

### WHY PARTNER WITH EDGEPOINT?

EdgePoint was established to grow wealth for our investors.

- We follow a time-tested approach to delivering strong long-term investment returns
- We work hard to form meaningful relationships with our financial advisors as we believe informed investors and advisors make better decisions
- We believe investors are best served by investment-led companies
- We understand the importance of low fees

### EDGEPOINT INVESTMENT APPROACH

Our approach is deceptively simple. We buy high-quality, undervalued businesses and hold them until the market fully recognizes their potential. This requires an ability to think independently and a commitment to embrace the thorough research that is required to uncover opportunities the market doesn't fully appreciate.

We believe that the best way to buy a business at an attractive price is to have an idea that is not widely shared by others – what we refer to as a *proprietary insight*. We focus on companies that have strong competitive positions and defensible barriers to entry, strong long-term growth prospects, and are run by trustworthy and competent management teams.

### PORTFOLIO CHARACTERISTICS

- Concentrated, yet diversified by business idea
- Low turnover
- Number of holdings: 53
- Weighted-ave. market cap<sup>1</sup>: \$17.2B

### SUITABLE FOR INVESTORS WHO:

- Have a minimum investment horizon of three to five years
- Want a core investment that offers the potential for long-term growth
- Seek investments in Canadian companies
- Are willing to accept a moderate amount of risk

### PORTFOLIO MANAGERS

#### Tye Bousada, CFA

Investment experience since 1996

#### Geoff MacDonald, CFA

Investment experience since 1994

### PORTFOLIO INFORMATION (Series A)

Inception	November 17, 2008
MER	2.37% <small>See page 2 for current expenses</small>
Category	Canadian Equity
Min. Investment	\$15,000
Distribution Frequency	Annual (capital gains and income)
Risk Profile	<input type="checkbox"/> LOW <input checked="" type="checkbox"/> MED <input type="checkbox"/> HIGH
Portfolio Code	EDG108 (front end)

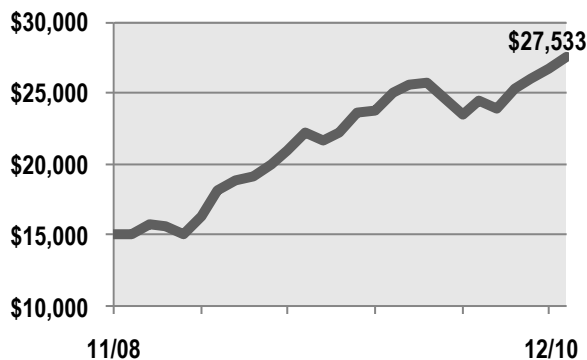
### PORTFOLIO

Top 10 Holdings	Company Description	Market Cap Size <sup>2</sup>	% of Portfolio
Research In Motion Ltd.	Maker of the Blackberry device, Research In Motion provides wireless hardware, software and services across the globe	Large	6.14%
Toronto-Dominion Bank	One of Canada's big five banks, TD Bank provides banking services worldwide. It offers a broad range of services including retail and commercial banking, advisory services, investment banking, and insurance.	Large	5.46%
Tim Hortons Inc.	Canada's leading quick service restaurant, Tim Hortons operates a chain of coffee and donut stores across the country and in the U.S.	Medium	5.41%
Bank of Nova Scotia	One of Canada's big five banks with over 1000 branches domestically and 1400 offices worldwide, Bank of Nova Scotia provides retail, corporate and investment banking services	Large	4.99%
Thomson Reuters Corp.	A leading provider of financial data and business news, Thomson Reuters also provides electronic information and services to the legal, financial services, tax and accounting, scientific, health care and media markets	Large	4.69%
Shoppers Drug Mart Corp.	Shoppers is Canada's only nationwide drugstore chain. It offers pharmacy services, health information, and beauty products.	Medium	4.69%
Onex Corp.	Largely a private equity firm with investments across a wide range of industries, Onex has approximately \$10 billion in assets under management	Medium	4.27%
ATS Automation Tooling Systems Inc.	Manufacturer of automated production and manufacturing equipment used by a variety of industries. ATS also makes products (i.e. solar panels) that generate photovoltaic energy.	Small	3.69%
Intact Financial Corp.	One of Canada's largest providers of automobile, property and liability insurance to both individuals and commercial clients	Medium	3.65%
Royal Bank of Canada	The country's largest bank, Royal Bank specializes in Canadian banking, wealth management, insurance, international banking and capital markets. It has over 1100 branches domestically and has operations in over 50 countries worldwide.	Large	2.97%
<b>% of portfolio</b>			<b>45.95%</b>

