18 AM BALANCED STRATEGY
Fact Sheet

Last Updated: 31/05/2017

ASSET MANAGEMENT

OVERVIEW

The 18 AM Balanced Strategy combines active and passive investment management to deliver a balanced portfolio solution. The approach capitalizes on our firm's philosophy of providing clients with investment products that generate prudent returns through systematic portfolio management, extensive research, knowledgeable trading and cost effective strategies. The strategy is customizable to each client's investment objectives for capital preservation, income generation and liquidity.

STRATEGY DETAILS

EXPOSURE TYPE
Balanced global exposure across a breadth of asset classes.

INCEPTION DATE
October 31, 2016

MANAGEMENT STYLE
Active and Passive

BENCHMARK
30% Canadian Equity / 30% Global Equity/ 35% Canada Bond / 5% 91 Day TBill Index

MINIMUM INVESTMENT
$2 Million

ACCOUNT TYPE
Separate Accounts

INVESTMENT PHILOSOPHY

ACTIVE
Active portfolio management is utilized within asset classes where there is a reasonable opportunity to add value, at prudent risk and cost, such as Canadian Equities.

PASSIVE
Passive portfolio management is utilized for asset classes which have demonstrated a lower probability of outperformance and where added risks do not warrant the cost associated with an active approach. For these allocations, index funds provide an attractive option for gaining exposure to asset classes, regions or specialized investment strategies at a relatively low cost.

ASSET ALLOCATION
Clients' specific needs are addressed by customizing asset allocation to their stated Investment Policies, including socially responsible investing and currency hedging.

RISK MANAGEMENT
Understanding risk is integral to our investment philosophy. Our process identifies, quantifies and monitors risk across all aspects of the portfolio.

CLIENT BENEFITS

STRAIGHTFORWARD
Our systematic approach brings objectivity, consistency and discipline. Our process enables clients to understand how their money is being managed

RISK MANAGEMENT
Understanding risk allows us to target acceptable risk according to clients risk tolerance and return expectations.

CUSTOMIZABLE
Our process allows client portfolios to adjust to changing markets. Customization options include a broad spectrum of asset classes, domestic and non-domestic exposure, socially responsible investing and currency hedging.

CLIENT SERVICE
As a boutique firm, we are accountable for delivering superior client service. You are important to us.

TEAM LEADERSHIP

Melanie Blue, CPA, CFA
Head, Equities

Jeff Brown, CFA
President & CEO

"A separate account solution, our 18 AM Balanced Strategy is a low-cost, globally diverse portfolio custom built to each client's investment policy guidelines."

Jeff Brown, President & CEO

18 ASSET MANAGEMENT®
284 Dundas Street, Suite 218
London Ontario Canada N6B 1T6 | Tel: 1.519.433.0018 | www.18assetmanagement.com

Contact Information: Jeff Brown
Jeff.Brown@18assetmanagement.com