



PORTFOLIO OVERVIEW

The 18 AM Canadian Equity portfolio is a long-only mandate with 100% allocation to Canadian Equities, selected from large and liquid companies trading in Canada. It is a focused portfolio of 30 stocks, allocated equally to two unique styles and generally invested in a minimum of 8 industry sectors. Using our systematic process, we select companies that exhibit the most attractive fundamentals representing these styles. The portfolio has a high active share and is considered medium to high risk.

“Our 18 AM Canadian Equity portfolio is designed to capture the benefits from two central portfolio management principles; focused portfolios and high conviction style betas. It is suitable for clients seeking a unique alternative for a stand-alone Canadian equity allocation or as a complement to an existing core or passive allocation.”

Jeff Brown, President & CEO

PORTFOLIO DETAILS

PORTFOLIO TYPE	Long-only Canadian Equity
INCEPTION DATE	December 31 st , 2013
PORTFOLIO STYLE	50% Offence / 50% Defence
BENCHMARK	TSX Total Return Index
PORTFOLIO OBJECTIVE	BM + 2.0%
SOFT / HARD CLOSE	\$2.5 Billion / \$3.0 Billion
MINIMUM INVESTMENT	\$5 Million
ACCOUNT TYPE	Separate accounts
FEES	Negotiable

INVESTMENT PHILOSOPHY

STYLE ALLOCATION

The portfolio is allocated equally to two unique focused style portfolios; one invests in 15 offense-oriented stocks with the best growth and momentum and the other invests in 15 defense-oriented stocks with the best income and quality characteristics. This style diversification provides the portfolio with both return and risk benefits.

FOCUS ON FUNDAMENTALS

The key performance drivers of a stock are its balance sheet, income statement qualities and its risk characteristics.

SYSTEMATIC APPROACH

With so many stocks to choose from, a systematic approach gives us the ability to gather the fundamentals, assess them and objectively determine the attractiveness of stocks versus each other. Objectivity and discipline are integral to our process.

HUMAN JUDGEMENT MATTERS

A systematic approach needs to be complemented with “human touch” while still maintaining the discipline of the approach.

RISK MANAGEMENT

We focus on client-centric risk measures using loss-based measures instead of mathematical or statistical terms.

CLIENT BENEFITS

REPEATABILITY

Our systematic approach brings objectivity, consistency and discipline.

RISK MANAGEMENT

Style diversification, style allocation and sell disciplines mitigate risk.

KNOWLEDGE

Our process enables clients to understand how their money is being managed.

ADAPTABILITY

Our process allows client portfolios to adjust to changing markets.

TEAM LEADERSHIP

