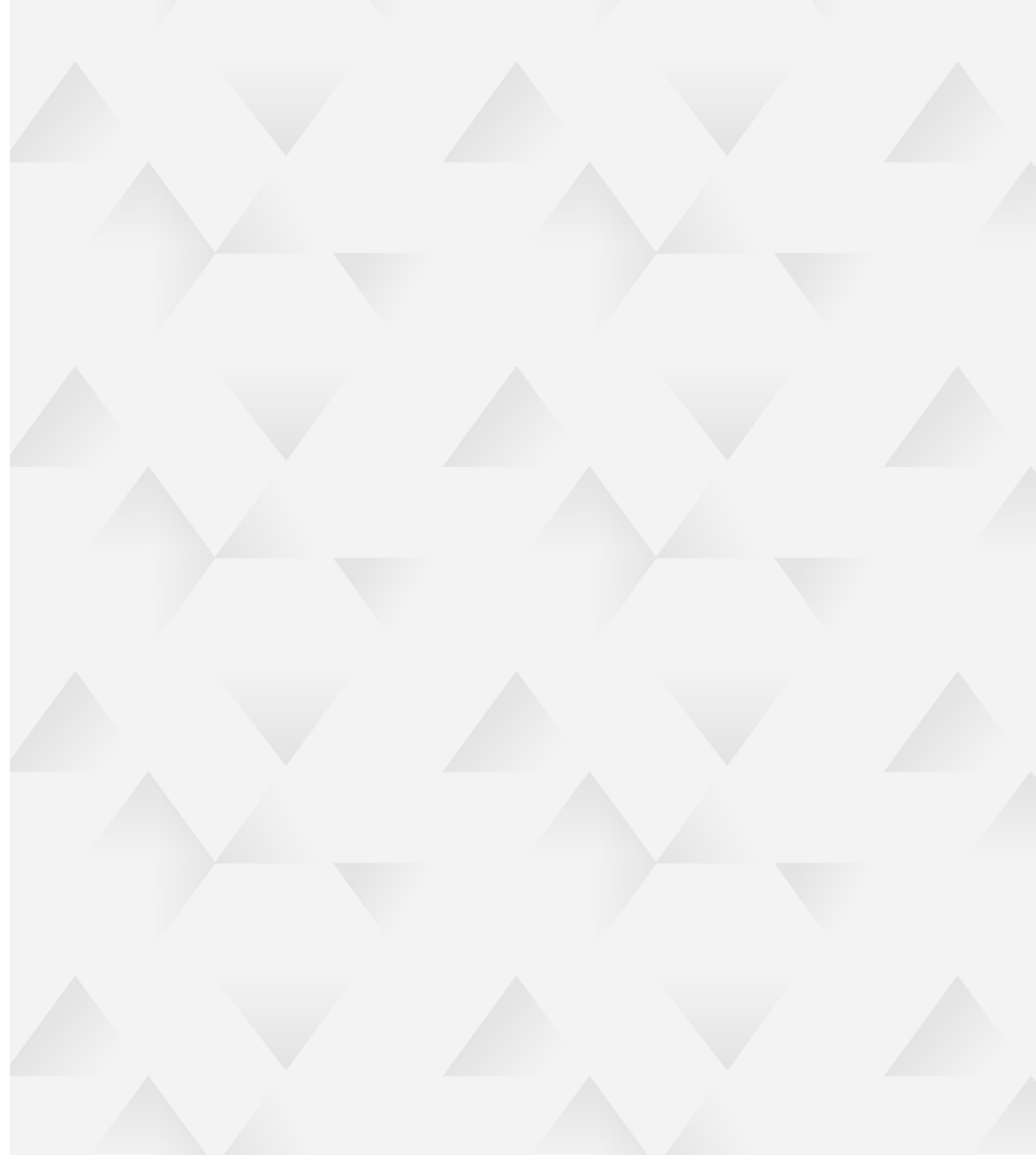


# **Portfolio: Journey of a Rebrand**

Prepared by Imran Devji





# Top Assets

CIBC Private Wealth

CONFIDENTIAL

# Enterprise brand architecture – Private Wealth

## Hero photography

PRIMARY BUSINESS OFFER OR BLANK

YOUR UNIQUE  
WEALTH JOURNEY  
BEGINS HERE



The hero photography style aligns with the master brand with unique background colour usage.



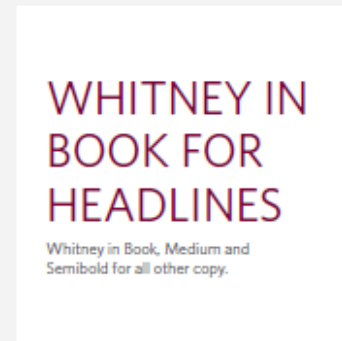
CIBC PRIVATE WEALTH

### Colour



The colour palette matches the master brand with flexed colour hierarchy.

### Typography



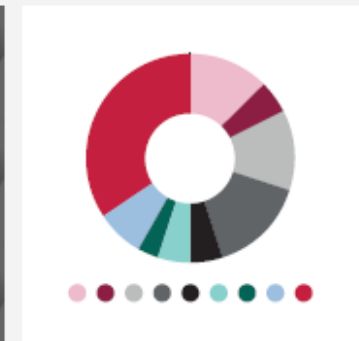
Typography uses all caps Whitney in Book weight for headlines, consistent for body copy and flexed colour usage.

### Pattern



The pattern style matches the master brand, but colour use flexes.

### Charts and graphs



The charts and graphs style matches the master brand.

# Top Assets (Before & After)

CIBC PRIVATE WEALTH


## Private Wealth Integrated Offer brochure



**CIBC** CIBC PRIVATE WEALTH

PRIMARY BUSINESS OFFER OR TEAM NAME

### DISCOVER YOUR PERSONALIZED FINANCIAL PORTRAIT



**John Jones**  
Title  
john.jones@cibc.ca  
Tel: 250 000-0000

**Main Street Branch**  
399 Main St, Suite 105  
City, Province X1X 1X1  
Tel: 1 888 000-0000



Private Banking

### Tailored private banking

You and your dedicated Private Banking team collaborate to determine the banking solutions that best fit your goals.

**Full-service banking** — At CIBC Private Banking, we offer you an easy-to-use range of services online, over the phone or in person. From simple, day-to-day banking transactions to complex credit needs, we customize our comprehensive suite of solutions to fit your personal circumstances.

**Cash and liquidity management** — Whether you need to take care of routine transactions, manage large or irregular cash flows or require multi-currency solutions, we can assist. Your Private Banking team also works with CIBC Bank USA and CIBC First Caribbean for your cross-border banking needs including managing vacation property expenses and permanent relocations.

**Tailored credit solutions** — We can assist you in achieving your credit goals in the most complementary and tax-efficient manner possible. Your Private Banking team works closely with our dedicated Credit Management team to deliver flexible, customized borrowing strategies.

**Financial fluency** — Promote and foster financial fluency with your loved ones of all ages by working together with your Private Banker, we also offer you and your family access to seminars on a range of relevant financial topics and led by industry experts.

# Top Assets (Before & After)

# CIBC PRIVATE WEALTH

## Private Wealth Integrated Offer brochure




CIBC PRIVATE WEALTH

A PARTNERSHIP FOR  
**YOUR UNIQUE FINANCIAL VISION**



**Katrina Jones**  
Investment Advisor  
**CIBC Wood Gundy**  
katrina.jones@cibc.ca  
Tel: 250-000-0000

**Main Street Branch**  
399 Main St, Suite 105  
City, Province: X1X 1X1  
Tel: 1-888-000-0000

CIBC PRIVATE WEALTH
CIBC WOOD GUNDY



**About CIBC Wood Gundy**

At CIBC Wood Gundy, our top priority is working closely with you to help you achieve your financial goals.

We listen to you to understand your situation, financial goals and risk tolerance. Together, we create a long-term financial strategy that custom fits your goals and investment style.

When you engage with our team, you benefit from the strength and experience of the CIBC group of companies. A leading Canada-based global financial institution, CIBC has been helping families prosper and businesses grow for over 150 years.

CIBC Wood Gundy has provided wealth management services to generations of Canadians. We are committed to acting in your best interest, now and in the future.

**An integrated wealth management approach**

We take a comprehensive approach to managing, building and protecting your wealth. Our integrated approach is built around four key pillars. It all starts with understanding you and your goals, which are supported by our customized services and expert guidance to keep you moving forward.

In addition to investment management, we offer:

- Tailored private banking and trust services
- Strategies to safeguard your wealth, today and tomorrow
- Transition planning, when you need it


Together, we develop a plan that takes into account who you are today, and what you want for your family and wealth tomorrow.

\*CIBC Private Wealth\* consists of services provided by CIBC and certain of its subsidiaries, through CIBC Private Banking, CIBC Private Investment Counsel, a division of CIBC Asset Management Inc. ("CAM"), CIBC Trust Corporation, and CIBC Wood Gundy, a division of CIBC World Markets Inc. ("WMI"). CIBC Private Banking provides solutions from CIBC Investor Services Inc. ("ISI"), CAM and credit products. CIBC World Markets Inc. and ISI are both Members of the Canadian Investor Protection Fund and Investment Industry Regulatory Organization of Canada. CIBC Private Wealth services are available to qualified individuals. The CIBC logo and "CIBC Private Wealth" are trademarks of CIBC used under license.

# Top Assets (Before & After)

## Athlete's brochure






CIBC PRIVATE WEALTH

PRIMARY BUSINESS OFFER OR TEAM NAME

# UP YOUR GAME

Your personal wealth management plan



**John Jones**  
Investment Advisor  
john.jones@cibc.ca  
250 000-0000

**Main Street Branch**  
399 Main St, Suite 105  
City, Province  
1888 000-0000

### Up your game with strategic wealth planning

Wherever you are in your athletic career, the wealth you earn and invest requires careful and strategic planning. As part of your lineup of experts, CIBC Private Wealth can help you secure a strong financial future. Your CIBC advisor is with you every step of the way. Together, you develop an in-depth financial plan based on your wealth ambitions. Your plan can enhance your personal brand and also help you meet your philanthropic goals by giving back.

You're part of an exclusive group that requires wealth management expertise to cater to your unique needs.

70 to 90% of a pro athlete's lifetime earnings will be generated before they turn 35.<sup>1</sup>

There's a 70% chance a pro athlete will file for bankruptcy or face severe financial pressure within five years of retiring from the sport.<sup>2</sup>



# Top Assets (Before & After)

## Profile Sheet

(customized and ordered from DATA portal)





CIBC PRIVATE WEALTH



**My investment philosophy**

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**Body section 2 (Custom content)**

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**Products and services**

- Financial planning
- Charitable giving
- Retirement planning
- Retirement compensation arrangements
- Insurance
- Credit and banking solutions
- Professional money management
- Individual pension plans

**Our integrated wealth management approach**

At CIBC Private Wealth, every element of our integrated wealth management approach is designed to support your goals. Our integrated approach is built around four key pillars. It all starts with understanding you and your goals, which are supported by our customized services and expert guidance to keep you moving forward. In addition to flexible investment solutions, we offer tailored banking and trust services, strategies to safeguard your wealth and transition planning when you need it.

\*CIBC Private Wealth\* consists of services provided by CIBC and certain of its subsidiaries, through CIBC Private Banking, CIBC Private Investment Counsel, a division of CIBC Asset Management Inc. ("CAMP"), CIBC Trust Corporation and CIBC Wood Gundy, a division of CIBC World Markets Inc. ("CIBC World Markets"). CIBC Private Banking provides solutions from CIBC Investor Services Inc. ("CISI"), CAM and credit products: CIBC World Markets Inc. and ISI are both Members of the Canadian Investor Protection Fund and Investment Industry Regulatory Organization of Canada. CIBC Private Wealth services are available to qualified individuals. \*CIBC Private Wealth\* is a trademark of CIBC, used under license. The CIBC logo is a registered trademark of CIBC.

**Advisor Name**  
Advisor Title(s)  
**CIBC Wood Gundy**

Tel: 555 555-5555  
first.last@cibc.ca  
websiteurl.com

**Personal profile**

Lorem ipsum dolor sit amet elit. Curabitur ornare, est quis ultricies lacinia, diam purus aliquet sem, vitae elementum ligula tellus in nisi. Nam eros pede, pharetra quis, auctor ac, gravida vel, sapien.

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# Top Assets (Before & After)

# CIBC PRIVATE WEALTH

## CPIC fact sheets




CIBC PRIVATE WEALTH

PRIVATE INVESTMENT COUNSEL

### IMPERIAL INTERNATIONAL EQUITY POOL

Data as at November 30, 2018

#### Highlights\*

- Inception Date<sup>1</sup>**  
October 15, 1998
- Total Net Assets**  
5,454,553,205
- Price to Earnings**  
14.81
- Price to Book**  
1.71
- Return on Equity**  
17.78%
- Dividend Yield (trailing one year)**  
2.85%
- Distribution Frequency**  
Net income and net realized capital gains annually in December
- Eligible for Registered Plans**  
Yes

#### Investment Management Team\*

This Pool is managed by a team of portfolio managers, each responsible for different mandates as follows:

Weight	Management Style	Investment Manager
27%	Relative Value	Sarah Ketterer / Harry Hartford Causeway Capital Management LLC
20%	Momentum	Rajesh Gandhi, CFA American Century Investment Management, Inc.
15%	Index	Patrick Thillou CIBC Asset Management
15%	Deep Value	John Guetz / Caroline Cai, CFA Pzena Investment Management, LLC
11.5%	Sustainable Growth	Shane Duffy, CFA JPMorgan Asset Management (Canada) Inc.
11.5%	Sustainable Growth	Paul Black WCM Investment Management

Causeway Capital Management LLC, manages assets in global and international equities for large corporations, public, mutual funds, trade union (Tah-Hartley) organizations, endowments and socially responsible clients.

