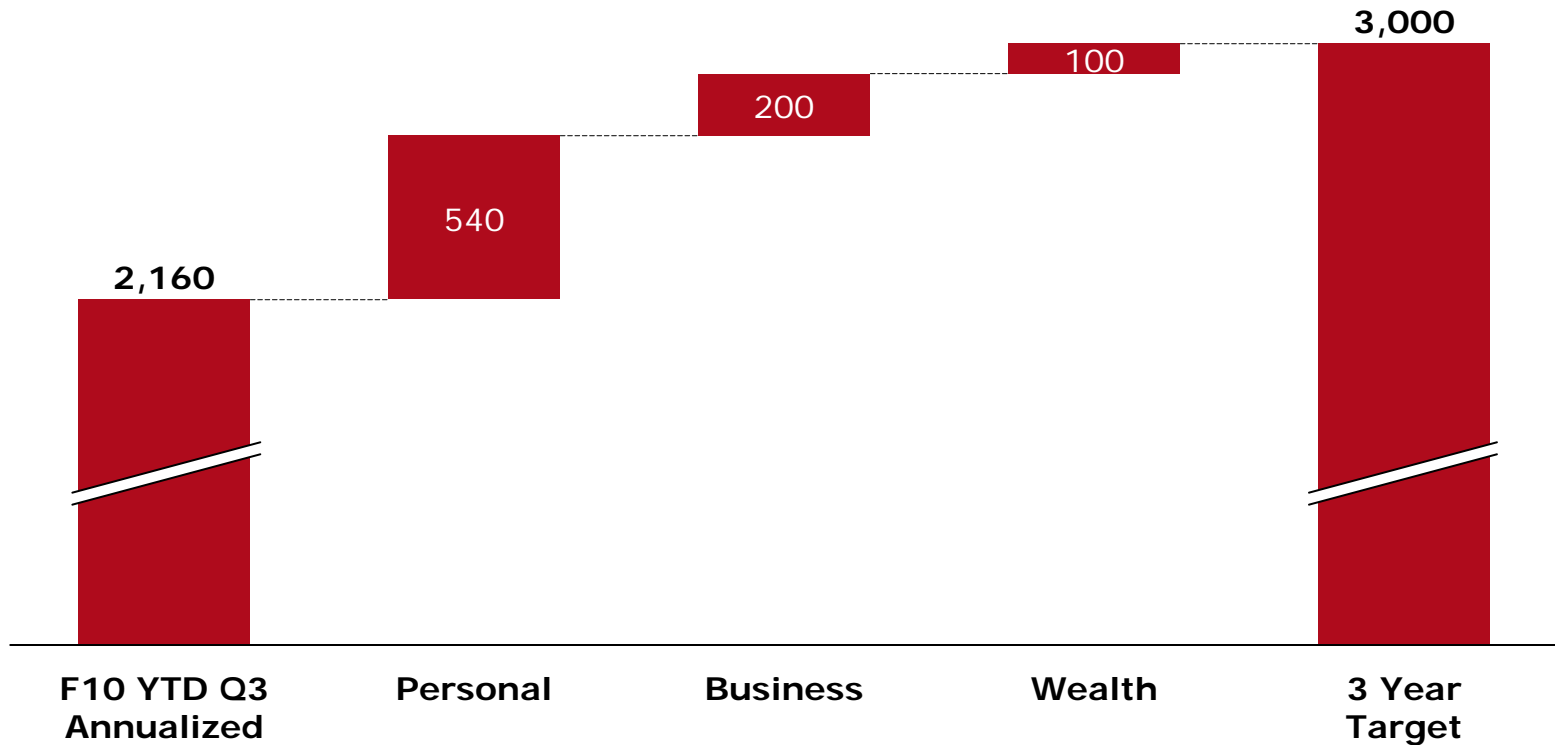
⁽¹⁾ Source: CBA, Bank of Canada, IFIC, SFI & Investor Presentation, Investor Economics

Building toward a \$3 Billion Retail Bank



Aligned to CIBC's strategic imperative of consistent and sustainable earnings, while managing within our stated risk appetite

Net Income
(\$MM)





Christina Kramer
Integrated Channels



Cheryl Longo
Card Products



Todd Lawrence
Consumer Deposits



Colette Delaney
Mortgages and
Personal Lending



Victor Dodig
Wealth Management



Jon Hountalas
Business Banking



Stephen Forbes
Marketing and
Sponsorship



Bijal Patel
Finance



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CIBC Retail Markets Strategic Overview

