

BEST IDEAS EQUITY

FACTOR-BASED MODEL PORTFOLIO STRATEGY

FACTOR-BASED

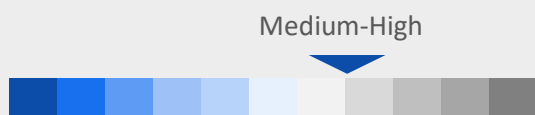
STRATEGY

In seeking to pursue its investment objective, the portfolio is designed to provide exposure to high quality companies (10 Canadian, 10 US and 10 International stocks) across all our universes that consistently generate shareholder wealth, while trading at attractive price. This strategy is based on our proprietary multi-factor quantitative models.

OBJECTIVES

1. Target long term capital appreciation among the best opportunities available.
2. Consistently deliver performance over a custom blended benchmark.
3. Maximize tax efficiency by having a low portfolio turnover ratio.

RISK RATING



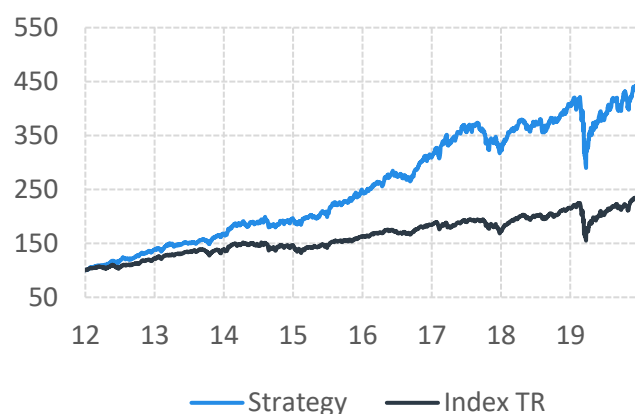
REASONS TO INVEST

- ❖ Historically outperformed benchmark.
- ❖ Risk-adjusted return performance.
- ❖ Consistent investment process.

INVESTMENT PROCESS



AS OF DECEMBER 31ST, 2020



Custom TR = 1/3 S&P/TSX + 1/3 S&P 500 + 1/3 MSCI ACWI Ex US

PERFORMANCE [see disclaimer]

Annualized (%)	1M	3M	1Y	5Y	INC.
Strategy	3.4	8.8	11.0	18.3	18.1
Index TR	2.1	9.0	10.1	10.2	5.5
Difference	1.4	-0.2	0.9	8.1	12.6
Yearly (%)	16	17	18	19	20
Strategy	25.7	26.8	7.9	21.5	11.0
Index TR	11.8	13.2	-4.3	22.0	10.1
Difference	13.9	13.6	12.1	-0.4	0.9
Monthly (%)	Aug	Sep	Oct	Nov	Dec
Strategy	2.9	-0.2	-3.0	8.5	3.4
Index TR	2.9	-1.6	-2.7	9.8	2.1
Difference	0.0	1.4	-0.2	-1.4	1.4

TOP HOLDINGS

Ticker	Companies	Weight (%)
HSY	Hershey	4.7
QBR.B:CN	Quebecor	4.0
NPI:CN	Northland Power	3.9
AVGO	Broadcom	3.8
ABBV	AbbVie	3.8
MSFT	Microsoft	3.7
TFII:CN	TFI International	3.4
TD:CN	Toronto-Dominion Bank	3.4
BHP	BHP	3.3
RIO	Rio Tinto	3.3

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RISK STATISTICS

Since Inception	Strategy	Index TR
Ann. Return (%)	18.1	5.5
Standard Dev. (%)	11.2	12.1
Max Drawdown (%)	-31.3	-45.9
Portfolio Turnover	62.6	6.0
Sharpe Ratio	1.4	0.4
Sortino Ratio	1.9	0.5
Index Correlation	0.7	1.0
R-Squared	0.5	1.0
Beta	0.6	1.0
Alpha (%)	12.6	0.0

SECTOR ALLOCATION

Weight (%)	Strategy	Index TR	Deviations
Info Tech	38.4	11.2	27.2
Materials	13.1	7.1	6.0
Staples	10.9	6.9	4.0
Utilities	3.9	3.6	0.3
Health Care	7.1	8.8	-1.7
Telecom	4.0	7.6	-3.6
Industrials	6.5	10.7	-4.2
Energy	3.1	9.9	-6.8
Discretionary	0.0	8.7	-8.7
Financials	12.9	25.5	-12.7

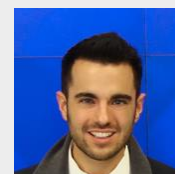
CHARACTERISTICS

Median	Strategy	Index TR
Market Cap (\$B)	121.6	13.5
Price / Earnings	15.3	17.5
Price / Book	4.6	2.7
Price / Sales	3.3	2.3
Price / Cash Flow	14.9	14.6
Return on Equity	19.9	8.6
Dividend Yield	2.4	1.4
5Y EPS Growth	11.1	7.3
Debt / Equity	0.8	0.8
5Y Beta	0.96	1.00

PORTFOLIO FACTS

Number of Securities	30
Currency	CAD
Benchmark	Custom TR
Inception Date	January 1 st , 2000
Strategy Fees	Contact Us
Rebalancing Frequency	Quarterly

PORTFOLIO MANAGER



François Soto CFA, MBA, FRM, CIM
Founder, Portfolio Manager

With more than 15 years of experience in the financial services industry, Francois brings extensive background and innovation in the field of quantitative finance to the firm. He holds both a BBA and MBA from HEC Montreal.

CONTACT

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