American Century Investment Management, Inc. is a leading privately-held investment management firm, committed to delivering superior investment performance and building long-term client relationships.

CIBC Asset Management Inc. is one of the largest asset managers in Canada with a 40-year history of active management. The company combines the flexibility and focus of a boutique firm with the robustness and resources of a large financial institution. Their investment capabilities include fixed income, equities, asset allocation and currency management.

Pzena Investment Management, LLC is an independent investment management firm that employs a classic value investment approach.

JPMorgan Asset Management (Canada) Inc. belongs to a group of companies operating under the name of J.P. Morgan Asset Management (JPMAM). JPMAM is the brand name of the global group of asset management companies, belonging to JPMorgan Chase & Co.

WCM Investment Management (WCM) is an independent, employee-owned asset management firm. WCM has worked hard to build and maintain an organization that nurtures excellence and innovation.

#### Investment Objective

To provide long-term growth through capital appreciation by investing primarily in equity securities of non-North American issuers.

#### Investment Strategy


Will invest primarily in high-quality small, medium and large capitalization non-North American corporations in order to achieve its objectives.

A combination of investment styles are employed such as growth, value-oriented, and arbitrage strategies when making investment decisions.

A component of the Pool is managed to track the performance of an index that is intended to represent the international equity market.

Several investment criteria are analyzed in the investment decision process, such as country/region selection, currency allocation and sector/ security level analysis.

Security selection will be based primarily on a detailed bottom-up approach.


CIBC PRIVATE WEALTH

PRIVATE INVESTMENT COUNSEL

### IMPERIAL INTERNATIONAL EQUITY POOL

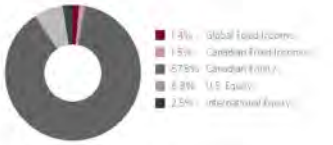
Data as at November 30, 2018

#### Top 10 Holdings

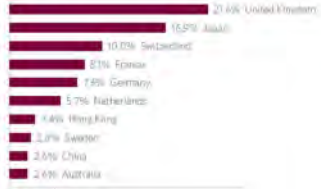
Company	Weight (%)
Roche Holding AG	1.73
Volkswagen AG	1.65
Novartis AG	1.58
AstraZeneca PLC	1.54
AIA Group Ltd.	1.43
Linde PLC	1.30
Nestlé SA	1.28
China Mobile Ltd.	1.14
Unilever PLC	1.08
Keyence Corp.	1.07
<b>Total</b>	<b>13.80</b>

Total Number of Holdings: 1,040

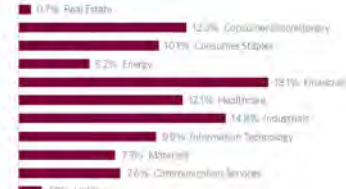
#### Asset Allocation



#### Country Breakdown (Top Ten)



#### Equity Sector Breakdown



#### Performance

Rates of Return as at November 30, 2018 (%)

	1Mth	3 Mths	YTD	1 Yr	3 Yrs	5 Yrs	10 Yrs	Since Inception
	0.8	-6.5	-4.6	-5.8	4.8	7.3	9.7	4.5

Year-by-Year Return as at December 31 (%)

	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
	21.1	-2.1	19.3	-2.8	33.1	19.2	-9.4	4.8	11.9	-26.0

\* Statistics as at November 30, 2018.  
<sup>1</sup> Inception Date prior to this date occurred in the form of an offer by Simplified Prospectus.  
<sup>2</sup> All numbers are in Canadian dollars unless otherwise specified.  
<sup>3</sup> Please refer to additional prospectus for details of the Pool's performance and risk factors.

# Top Assets (Before & After)

## Private Wealth playbook



CIBC PRIVATE WEALTH

### WOOD GUNDY ESTATE PLANNING SERVICES FOR YOUR HIGH-NET-WORTH CLIENTS



#### CIBC Wood Gundy estate planning value proposition

Your high-net-worth clients or prospects who would like to leave a lasting legacy could benefit from working with an estate planning specialist. Together, we offer your clients:

- A well-defined estate plan can assist a client in distributing assets to the individuals, charities and corporations they choose in the most tax-efficient manner upon death
- Access to the following key strategies:
  - A **personal wealth enhancement strategy** (for individuals) to help increase the value of a client's estate by moving surplus funds exposed to tax into a tax-advantaged life insurance policy; in addition to providing liquidity to fulfill financial obligations, the insurance policy can be used to accumulate wealth, preserve assets and increase estate values to your family and preferred charities
  - For more details, please review the [sales tool](#).
  - A **corporate estate preservation strategy** (for business owners) to help increase the value of a client's estate by moving surplus corporate funds into a life insurance policy
  - For more details, please review the [sales tool](#).

#### Your referral compensation

<b>Insurance FYC</b>	If the amount is \$25 and over, 80% of commissions are credited as gross commissions and paid on the grid (subject to an FYC bonus cap of 190%) regardless of ticket size; this applies to both monthly and annual amounts
<b>Insurance Renewals</b>	If the amount is \$25 and over, 50% of commissions are credited as gross commissions; this applies to both monthly and annual payouts; all insurance trailer/renewal compensation is paid out on the grid regardless of ticket size
<b>Segregated Fund Trailers</b>	100% of commissions will be credited as gross commissions (subject to a \$5 minimum) and paid out on the grid regardless of ticket size

For more details on insurance compensation, please review the IA compensation guide

See client story on reverse

© 2018 CIBC World Markets Inc. CIBC WOOD GUNDY ESTATE PLANNING SERVICES FOR YOUR HIGH-NET-WORTH CLIENTS

CIBC PRIVATE WEALTH

CIBC WOOD GUNDY



#### Client story

John and Catherine Chung love spending time at their family cottage. They were very fortunate and purchased the property 35 years ago when their children were young. They want to ensure that the cottage remains in the family so their grandchildren and great-grandchildren continue to enjoy summers at the lake.

With significant real estate appreciation over the past 35 years, their children may not be able to pay the capital gains liability owed on the cottage.

Mr. and Mrs. Chung's CIBC Wood Gundy investment advisor shared their story with one of our estate planning specialists. Under the guidance of both advisors, the couple purchased an insurance policy in the amount of the tax liability. This helps reduce the likelihood that the taxman will become the unintended beneficiary of their cottage.

#### Compensation example: John and Catherine Chung's story\*

- Capped bonus: FYC \$5,141 plus a bonus cap of \$10,282, totaling \$15,423
- Investment advisor revenue to grid is 80% of \$15,423, totaling \$12,338

\*For illustrative purposes only. Assumes the property has appreciated by \$500,000.  
 \*CIBC Private Wealth consists of services provided by CIBC and certain of its subsidiaries, through CIBC Private Banking; CIBC Private Investment Counsel, a division of CIBC Asset Management Inc. ("CAM"); CIBC Trust Corporation; and CIBC Wood Gundy, a division of CIBC World Markets Inc. ("WMI"). CIBC Private Banking provides solutions from CIBC Investor Services Inc. ("CISI"), CAM and credit products. Insurance services are available through CIBC Wood Gundy Financial Services Inc. In Quebec, insurance services are available through CIBC Wood Gundy Financial Services (Quebec) Inc. CIBC Private Wealth services are available to qualified individuals. The CIBC logo and "CIBC Private Wealth" are trademarks of CIBC, used under license. "Wood Gundy" is a registered trademark of CIBC World Markets Inc.

FOR INTERNAL USE ONLY


CIBC WOOD GUNDY ESTATE PLANNING SERVICES FOR YOUR HIGH-NET-WORTH CLIENTS



# Top Assets (Before & After)

## Recognition Letterhead Template in Word





CIBC PRIVATE WEALTH

Advisor Name, Advisor Title(s)  
 CIBC Wood Gundy or IA Team Name  
 555 555-5555 | first.last@cibc.ca | websiteurl.com

### TITLE (HEADING 1 STYLE, ARIAL, 22PT)


**Sub Heading (Heading 2 Style, Arial, 14pt, Bold)**

**Title (Heading 3 Style, Arial, 12pt, Bold)**

Lorem Ipsum (Normal Style, Arial, 11pt)

- Text or Bullets (List Bullet Style, Arial, 11pt)
- Text or Bullets (List Bullet Style, Arial, 11pt)
  - Sub-text or sub-bullets (List Bullet 2 Style, Arial, 11pt)
  - Sub-text or sub-bullets (List Bullet 2 Style, Arial, 11pt)
    - Sub-text or sub-bullets (List Bullet 3 Style, Arial, 11pt)
    - Sub-text or sub-bullets (List Bullet Style 3, Arial, 11pt)

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**CHAIRMAN'S  
COUNCIL**

[Insert IA name] is a recipient of CIBC Wood Gundy's Chairman's Council Award – 2017 and 2018

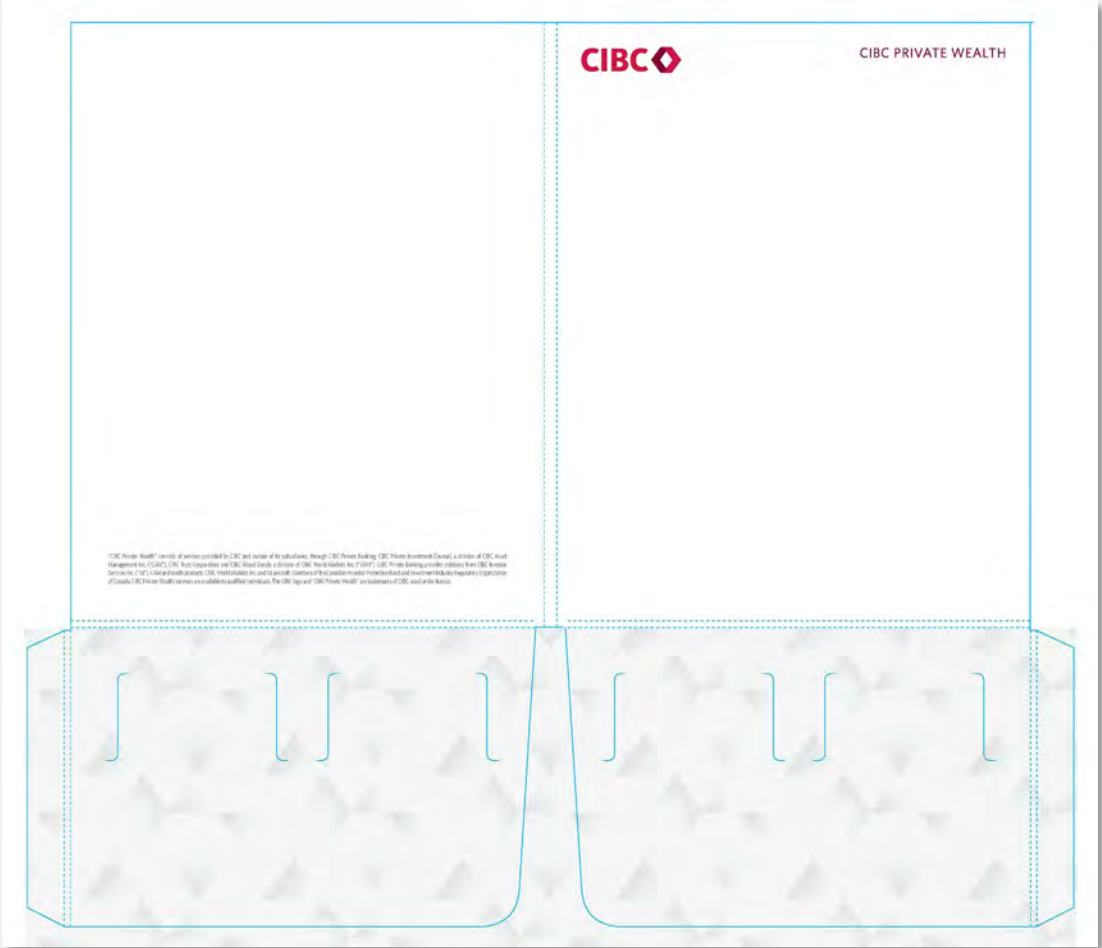
CIBC Wood Gundy awards [Insert Council name] to those Investment Advisors who have met certain qualifying business metrics and have a satisfactory compliance record. [Insert Council name] award recipients are determined annually.

"CIBC Private Wealth" consists of services provided by CIBC and certain of its subsidiaries, through CIBC Private Banking, CIBC Private Investment Counsel, a division of CIBC Asset Management Inc. ("CAM"), CIBC Trust Corporation, and CIBC Wood Gundy, a division of CIBC World Markets Inc. ("CIBC World Markets"). CIBC Private Banking provides solutions from CIBC Investor Services Inc. ("CISI"), CAM and credit products. CIBC World Markets Inc. and CIBC are both Members of the Canadian Investor Protection Fund and Investment Industry Regulatory Organization of Canada. CIBC Private Wealth services are available to qualified individuals. The CIBC logo and "CIBC Private Wealth" are trademarks of CIBC, used under license.