Sonia Baxendale

President, CIBC Retail Markets



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Integrated Channels

Christina Kramer

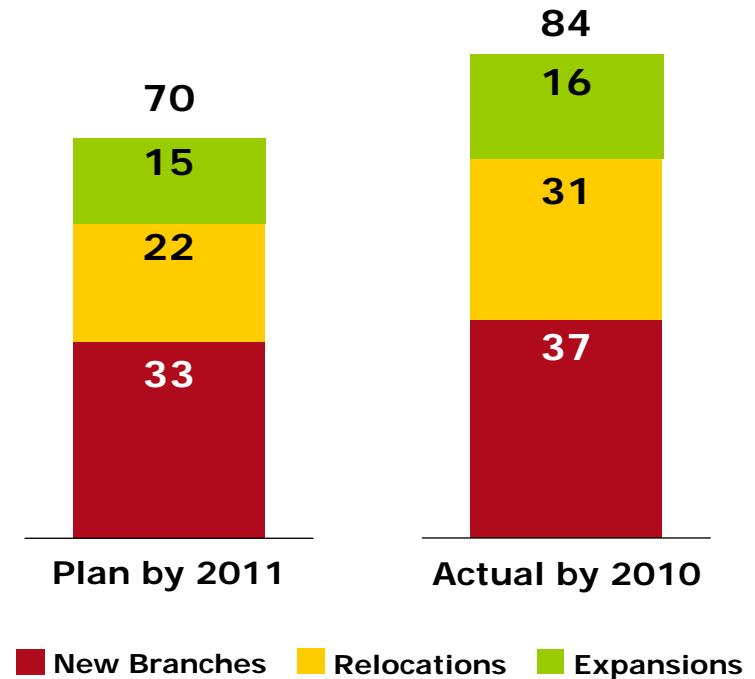
Executive Vice President, Distribution Services

- 3rd largest branch network
- Over 400 branches open evenings and Saturdays
- Sunday banking leader
- 2nd largest FI ABM network
- Top ranked IVR
- Best consumer internet bank
- 1st to introduce a mobile banking application



- Built, relocated and expanded 70 branches by 2011 more than one year early
- Expanded evening and Saturday hours to over 400 branches
- Introduced 7 day-a-week branch banking at almost 50 branches

Branch Network Investment Continues

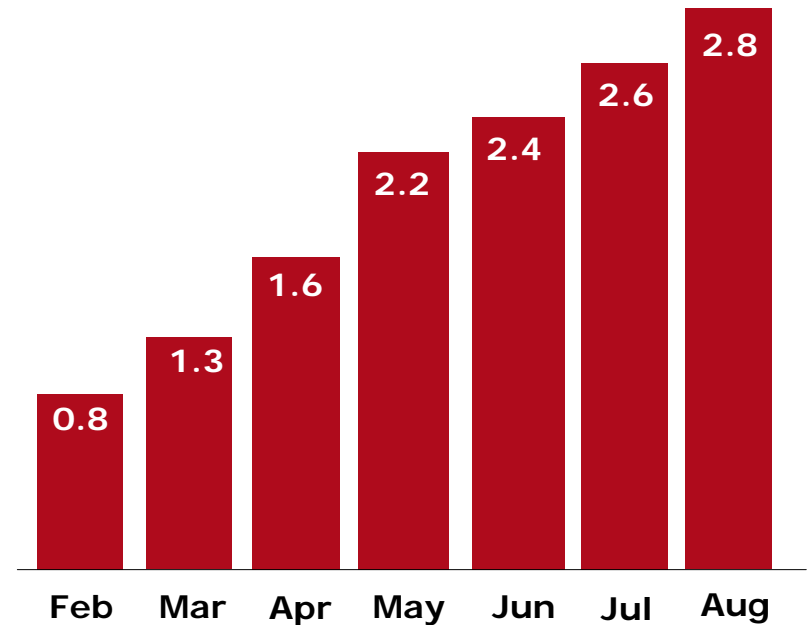


- Continue to upgrade ABMs with state-of-the-art technology and security
- Doubled outbound sales call capacity to 2 million/year
- Expanded welcome call program to more clients
- Implemented leading edge information security initiatives



- Launched 1st Canadian mobile banking Application
- Rapid client adoption
- Growing demand for more mobile
 - More banking
 - Brokerage
 - Payments

**14 Million Mobile Transactions
And Growing (MM)**



Maintain strong position in access and choice

- Invest to meet ongoing client needs
- Focus growth of business in high growth markets

Grow business through an integrated channel experience

- Leverage technology and product investments across channels
- Promote paperless statements

Continue to innovate on mobile

- Expand mobile functionality



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Integrated Channels

Christina Kramer

Executive Vice President, Distribution Services



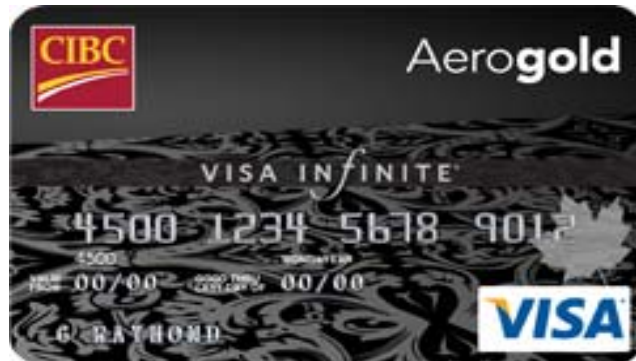
Card Products

For what matters.

