

CANACCORD Genuity

NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS

Annex DTR3

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| 1. | Name of the issuer CANACCORD GENUITY GROUP INC. | 2. | State whether the notification relates to (i) a transaction notified in accordance with <i>DTR</i> 3.1.2 R, (ii) a disclosure made in accordance with LR 9.8.6R(1) or (iii) a disclosure made in accordance with section 793 of the Companies Act (2006). DTR 3.1.2 R |
| 3. | Name of person discharging managerial responsibilities/director DAVID KASSIE PAUL REYNOLDS BRAD KOTUSH MATTHEW GAASENBEEK DANIEL DAVIAU ALEXIS DE ROSNAY | 4. | State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person N/A |
| 5. | Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest NOTIFICATION RELATES TO THE PERSONS NAMED IN 3. | 6. | Description of shares (including class), debentures or derivatives or financial instruments relating to shares COMMON SHARES |
| 7. | Name of registered shareholders(s) and, if more than one, the number of shares held by each of them DAVID KASSIE: 3,628,670 PAUL REYNOLDS: 1,594,514 BRAD KOTUSH: 497,256 MATTHEW GAASENBEEK: 345,762 DANIEL DAVIAU: 1,033,074 ALEXIS DE ROSNAY: 121,992 | 8. | State the nature of the transaction ACQUISITION OF COMMON SHARES ON VESTING OF RESTRICTED STOCK UNITS UNDER LONG TERM INCENTIVE PLAN; SALE OF COMMON SHARES TO COVER TAX LIABILITIES |
| 9. | Number of shares, debentures or financial instruments relating to shares acquired DAVID KASSIE: 1,350 PAUL REYNOLDS: 4,107 BRAD KOTUSH: 4,107 MATTHEW GAASENBEEK: 102,155 DANIEL DAVIAU: 5,523 ALEXIS DE ROSNAY: 12,229 | 10. | Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) DAVID KASSIE: 0.001% PAUL REYNOLDS: 0.004% BRAD KOTUSH: 0.004% MATTHEW GAASENBEEK: 0.1% DANIEL DAVIAU: 0.005% ALEXIS DE ROSNAY: 0.012% |

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| 11. | Number of shares, debentures or financial instruments relating to shares disposed PAUL REYNOLDS: (1,948) MATTHEW GAASENBEEK: (52,340) DANIEL DAVIAU: (2,743) ALEXIS DE ROSNAY: (5,946) | 12. | Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) PAUL REYNOLDS: 0.002% MATTHEW GAASENBEEK: 0.05% DANIEL DAVIAU: 0.003% ALEXIS DE ROSNAY: 0.006% |
| 13. | Price per share or value of transaction PRICE PER SHARE ON DAY OF VESTING: CAD\$8.88730 PRICE PER SHARE ON SALE: CAD\$8.88730 | 14. | Date and place of transaction TORONTO – NOVEMBER 6, 2014 |
| 15. | Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) DAVID KASSIE: 3,630,020 / 3.55% PAUL REYNOLDS: 1,596,673 / 1.561% BRAD KOTUSH: 501,363 / 0.49% MATTHEW GAASENBEEK: 395, 577 / 0.387% DANIEL DAVIAU: 1,035,854 / 1.013% ALEXIS DE ROSNAY: 128,275 / 0.125% | 16. | Date issuer informed of transaction NOVEMBER 11, 2014 |

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

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| 17. | Date of grant | 18. | Period during which or date on which exercisable |
| 19. | Total amount paid (if any) for grant of the option | 20. | Description of shares or debentures involved (class and number) |
| 21. | Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise | 22. | Total number of shares or debentures over which options held following notification |
| 23. | Any additional information NONE | 24. | Name of contact and telephone number for queries JULIA GRAY 1-416-687-5315 |

Name of authorised official of issuer responsible for making notification

JULIA GRAY, ASSOCIATE GENERAL COUNSEL AND ASSISTANT CORPORATE SECRETARY

Date of Notification: **NOVEMBER 12, 2014**

Notes: This form is intended for use by an *issuer* to make a *RIS* notification required by *DTR 3.1.4*.

- (1) An *issuer* making a notification in respect of a transaction relating to the shares or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the shares of the *issuer* should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the shares of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.