# Top Assets (Before & After)

## CIBC PRIVATE WEALTH

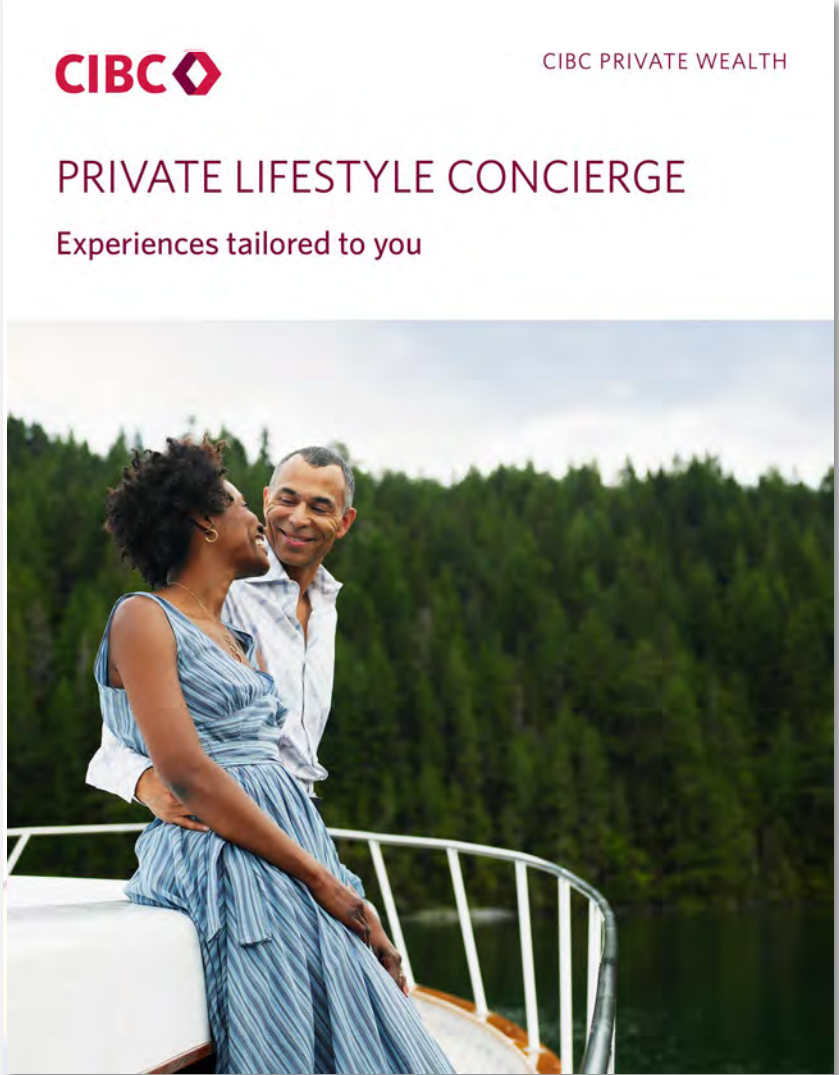
*Advisor pocket folder  
(ordered from DATA portal)*



# Top Assets (Before & After)

CIBC PRIVATE WEALTH

Private Wealth  
Private Lifestyle Concierge

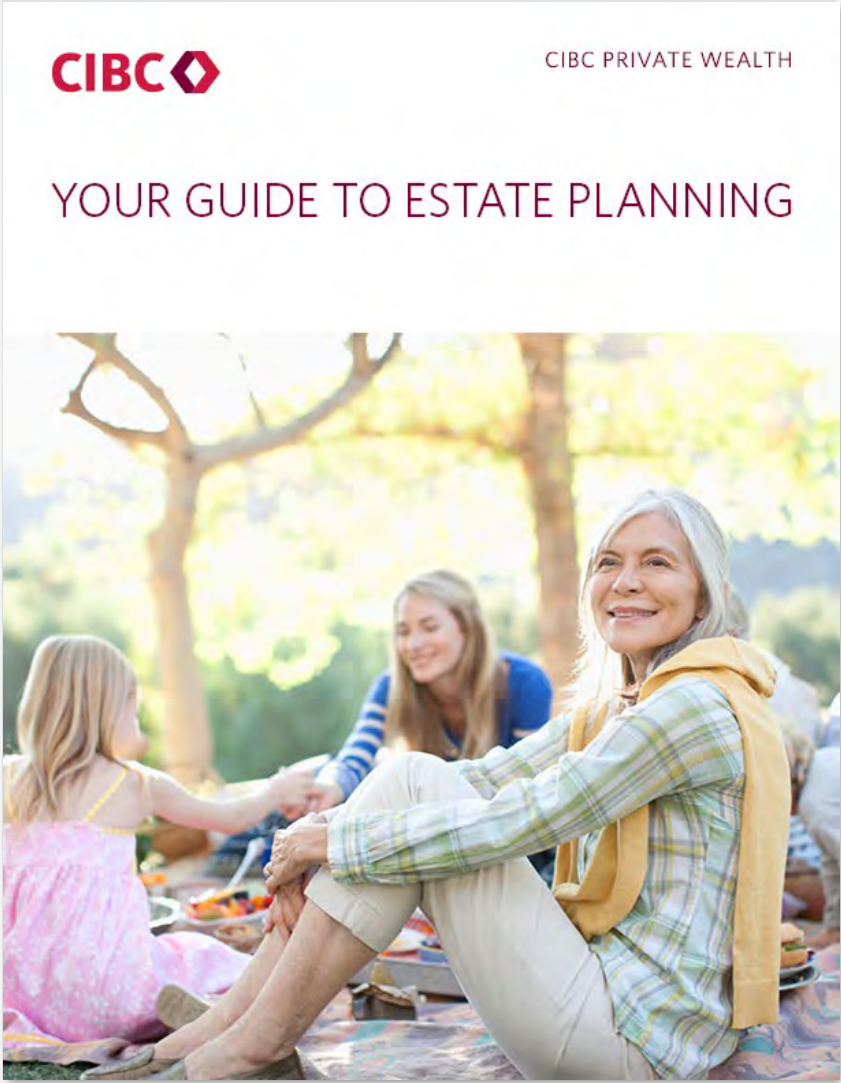


# Top Assets (Before & After)

CIBC PRIVATE WEALTH

FP&A is now Private Wealth again

Your guide to estate planning



# Top Assets (Before & After)

## FP&A/PW International Women's Day

# CIBC PRIVATE WEALTH

**CIBC** CIBC PRIVATE WEALTH

KEY FINANCIAL TOPICS FOR WOMEN

### QUESTIONS WOMEN NEED TO ASK



**By Kelley Keenan.** Kelley is a personal finance educator, media personality and best-selling, award-winning author of nine books. She was a member of the National Steering Committee on Financial Literacy and is the consumer advocate for the Financial Planning Standards Council.

Find more info at [www.kelleykeenan.com](http://www.kelleykeenan.com). Her full bio can be viewed here.

Women and men are vastly different in many areas of life and especially when it comes to matters of money. A large number of women feel extreme stress when making a financial decision and who's at their best when feeling intense pressure?

The Institute for Health and Human Potential recently released a very interesting white paper called *Women Under Pressure*. In it, the authors examine some of the differences between women's and men's brains and how this difference can affect her ability to deal with pressure of various types. The paper states that "women's brains have nearly ten times more white matter than men's and the structure connecting the left and right lobes (the corpus callosum) is 10% thicker, on average, in female brains. The benefit of these differences is that under pressure women tend to weigh more variables, consider more options, see more context, connect more brain areas and visualize a wider array of solutions and outcomes to a problem. Men, on the other hand, when under pressure, have a greater tendency to develop tunnel vision, the tendency to focus exclusively on a single or limited goal or point of view while ignoring everything around them."

**“ 57% of women vs. 40% of men are more likely to stay awake worrying about their financial life. ”**

Financial Planning Standards Council

Where this becomes a challenge in a woman's financial life is that while she may be better able to take a holistic view of her objectives, she can also become overwhelmed and suffer from the inability to shut off her financial worries. No wonder a recent study<sup>1</sup> by the Financial Planning Standards Council revealed that 57% of women vs 40% of men are more likely to stay awake worrying about their financial life.

There's good reason to believe women are bearing the greater share of health burdens too because so many have taken the lead in managing household finances.

QUESTIONS WOMEN NEED TO ASK 1 | 1

**CIBC** CIBC PRIVATE WEALTH

KEY FINANCIAL TOPICS FOR WOMEN

### POWER IN NUMBERS



**By Kelley Keenan.** Kelley is a personal finance educator, media personality and best-selling, award-winning author of nine books. She was a member of the National Steering Committee on Financial Literacy and is the consumer advocate for the Financial Planning Standards Council.

Find more info at [www.kelleykeenan.com](http://www.kelleykeenan.com). Her full bio can be viewed here.

Women learn differently than men and generally take more time to make financial decisions. The most powerful ally she can develop in her financial life, other than her advisor, is a support group which she can create by tapping into her vast network.

Women tend to be much more socially connected and with sites like Facebook, getting a group together with the intent of getting more educated and empowered about money has never been easier.

Starting a money group can be very structured such as a formal investment club, or, it can be quite informal. Invite a group of friends, family or co-workers to a test meeting or jump in and start a monthly money group. If you don't have a vast network, ask everyone to bring a friend. Ideally, this would be a regular meeting at your favorite restaurant or local cafe. The idea is to get like-minded women together to discuss all things money and you can even decide at the first meeting how formal or informal you'd like the future ones to be.

An exercise that always gets a group stimulated with some robust conversations about money is examining those lessons from your childhood. Did your family have money growing up?

Was there a lack and if so, how did that affect your young adulthood? Was money an easy topic to discuss in your household or was it a taboo that you're only exploring now?

Encourage your group to research and discover a book every month to help keep the conversation going. I'd suggest one of my own books, *The Woman's Guide to Money* as it encourages women to examine their thoughts and feelings about money and explores ways to reprogram her life for abundance and confidence. It's set up with lessons that make it the perfect platform for your money group.


It turns out that there is even a biological basis for human cooperation that occurs when working together on a common goal in a group setting. Emory University<sup>2</sup> ran a small study with thirty-six women using fMRI (functional magnetic resonance imaging or functional MRI) scans which revealed that cooperation is "biologically embedded". While this doesn't prove that working together in a group will make you wealthier, it suggests that there are proven, hard-wired human traits designed to help us flourish when working together for the group's greater good.

POWER IN NUMBERS 1 | 1

**CIBC** CIBC PRIVATE WEALTH

KEY FINANCIAL TOPICS FOR WOMEN

### TIME VS. MONEY



**By Kelley Keenan.** Kelley is a personal finance educator, media personality and best-selling, award-winning author of nine books. She was a member of the National Steering Committee on Financial Literacy and is the consumer advocate for the Financial Planning Standards Council.

Find more info at [www.kelleykeenan.com](http://www.kelleykeenan.com). Her full bio can be viewed here.

What resource is more scarce or precious than our time? Yet, many of us will squander it or never ponder its importance. What's most valuable in your life?

Have you ever thought about what you are worth—per hour? Or even per minute? Spend a few moments now and calculate what you're worth. For a rough estimate, take your annual income and divide it by 40 weeks, assuming that you get three off for holidays. Then divide that number by 40, which is likely the number of hours you work in a week.

If you earned say \$100,000 before tax, your approximate hourly wage would be over \$50 per hour. What do you think about that and the value of that time? Do you know someone who earns that amount and maybe more—but will run all over town for cheap gas or a discount at a grocery store and for items they don't even want—but can't help themselves because it's on sale?

I'm all for getting a good deal, but not when it takes more of your time than the perceived savings is worth. You're faced with time dilemmas every single day—should you cater your family's Thanksgiving dinner or do all the cooking, grocery shopping and clean up yourself? What about maintaining the lawn, your home and picking up groceries for your mother-in-law?


Have you ever found yourself watching a movie that you didn't enjoy or finishing a dull book because you had paid for it? Have you ever stood in line for a deal for something you didn't need or truly want? Did you partake in the insanity of Black Friday or Boxing Day, finding yourself depleted of all energy at the end of the day, wondering why you wasted your time on the hype of it all?

**“ It's really clear that the most precious resource we all have is time. ”**

Steve Jobs

TIME VS. MONEY 1 | 1

**CIBC** CIBC PRIVATE WEALTH



### HAPPY INTERNATIONAL WOMEN'S DAY!

Today marks a global celebration of the social, economic, cultural and political achievements of women – while also marking a call to action for accelerating gender equality.

At CIBC we're passionate about our own role in promoting a gender equal world. For us, this starts with helping women recognize and overcome the unique challenges they face when managing and growing their wealth. We're committed to supporting you every step along your financial journey.

Not just on International Women's Day, but every day of the year, we're excited to lead the conversation and spearhead the transformation when it comes to women and their wealth. Read our [latest expert tips](#) featured in the Globe and Mail along with the resources available on [cibc.com/herworth](http://cibc.com/herworth). We hope these insights will empower you and give you the confidence to take more control of your own and your families' wealth.

**Happy International Women's Day.**


Advisor Name  
Title(s)  
Team Name  
Website

# Enterprise brand architecture – Private Wealth – Wood Gundy

**CIBC** CIBC PRIVATE WEALTH

WOOD GUNDY OR TEAM NAME

## DISCOVER YOUR PERSONALIZED FINANCIAL PORTRAIT



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**CIBC** CIBC PRIVATE WEALTH  
WOOD GUNDY

**CIBC** CIBC PRIVATE WEALTH

WOOD GUNDY

### INVESTMENT POLICY STATEMENT FOR [INSERT CLIENT NAME]

Prepared by:  
[Redacted Name]  
Investment Advisor  
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**CIBC** CIBC PRIVATE WEALTH  
WOOD GUNDY

Brad Danyluk

### An integrated approach for your wealth

Growing and preserving your wealth demands a team approach. Together with our partners, we offer a range of specialized services.

- Disciplined investment management





# Top Assets

CIBC Asset Management

# Enterprise brand architecture – Asset Management

Hero photography



The hero photography showcases the breadth of our offerings and expertise through an architectural approach.



Colour	Typography	Pattern	Charts and graphs
	<p>WHITNEY IN BOOK FOR HEADLINES</p> <p>Whitney in Book, Medium and Semibold for all other copy.</p>		
The colour palette matches the master brand with flexed colour hierarchy.	Typography uses all caps. Whitney in Book weight for headlines, consistent for body copy and flexed colour usage.	The pattern style matches the master brand, but colour use flexes.	The charts and graphs style matches the master brand.