## EdgePoint Canadian Portfolio

SECTOR	% of Portfolio
Energy	15.24%
Information Technology	15.20%
Banks	14.81%
Industrials	9.63%
Media	9.08%
Consumer Discretionary <sup>3</sup>	6.57%
Insurance	6.34%
Cash, cash equiv. and other net assets	5.74%
Diversified Financials	4.92%
Consumer Staples	4.69%
Materials	2.97%
Health Care	2.06%
Corporate Bonds	1.43%
Utilities	1.32%
<b>Total</b>	<b>100.00%</b>

### GROWTH OF \$15,000 (since inception<sup>4,5</sup>)



### INVESTMENT RESULTS<sup>5</sup>

	YTD	1-year	2-year	Since inception <sup>4</sup>	2010	2009	2008 <sup>6</sup>
<b>Portfolio</b>	16.56%	16.56%	32.35%	33.20%	16.56%	50.21%	4.85%
<b>Index<sup>7</sup></b>	17.66%	17.66%	26.06%	26.04%	17.66%	35.05%	2.80%

<sup>1</sup> In \$C, excludes fixed income and cash

<sup>2</sup> EdgePoint defines market capitalization as follows: small <\$1B, medium \$1-\$10B; large >\$10B in \$CAD

<sup>3</sup> Media companies shown separately

<sup>4</sup> Portfolio inception date is November 17, 2008

<sup>5</sup> For Series A

<sup>6</sup> Partial year return (Nov. 17, 2008—Dec 31, 2008)

<sup>7</sup> S&P/TSX Composite Index

Source: Morningstar, Bloomberg

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EdgePoint Wealth Management Inc.  
150 Bloor Street West | Suite 500 | Toronto, ON | M5S 2X9  
866.757.7207 | [www.edgepointwealth.com](http://www.edgepointwealth.com) | [info@edgepointwealth.com](mailto:info@edgepointwealth.com)

## EDG POINT OF VIEW

**Sector breakdown:** A sector chart is included only because the industry feels this helps explain portfolio diversification and risk. We believe risk is best managed by diversifying the portfolio by business idea and viewing risk as the potential for permanent loss of capital, rather than using traditional sector allocations.

**Risk profile box:** Risk is typically defined as standard deviation or volatility around an index. While we follow this methodology due to regulatory requirements and classify the portfolio as moderate risk, we view true risk as the potential for permanent loss of capital. By this measure, we believe portfolio risk is further reduced.

**Investment results:** We measure investment success over periods of ten years or more and believe it takes considerable skill to consistently add value over long-term periods. As such, we place little value in the short-term investment results shown in the table.

**MER:** The audited MER of 2.37%, which we are required to show, is a historical figure which reflects 2009's expenses. Portfolio expenses continued to decline throughout 2010, however, the true extent of these declines are masked by the impact of the HST. Effective July 1, 2010, the HST came into effect increasing fund expenses from 2.18% to 2.30% as at December 31, 2010.

**Low cost operation:** By having higher minimum investment requirements, a focused product offering and not engaging in expensive marketing campaigns, we're able to pass on savings to our investors in the form of lower MERs, ultimately resulting in higher investment returns.

**Portfolio:** We use the term "portfolio" rather than "fund" because we believe this better represents the diversification our products offer.

**Alignment:** Collectively, EdgePoint employees are the single-largest investors in EdgePoint investment products.

