

BEST IDEAS EQUITY

FACTOR-BASED MODEL PORTFOLIO STRATEGY

FACTOR-BASED

STRATEGY

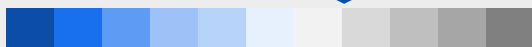
In seeking to pursue its investment objective, the portfolio is designed to provide exposure to high quality companies (10 Canadian, 10 US and 10 International stocks) across all our universes that consistently generate shareholder wealth, while trading at attractive price. This strategy is based on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

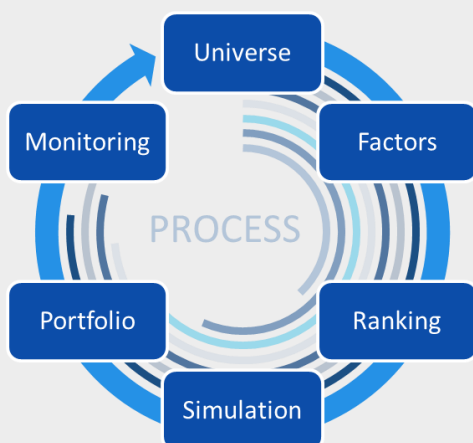
Medium-High



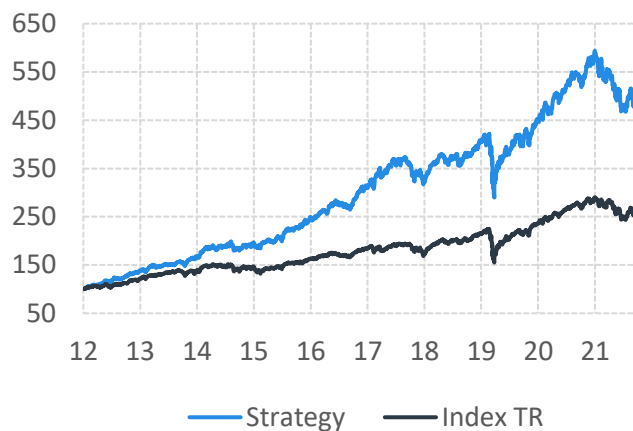
REASONS TO INVEST

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

INVESTMENT PROCESS



AS OF SEPTEMBER 30TH, 2022



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

PERFORMANCE

Annualized (%)	1M	3M	1Y	5Y	INC.
Strategy	-4.0	-1.9	-11.9	10.4	16.8
Index TR	-4.5	-0.4	-9.2	7.0	5.2
Difference	0.5	-1.4	-2.7	3.4	11.6
Yearly (%)	17	18	19	20	22
Strategy	26.8	7.9	21.5	11.0	-21.0
Index TR	13.2	-4.3	22.0	10.1	-15.0
Difference	13.6	12.1	-0.4	0.9	-6.0
Monthly (%)	May	Jun	Jul	Aug	Sep
Strategy	-0.7	-7.3	5.2	-2.8	-4.0
Index TR	-0.7	-7.6	5.7	-1.4	-4.5
Difference	0.0	0.3	-0.5	-1.4	0.5

TOP HOLDINGS

Ticker	Companies	Weight (%)
HSY	Hershey	6.4
ABBV	AbbVie	4.5
EQNR	Equinor	4.2
CHKP	Check Point Software	3.8
CRTO	Criteo	3.7
MSFT	Microsoft	3.6
CB	Chubb	3.6
EFN:CAN	Element Fleet Mgmt	3.6
SAP:CAN	Saputo	3.6
RY:CAN	Royal Bank of Canada	3.6

RISK STATISTICS

Since Inception	Strategy	Index TR
Ann. Return (%)	16.8	5.2
Standard Dev. (%)	11.4	12.0
Max Drawdown (%)	-31.3	-45.9
Portfolio Turnover	62.6	6.0
Sharpe Ratio	1.3	0.4
Sortino Ratio	1.8	0.5
Index Correlation	0.7	1.0
R-Squared	0.5	1.0
Beta	0.7	1.0
Alpha (%)	11.6	0.0

SECTOR ALLOCATION

Weight (%)	Strategy	Index TR	Deviations
Staples	15.7	6.1	9.6
Info Tech	20.4	17.8	2.6
Industrials	12.8	10.6	2.1
Financials	24.1	23.4	0.7
Energy	7.2	6.8	0.4
Health Care	7.5	7.8	-0.3
Utilities	3.0	3.4	-0.3
Telecom	3.3	7.1	-3.8
Discretionary	2.9	9.6	-6.7
Materials	0.0	7.4	-7.4

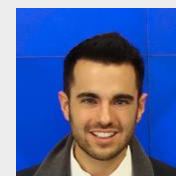
CHARACTERISTICS

Median	Strategy	Index TR
Market Cap (\$B)	18.2	12.7
Price / Earnings	14.0	12.6
Price / Book	3.3	2.1
Price / Sales	2.4	1.9
Price / Cash Flow	14.7	9.1
Return on Equity	19.0	14.1
Dividend Yield	2.2	2.2
5Y EPS Growth	15.4	13.5
Debt / Equity	1.3	0.7
5Y Beta	0.84	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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