# Top Assets (Before & After)

# CIBC ASSET MANAGEMENT

## CAM Perspectives Newsletter



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### In a wait-and-see mode

Risk assets fell off a cliff late last year, only to stage their strongest comeback in more than a decade over the first quarter. The economic slowdown and market turmoil of 2018 were triggered by monetary policy normalization and concerns around trade wars and geopolitics. While these headwinds are dissipating, they haven't completely disappeared.

### Asset class highlights

**Fixed Income vs. Equity:** Our strategy favours a small tilt toward equities; however, with their downside risk and the scarcity of attractive defensive assets to balance portfolios, our approach is conservative.

**Equity:** While equity markets may struggle in the short term to find a catalyst, we should see positive but unspectacular returns in 2019.

**Fixed Income:** Global economic data is unlikely to consistently surpass expectations—this could cap the upside for yields at 2.60% (U.S.) and 1.85% (Canada) for 10-year sovereign bonds.

**Currencies:** The Canadian dollar remains more fundamentally challenged than most developed market currencies.

### Economic forecasts (next 12 months)

Region	Current GDP <sup>1</sup>	GDP - Consensus	GDP - CAM View	Current Inflation <sup>2</sup>	Inflation - Consensus	Inflation - CAM View	Policy Rate - CAM View
Canada	1.6	1.59 <sup>3</sup>	1.1	1.5	1.8	1.6	No rate change
United States	3.0	2.3	2.1	1.5	2.1	1.9	No rate change
Eurozone	1.1	1.3	0.7	1.4	1.3	1.1	No rate change
China	6.2	6.2	6.0	1.5	2.1	1.8	No rate change
Japan	0.3	0.7	0.5	0.2	0.9	0.5	No rate change
World	3.3	-	3.1	-	-	-	-

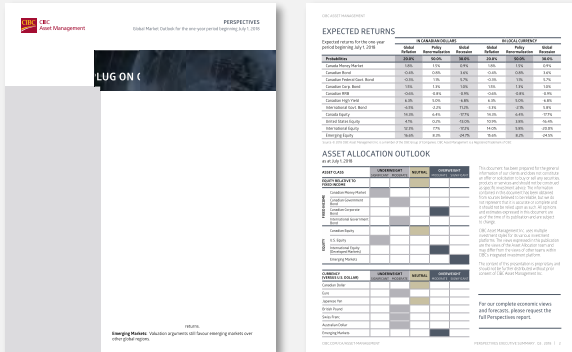
<sup>1</sup>Real GDP Growth (y/y %)  
<sup>2</sup>Year/year %  
<sup>3</sup>Implied (converted from a Q/Q basis)  
 Data as of April 8, 2019  
 Source: GlobalVest, Bloomberg, CIBC Asset Management Estimates

### Long-term capital market returns (10 year)

An important component of our investment process is the analysis and forecast of average returns for major financial market asset classes for the next 10 years. Some of our major conclusions are summarized below. For full details, please request a copy of the complete 10-year report:

- **Background:** Higher policy rates will be needed to cope with potential negative economic shocks and prevent a build-up of financial imbalances. Renormalization will be a larger headwind in developed economies (non-U.S.), where rates are much lower and indebtedness much higher. Renormalization, combined with declining trend economic growth, is expected to depress financial market returns over the long term. Monetary policy renormalization will continue and provide a headwind to growth.
- **Low starting yields, higher interest rates and the fact that investors will not be compensated for taking duration risk, will make developed market government bonds less attractive. High-yield corporate bonds and emerging market bonds offer better prospects.**
- **Emerging markets offer the best equity outlook, thanks to stronger growth and better resilience to adverse shocks. Current undervaluation also makes Canadian equity more attractive, while overvaluation makes U.S. equity less attractive.**

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# Top Assets (Before & After)

# CIBC ASSET MANAGEMENT

## CAM Institutional Private Debt Brochure



Private debt can offer additional sources of yield while generating stronger risk-adjusted returns through enhanced diversification. Before we explore private debt in more detail and discover how CIBC's expertise is a differentiator in this field, let's define the category.

### What is private debt?

Private debt is a broad term that covers a wide array of investment opportunities and strategies across the yield and credit risk spectrum. In general, private debt refers to debt instruments that are:

- Held by a small, exclusive group of investors;
- Privately negotiated and issued;
- Structured as an illiquid investment that is typically held to maturity; and
- Not rated by credit rating agencies, an alternative to such transaction is not quality available.

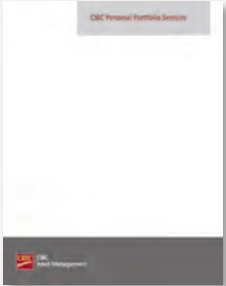
The way of credit risk under the private debt category spans a broad spectrum—from low credit risk, private debt structures such as private placement debt, to high credit risk structures such as distressed debt. Figure 1 shows the comparison of private and public debt by credit risk exposure and yield.

Figure 1 - Private Debt across the yield and credit risk spectrum

# Top Assets (Before & After)

# CIBC ASSET MANAGEMENT

## CIBC Personal Portfolio Services Client Brochure



**The three pillars of CIBC Personal Portfolio Services**

CIBC Personal Portfolio Services is designed to address more than your need to grow and preserve your wealth. Our personalized service is also structured to provide you with a comfortable investing experience, which offers you confidence, freedom and value as you progress towards your investment goals.

Portfolio design

Risk management

Confidence

+

Professional management

Growth

Freedom

Price and service

Investor experience

Value

**Giving you the freedom and value to build your future with confidence**

**Confidence**  
Portfolio design

Building the right portfolio foundation to stay the course. Portfolio design customizes the right foundation for the long term. Strategic asset allocation and real-time diversification ensure our portfolio is actively diversified and aligned to your investment goals and objectives.

Our Investment Management Research team provides the world's best. The Investment Management Research team is best suited for each component of your portfolio.

**Freedom**  
Professional management

Ongoing maintenance and adjustments that build on the foundation of each portfolio.

CIBC Personal Portfolio Services' professional portfolio management takes care of the ongoing maintenance and adjustments that build on the foundation of each portfolio. It helps ensure your portfolio stays well-suited to your goals and objectives. Our Investment Management Research team provides the world's best.

The ongoing management provides you freedom from trading day-to-day and the associated expenses.

**Value**  
Price and service

Competitive fee structure and ongoing service helps to deliver solid returns and an enhanced experience.

We invest toward the solution, your fee may be reduced depending on your portfolio size. Also, verify interests of the same address on multiple accounts (e.g., investment accounts, an existing investment held with CIBC). Our commitment to quality and cost may be impacted.

With CIBC Personal Portfolio Services, you'll also have regular contact from a dedicated CIBC Personal Portfolio Services professional investment advisor to help you up to date and informed.

# Top Assets (Before & After)

# CIBC ASSET MANAGEMENT

## CIBC Personal Portfolio Services Interactive Infographic

**CIBC Personal Portfolio Services®**

**Giving You the Freedom and Value to Build Your Future with Confidence.**

When building your investment portfolio, think of it like building a house. You would rely on skilled professionals to make your dream home a reality. So why should your investment strategy be any different? We apply that same philosophy to CIBC Personal Portfolio Services, a fully managed investment solution that offers you **confidence, freedom and value**.

**20+** Investment Solutions  
**35+** Investment Funds  
**100+** Total Assets  
**600+** Investment Solutions  
**1** Investment Solution

**CONFIDENCE**  
THREE-PIECE PILLAR

**STRATEGIC ASSET ALLOCATION**  
Based on long and short-term goals, we build a diversified portfolio of assets. It's designed to meet your needs and provide long-term growth.

**MULTI-LAYER DIVERSIFICATION**  
Our focus is on global assets across asset classes and geographies to provide a diversified portfolio of assets.

**INVESTMENT MANAGEMENT RESEARCH (IMR)**  
Dedicated investment professionals continuously research and analyze the market to provide you with the best investment solutions.

**15** Portfolio design

**FREEDOM**  
ACTIVE MANAGEMENT

**SECURITY SELECTION**  
Specialized investment managers who focus on their expertise in the market, actively and with the support of our global network of experts.

**TACTICAL ASSET ALLOCATION**  
Our experts actively adjust the portfolio to take advantage of market opportunities.

**REBALANCING**  
Ensures portfolio is in line with your risk tolerance and investment goals.

**CURRENCY MANAGEMENT**  
The ability to invest in global markets and manage currency risk to help you achieve your investment goals.

**VALUE**  
PRIME FUND SERVICE

Help deliver satisfaction and an enhanced experience to investors.

**15 PORTFOLIO SOLUTIONS AVAILABLE FOR ANY INVESTOR**

**CIBC Personal Portfolio Services® Investment Proposal Generator**  
CLICK HERE

**CIBC Asset Management**

**CIBC**

**CIBC Personal Portfolio Services®**

**Giving you the freedom and value to build your future with confidence.**

When building your investment portfolio, think of it like building a house. You would rely on skilled professionals to make your dream home a reality. So why should your investment strategy be any different? We apply that same philosophy to CIBC Personal Portfolio Services Multi-Manager Portfolios, a fully managed investment solution that offers you confidence, freedom and value.

**15+** Investment Funds  
**35+** Investment Funds  
**1** Investment Solution

**Confidence**

**Strategic asset allocation**  
The ability to invest in global markets and manage currency risk to help you achieve your investment goals.

**Multi-layer diversification**  
Our focus is on global assets across asset classes and geographies to provide a diversified portfolio of assets.

**Investment Management Research (IMR)**  
Dedicated investment professionals continuously research and analyze the market to provide you with the best investment solutions.

**Freedom**

**Security selection**  
Specialized investment managers who focus on their expertise in the market, actively and with the support of our global network of experts.

**Tactical asset allocation**  
Our experts actively adjust the portfolio to take advantage of market opportunities.

**Rebalancing**  
Ensures portfolio is in line with your risk tolerance and investment goals.

**Currency management**  
The ability to invest in global markets and manage currency risk to help you achieve your investment goals.

**Value**

**Prime fund service**  
Help deliver satisfaction and an enhanced experience to investors.

**16 portfolio solutions available for any investor**

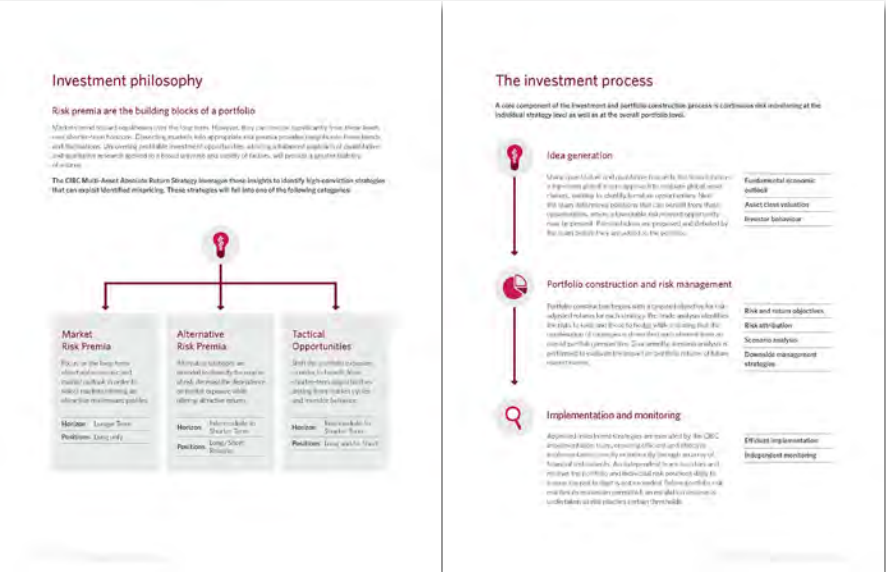
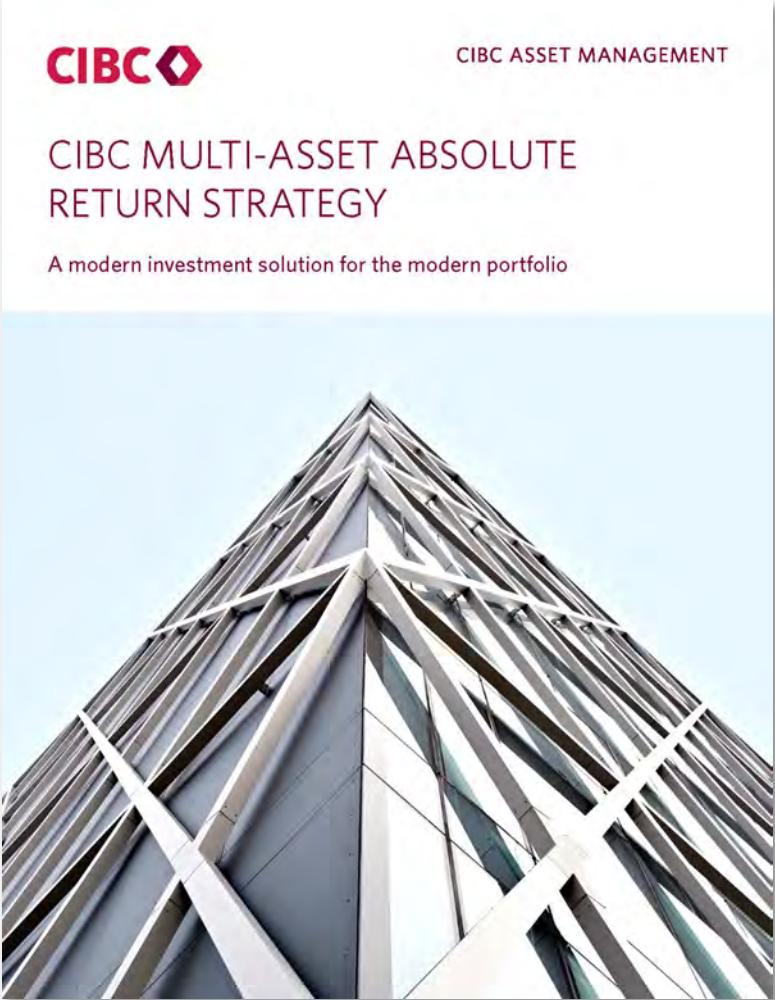
**CIBC Personal Portfolio Services® Investment Proposal Generator**  
CLICK HERE

**CIBC Asset Management**

# Top Assets (Before & After)

# CIBC ASSET MANAGEMENT

## CIBC Multi-Asset Absolute Return Strategy (MAARS) Brochure



### Investment philosophy

#### Risk premia are the building blocks of a portfolio

Markets reward asset equities over the long term. However, they can move significantly from their mean, and short-term returns. Identifying markets with appropriate risk premia provides long-term returns, and diversification, diversifying portfolio investments opportunities, adding risk-adjusted assets to a diversified portfolio and qualitative research applied to a broad spectrum and variety of factors, will provide a greater stability of returns.

