



The Canadian Association of Alternative Strategies & Assets - CAASA

June 3, 2019



About CAASA



CAASA's mission

The Canadian Association of Alternative Strategies & Assets was formed to bring together alternative investment managers and investors, along with service providers, in a setting conducive to information sharing, discussion and networking, and collaborative initiatives.



About CAASA



Inclusiveness

CAASA represents a broad cross-section of public and private market participants whose offerings are distributed to true retail, Accredited Investor retail, family offices, endowments, foundations, public and private pension plans, and sovereign wealth funds.

Public markets includes hedge / alternative strategy asset managers such as managed futures / CTAs, long-short equity, equity market neutral, credit and fixed income funds with varying exposures and arbitrage strategies, multi-strategy, special situations, and others that deal in predominantly public / readily priced / quoted markets.

Private markets includes private lending (from factoring and revolvers to longer-term financing), direct and fund-structured real estate and development investments, private equity (including PE debt and PE real estate), alt alts such as weather derivatives, and other areas that may not be readily priced / valued.

About CAASA



Member benefits

For Investors – A network of pension plans, foundations, endowments, sovereign wealth funds, and family offices to network with on a formal and casual basis as well as resources for analyzing managers and services providers.

For Managers – Peer connection in areas such as fund structuring, sales & marketing, and regulatory issues. Access to investors (opt-in for investors) as well as exposure through panels and conferences targeted to particular groups.

For Service Providers – Relevant working groups, event participation / sponsorship, industry thought leadership, and interaction with a wide cross-section of manager and investors.

For All – Through our partnerships with the the Professional Centre and the CAIA Association, CAASA Classroom sessions and discounted space as well as access to CAIA's Alternative Investment Analyst Review and discounts on both courses.

About CAASA



From Local to Global – and back again

CAASA's activity is in all areas of Canada, from larger asset management hub, to those with major / a concentration of investors, to others where service providers congregate. Examples include: Toronto, Montréal, Québec, Halifax, Ottawa, Vancouver, Victoria, Calgary, Edmonton, and Winnipeg. It is important for a truly national organization to be engaged in all aspects and regions – and being present in these areas leads to important market intelligence and the ability to tailor CAASA's offering as well as provide insights to its members and stakeholders.

CAASA strongly believes that Canada is a leader in many areas of investment management and can learn from other countries' experts as well and providing domestic and foreign / overseas opportunities where global professionals and organizations can meet and exchange best practices & policies and work together on current issues and trends.

CAASA will organize major conferences in Canada and other events and forums elsewhere.

About CAASA



Governance and Structure

CAASA was created and is controlled by the membership and local staff for the benefit of members and the Canadian alternatives industry at large.