Cheryl Longo

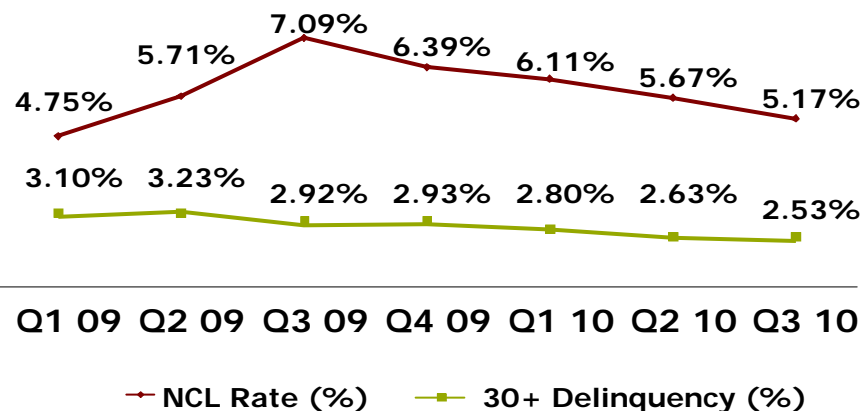
Executive Vice President,
Card Products and National Collections

- #1 market share – \$14 Billion in balances representing a 16.6% share
- Leader in premium card segment – 20.3% share driven by Aerogold travel reward card
- 19 year Aeroplan partnership
- Purchase volume growth



- Focused on profitable growth and improving ongoing credit quality

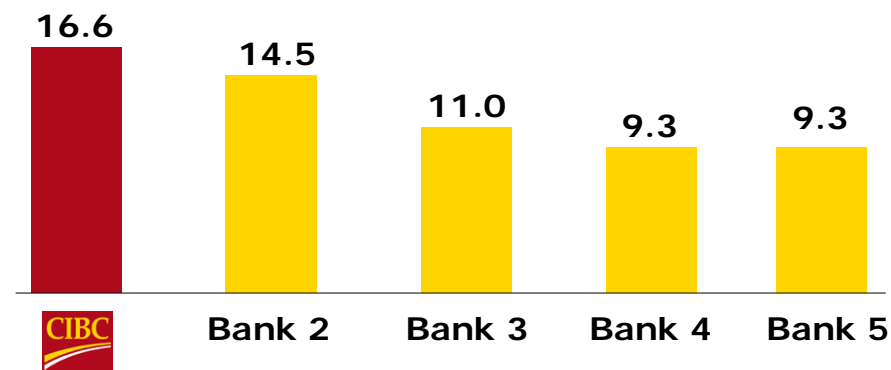
NCL Rate and Delinquency Rate



- CIBC continues to rank #1 in credit card outstandings market share

Credit Cards Market Share

(Percent; Q2 F10 Spot Outstandings)

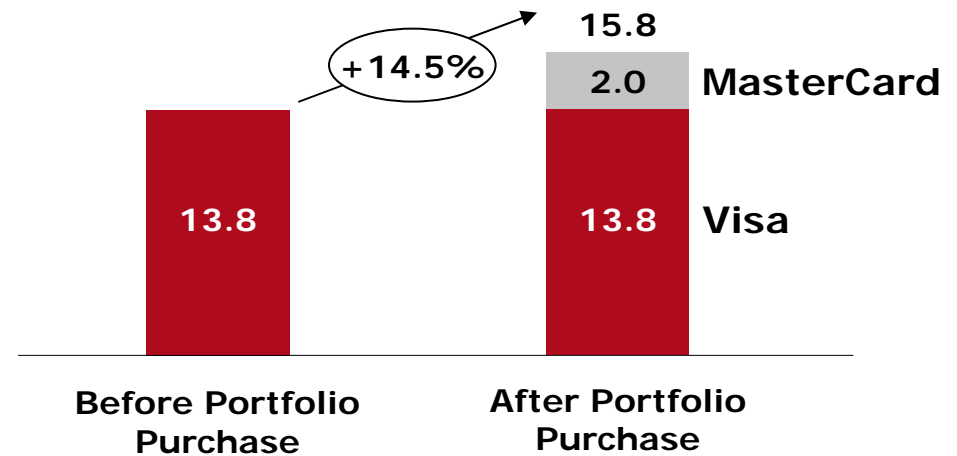


MasterCard solidifies share leadership position

- Acquired \$2 Billion in outstandings
- Acquired 570,000 active accounts
- Increase share to 18.7%