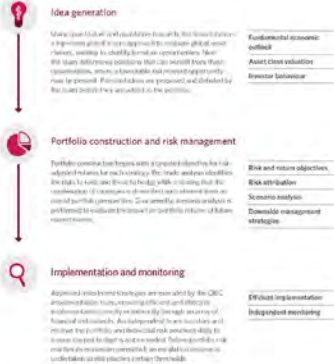
The CIBC Multi-Asset Absolute Return Strategy leverages these insights to identify high conviction strategies that can avoid correlated market risk. These strategies will fall into one of the following categories:



<b>Market Risk Premia</b> Focus on the long-term return of the market and the risk premium associated with it. This includes equities, fixed income, and commodities.	<b>Alternative Risk Premia</b> Alternative strategies are provided to diversify the return of the market. These include hedge funds, private equity, and real estate.	<b>Tactical Opportunities</b> Shift the portfolio exposure to assets that are expected to outperform the market in the short term.
<b>Horizon:</b> Long-term <b>Position:</b> Long-term	<b>Horizon:</b> Short-term <b>Position:</b> Short-term	<b>Horizon:</b> Short-term <b>Position:</b> Long-term

### The investment process

A core component of the investment and portfolio construction process is continuous risk monitoring at the individual strategy level as well as at the overall portfolio level.



**Idea generation**

Many opportunities are identified through the use of various research and analysis tools. The process involves identifying potential investment opportunities that can meet the client's objectives, which is done through a combination of quantitative and qualitative research. Potential ideas are proposed and evaluated by the investment team.

**Portfolio construction and risk management**

Portfolio construction involves a process of identifying risk-adjusted returns for each strategy. The team also identifies the risks associated with the portfolio and ensures that the portfolio is diversified across different asset classes and strategies. The portfolio is then constructed and monitored for performance.

**Implementation and monitoring**

Approved investment strategies are managed by the CIBC investment team. The team monitors the performance of the portfolio and ensures that it is in line with the client's objectives. The team also provides regular reports to the client and adjusts the portfolio as needed.

Fundamental economic outlook

Asset Class Allocation

Investor Behaviour

Risk and return objectives

Risk attribution

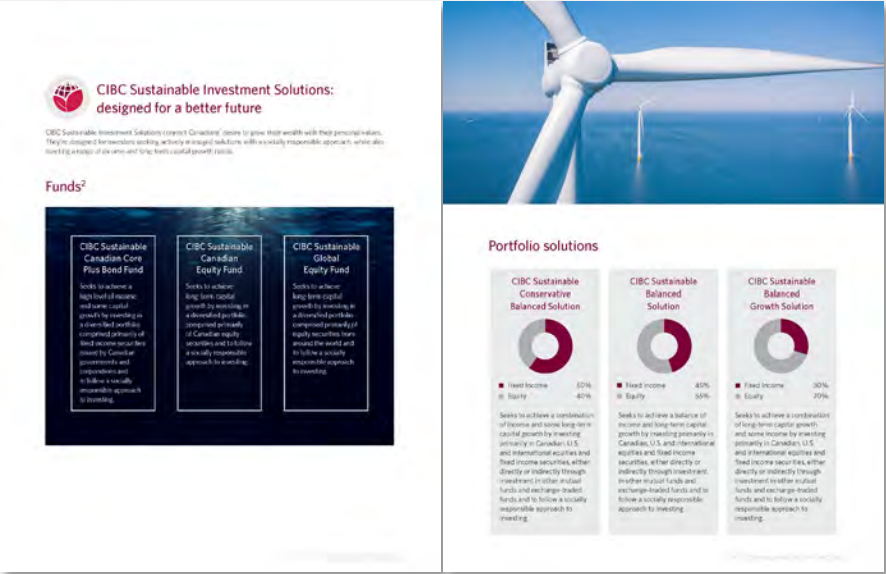
Scenario analysis

Downside management strategies

Efficient implementation

Independent monitoring

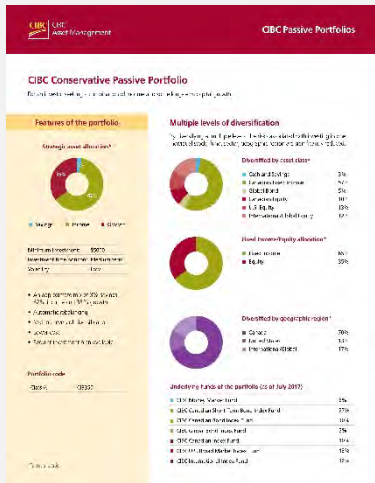
## CIBC Sustainable Investment Strategies Brochure






# Top Assets (Before & After)

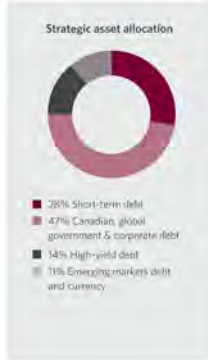
## CAM Fixed Income Quarterly Compositions




CIBC ASSET MANAGEMENT

### CIBC CORE FIXED INCOME POOL

December 31, 2019



**Strategic asset allocation**

- 28% Short-term debt
- 47% Canadian, global government & corporate debt
- 14% High-yield debt
- 11% Emerging markets debt and currency

#### A redefined core fixed income solution

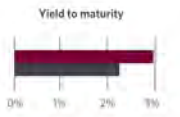
The CIBC Core Fixed Income Pool is composed of a diverse mix of mutual funds and exchange-traded funds (ETFs) and is designed to deliver better risk-adjusted returns and attractive yields.

- Largest exposure is to Canadian, global government and corporate debt to provide stability, yield and some potential for capital appreciation.
- Exposure to short-term debt to reduce interest rate risk and manage duration relative to the FTSE Canada Universe Bond Index.
- Exposure to high-yield debt, emerging markets debt and currency to help enhance yield, diversification and capital appreciation.
- High-yield debt exposure will typically range between 10% and 20%.
- Tactical management is employed to adjust the asset mix over the short- to medium-term based on changes in the market outlook.


#### Credit quality

AAA	24%
AA	10%
A	19%
BBB	26%
BB	7%
B	5%
<CCC	1%
NON-RATED	3%
GLOBAL FX	4%


#### Yield to maturity



#### Currency exposure



#### Geographic exposure



CIBC ASSET MANAGEMENT

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### Underlying funds

	Strategic weight (%)	Current weight (%)	Inception Date	YTD	1 year	3 year	5 year	10 year	Since inception
<b>Short-Term Debt</b>	28.0	28.1							
CIBC Short-term Income Fund <sup>1</sup>	20.0	22.0	January 4, 2010	3.9%	3.9%	2.1%	2.1%	n/a	2.8%
CIBC Active Investment Grade Floating Rate Bond ETF <sup>2</sup>	8.0	6.0	January 22, 2019	*Due to security regulation, performance is not available until one year post inception.					
<b>Canadian, Global Government &amp; Corporate Debt</b>	47.0	46.9							
CIBC Canadian Bond Fund <sup>2</sup>	9.0	8.0	January 7, 2010	8.1%	8.1%	4.3%	3.9%	n/a	5.2%
Renaissance Canadian Fixed Income Private Pool <sup>2</sup>	16.0	15.9	March 15, 2005	7.8%	7.8%	4.2%	3.7%	4.7%	5.0%
CIBC Active Investment Grade Floating Rate Bond ETF <sup>2</sup>	16.0	17.0	January 22, 2019	*Due to security regulation, performance is not available until one year post inception.					
Renaissance Global Bond Private Pool <sup>2</sup>	6.0	6.0	March 15, 2005	4.0%	4.0%	4.5%	5.3%	6.9%	5.1%
<b>High-Yield Debt</b>	14.0	14.0							
Renaissance High-yield Bond Fund <sup>2</sup>	5.0	5.0	November 18, 2007	15.7%	15.7%	6.2%	6.2%	7.8%	6.4%
Renaissance Floating Rate Income Fund <sup>2</sup>	1.0	1.0	June 2, 2014	10.0%	10.0%	4.5%	4.8%	n/a	4.6%
Renaissance Flexible Yield Fund <sup>2</sup>	5.0	8.0	May 3, 2016	7.2%	7.2%	4.2%	n/a	n/a	4.7%
<b>Emerging Markets Debt &amp; Currency</b>	11.0	11.0							
iShares J.P. Morgan EM Corporate Bond ETF <sup>3</sup>	4.0	4.0	April 17, 2012	7.7%	7.7%	4.8%	8.0%	n/a	6.4%
Van Eck Vectors J.P. Morgan EM Local Currency Bond ETF <sup>3</sup>	4.0	3.0	July 22, 2010	4.3%	4.3%	3.8%	3.8%	n/a	3.7%
Horizons Absolute Return Global Currency ETF <sup>3</sup>	3.0	4.0	January 16, 2017	7.3%	7.3%	n/a	n/a	n/a	2.8%

<sup>1</sup>Weighted in CAD. <sup>2</sup>Not an ETF. <sup>3</sup>Not an ETF. <sup>4</sup>Not an ETF. <sup>5</sup>Not an ETF. <sup>6</sup>Not an ETF. <sup>7</sup>Not an ETF. <sup>8</sup>Not an ETF. <sup>9</sup>Not an ETF. <sup>10</sup>Not an ETF. <sup>11</sup>Not an ETF. <sup>12</sup>Not an ETF. <sup>13</sup>Not an ETF. <sup>14</sup>Not an ETF. <sup>15</sup>Not an ETF. <sup>16</sup>Not an ETF. <sup>17</sup>Not an ETF. <sup>18</sup>Not an ETF. <sup>19</sup>Not an ETF. <sup>20</sup>Not an ETF. <sup>21</sup>Not an ETF. <sup>22</sup>Not an ETF. <sup>23</sup>Not an ETF. <sup>24</sup>Not an ETF. <sup>25</sup>Not an ETF. <sup>26</sup>Not an ETF. <sup>27</sup>Not an ETF. <sup>28</sup>Not an ETF. <sup>29</sup>Not an ETF. <sup>30</sup>Not an ETF. <sup>31</sup>Not an ETF. <sup>32</sup>Not an ETF. <sup>33</sup>Not an ETF. <sup>34</sup>Not an ETF. <sup>35</sup>Not an ETF. <sup>36</sup>Not an ETF. <sup>37</sup>Not an ETF. <sup>38</sup>Not an ETF. <sup>39</sup>Not an ETF. <sup>40</sup>Not an ETF. <sup>41</sup>Not an ETF. <sup>42</sup>Not an ETF. <sup>43</sup>Not an ETF. <sup>44</sup>Not an ETF. <sup>45</sup>Not an ETF. <sup>46</sup>Not an ETF. <sup>47</sup>Not an ETF. <sup>48</sup>Not an ETF. <sup>49</sup>Not an ETF. <sup>50</sup>Not an ETF. <sup>51</sup>Not an ETF. <sup>52</sup>Not an ETF. <sup>53</sup>Not an ETF. <sup>54</sup>Not an ETF. <sup>55</sup>Not an ETF. <sup>56</sup>Not an ETF. <sup>57</sup>Not an ETF. <sup>58</sup>Not an ETF. <sup>59</sup>Not an ETF. <sup>60</sup>Not an ETF. <sup>61</sup>Not an ETF. <sup>62</sup>Not an ETF. <sup>63</sup>Not an ETF. <sup>64</sup>Not an ETF. <sup>65</sup>Not an ETF. <sup>66</sup>Not an ETF. <sup>67</sup>Not an ETF. <sup>68</sup>Not an ETF. <sup>69</sup>Not an ETF. <sup>70</sup>Not an ETF. <sup>71</sup>Not an ETF. <sup>72</sup>Not an ETF. <sup>73</sup>Not an ETF. <sup>74</sup>Not an ETF. <sup>75</sup>Not an ETF. <sup>76</sup>Not an ETF. <sup>77</sup>Not an ETF. <sup>78</sup>Not an ETF. <sup>79</sup>Not an ETF. <sup>80</sup>Not an ETF. <sup>81</sup>Not an ETF. <sup>82</sup>Not an ETF. <sup>83</sup>Not an ETF. <sup>84</sup>Not an ETF. <sup>85</sup>Not an ETF. <sup>86</sup>Not an ETF. <sup>87</sup>Not an ETF. <sup>88</sup>Not an ETF. <sup>89</sup>Not an ETF. <sup>90</sup>Not an ETF. <sup>91</sup>Not an ETF. <sup>92</sup>Not an ETF. <sup>93</sup>Not an ETF. <sup>94</sup>Not an ETF. <sup>95</sup>Not an ETF. <sup>96</sup>Not an ETF. <sup>97</sup>Not an ETF. <sup>98</sup>Not an ETF. <sup>99</sup>Not an ETF. <sup>100</sup>Not an ETF.