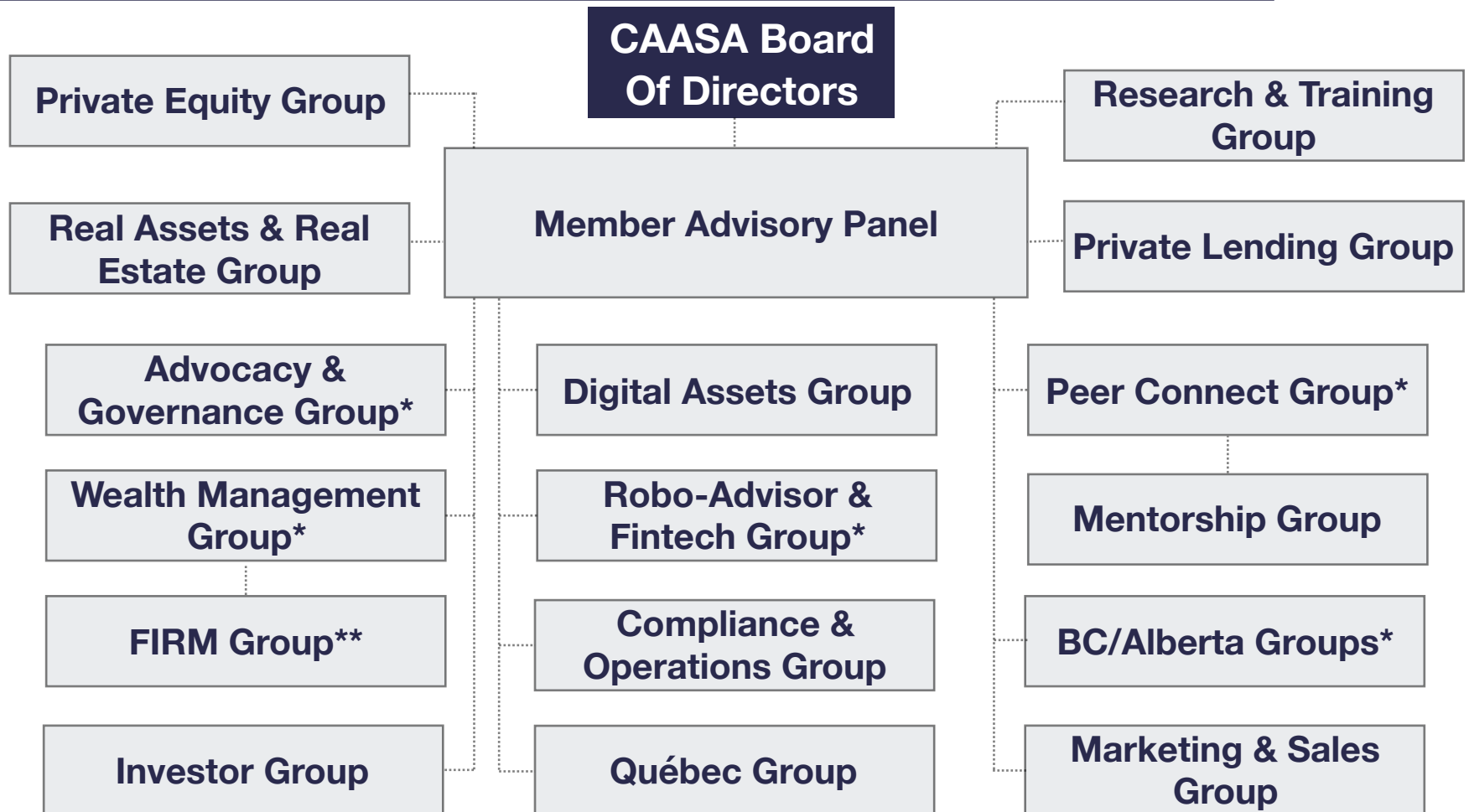
The association's Member Advisory Panel (MAP) works with its staff in formulating and adapting overall strategy, new and continuing initiatives, event and conference themes and formats, and creation of various Member Initiative Groups (MIGs) that focus on particular aspects and/or geographical areas in the Canadian alternatives industry.

CAASA staff are tasked with attending each meeting of the MAP and MIGs, providing logistical, thematic, format, and other support relating to the execution of its activities.

All meetings and activities are governed by the principles of inclusiveness, collaboration, fairness, and elucidation.



Organizational Structure



* Proposed - proposed Groups will be constituted once co-chairs are chosen and mandate is determined.

** Liquid Alts & Private Lending sub-groups

CAASA's Activities



CAASA's activities

CAASA serves and represents the alternatives industry in Canada by engaging in member-lead local and national initiatives in advocacy; investor, manager, and industry best practices & policies; committees and working groups dedicated to broad mandates as well as those uniquely Canadian and in areas of national or regional expertise; and production of thought leadership events, publications, and initiatives affecting the Canadian and global alternative investment landscape.

CAASA's Activities



CAASA Fund Investment Risk Methodology (FIRM)

A group of industry professionals including those in product approval, investment & operational due diligence, retail wholesaling, performance database management, investment advising, and legal advising support the creation of an alternative strategy and asset fund rating process which is comprehensive, relevant, and depicts the likely future return streams and risks in a cogent and understandable manner by their peers, regulators, and the investing public.

