

INTRODUCTION TO PURPOSE INVESTMENTS INC.

PURPOSE
INVESTMENTS

Purpose Investments is a private Canadian investment firm founded in 2012. Our goal is to always be innovative and to make investing simple, intuitive, and cheaper for all investors. In other words, the kind of investing experience we want for ourselves.

Purpose offers ETFs, mutual funds and closed-end funds under the Purpose and Redwood brands, and is dedicated to enhancing the quality of investment funds offered to all Canadians. Purpose currently has over \$4.9 billion in assets under management.

INVESTMENT PHILOSOPHY

1. INTELLIGENT INVESTMENT STRATEGIES

We don't look and act like everyone else, and that's by design. We use intelligent and disciplined rules-based processes to manage our investment products. All strategies are constructed with a specific purpose in mind, and focus on providing a smoother long-term investment experience.

2. RISK MANAGEMENT

We ensure all of our products include strict risk - management disciplines to help minimize losses or drawdowns, so investors can feel confident about investing, whatever the market environment.

3. TRANSPARENCY

Transparency is as important to us as it is to you. Understanding how the funds work and having access to key characteristics that go beyond the usual top 10 holdings and monthly performance is a big part of that, so our goal is to provide investors with all the details they need to make sound choices.

4. EASE OF USE AND ACCESSIBILITY

We want everyone to be able to Invest with Purpose, using the platforms and products they feel most comfortable with. Our solution: offer both exchange traded fund (ETF) and mutual fund classes designed to allow any advisor or investor access to our products, and intelligent, often very sophisticated strategies that help them reach their financial goals.

5. TAX EFFICIENCY

Saving tax is critical to long-term wealth creation. Our corporate class structure provides you with more tax-efficient total return and income streams.

WHY INVEST WITH PURPOSE?

- INTELLIGENT INVESTMENT STRATEGIES
- FOCUS ON RISK MANAGEMENT
- DAILY TRANSPARENCY
- AVAILABLE IN MUTUAL FUND AND ETF SERIES AT THE SAME FEE LEVELS
- CORPORATE CLASS TAX EFFICIENCY
- INDUSTRY LEADING PRODUCT DESIGN
- STRONG PARTNERSHIPS AND GOVERNANCE

INVESTMENT STRATEGIES



LEADING CANADIAN INVESTMENT INNOVATION

1ST GENERATION
BENCHMARK
INDEX ETFs

2ND GENERATION
ENHANCED
INDEX ETFs

3RD GENERATION
QUANTITATIVE
& ACTIVE RISK
MANAGED ETFs



ABOUT REDWOOD

Redwood Asset Management Inc. is a wholly owned subsidiary of Purpose focused on delivering unique, active-investment solutions to Canadian investors. Redwood's strategy is to provide investors with niche investment strategies where active value can be added across traditional and alternative investment asset classes. Redwood's strategies are focused on delivering thoughtful risk-management relative to long only and passive index strategies.

PARTNERSHIPS AND GOVERNANCE

SOM SEIF, CEO & FOUNDER PURPOSE INVESTMENTS

Since 2005, Som has been a leader in bringing intelligent, low cost exchange-traded funds and other innovative investment solutions to Canadian Investors. Som is a Chartered Financial Analyst and has a Bachelor of Applied Science with an emphasis on Industrial and Systems Engineering from the University of Toronto. In 2011, he was recognized for his vision and leadership by Caldwell Partners International with the Top 40 Under 40 award.

Som Seif is the founder and Chief Executive Officer of Purpose Investments Inc. which he formed following the sale of Claymore Investments to BlackRock Inc. in March 2012. Mr. Seif started Claymore Investments in Canada in January 2005 and was the former President and Chief Executive Officer leading the implementation of the company's business development and corporate strategies. Over the seven years of its operation, Claymore Investments organically grew to \$8 billion in assets and established itself as a Canadian leader in bringing intelligent, low cost exchange-traded funds to investors through its family of thirty-four exchange-traded funds across broad asset classes.

	Firm	Website
Auditors:	E&Y	www.ey.com
Fund Custodian:	CIBC Mellon	www.cibcmellon.com
Legal Advisors:	Osler Faskin Martineau Wildeboer Dellelce LLP	www.osler.com www.fasken.com www.wildlaw.ca
Transfer Agent:	TMX Equity Transfer Services CIBC Mellon	www.tmxequitytransferservices.com www.cibcmellon.com
Key Shareholders:	Purpose Employees OMERS	www.purposeinvest.com/who-we-are/team/ www.omers.com