	Fund code	Management fee	Minimum purchase: \$500	Risk rating: low
Series A	ATLS022	0.8%		
Series F	ATLS023	0.3%		

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## CAM Institutional whitepaper



CIBC ASSET MANAGEMENT

INSTITUTIONAL

### IMPROVING PORTFOLIO OUTCOMES ASSOCIATED WITH DYNAMIC CURRENCY HEDGING

By Michael Sager & Nan Yang<sup>1</sup>

#### 1. Summary

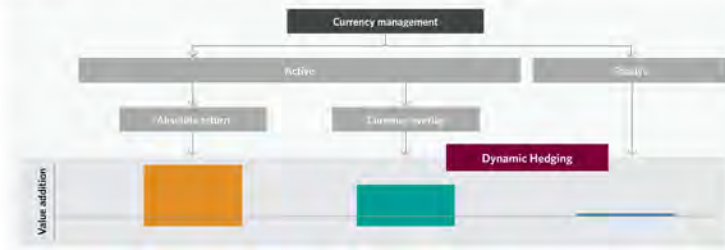
- Dynamic Currency Hedging incorporates aspects of passive hedging and active currency investing.
- Dynamic Hedgers seek to control the portfolio risk impact of currency exposure inherited from investments in global assets. Many Dynamic Hedgers also target a positive expected return.
- Dynamic Hedging mandates have typically not achieved a long-term reduction in portfolio risk. And average annualized returns have generally been low, sensitive to start date, and lumpy.
- We propose several enhancements, to improve risk-adjusted expected returns, and to reduce unrewarded operational risk and transaction costs.
- Our proposed enhancements include an allocation to active currency investing.

#### 2. Introduction

Currency Management encompasses a broad range of objectives and solutions (Figure 1). Strategic, passive hedging lies at one end of this range. It is a risk-control strategy designed to mitigate the portfolio impact of currency exposures inherited from investments in global assets; there is no associated expected return.

Active currency investing lies at the opposite end of the spectrum. It is a diversifying liquid alternative absolute return strategy. It maintains long positions in undervalued, fundamentally attractive currencies against shorts in relatively expensive ones, to profit from expected convergence in relative value. Positions are often implemented as a capital efficient unfunded overlay to underlying portfolio exposures, or as an investment in a fully funded commingled vehicle.

Figure 1 - Spectrum of currency management solutions



<sup>1</sup> © 2019 CIBC Asset Management Inc.

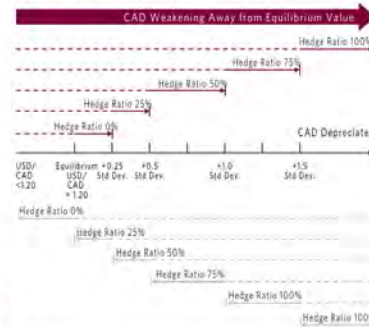
<sup>2</sup> Michael Sager is a Senior Director and Nan Yang is a Client Solutions Analyst, both in CIBC Institutional Asset Management Group. They analyzed asset locations in investment with a currency overlay perspective.

#### Step 2: Dynamic Hedging rules

Our conditional Dynamic Hedging rules are detailed in Figure 3, and visualized in Figure 4. Hedge ratios for US equity exposure range from 0% (unhedged) to 100% (fully hedged), conditional on the size of USD/CAD deviation away from its equilibrium value. Hedging decisions are implemented on a monthly schedule.

Historical hedging episodes are infrequent, consistent with the persistence of exchange rate trends (Figure 4). But during hedging episodes, the number of decisions is typically high. Since September 1992, there have been four discrete hedging episodes, and 18 incremental hedging decisions. Our stylized example includes only one foreign currency. In practice, mandates will include many more. This will significantly increase the number of hedging decisions, as well as associated operational complexity and risk.

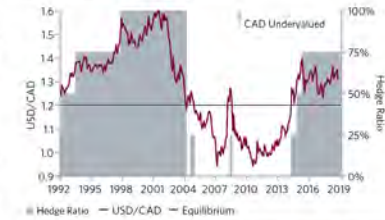
Figure 3 - Dynamic Hedging conditional rules



<sup>3</sup> The information was prepared by CIBC Asset Management Inc. Standard deviations are calculated using annualized returns from January 1971, FY = USD / CAD estimated equilibrium value.

<sup>4</sup> That is, the transaction risk of the Dynamic Hedge strategy is 1.60% per annum. As an investor before the risk is higher, and less well diversified, then a counterpart's currency strategy. Consistent with a priori expectations, returns to the original benchmark are not significantly different from zero, fully and partially hedged benchmarks generally outperform on average for an investor with a CAD-biased perspective.

Figure 4 - Dynamic Hedging decisions

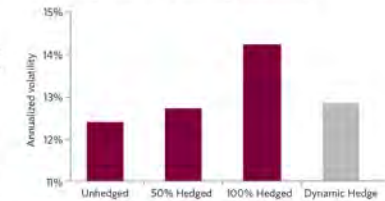


The information was prepared by CIBC Asset Management Inc. Standard deviations are calculated using an expanding sample. Sample: September 1992-September 2019.

#### Results

Dynamic Hedging does not achieve our primary objective of lowering portfolio risk relative to an unhedged benchmark (Figure 5). Risk is also higher than a 50% hedged benchmark.

Figure 5 - Portfolio risk associated with Dynamic Hedging has been higher than for an unhedged benchmark



The information was prepared by CIBC Asset Management Inc. using the following third party service provider data: Thomson Reuters Datastream. Sample: September 1992-September 2019.

Returns are often a secondary objective of Dynamic Hedging mandates. Our basic strategy generates an annualized gross return of 0.49%, but a return per unit of strategy risk (Information Ratio, IR) of just 0.13 (Figure 6).<sup>5</sup> This IR is not significantly different from zero. But the annualized returns may appear attractive to investors.

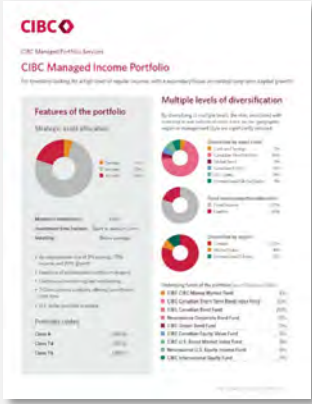
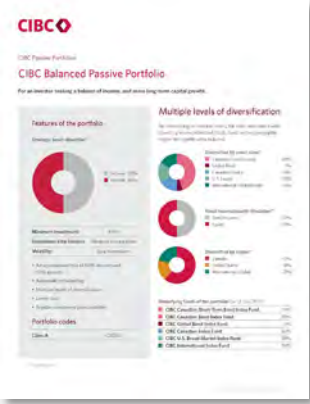
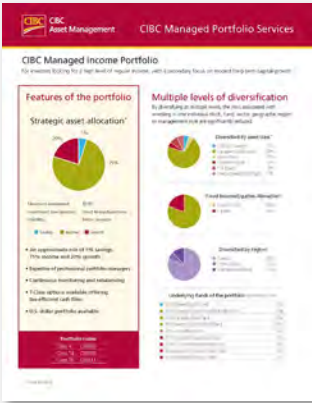
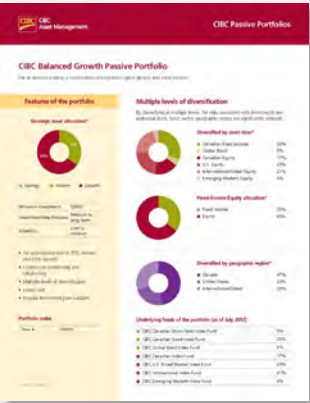
Are these returns to be achievable in the future? We think not. Backtested simulations are unreliable, with results conditional on the choice of start date (Figure 7). Perfect hindsight will encourage the choice of 2002, when CAD was trading at extremely cheap levels versus USD, and subsequently appreciated. Choosing more recent start dates leads to outcomes that are inferior, but which are probably closer to realizable results.

# Top Assets (Before & After)

# CIBC ASSET MANAGEMENT

Aligning style/  
brand of Sell Sheets  
across multiple  
offerings.

- Passive Portfolio
- MPS
- SMART
- PPS

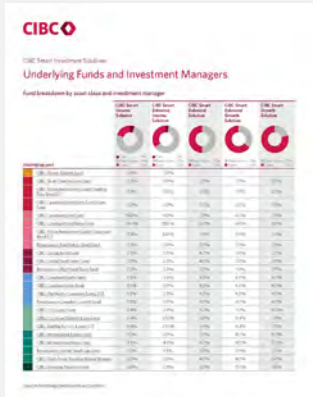
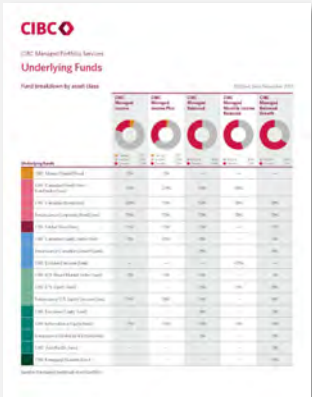
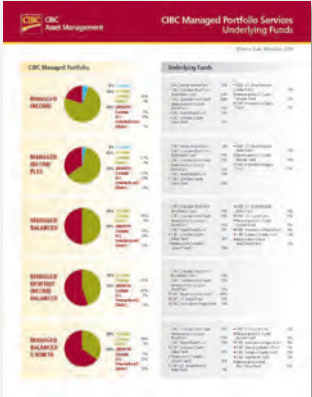
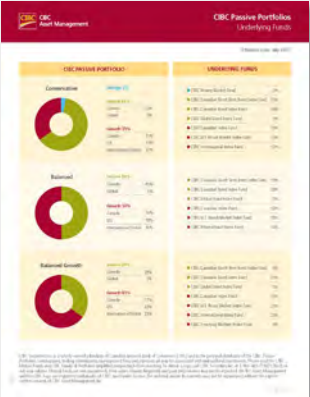


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# Top Assets

## Core Email Templates

# Top Assets (Before & After)

## Advisor Intelligence E-Newsletter

Channel: CIBC RETAIL

**Advisor Intelligence**

What you'll find in this newsletter is a collection of resources to help you better understand the market and how to invest. We've got a lot of resources to share with you in this edition. Use the new money-in hub to support your product needs and client conversations. The updated Big Picture Chart is also here. For conversations on long-term investing, I finally, we share a new feature on how different investment incomes are taxed.

Let's get those client conversations going!

First Name Surname | Tel: xxx-xxx-xxxx | [Firstname.Lastname@CIBC.com](mailto:Firstname.Lastname@CIBC.com)

**Just Launched—One Site for All Money-In Resources**

Visit the new [Investment and Savings Solutions page](#) and see all the tools and information you'll need to talk to clients about money-in solutions, conveniently gathered in a single location!

[Visit now](#)

**How is Investment Income Taxed?**

The type of investment income that clients own can affect their after-tax returns. These new resources shed some light on the tax implications of investment choices.

[How is Investment Income Taxed?](#)  
[A Shortcuts List: Taxing Underlying the Taxation of Investment Income](#)  
[Share with clients](#)

**PPS—Managing in Volatile Markets, Plus a Rebate!**

Talk to clients about CIBC Personal Portfolio Services (PPS). Its active management helps position for growth in volatile markets, and there is a 1% fee rebate for qualified clients.

[PPS 1% Offer Toolkit](#)  
[Maximize Market Volatility Conversations](#)

**Transfer-In Mortgage Cash Back Offer**

[Learn more](#)

The Client Promise, Deposits, GICs, Market-Linked GICs, Fund II Portfolio Solutions, Investor's Edge, Precision Markets, FX Solutions, Smart Account, American Prime offer, GIC Rates Leader, Add a touch of smart with equity potential, New from AICI on April 24, Last days of the cash back offer, Commemorative Valuable Gifts, GMT for business.

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**CIBC**

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## Money Matters E-Newsletter

Channel: CIBC RETAIL

**CIBC**

Money Matters

Have you had a chance to visit the new [Investment and Savings Solutions \(Money-In\)](#) website? It's your new stop shop for all money-in product information, sales support and client-friendly resources. Also, you'll find the most recent edition of [Money Matters](#) and an [Advisor Support](#) section to guide your client conversations. Thank you!

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**RIPs: Help Clients Invest for the Long Term**

Regular Investment Plans (RIPs) are a great way to help clients reach their financial goals. Also, RIPs can help offset the effects of market volatility over the long term. Use the [Big Picture Chart](#) and these resources to assist clients in understanding the benefits of RIPs and long-term investing.

[Read article](#) [How to increase the RIP amount](#) [Manage market volatility conversations](#)

**Action Plan**

1. Review this newsletter to help guide client conversations.
2. Connect with clients to discuss their long-term investing options.
3. Use the [Big Picture Chart](#) and [RIP calculator](#) to emphasize the advantages of long-term investing.
4. Ask for assistance on discussing the benefits of long-term investing.

**Help Clients Create a Well-Diversified Investment Plan**

[Learn more](#)

The Client Promise, Deposits, GICs, Market-Linked GICs, Fund II Portfolio Solutions, Investor's Edge, Precision Markets, FX Solutions, Smart Account, American Prime offer, GIC Rates Leader, Add a touch of smart with equity potential, New from AICI on April 24, Last days of the cash back offer, Commemorative Valuable Gifts, GMT for business.

