

CANADIAN HIGH DIVIDEND 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 Canadian dividend-paying companies that consistently generate shareholder wealth, while trading at attractive price. This strategy is based on a proprietary multi-factor quantitative model.

OBJECTIVES

1. Provide a steady stream of income by investing in Canadian Equities.
2. Consistently outperform the S&P/TSX Total Return over a 5-year period.
3. Maximize tax efficiency by having a low portfolio turnover ratio.

RISK RATING



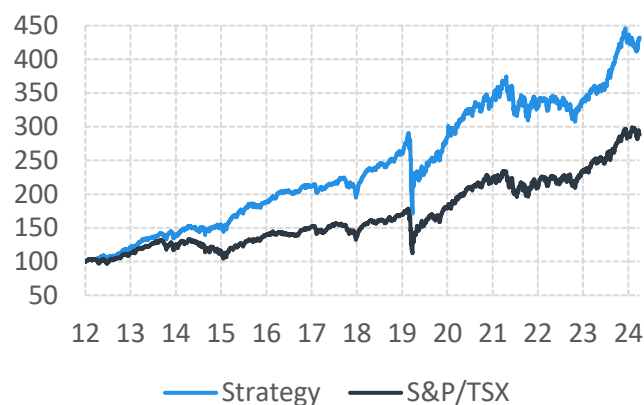
REASONS TO INVEST

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

INVESTMENT PROCESS



AS OF MARCH 31ST, 2025



PERFORMANCE

Ann. (%)	1M	3M	1Y	3Y	5Y	10Y
Strategy	2.4	-0.4	20.1	5.9	14.2	11.3
S&P/TSX	-2.2	0.8	15.0	7.5	16.6	8.5
Difference	4.6	-1.2	5.1	-1.6	-2.4	2.8

Year (%)	2020	2021	2022	2023	2024	YTD
Strategy	8.7	19.9	-3.2	2.9	27.6	-0.4
S&P/TSX	5.6	25.1	-5.8	11.8	21.7	0.8
Difference	3.1	-5.2	2.6	-8.9	5.9	-1.2

Month (%)	Oct	Nov	Dec	Jan	Feb	Mar
Strategy	1.9	5.0	-1.2	-1.8	-0.9	2.4
S&P/TSX	0.9	6.4	-3.3	3.5	-0.4	-2.2
Difference	1.0	-1.4	2.1	-5.3	-0.5	4.6

TOP HOLDINGS

Ticker	Companies	Weight (%)
IAG:CAN	iA Financial	6.1
SIA:CAN	Sienna Senior Living	5.3
L:CAN	Loblaw	5.3
TCL.A:CAN	Transcontinental	5.2
KEY:CAN	Keyera	5.1
H:CAN	Hydro One	5.1
NWC:CAN	The North West	5.0
X:CAN	TMX Group	4.7
ENB:CAN	Enbridge	4.0
POW:CAN	Power Corp. of Canada	3.9

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RISK STATISTICS

Since Inception	Strategy	S&P/TSX
Ann. Return (%)	15.4	7.2
Standard Dev. (%)	9.7	13.8
Max Drawdown (%)	-41.1	-48.5
Portfolio Turnover	72.2	6.3
Sharpe Ratio	1.3	0.4
Sortino Ratio	1.7	0.5
Index Correlation	0.7	1.0
R-Squared	0.5	1.0
Beta	0.5	1.0
Alpha (%)	8.3	0.0

SECTOR ALLOCATION

Weights (%)	Strategy	S&P/TSX	Deviations
Utilities	12.8	3.9	8.9
Staples	10.3	3.9	6.4
Financials	38.0	32.1	5.9
Health Care	5.3	0.3	5.0
Energy	18.7	17.2	1.5
Industrials	11.4	12.2	-0.8
Real Estate	0.0	1.9	-1.9
Telecom	0.0	2.4	-2.4
Discretionary	0.0	3.2	-3.2
Info Tech	0.0	9.3	-9.3
Materials	3.0	13.6	-10.6

CHARACTERISTICS

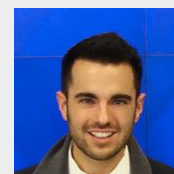
Median	Strategy	S&P/TSX
Market Cap (\$B)	25.8	3.6
Price / Earnings	16.6	11.7
Price / Book	2.1	1.9
Price / Sales	1.4	2.1
Price / Cash Flow	10.5	9.4
Return on Equity	11.9	8.9
Dividend Yield	4.4	1.8
5Y EPS Growth	5.4	11.0
Debt / Equity	1.1	0.5
5Y Beta	0.96	1.00

PORTFOLIO FACTS

Number of Securities	25
Currency	CAD
Benchmark	S&P/TSX Total Return
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.

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