



November 12, 2014

To: Autorité des marchés financiers
Ontario Securities Commission
British Columbia Securities Commission
Alberta Securities Commission

We have read the statements made by IOU Financial Inc. in the attached copy of change of auditor notice dated November 12, 2014 which we understand will be filed pursuant to Section 4.11 of National Instrument 51-102.

We agree with the statements in the change of auditor notice dated November 12, 2014.

Yours very truly,

PricewaterhouseCoopers LLP

Partnership of chartered professional accountants

cc. Board of directors of IOU Financial inc.

PricewaterhouseCoopers LLP/s.r.l./s.e.n.c.r.l.
1250 René-Lévesque Boulevard West, Suite 2800, Montréal, Quebec, Canada H3B 2G4
T: +1 514 205 5000, F: +1 514 876 1502, www.pwc.com/ca

"PwC" refers to PricewaterhouseCoopers LLP/s.r.l./s.e.n.c.r.l., an Ontario limited liability partnership.