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# EMAIL COMMUNICATION

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# Top Assets (Before & After)

# EMAIL COMMUNICATION

## Perspectives E-Newsletter

Channel: CAM

**PERSPECTIVES**

**Central banks doing whatever they can**

Global trade tensions, Italian fiscal rates and rising interest rates are just some of the issues facing world equity markets. Portfolio diversification has not helped lately as global bond markets have also turned negative. Find out:

- Has the December equity sell-off created a buying opportunity
- What's behind oil price volatility and how should we evaluate the energy sector's potential
- What's the outlook for global financial markets over the next 12 months (beginning July 1, 2019)

[Read Report](#)  
[Executive Summary](#)  
[Watch Video](#)

Luc de la Durantaye  
Chief Investment Strategist

*"The number of countries on the trade war's casualty list is growing quickly."*

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## Market Spotlight E-Newsletter

Channel: CAM

**MARKET SPOTLIGHT**

**Is a recession around the corner?**

Global financial markets turned negative in August. Although we have seen a September bounce-back, recession fears remain. Find out:

- Which themes have had the biggest impact on the global growth slowdown
- Why we should look beyond the yield curve to gauge where we are in the economic cycle
- What rail freight can tell us about the health of North American industrial sector

[Read Report](#)

Luc de la Durantaye  
Chief Investment Strategist

*"The longer this situation prevails, the more intense the pressure will become for global banks."*

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# Top Assets (Before & After)

## Event Template

Channel: FP&A

**PLAN FOR RETIREMENT - AND LIFE**

Join us for an insightful presentation and discussion about the importance of planning for retirement—and life.

We'll cover relevant topics like:

- The different stages of retirement and how to prepare for your future
- The tools and resources available to help build your financial confidence and achieve your goals
- Helping you create a 'living plan' that evolves through your retirement

We look forward to answering your questions!

**Event details:**  
 August 6, 2018  
 12:00 p.m. — 2:00 p.m.


**Location name:**  
 123 Street Road West  
 City, Province  
 A1B 2C3

**Hosted by:**  
 First name Last name, Designation(s)  
 Title 1  
 Title 2

**RSVP:**  
 To reserve your spot, please RSVP by [date] to:  
 First name Last name  
 Title  
 Phone Number  
 Email Address  
 Please advise if you have any dietary restrictions.  
 [Insert any additional comments here]

**CIBC**

You're invited to an exclusive presentation  
**Plan for retirement-and life**



Preparing for a comfortable retirement is important. Canadians are living longer, and your retirement could last 30 years or more. What's your plan for this time of your life?

Join us for an insightful presentation and discussion about the importance of planning for retirement—and life.

We'll cover relevant topics like:

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## Sales Edge E-Newsletter

Channel: CAM

**SALES EDGE**  
 News And Tools For CIBC Asset Management

**CIBC MULTI-ASSET ABSOLUTE RETURN STRATEGY - NEW AND ENHANCED SALES SUPPORT**

**New/Improved Sales Support**  
 New/enhanced sales support are now available to keep up the strong sales momentum with our first ever liquid alternative, MAARS.

**Marketing Support:**

- NEW MAARS Whitepaper:** A detailed look into the current challenges faced by investors and why they need a new solution to achieve their goals.
  - ASG | IB
  - ASG | IB
  - ASG | IB
- ENHANCED Fund Profile:** Our monthly fund profile showcasing portfolio exposures and monthly commentary providing insight into the management teams portfolio positioning and outlook.
  - ASG | IB
  - ASG | IB
- Fund Profile Changes Document:** An overview of what has changed in the newly enhanced MAARS fund profile.
  - ASG | IB
  - ASG | IB

**Intelligence Central**

- Monthly Distribution Yields
- Renaissance Fund Highlights 2018
- CIBC Fund Highlights 2018

# EMAIL COMMUNICATION

**CIBC** CIBC ASSET MANAGEMENT

INTERNAL USE ONLY May 2019

**SALES EDGE**  
 News And Tools For CIBC Asset Management

**CIBC Multi-Asset Absolute Return Strategy - New And Enhanced Sales Support**

**New/Improved Sales Support**

New/enhanced sales support are now available to keep up the strong sales momentum with our first ever liquid alternative, MAARS. Thank you for all your feedback as we have not only developed new support but enhanced existing. Please see below new/enhanced support tools.

**Marketing Support**

**NEW MAARS Whitepaper:** A detailed look into the current challenges faced by investors and why they need a new solution to achieve their goals.

- Third Party | IB
- ASG | IB
- CPIC | IB

**NEW MAARS Video:** New video featuring Dr. Michael Sager discussing MAARS Investment Philosophy and Process.

- EN | IB

**ENHANCED Fund Profile:** Our monthly fund profile showcasing portfolio exposures and monthly commentary providing insight into the management teams portfolio positioning and outlook.

- Series A & E | IB
- Series Q | IB

**Fund Profile Changes Document:** An overview of what has changed in the newly enhanced MAARS fund profile.

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# Top Assets (Before & After)

## Head Office Memos

Channel: PWM

**Action Required - Offside Account Report - Now Available**

The Offside Account Report for April 2019 are now available on your Sharepoint site.

Please ensure that the accounts in the report are remediated as quickly as possible. As a reminder, the Client Profile cannot simply be updated to match the risk tolerance with the client's current portfolio. Below are guideline milestones based on total number of accounts on the report. Starting in May, we will be tracking progress against these milestones.

Milestones	Accounts Requiring Review		
0 - 50	31 - 100	100 +	
50% Completion	March 15th	April 15th	May 15th
75% Completion	April 30th	May 31st	June 30th
100% Completion	May 31st	June 30th	July 31st

**Helpful Tips:**

When reviewing your Offside Account Report, please be mindful of the following:

- The report will indicate all accounts or a grouping of accounts if managed at the client profile level that appear offside the client's stated risk tolerance (as per their current KYC), based on the below criteria:
  1. % High Actual Holdings > % High KYC + 10
  2. % Low KYC < % Low Actual Holdings + 10
  3. % High KYC < 0 AND % High Actual Holdings > 3
  4. % Low KYC < 100 AND % Low Actual Holdings > 15
- The market value and account details are from Cormis, as of April 14th, 2019.
- Data is displayed on various tabs as follows:
  1. **Account level tab** - Includes all offside accounts managed at the account level only. Displays which criteria was triggered, the actual holdings vs. target KYC, and several other KYC details. Please note: ICS and AMA-GWP are not included in this report if managed at the account level only.
  2. **Client level tab** - Includes all offside client id's if managed at the client profile level. Displays which criteria was triggered, the aggregated actual holdings for all accounts vs. target KYC, and several other KYC details.
  3. **Client level - acct details tab** - The information pages only. This tab lists all the accounts associated to the client id in the prior tab and details the actual holdings per account and several other KYC details.
- ICS and AMA-GWP will only be considered at the client level only, and based on the strategy risk rating and not individual holdings. ICS strategy ratings are based on the **Industry Rating in the Risk Reference Guide** determined by the Investment Management Research (IMR) team and AMA-GWP strategy rating is based on the IPI.
- For the report, the 5-Star scale used for risk rating Mutual Funds, ETFs, ICS and AMA-GWP will all be translated the same way - with Low-Medium and Medium-High ratings equally split between both risk buckets.
- You can leverage the comments column on any tab to record your action plan and/or progress on remediation.
- For your convenience, a **Sub-Basis of Securities** Intranet page is available with several resources you can leverage such as **Background Questionnaire**, an **FAQ Document**, and an overview of the **Offside Account Report**.

When reviewing the offside accounts, you are reminded to leverage the AROOCT factors of a suitability assessment:

1. **Age - Life Cycle**: Young, middle-aged, with dependents, elderly
2. **Risk tolerance**: Low, Medium, High
3. **Objectives**: Income, Short-Term Capital Gains, Medium-Term Capital Gains, or Long-Term Capital Gains
4. **Current financial situation**: Employment, Income and Source, Net Worth
5. **Knowledge / experience**: Novice, Fair, Good, Excellent, past experience with investment products
6. **Investment portfolio**: Asset classes, concentration, Average, risk of securities held, growth and/or income, liquid or illiquid, short-term or long-term strategy
7. **Time Horizon**

Please note that files on Sharepoint are overwritten each month when new data becomes available, and you are encouraged to save each report on your computer for future references.

Should you have any questions about the rating of a security or group of securities or any elements of the report, please email the IPI, Sub-Basis, Intranet, and to your Manager of Regulatory Supervision or ABM.

Sincerely,  
 Catherine Martin  
 Director, Governance & Controls

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 Catherine Martin  
 Director, Governance & Controls

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## Client Edge E-Newsletter

Channel: FP&A

**Client Edge**  
 Insights to elevate the client experience

**Year-end Account Reports - Driving Meaningful Client Conversations**

Later this month, clients will receive their Year-end Account Reports, detailing the investment performance of their accounts for 2018. Given recent market volatility, some clients may feel hesitant to discuss the performance of their investments and the benefits of long-term growth to help meet their goals.

**Explain Volatility and Investment Performance**  
 Market volatility may cause clients discomfort. Remind them that markets pull back from time to time, and sometimes for longer periods. Discuss the performance of their investments and the benefits of long-term growth to help meet their goals.

**Describe Fees with Clarity and Confidence**  
 We all strive to get the best value for our dollars. That can make it difficult to have conversations around investment fees, especially during market volatility. Use the guide to help lead your client discussions.

**Articulate Your Value**  
 You play an important role in your clients' financial success. During your conversations, emphasize the value you bring by outlining the services you offer. Also, refrain client discussions to focus on their goals and the actions they can take to achieve them.

**Client Resources**  
 To further assist and educate clients, share these resources with them.

[Link to In-Live Investment Fees](#)  
[More on Enhanced Reporting](#)  
[CAN Market Socials](#)  
[Share with clients](#)

**Upcoming Webcast:**  
 Join Ben Tai for His 2019 Global Economic Outlook  
 January 8 at 11:00 a.m. ET  
[Get details](#)

[Email your feedback](#)

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# EMAIL COMMUNICATION

**CLIENT EDGE**  
 Insights to elevate the client experience

**Year-end Account Reports - Driving Meaningful Client Conversations**

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# Top Assets (Before & After)

## Consultant E-Newsletter

Channel: CAM



# EMAIL COMMUNICATION

## Hearsay E-Newsletter

Channel: PWM



# Top Assets (Before & After)

## Rebranding communications

Channel: PWM

**CIBC** CIBC PRIVATE WEALTH

Hello all,

Over the past several years at CIBC, we've been on a journey to transform our business to better serve your clients' needs. As part of these changes, our look and feel now better reflects our purpose—to help make your ambitions a reality.

In [Victor's blog](#) on September 22, he shared CIBC's updated logo with its bold new design that better reflects our world today.

**What does this mean for CIBC Private Wealth?**

Although this CIBC-wide brand initiative may not greatly impact the focus of your business day-to-day, it's designed to reflect our world and premium identity. It'll help position us as a leader in advice.

As part of these changes, we've shortened our name to CIBC Private Wealth. This is only a name change, our value proposition remains focused on our integrated wealth management approach. The Wood Gundy name will continue under the CIBC Private Wealth umbrella.

**What does this mean for you and your clients?**

Your website already represents our new visual identity. On September 27, you'll notice the new logo and our new name in your website header. The majority of our marketing assets have already been rebranded which you'll find on MyMarketing. We're working on revising our other materials which will be available as they are ready.

Your clients don't need to do anything. They'll see our new look appearing in many of their communications over the coming weeks. Our new brand will be introduced and reinforced broadly in the market and a CIBC client-facing FAQ is available.


Once your website is live with the new logo on September 27, you'll be able to share the attached pre-approved email with your clients to help introduce these changes to them. Please don't distribute the email before September 27.

Learn more:

- [CIBC Private Wealth Internal FAQ](#)
- [Victor's blog](#)
- [CIBC Brand Hub](#)

I hope you're as excited as I am, as we present our new look and feel to the world.

Sincerely,

  
Ed

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## EMAIL COMMUNICATION

## Rebranding communications

Channel: CAM

**CIBC** CIBC ASSET MANAGEMENT

Hi team,

Over the past several years at CIBC, we've been on a journey to transform our business to better serve your clients' needs. As part of these changes, our look and feel now better reflects our purpose—to help make your clients' ambitions a reality.

**What does this mean for CIBC Asset Management (CAM)?**

In [Victor's blog](#) he shared CIBC's updated logo with its bold new design that reflects our world today. But, evolving our business means more than a new look and feel, it requires action. We've risen to the challenge and undertaken change at CAM by simplifying and modernizing our business.

From top to bottom, we've actively transformed and modernized our business to better serve our clients' needs. We've introduced innovative solutions like: the CIBC Multi-Asset Absolute Return Strategy (MAARS); our SMART Investment Solutions; the CIBC Fixed Income Pools; and most recently, the CIBC Sustainable Investment Solutions. We continue to build out our ETF business, and are soon launching a suite of alternative and private market solutions. And, to support our record current and future growth, we've increased our investment in technology.

**What does our new look and feel mean for our clients?**


Our clients don't need to do anything. They'll see our new look appearing in many of their communications in the months to come. These changes will also be introduced and reinforced broadly in the market and a [CIBC client-facing FAQ](#) is available. As for our business—our clients will continue to benefit from our innovation as we move forward.

For more information and for any questions you may have:

- [CIBC Asset Management Internal FAQ](#)
- [Victor's blog](#)
- [CIBC Brand Hub](#)

Thank you for helping us evolve to exceed our clients' expectations. I can't wait to build this next chapter in CIBC's legacy with you.

Sincerely,

  
Dave

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# Top Assets

## Holiday, Occasion, Event E-cards

Leveraging new  
metaphor photography

Channel: PWM



# EMAIL COMMUNICATION

**CIBC PRIVATE WEALTH**

**MERRY CHRISTMAS!**

Dear [insert client's name],

We wish you a wonderful and safe holiday. While you may gather your loved ones this year, we hope the Christmas lights fill your

**CHAG SAMEACH! HAPPY HANUKKAH!**

Dear [insert client's name],

May the light of the menorah fill your homes with peace and happiness.