Strengthened #1 Position

(\$B; Q3 F10 Spot Outstandings)



- Known credit quality and spending behavior
- Portfolio acquisition is an effective means of growth vs organic customer origination
- Extended reach in mass market segment and broad choice in premium and no annual fee reward cards
- Immediate positive impact on earnings

- Provide MasterCard clients:
 - Added value
 - Greater access
 - Greater servicing channels

- Significant CIBC product cross sell opportunities:
 - Creditor insurance
 - Deposits
 - Mortgages

- Leverage the strengths of Visa and MasterCard to offer choice and value

- Build on CIBC's #1 position in the marketplace:
 - Leading Premium cards
 - Innovator in Travel, Loyalty and Cash Back rewards
 - Value-added features and benefits



Card Products

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Cheryl Longo

Executive Vice President,
Card Products and National Collections



Consumer Deposits

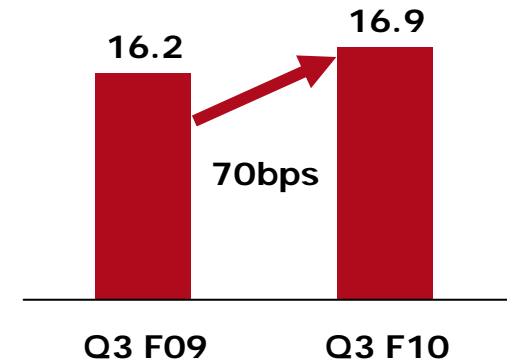
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Todd Lawrence

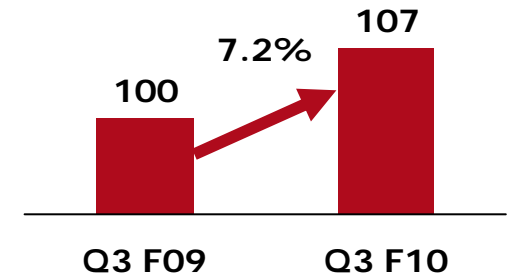
Senior Vice President, Deposit Products

- Increased overall market share from #4 position to #3
- Solid progress in Deposits
 - Consistent and sustainable growth in a competitive market environment
 - Growth in market share
- Focused investment in key areas of product innovation and acquisition has yielded strong results

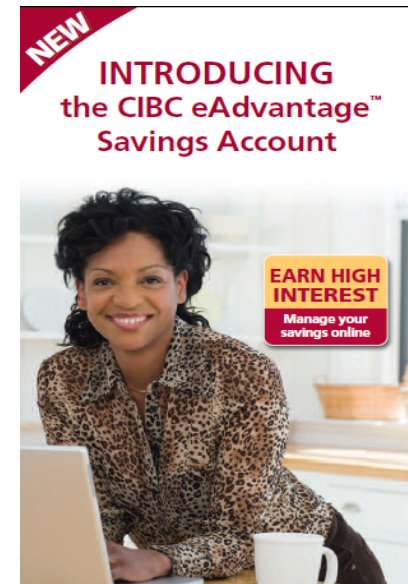
CIBC Deposit & GIC Market Share (%)



CIBC Deposit & GIC Balances (\$B)

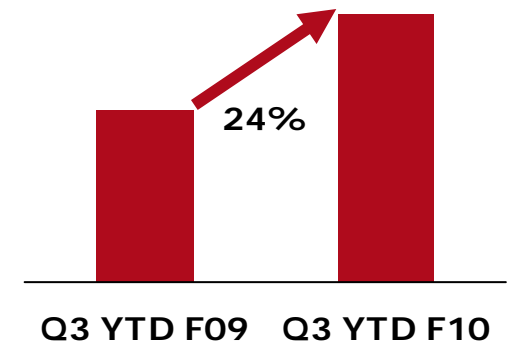


- Product innovations positioned us to capitalize on shift in market demand
 - Launched eAdvantage Savings Account in retail channels
 - Leveraged broker channel to grow balances with Renaissance High Interest Account
 - Launched new Equity Linked GICs linked to stocks and mutual funds
- Continued growth in new chequing account acquisitions



It's worth a talk.

