

The Canadian Association of Alternative Strategies & Assets - CAASA

March 15, 2018

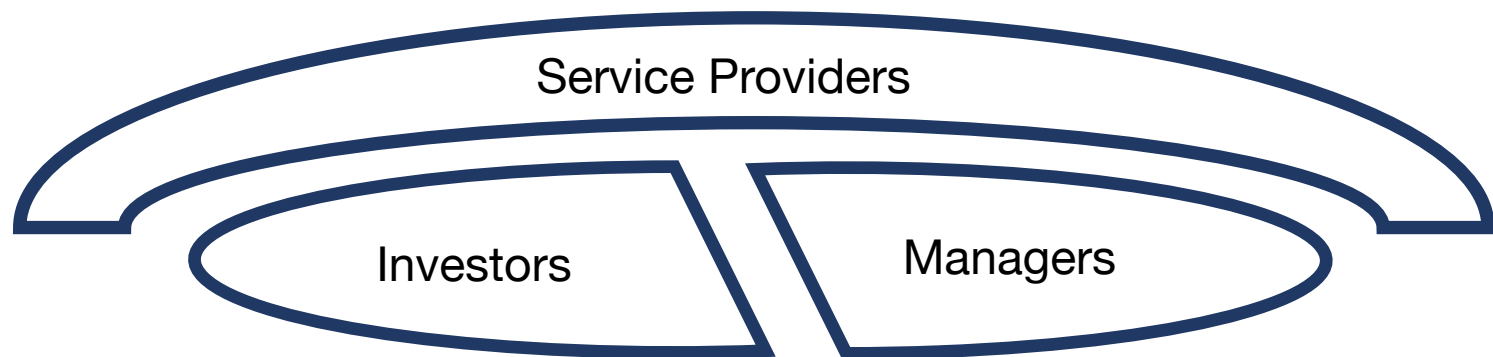


About CAASA



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 analysing 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.

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.

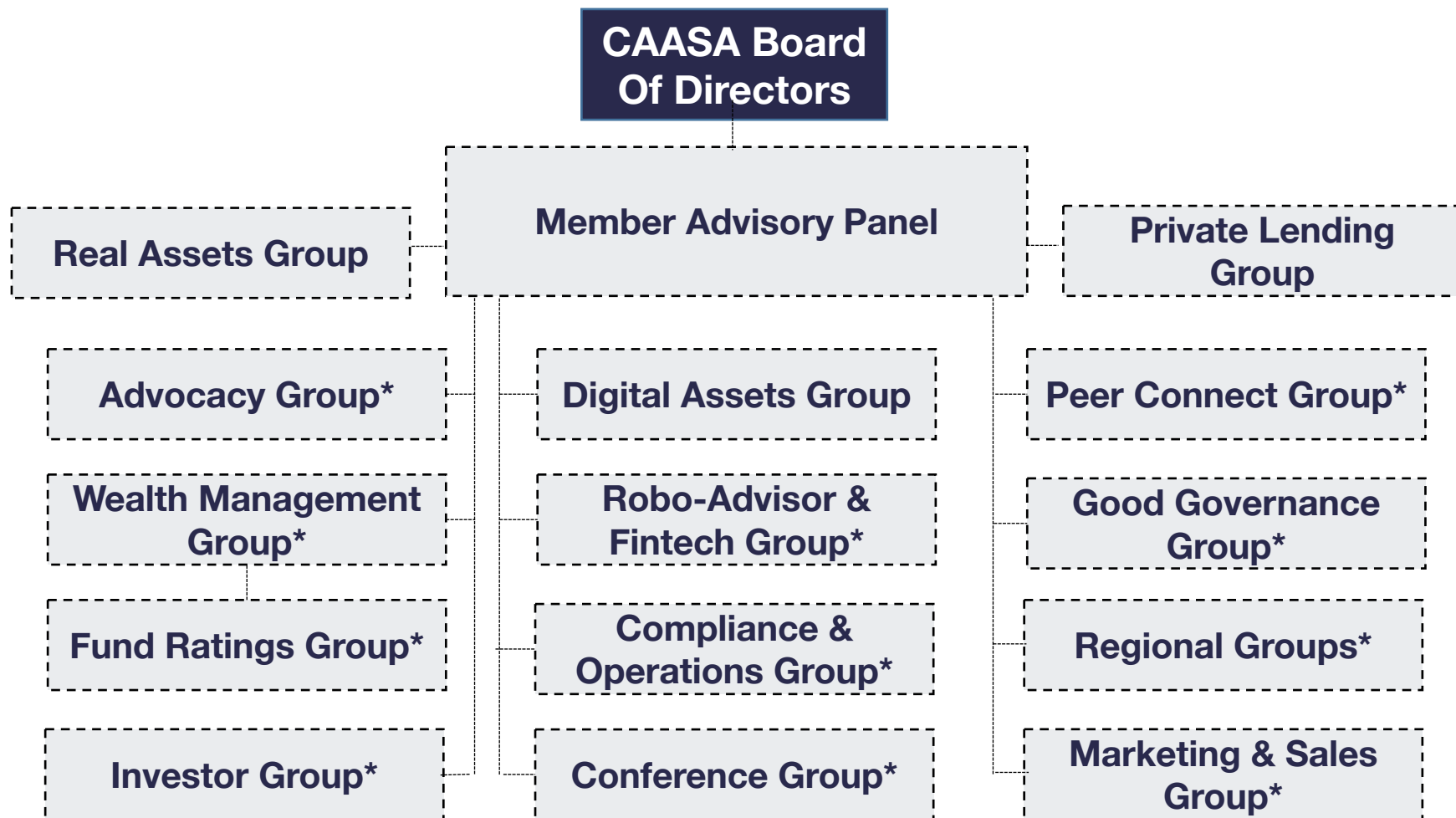
The association's Member Advisory Panel (MAP) works with its staff in formulating and adapting overall strategy, new and continuing initiatives, event and conference themes and formats, and creation of various Member Initiative Groups (MIGs) that focus on particular aspects and/or geographical areas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



