

PORTLAND CANADIAN BALANCED

INVESTMENT OBJECTIVE

The investment objective of the mandate is to provide positive long-term total returns, consisting of both income and capital gains, while moderating volatility by investing primarily in a focused number of larger capitalization Canadian equity securities complemented by a fixed income component. The mandate typically invests in 60%-90% equities, with a focused number of holdings typically within a range of 10 to 20 and aims to fulfill the fixed-income component through the use of exchange traded funds. Investments that are selected typically exhibit strong financial positions, superior track record and may be undervalued.

INVESTMENT STRATEGY

- Active asset allocation
- Active management of equities to enhance long-term returns
- Passive management of fixed income for diversification
- Willingness to hold cash

The Portland vision is to create long-term wealth for clients. This is achieved by following a well-proven and disciplined investment philosophy: the Manager aims to buy what it believes to be high quality businesses in strong, long-term growth industries and hold these investments for the long run. Using this “buy-and-hold” investment strategy, Portland strives to:

- Preserve client capital
- Provide opportunity for capital growth
- Generate income at required levels
- Minimize tax

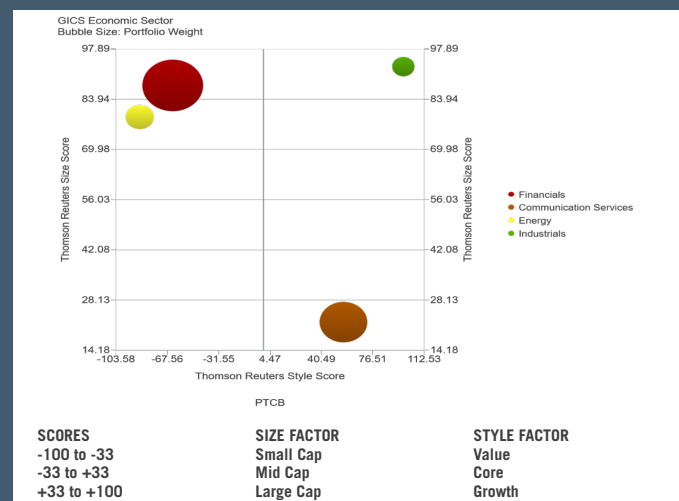
QUICK FACTS

Asset Class	Canadian Balanced
Style	Large Cap Growth at a Reasonable Price (“GARP”)
Manager	Portland Investment Counsel Inc.
Lead Portfolio Manager	Chris Wain-Lowe, BA, MBA
Currency	CAD

PERFORMANCE

Gross Performance (as at September 30, 2021)	Start Date	1 Mo	3 Mos	1 Year	3 Years*	5 Years*	10 Years*	Since Start*
Canadian Balanced Model	Feb. 16, 2017	(0.5%)	(1.4%)	34.2%	12.6%	-	-	10.3%
MSCI Canada Index ³	-	(2.4%)	(0.3%)	27.0%	9.4%	-	-	7.2%

Style Matrix



The above chart depicts the mandate’s investment strategy in terms of the investment style, the typical size of the company, and the portfolio weight of each sector in the mandate.¹ The portfolio weights of each sector is depicted by the size of the bubbles. The style and size of the companies in the mandate can be used as a guide for the mandate’s risk-return profile, for example, investments in small cap growth companies usually have more risk but potentially greater returns compared to large cap value companies.

Top 10 Holdings

As at September 30, 2021	
Canadian Dollar	20.0%
Shaw Communications Inc	8.9%
TC Energy Corp	8.9%
Vodafone Group Plc	7.9%
Canadian Imperial Bank Of Commerce	7.5%
Toronto-Dominion Bank	6.5%
SoftBank Group Corp	6.1%
Bank of Nova Scotia	5.9%
BMO Laddered Preferred Share Index ETF	5.7%
Bank of Montreal	5.5%
Top 10 Total	82.96%

Key Metrics²

For the 12 months ended September 30, 2021	
Standard Deviation	11.7
Realized Beta	0.7
Dividend Yield	3.2%
Sharpe Ratio	2.4

SEPARATELY MANAGED ACCOUNTS (SMA) PROGRAM

PORTLAND CANADIAN BALANCED



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Buy. Hold. And Prosper.®

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* Annualized

1. Investment style can be classified as value (companies which are undervalued in the market), growth (companies that offer strong earnings growth), and growth at a reasonable price or GARP (companies that show consistent earnings growth but don't sell at overly high valuations). Typical company size denotes if the typical investment is in large cap companies (market capitalization greater than \$10 billion), mid cap companies (market capitalization between \$2 and \$10 billion), and small cap companies (market capitalization less than \$2 billion). Within the style matrix, there are investments within the mandate that are unclassified as they are either ETFs (exchange traded funds) or funds on funds. These unclassified securities are not expected to impact the style matrix.

2. Dividend Yield: The dividends per share for the most recent 12-month period divided by the current market price per share.

Standard Deviation: A measure of the dispersion of a set of data from its mean to measure an investments volatility. It is calculated as the square root of variance by determining the variation between the monthly returns.

Realized Beta: A measure of systematic risk of a security or portfolio that allows you to calculate the expected return within the Capital Asset Pricing Model. It is calculated by taking the covariance between the returns of a security or portfolio with the returns of the market portfolio divided by the variance of the returns of the market portfolio.

Sharpe Ratio: A measure for calculating risk-adjusted returns. The Sharpe ratio is the portfolio return in excess of the risk-free rate divided by the volatility of the portfolio.

3. Benchmark weight and return from the MSCI Canada Index, which seeks to track the investment results of an index composed of Canadian equities.

Since the Mandate does not necessarily invest in the same securities as the benchmark or in the same proportion, the performance of the Mandate may not be directly comparable to the benchmark. The use of a benchmark is for illustrative purposes only, and is not an indication of performance of the Mandate.

Fees may be associated with this investment program. Indicated rates of return are the historical annual compounded total returns and do not include fees. Investment returns are not guaranteed, their values change frequently and past performance may not be repeated.

Risk tolerance measures the degree of uncertainty that an investor can handle regarding fluctuations in the value of their portfolio. An investor's tolerance for risk depends largely on their personal financial circumstances including time horizon, liquidity needs, portfolio size, income, investment knowledge and attitude toward price fluctuations. Clients should only make investments that are suitable and consistent with their individual risk tolerance.

Information presented in this material should be considered for background information only and should not be construed as investment or financial advice. Investors should consult their Financial Advisor before making a decision as to whether this mandate is a suitable investment for them. Any reference to a company is for illustrative purposes only; it is not a recommendation to buy or sell nor is it necessarily an indication of how the portfolio of any Portland mandate is invested. Every effort has been made to ensure the utmost accuracy of the information provided. Information provided is believed to be reliable when posted. All information is subject to modification from time to time without notice. Consent is required for any reproduction, in whole or in part, of this piece and/or of its images and concepts. PORTLAND INVESTMENT COUNSEL is a registered trademark of Portland Holdings Inc. The Unicorn Design is a trademark of Portland Holdings Inc. Used under license by Portland Investment Counsel Inc. BUY. HOLD. AND PROSPER. is a registered trademark of AIC Global Holdings Inc. used under license by Portland Investment Counsel Inc.

Portland Investment Counsel Inc., 1375 Kerns Road, Suite 100, Burlington, Ontario L7P 4V7 Tel: 1-888-710-4242 • Fax: 905-319-4939 • www.portlandic.com • info@portlandic.com