New Chequing Account Opens



- Sustain strong growth and momentum
 - Continued focus on chequing acquisition as the foundation for client relationships
 - Maintain a competitive and client-focused product suite
 - Supplement strong core product offering with relevant functionality





Consumer Deposits

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Todd Lawrence

Senior Vice President, Deposit Products



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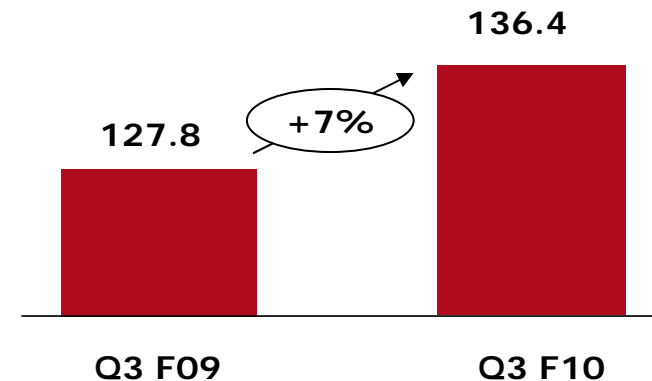
Residential Mortgages and Personal Lending

Colette Delaney

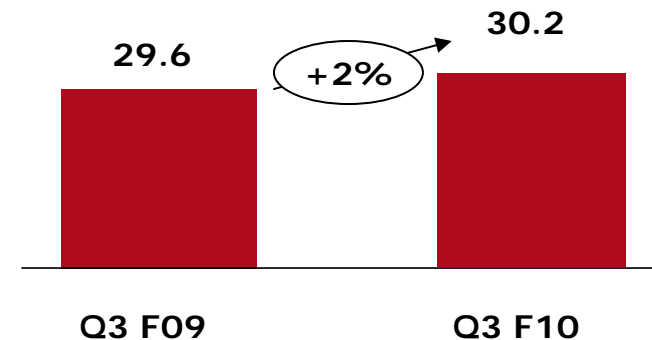
Senior Vice President, Mortgages and Lending

- Solid performance in mortgages in a highly competitive market
- Good credit quality across both mortgage and lending portfolios
 - 78% of mortgage portfolio insured
 - Loan losses down in lending
- Targeted approach to lending opportunities

Residential Mortgage Balances (\$B)

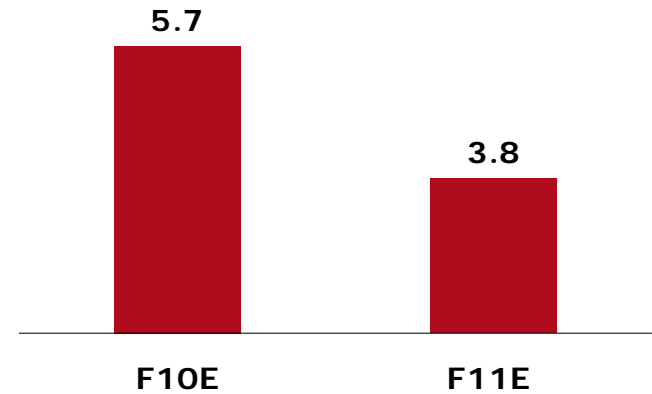


Personal Lending Balances (\$B)

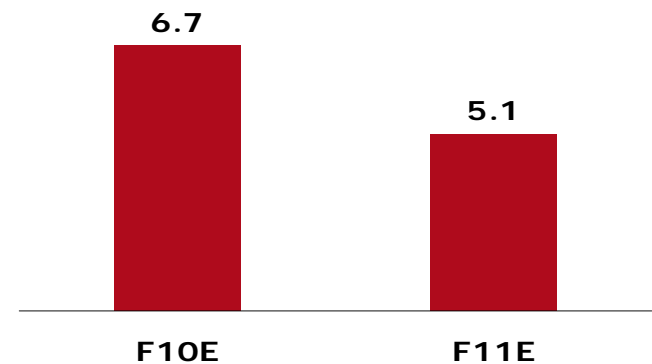


- Economic outlook is for slower growth in mortgages and lending in F11
 - Mortgage market slower in recent quarters after busy spring
- High credit quality, distribution strength foundational to continued momentum in mortgages
- Recent conservative lending approach provides room for further growth
 - Industry growth in lending balances forecast at \$14B in 2011

Industry Mortgage Growth (%)



Industry Personal Lending Growth (%)



In Progress

- Leverage distribution strength in mortgages
- Continued focus on strategic offers that leverage advice, cross sell opportunities in retail channels
- Capitalize on lending opportunity within our client base through targeted campaigns
- Implement quick-win process enhancements and product adjustments

Longer Term

- Optimize lending technology to support integrated view of client borrowing needs
- Enhancements across lending processes to improve client experience



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Residential Mortgages and Personal Lending

Colette Delaney

Senior Vice President, Mortgages and Lending



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Wealth Management

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Victor Dodig

Executive Vice President

Retail Distribution and Wealth Management

An integrated wealth management business focused on delivering innovative advice and investment solutions to our clients