Organizational Structure



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

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

Proposed area of activity

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.

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.

CAASA's Activities



Proposed area 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.

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 (v1.0)

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 + HST per year.

Fees will be processed as listed plus HST.

Contact



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Member Directory *(as of date on cover)*



3iQ Corp
Alberta Teachers' Retirement Fund
Algonquin Capital
Alignvest Capital Management Inc.
Alitis Investment Counsel Inc.
Bodhi Research Group
Coinsquare Management Inc.
Crystalline Management Inc.
Galileo Global Equity Advisors Inc.
Instinet Canada Ltd.
Jitneytrade
JM Fund Management Inc.
Ken Lee (individual, Raymond James)
Prime Quadrant
Sigma Analysis & Management Inc.



Inaugural Event

Crypto-currency Primer & Debate

11AM – Noon Primer on Crypto-Assets (Crypto-Currencies & Smart Contracts)

Noon – 12:45PM Lunch is served

12:45PM – 1:15PM **Debate of resolution:**

“Be it resolved that crypto-currencies are here to stay and will revolutionize modern life beyond belief over the next 20 years.”

10 mins each for PRO and CON then 5 minute rebuttals each

1:15PM – 1:40PM Q&A from the audience and vote

1:45PM End



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).



2018 Calendar of Events

February

McGill Career Panel
Wilfrid Laurier University – Avenue 75 Stock Pitch Challenge

March

McMaster Career Panel
Risk Factors & Hedge Funds - Insight to Portfolio Construction
Alternatives for Wealth Managers

April

Crypto-Asset Debate (4 cities)
Real Assets in Institutional and Retail Portfolios (2 cities)
Private Lending – Matching Investor Types to Lending Opportunities
Peer Connect Information and Orientation Session(s)



2018 Calendar of Events

May

Crypto-Asset Debate (4 cities)

Institutional Investors' Expectations of Alternatives: Hedge, Real Assets, & Lending (2 cities)

Volatility: Opportunities & Challenges in Trading and Managing Risk (2 cities)

June

UofT MMF Career Panel

Real Assets in Institutional and Retail Portfolios (2 cities)

CAASA FIRM (Fund Investment Risk Methodology) Public Input Session (4 cities)

Institutional Investors' Expectations of Alternatives: Hedge, Real Assets, & Lending (2 cities)

What Investors Want – 2-panel program including 1:1 intro-sessions for managers and institutional investors to connect

Stock Challenge Award Night – winning teams plus selected managers, investors, and service providers



2018 Calendar of Events

July / August

Baseball Summer Social

Méchoui Summer Social (Montréal)

Real Assets: Timber, Farm Land, & Real Estate (4 cities)

Finding Talent: How to spot new staff and determine fit (multi-city)

September

Best Ideas – Toronto, Montréal

Peer Connect Semi-Annual Reception

Starting a Fund – A Roadmap to Registrations and Offering Types (multi-city)

PR for Alternatives (multi-city)

Aspects of Operations – How changes and trends in operations affect your business

Rise of the Robo-Advisor – Trends in robo-advisory functions and providers



2018 Calendar of Events

October

CAASA FIRM (Fund Investment Risk Methodology) Workshop (multi-city)

Montréal Alternatives Career Day – multi-school outreach forum

Operational Due Diligence – Investigative techniques of investors and consultants (multi-city)

Crypto Goes Mainstream – Use of crypto-currencies/assets and smart contracts in everyday life and investing (multi-city)

November

CAASA Institutional Management in Alternatives (CIMA) Conference