Liquid Alternatives – Supporting the proposed changes to NI 81-102 that will allow retail investors, through their advisors at IIROC and MFDA registrants, to access alternative strategies.

Private Lending – Providing a unified perspective on due diligence, diversification, and performance description for this growing area of investment.

Members include those from: BMO Nesbitt Burns, RBC Dominion Securities, Richardson GMP, Raymond James Canada, Bodhi Research, and others.

CAASA's Activities



Proposed area of activity

Manager Search Function – Investors are generally open to meeting with managers and often use their network to source and get initial research on managers. CAASA will establish a database wherein investors can perform initial screening of managers and connections with manager members to get more information. This to be provided in concert with one of our service provider members.

This function will be added to our website/directory and a sub-set/version will be used at our annual/semi-annual conferences and at special cap-intro events.

CAASA's Activities



Areas of activity

Diversity and Engagement – Alternative asset management often involves the creation, implementation, and monitoring of new and sophisticated trades, strategies, and asset classes. Being open to the best minds available allows the industry to innovate as well as take advantage of opportunities. Career panels, stock/idea pitch competitions, and other events aimed at students and particular groups will enhance our industry's place in career paths.

Prudent Processes & Policies – Providing input from leaders in operational and compliance roles at institutional investors, investment funds, and service providers and consultants, members and the public will receive 3P publications, panels and roundtables, and other programming to enable them to better comply with regulatory changes and investor requirements and preferences.

CAASA's Activities



Area of activity

Derivatives & Technical Training – Together with the Canadian Derivatives Institute (cdi-icd.org, formerly IFSID), CAASA's Research & Training Group develops training modules for corporate members' staff as well as those individuals within membership and the industry at large. Topics, formats, timing, and pricing is determined by the RTG and delivered by both academic and industry professionals in order to provide the most current curriculum and insights possible to those participating in the courses.



CAASA's Publications

Conference programs

Our **Family Office Summit** (in Toronto each spring) and **CAASA Annual Conference** (in Montréal each fall) includes a program detailing the events speakers and schedule as well as a complete member directory including contact information (as applicable).

Service Provider and Fund & Portfolio Manager Guides 2019

As of March 31 each year we publish our **Service Provider Guide** and **Fund & Portfolio Manager Guide** with a comprehensive listing of all CAASA members in each category as well as articles written by members.



CAASA Classroom

Live Events

Partnering with **The Professional Centre** (24th Floor, 120 Adelaide Street West), we produce 1-2 CAASA Classroom sessions each month. Members are invited to work with us to produce these well-attended smaller group (10-30 persons) talks where they can speak to their competencies and industry trends.

Online Offering

A unique partnering with **CE Corner** (supported by *Investment Executive*, *Advisor's Edge*, and *Benefits Canada*), CAASA Classroom Online provides extremely large reach (basically all IIROC and planner advisors in Canada as well as many at pension plans across the country - 400,000 persons in all) for members' content including webinars, podcasts, and presentations.

These sessions can include CE (continuing education) credits for viewers and provides CAASA with additional funding which allows up to have appropriate staffing and facilities for member services.

CAASA Partnerships



The Professional Centre

This serviced office floor is home to the CAASA offices and is available for our events and meetings.

Members looking for flexible, new, and affordable space in the core get an extra discount.

CAIA Association

We partner with many associations, but CAIA is close to our hearts as it is analogous to CAASA (pan-alternative) in the educational realm. All CAASA members have access to the Alternative Analyst Investment Review, CAIA's quarterly digital research digest and enjoy 10% off the CAIA charter exams (excluding the registration fee, about 200 hours of study x 2 levels) and \$100 off CAIA's fundamentals course (approximately 20 hours of study).

Back Office



Fees and Accounting

Healthy finances allow any organization to run at peak efficiency for all involved. As a non-profit organization, CAASA does not pay income tax, but does remit payroll, sales / HST, and other taxes as required by law. Staff have experience in these processes, which will be overseen by the Member Advisory Panel. An annual audit will be performed, the results and management discussion available to the membership.