CIBC Asset Management

Solid long-term net sales growth and strong investment performance

CIBC Wood Gundy

Leading brokerage providing clients with a broad range of expert wealth advisory services

Leading Mutual Fund Platform

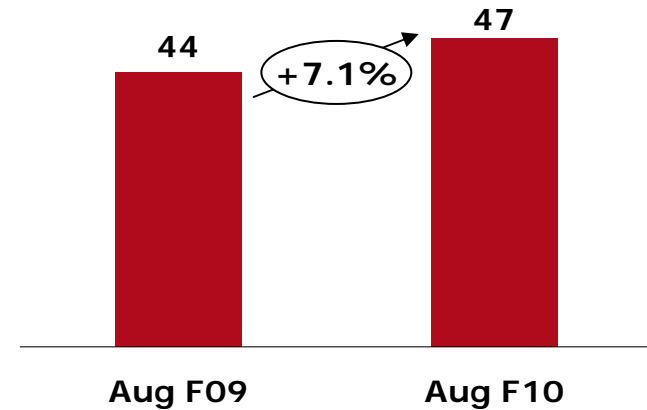
- #3 among Big 5 banks
- #5 overall in the industry
- #1 in managed solutions

Market Share Growth

- Total and long-term market share trending positively
- Decline in money market assets more than offset by growth in long-term funds

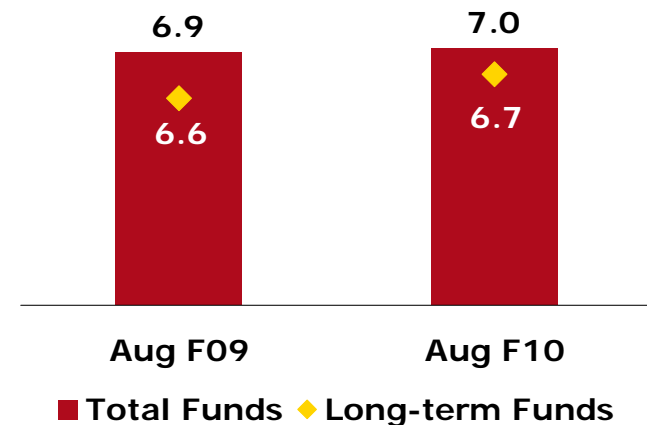
Asset Growth

(\$B)



Market Share

(Percent; By Assets)



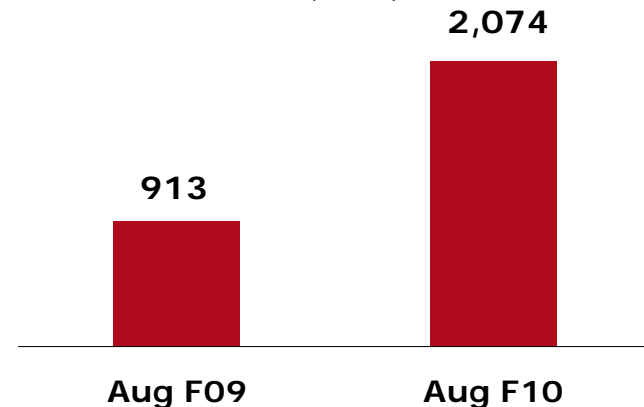
Positive Sales Trend

- Best long-term net sales year since 2004
- Growth in managed solutions
- Renaissance net sales driven by active wholesaling and new high-yield products to meet investor demand

Solid Investment Results

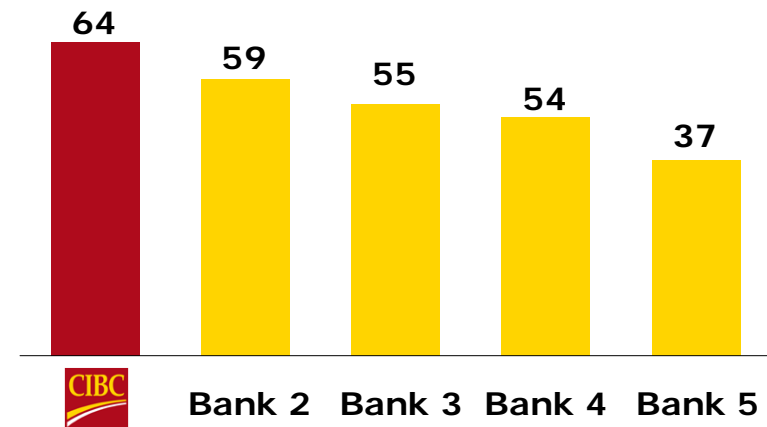
- Improved performance across equity and bond asset classes
- Newly-hired portfolio management talent
- Unique open architecture investment platform providing client choice

YTD Long-Term Net Sales (\$MM)



Big 5 Fund Performance Leaders

(Percent of Funds Above Median (1 Yr); Q3 F10)



