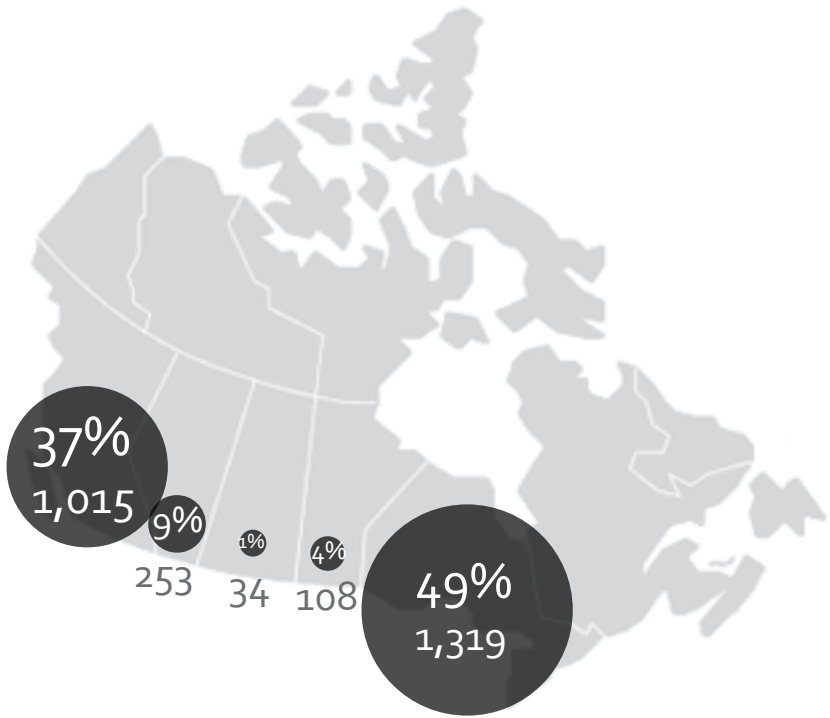


# Steadyhand

## THANKS A (HALF) BILLION!

We want to thank all our clients for helping us reach an important milestone, \$500 million in assets under management. We appreciate your trust and confidence in Steadyhand - you're the best. We thought you might find interesting a snapshot of our business at half a billion.

### WHERE OUR CLIENTS LIVE



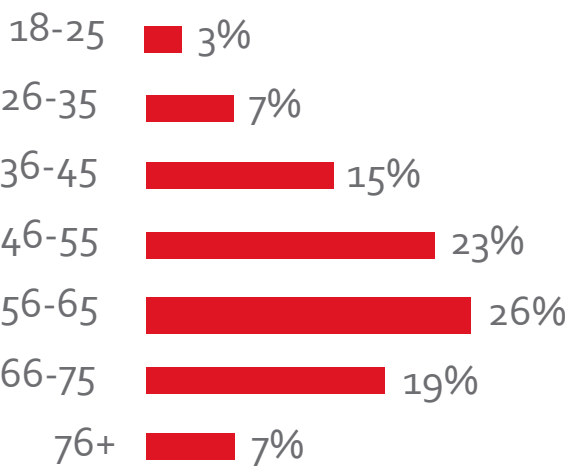
The Steadyhand funds are offered in five provinces, from BC to Ontario. Our client base is spread far and wide, from Parksville to Picton. Not surprisingly, our greatest concentration of clients is found in Vancouver and Toronto (the locations of our two offices).

*A sandy start:* Steadyhand was conceived on Kits Beach in the summer of 2006. Our first client (non-employee) hails from Nanaimo, BC.

Our clients range from 18 to 95 years young. While roughly three-quarters of our clients are 46 or older, we've attracted a growing band of younger investors as well. Must be the fashionable swag.



### CLIENT DEMOGRAPHICS, BY AGE



## FIFTY-FIVE

Average age of a Steadyhand client

### CLIENT AND ASSET BREAKDOWN

|                  | # of Clients | # of Accounts | Total AUM |
|------------------|--------------|---------------|-----------|
| Direct clients   | 1,740        | 2,913         | \$470M    |
| Nominee clients* | 989          | 990           | \$41M     |

\*Hold funds through a third party (e.g. discount broker)

2,729

Total # of clients

3,903

Total # of accounts

|            |       |
|------------|-------|
| RRSP       | 1,790 |
| Investment | 1,022 |
| TFSA       | 814   |
| RRIF       | 218   |
| Other      | 59    |

### Average portfolio size

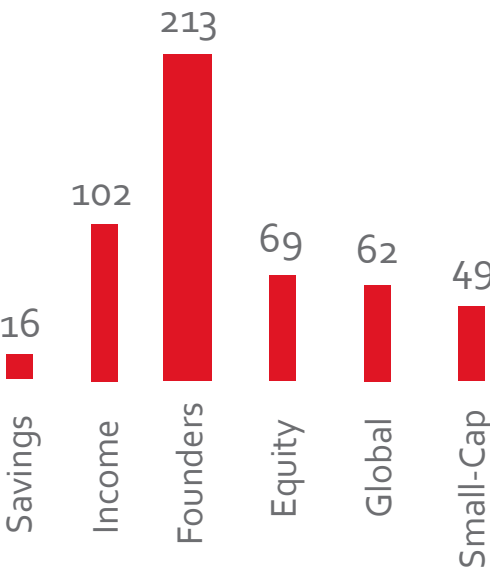
|                |           |
|----------------|-----------|
| Direct client  | \$270,000 |
| Nominee client | \$42,000  |

Direct clients - those who open accounts directly with Steadyhand - comprise the largest part of our business. They receive the benefits of direct reporting from us (account statements and Quarterly Reports) and greater fee rebates if they hold multiple accounts, which most do.

### FUNDS OUR CLIENTS INVEST IN (ASSETS \$M)

The Founders Fund is our largest fund. It's a "fund-of-funds" which holds the other five funds in varying proportions. It was launched in 2012 based on strong demand from our clients.

*The name:* Naming the Founders Fund was an agonizing process (*Steadyhand Balanced Fund* didn't do it for us), with many monikers considered. The name is indicative of the fact that it's Tom Bradley's portfolio (i.e. where his money is invested).



\$511M

Total assets under management

1.9

Average number of Steadyhand funds held per account

1.01%

The average all-in fee paid by Steadyhand clients.

\$4,757,259

Total fee rebates paid to clients since inception.

870,945

Total number of visits to steadyhand.com.

2,995

Days gone by without looking like the index.