CAASA's annual fee schedule was established to be as fair and equitable as possible for all members. Future iterations of the fee schedule will be determined by staff and the MAP and, in some instances, by or with input from broader membership.

Manager AUM will be calculated on alternative AUM including hedge, real estate, private lending, and private equity.

Fees



Fee Schedule (v2019)

Asset Managers (in CAD millions)

<\$50	\$50-\$100	\$100-500	\$500-\$1,000	>\$1,000	Long-only
\$1,200	\$2,000	\$3,000	\$4,000	\$5,000	\$1,200

Other Members

Prime Brokers, Legal, Admin & Audit	Wealth Managers	Other Consultants, Exchanges	Family Offices & Institutions
\$5,000	\$3,000	\$2,000	\$500

Employees of Family Offices, Institutional Investors, Investment Dealers, and Wealth Managers, as approved by CAASA, may register individuals as members for \$150 + applicable taxes per year.

Fees will be processed as listed plus applicable taxes.



Member Directory - Investors

Investors - Corporate

60 Degrees Capital
Alberta Teachers' Retirement Fund
Blue Bridge Wealth Management
Casselman and Company (SFO)
Cidel
Eckler Ltd.
HarbourVest Partners
Heirloom Wealth
Lux Capital (SFO)
MCA Cross Border Advisors
MSTAR Capital (SFO)
Ontario Teachers' Pension Plan
Pandion Investments Limited
Pavilion Advisory Group
Prime Quadrant
Provident Capital
Raintree Wealth Management
Richardson GMP
Rohit Capital Inc.
Stonegate Conseil Privé
Ullman Wealth

Investors - Individuals

Mark Allen (RBC DS)
Ted Baron (Scotia Wealth)
John Boomsma (Raymond James)
Shimmy Brandes (Master Plan Management, SFO)
Shawn Cohn (Canaccord Genuity)
Darren Coleman (Raymond James)
John Duke (RBD DS)
Vincent Fernandez (Canada Overseas SFO)
Travis Forman (Harbourfront Wealth)

Investors - Individuals

Enzo Gabrielli (Horizon Capital)
Tec Han (Vibrato Capital)
John MacIsaac (RBC DS)
Naveed Mohammed (BMO Nesbitt Burns)
Emma Querengesser (Raymond James)
Brendan Rogers (RBC DS)
Claudia van Amersfoorth (Raymond James)
Pamela Yoon Drakos (RBC DS)



Member Directory - Managers

Managers

3iQ Corp
AGF Investments
Accelerate Financial Technologies
ADI Capital
AGF Fund Management
Algonquin Capital
Alignvest Investment Management
Alitis Asset Management
Ardenton Capital Corp.
Avenue Living
Axonic Capital
BlackRock Inc.
Bridging Capital

Managers

Brightspark Ventures
CDAM
Centurion Asset Management
Chapados Couture Capital
Claret Asset Management
CI Investments
CIBC Asset Management
CMLS Asset Management
Colchis Capital
Conner, Clark & Lunn Funds
Cortland Credit Group
Crown Capital
Crystalline Management Inc.
Delbrook Capital

Managers

ESO Capital
Espresso Capital
Firepower Capital
First Street Capital
Forstrong GAM
Fort LP
La Financière Constance
Fulcra Asset Management
Galileo Global Equity Advisors Inc.
Horizons ETFs
Integrated Asset Management Group
IPM Informed Portfolio Management



Member Directory - Managers

Managers

JM Fund Management Inc.

Lawrence Park Asset
Management

LionGuard Capital Management
Inc.