Leading Brokerage Platform

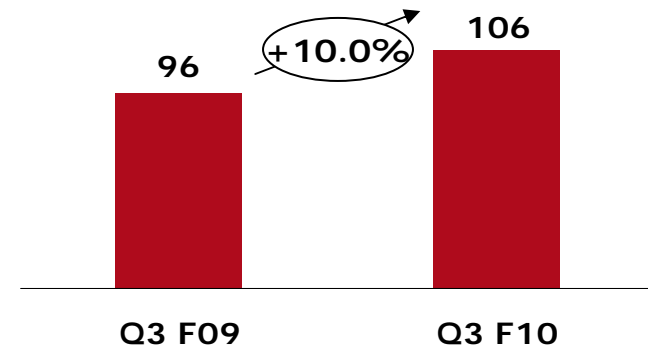
- #2 full service brokerage in Canada
- 1000+ experienced Advisors to serve higher net worth client needs
- New leadership focused on both advisor quality and client experience

Market Share

- Strong market share vs competitors
- Proven strength in new issue distribution
- Strong and growing fee-based business

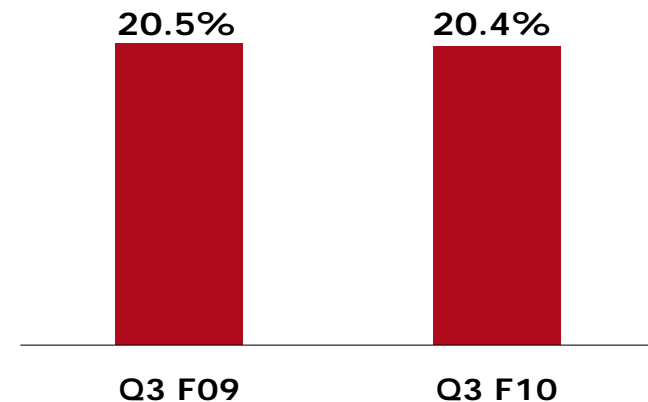
Asset Growth

(\$B, YoY Q3 F10)



Market Share

(By Assets; Q3 F10)



Focused on Quality of Advice

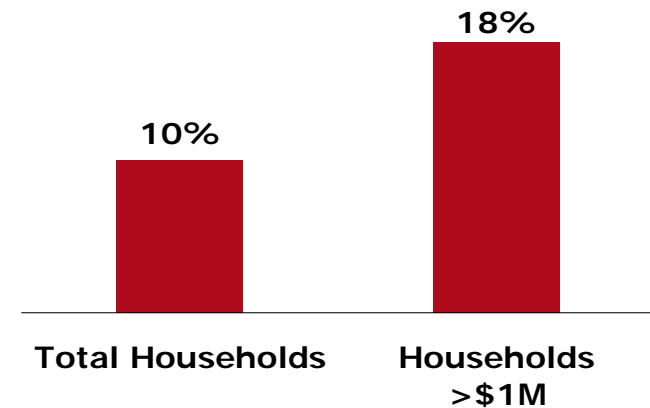
- Highly experienced and accredited advisors
- Investing in specialized advisory services including business transition and tax/estate planning

Attracting High Net Worth Clients

- Growth in high net worth client base
- Integrated team-based approach to serving clients' personal and business needs

Household Asset Growth

(%; YoY Q3 F10)



Increase Sales Penetration

Increase mutual fund sales in all channels

Integrated Advisory Offer

Extend expert financial planning and specialized advisory expertise

Deepen Client Relationships

Consolidate more of our clients' business across CIBC



Wealth Management

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Victor Dodig

Executive Vice President

Retail Distribution and Wealth Management



Business Banking

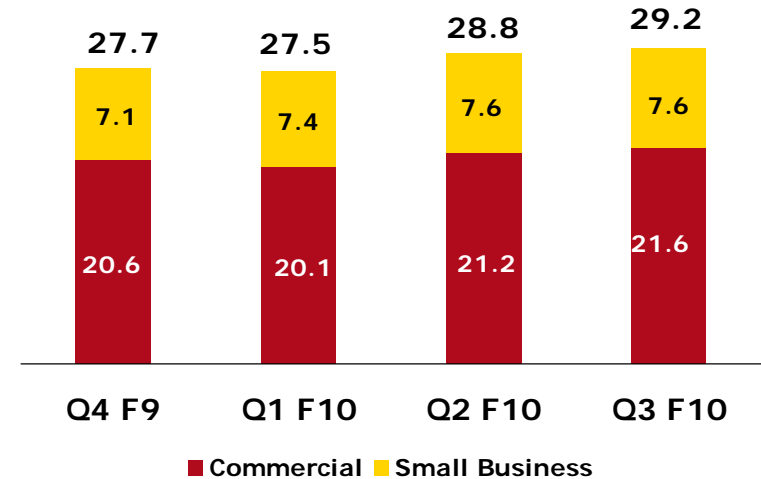
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Jon Hountalas

Executive Vice President, Business Banking


- New leadership and renewed focus on Business Banking segment
- Acquisition of 100% of Asset-Based Lending business
- Policies and procedures being streamlined
- Closing gap to # 3 in lending market share with loan growth of 5.4% YTD (vs competitors* 3.3%)

Business Banking Loan Growth ((\$B; Q3'10)




* Competitors defined as Big 6 excluding CIBC

- Focused on growth across all segments and geographies
- Economic environment in 2009 providing “switching” opportunities as companies seek true relationship banking
- Commercial Bankers expanding target market
- Dedicated small business advisors gaining traction
- High quality loan book providing ample time for sales and relationship building



**THE CIBC
switch**

**Make a
BUSINESS
decision
worth
50,000
Aeroplan
Miles.** 


**Get rewards with
CIBC Business Banking.**

**EARN
50,000
AEROPLAN MILES**

Open a new CIBC Unlimited Business Operating Account*, a new CIBC Aerogold Visa Card for Business and a new CIBC business loan or line of credit* and you will get 50,000 Aeroplan Miles. Offer ends February 28, 2011.
*Minimum loan or line of credit \$50,000.

Conditions apply. Ask for details.
Speak to a business advisor about the advantages of switching to CIBC.

It's worth a talk.


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© 2011 CIBC. *Conditions and eligibility are subject to the terms and conditions of Aeroplan Miles. **Minimum of \$250. The switch to a new CIBC business loan or line of credit must be completed by February 28, 2011.

- Instill more disciplined sales management, driving growth in \$1-\$25 million credit segment
- Maintain competitive risk posture while ensuring speed to market and simplicity
- Leverage ABL acquisition
- Increase alignment between Small Business and Commercial Banking
- Upgrade cash management platform to drive deposit growth in 2012



Business Banking

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Jon Hountalas

Executive Vice President, Business Banking



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Brand and Sponsorship

Stephen Forbes

Executive Vice President,
Marketing, Strategy, Communications and
President's Choice Financial

In 2010, CIBC has focused on investing in its brand and image to further build pride among employees and engage directly with our clients

National Brand Marketing Campaign

Investment in Sponsorships

Marketing Innovation and Leadership

The Brand Enterprise campaign demonstrated CIBC's commitment to our clients, communities and our employees

- Launched National marketing campaign
- Showcased CIBC employees
- Strong, positive feedback from employees
- Strong connection / resonance with clients
- Phase 3 of Brand Campaign will launch in the Fall



"Today I helped my client choose the right mortgage."

Carolyn Kinnear
Financial Advisor, CIBC Imperial Service

For the mortgage that gives you more financial freedom. For the kind of retirement you want. For your children's education. Or for your desire to go back to school. For everything that matters to you today and all that will matter tomorrow there's a CIBC Financial Advisor who is committed to helping you achieve it.

To get the advice that's right for you, speak to a CIBC Advisor today. Visit any branch or go to cibc.com or call 1 800 465-CIBC (2422).



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- Exclusive financial media broadcast sponsor of the 2010 FIFA World Cup in Canada
- CIBC will sponsor the CIBC Run for the Cure for 14th consecutive year.



Continued investments in advertising and promotion in support of our leadership and innovation positions as well as growth focus

- Innovation in mobile banking
- Award winning online banking capabilities
- Enhanced focus on business banking
 - Unlimited Business Operating Account
- Introduced the SWITCH campaign



SWITCH to the superior online banking experience enjoyed by millions of CIBC customers.

For three straight years, CIBC has been named Best Consumer Internet Bank in Canada.

CIBC Finance magazine has once again named CIBC Best Consumer Internet Bank in Canada. We are proud to be recognized for our continued commitment to providing the highest level of customer service. CIBC offers banking options designed to meet your unique needs and preferences. We will continue to provide the best in mobile banking and online banking services. For more information on our mobile banking and online banking services, visit www.cibc.com or call 1-800-363-2244. We continue to look for new ways to help our clients achieve their goals.

For details, visit cibc.com



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In 2010, CIBC focused on investing in its brand and image to further build pride among employees and engage directly with our clients

National Brand Marketing Campaign

CIBC Employee Commitment up for 5th consecutive year to highest level ever

Investment in Sponsorships

#2 Share of Voice among Canadian Banks

Marketing Innovation and Leadership

#2 Brand Consideration among Canadian Banks



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Brand and Sponsorship

Stephen Forbes

Executive Vice President,
Marketing, Strategy, Communications and
President's Choice Financial



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