Logiq Asset Management

Lyxor Asset Management

MarsRock Capital Group

Mackenzie Investments

Maxam Capital Management

Measure 8 Venture Partners

Next Edge Capital

Northstar Trading

Optimum Gestion

Palm Drive Capital

Managers

PACE Capital Management

PenderFund Capital
Management

Pilot House Funds

Raiven Capital

Robson Capital Management

Russell Investments

Sagard Holdings

Slate Securities

Spartan Fund Management

Starlight Capital

Trez Capital

Two Sevens Capital

Westbridge Capital

White Crane Capital

Member Directory - Service Providers



Service Providers & Consultants

Apex Fund Services
AUM Law
Battea Class Action Services
BNY Mellon Wealth Management
Bodhi Research Group
Cambridge Global Payments
Castle Hall Diligence
Canadian Derivatives Institute
CIBC Mellon
Claritas Communications
Coach House Partners
Community Trust
DV Trading
Fundata

Service Providers & Consultants

Glen Williams Consulting
GlobeTax
Goldman Communications
Grinhaus Law
Harneys
Instinet Canada Ltd.
Investor Literature
Jitneytrade
Linedata
Maples Group (Fund Services)
McMillan LLP
MLG Blockchain
National Bank Prime Brokerage
Norton Rose Fulbright
Oak Hill Financial

Service Providers & Consultants

Prometa Fund Services
RBC Investor & Treasury Services
Robert Walters PLC
Keystone Fund Solutions
SGGG Fund Services
Sigma Analysis & Management Inc.
Société Générale Capital Canada
SS&C Commonwealth Fund Services
Sun Life International Investment Centre
The AML Shop
TMX Group
Vidrio Financial



Career Panels & Stock Pitch Challenge

Career Panels

Panel of 3-5 industry professionals including portfolio managers, operating officers, prime brokers, fund administrators, family office and institutional investor personnel from investment and operational due diligence, as well as other service providers.

Stock Pitch Challenges

Panels of 3-7 portfolio managers critique student stock (or strategy) pitches. Prizing typically winning team(s) have a night out with 10-20 industry professionals (portfolio managers, investors, and service providers).



2019 Calendar of Events

January

Starting a Fund Series: *It's Actually Starting a Business* (Jan 22)

Starting a Fund Series: *Onshore Fund Structures & Tax* (Jan 23)

CAASA Classroom: *Beyond Pitchbooks* by Goldman Communications (Jan 24)

Starting a Fund Series: *Offshore Fund Structures & Tax* (Jan 31)

February

McGill Career Panel (Feb 4)

Starting a Fund Series: *Operations, BCP, and Related Issues* (Feb 5)

Starting a Fund Series: *Other Services & Operations Alpha* (Feb 6)

Founding Day Drinks - Montréal (Feb 11)

Founding Day Drinks - Toronto (Feb 13)

Starting a Fund Series: *Segment Marketing & Capital Raising* (Feb 19)

Starting a Fund Series: *Attracting & Retaining Talent* (Feb 20)

Wilfrid Laurier University – Avenue 75 Stock Pitch Challenge (Feb 21)

CAASA Classroom: *AML New Rules & Ready for FINTRAC* by The AML Shop
(Feb 21)



2019 Calendar of Events

March - April

CAASA Classroom - Blockchain Workshop with MLG Blockchain (March 28)
The Case for Nimble Managers feat. Randy Cohen (April 11)
CAASA Classroom - Listing Your Fund with TSX Group (April 25)

May

Blockchain Primer (May 1)
Liquid Alts Lunch (May 1)
Family Office Dinner & Discussion (May 1)
Family Office Summit (May 2)
What of the 40? (May 15)
CAASA / Government of Canada Collision Conference PE & VC Reception (Invite only, May 22)
Queen's University Careers in Alternatives Panel (May 24)



2019 Calendar of Events

June

Deep Diligence - Reading Managers (June 3)
Toronto Summer Social (National Club Rooftop, June 3)
Mentorship Training Breakfast (Toronto, June 4)
Where to Turn for Return (Montréal) (June 18)
Lord Mayor of the City of London Reception (Invite only, June 25)
UofT MMF Career Panel (Toronto, June 26)

August

Méchoui Summer Social (Montréal, August 22)

November

CAASA Annual Conference - Montréal (November 4-5)



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