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firstname.lastname@cibc.com

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City, Province Postal Code  
Country

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www.website1.com

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**CIBC PRIVATE WEALTH**

**HAPPY BIRTHDAY**

Dear [insert client's name],

As one of my valued clients, I would like to take this moment to wish you a special and joyful birthday.

As you celebrate another year, may it be filled with good health, happiness, and success.

**CONGRATULATIONS ON [NAME'S] BIRTH**

Lois Wyse said, "grandchildren are the dots that connect the lines from generation to generation." Congratulations on the new addition to your family.

May your new grandchild be happy, healthy and successful.

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**First Name Last Name, Designation(s)**  
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# Thought leadership pieces



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## In a wait-and-see mode

Risk assets fell off a cliff late last year, only to stage their strongest comeback in more than a decade over the first quarter. The economic slowdown and market turmoil of 2018 were triggered by monetary policy normalization and concerns around trade wars and geopolitics. While these headwinds are dissipating, they haven't completely disappeared.

### Asset class highlights

**Fixed Income vs. Equity:** Our strategy favours a small tilt toward equities; however, with their downside risk and the scarcity of attractive defensive assets to balance portfolios, our approach is conservative.

**Equity:** While equity markets may struggle in the short term to find a catalyst, we should see positive but unspectacular returns in 2019.

**Fixed Income:** Global economic data is unlikely to consistently surpass expectations—this could cap the upside for yields at 2.60% (U.S.) and 1.85% (Canada) for 10-year sovereign bonds.

**Currencies:** The Canadian dollar remains more fundamentally challenged than most developed market currencies.



## Central banks doing whatever they can

Global trade tensions, Italian fiscal rates and rising interest rates are just some of the issues facing world equity markets. Portfolio diversification has not helped lately as global bond markets have also turned negative. Find out:

- Has the December equity sell-off created a buying opportunity
- What's behind oil price volatility and how should we evaluate the energy sector's potential
- What's the outlook for global financial markets over the next 12 months (beginning July 1, 2019)

- [Read Report](#)
- [Executive Summary](#)
- [Watch Video](#)



Luc de la Durantaye  
Chief Investment  
Strategist

"The number of countries on the trade war's casualty list is growing quickly."

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## Is a recession around the corner?

Global financial markets turned negative in August. Although we have seen a September bounce-back, recession fears remain. Find out:

- Which themes have had the biggest impact on the global growth slowdown
- Why we should look beyond the yield curve to gauge where we are in the economic cycle
- What rail freight can tell us about the health of North American industrial sector



- [Read Report](#)




Luc de la Durantaye  
Chief Investment  
Strategist

"The longer this situation persists, the more intense the pressure will become for global banks."

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CIBC PRIVATE WEALTH




## Leave emotions out of your portfolio

If emotions can't compel us to overlook our mistakes, it's not surprising that they can also impact our investment decisions.


Read more



### Plan, prepare, retire

Getting ready for retirement calls for a thoughtful plan. Here are some useful tips.

Read more



### Pam-purr your pet

Give your furry friend some extra love by trying these unique pet care trends.

Read more



# Private Wealth Integrated Wealth Management Approach



CIBC PRIVATE WEALTH

## AN INTEGRATED WEALTH MANAGEMENT APPROACH

Enjoy customized services and solutions to meet all of your personal, family and business financial needs through an integrated approach encompassing private banking, wealth planning, investment management and estate and trust strategies.

### Private Banking

Experience sophisticated banking expertise and services that deliver your unique financial vision and strategy.

- Full-service banking with a dedicated team
- Multi-currency credit solutions
- Cash and liquidity solutions
- Cross-border banking solutions
- Financial fluency for the next generation

### Wealth Planning

Access specialized expertise to structure, preserve and optimize your wealth.

- Retirement and cash flow planning
- Tax and estate advisory
- Strategic philanthropy
- Business succession and family enterprise planning
- Planning for multi-generational wealth transfer

### Investment Management

Benefit from rigour and discipline through market cycles with a suite of investment solutions aligned to your goals.

- Discretionary / Managed portfolios
- Full-service investment advisory
- Exclusive and customized Capital Markets solutions
- Cross-border investment counsel
- Self-directed investing

### Estate and Trust

Access solutions for some of life's most significant decisions and shape your lasting legacy.

- Professional executor and trust administration
- Executor and power of attorney appointments
- Agent for estate, trust and power of attorney
- Insurance counsel and solutions



**John Jones, Investment Advisor**  
**Primary Business Office**  
 555 555-5555 | 1800 555-5555 | john.jones@cibc.ca

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CIBC PRIVATE WEALTH

## AN INTEGRATED WEALTH MANAGEMENT APPROACH

Prepared for [Client Name]  
Prepared by [Advisor name]

January 1, 2021

### Your team of experts

 <b>Patrick Smith</b> B.Com., CIM, CFP® Investment Advisor	 <b>Stephanie Robinson</b> B.Com., CFP® Associate Investment Advisor
 <b>Jessica Smith</b> B.Com., CIM Investment Advisor	 <b>Andrew Lee</b> B.Com., CIM Financial Planner



### Our integrated wealth management approach

Private Banking  
Personalized services and a dedicated banking team

Wealth Planning  
You  
Personalized solutions for your unique financial goals

Investment Management  
Supporting investment solutions for your portfolio

**Flexible investment solutions**

For wealth and long-term growth, our integrated investment approach uses the principles of strategic asset allocation, diversification and risk management to help you achieve your financial goals.

Our investment solutions are designed to meet your needs and are aligned with your risk tolerance and investment objectives. We offer a range of investment solutions, including:

- Discretionary / Managed portfolios
- Full-service investment advisory
- Exclusive and customized Capital Markets solutions
- Cross-border investment counsel
- Self-directed investing



**YOUR UNIQUE WEALTH JOURNEY BEGINS HERE**

CIBC Private Wealth Management

Every element is designed to support your goals

 <b>Private Banking</b> Lead in sophisticated banking solutions, including multi-currency credit, cash and liquidity solutions, and cross-border banking solutions.	 <b>Wealth Planning</b> Access specialized expertise to structure, preserve and optimize your wealth.	 <b>Investment Management</b> Benefit from rigour and discipline through market cycles with a suite of investment solutions aligned to your goals.	 <b>Estate and Trust</b> Access solutions for some of life's most significant decisions and shape your lasting legacy.
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## PRIVATE BANKING YOUR LONG-TERM FINANCIAL STEWARD



You're unique and so are your goals. That's why you deserve specialized expertise when it comes to your finances. At CIBC Private Banking, we work with you to create an integrated plan to help preserve and enhance your wealth.

We're here to support you in four key areas: private banking, wealth planning, investment management, and estate and trust services. As your financial steward, we partner with CIBC experts when you need them most, and based on your goals. Together we help you create a tailored wealth plan that reflects your future aspirations and provides you and your family with peace of mind and flexibility.

 <b>Private Banking</b> Full-service banking with a dedicated team Multi-currency credit solutions Cash and liquidity solutions Cross-border banking solutions	 <b>Wealth Planning</b> Retirement and cash flow planning Tax and estate advisory Strategic philanthropy Business succession and family enterprise planning	 <b>Investment Management</b> Discretionary / Managed portfolios Full-service investment advisory Exclusive and customized solutions	 <b>Estate and Trust</b> Discretionary executor and trust administration Executor and power of attorney appointments Agent for estate, trust and power of attorney
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**DELIVERING YOUR UNIQUE FINANCIAL VISION AND STRATEGY**

CIBC Private Banking

Realize your ambitions with our specialized solutions

 <b>Private Banking</b> Full-service banking with a dedicated team Multi-currency credit solutions Cash and liquidity solutions Cross-border banking solutions	 <b>Wealth Planning</b> Retirement and cash flow planning Tax and estate advisory Strategic philanthropy Business succession and family enterprise planning	 <b>Investment Management</b> Discretionary / Managed portfolios Full-service investment advisory Exclusive and customized solutions	 <b>Estate and Trust</b> Discretionary executor and trust administration Executor and power of attorney appointments Agent for estate, trust and power of attorney
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## Private Wealth Marketing Collateral: Where to go

### MyMarketing

- Preapproved marketing collateral
- Meeting materials
- eCards

### DATA Online

- Printed & customized marketing collateral
- Pocket folders
- Pop-up banners

**CIBC PRIVATE WEALTH**

**AN INTEGRATED WEALTH MANAGEMENT APPROACH**

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**Private Banking**

Experience sophisticated banking expertise and services that deliver your unique financial vision and strategy.

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- Cash and liquidity solutions
- Cross-border banking solutions
- Financial fluency for the next generation

**Wealth Planning**

Access specialized expertise to structure, preserve and optimize your wealth.

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- Self-directed investing

**Estate and Trust**

Access solutions for some of life's most significant decisions and shape your lasting legacy.

- Professional executor and trust administration appointments
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**CIBC PRIVATE WEALTH**

**LEST WE FORGET**

"In Flanders fields, the poppies blow  
Between the crosses, row on row..."

On Remembrance Day, we honour those who sacrificed and their lives for us.

**First Name Last Name, Designation(s)**

Title 1  
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**SEASON'S GREETINGS AND HAPPY NEW YEAR!**

Dear [insert client's name],

As one year comes to an end, we can celebrate our accomplishments as well as a new beginning. We hope you and your loved ones enjoy a safe and prosperous holiday season and new year.

**First Name Last Name, Designation(s)**

Title  
Tel:  
Tel:  
first  
CIBC  
WOOD GUNDY PRODUCTS AND SERVICES

**Asset Advantage Account® (AAA) delivers successful money management**

Asset Advantage Account provides you the tools to manage your investment account with the management of your portfolio. Features include:

- Full-service investment advisory
- Exclusive and customized Capital Markets solutions
- Cross-border investment counsel
- Self-directed investing

**Financial planning**

As a financial planner, we work with you to help you reach your financial goals. We provide you with the tools you need to help you reach your financial goals. We provide you with the tools you need to help you reach your financial goals.

**Retirement solutions**

Retirement solutions are available through CIBC Wood Gundy. We provide you with the tools you need to help you reach your financial goals. We provide you with the tools you need to help you reach your financial goals.

**Charitable giving**

Charitable giving can help you support an organization you believe in, while reducing your own tax liabilities and improving your overall social impact. We provide you with the tools you need to help you reach your financial goals. We provide you with the tools you need to help you reach your financial goals.

**Estate planning**

Estate planning is a critical component of your overall financial strategy. We provide you with the tools you need to help you reach your financial goals. We provide you with the tools you need to help you reach your financial goals.

**Business succession planning**

Business succession planning is a critical component of your overall financial strategy. We provide you with the tools you need to help you reach your financial goals. We provide you with the tools you need to help you reach your financial goals.

**John Jones**  
Investment Advisor  
CIBC Wood Gundy  
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**CIBC PRIVATE WEALTH**

A PARTNERSHIP FOR

## YOUR UNIQUE FINANCIAL VISION

**CIBC PRIVATE WEALTH**

**UP YOUR GAME**

Your personal wealth management plan

**Primary Business Offer or Team Name**

**UP YOUR GAME**

Your personal wealth management plan

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# **Brand Marketing**

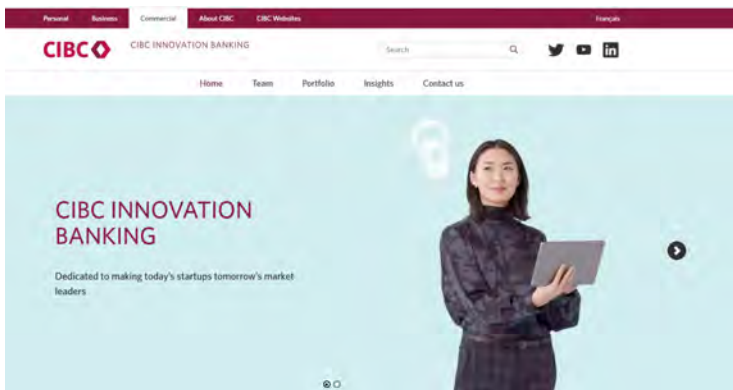
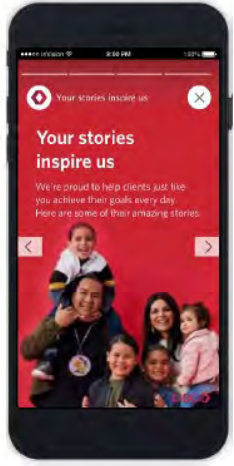
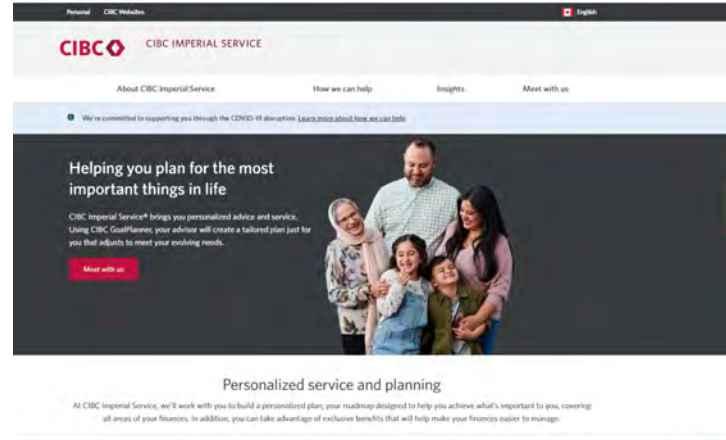
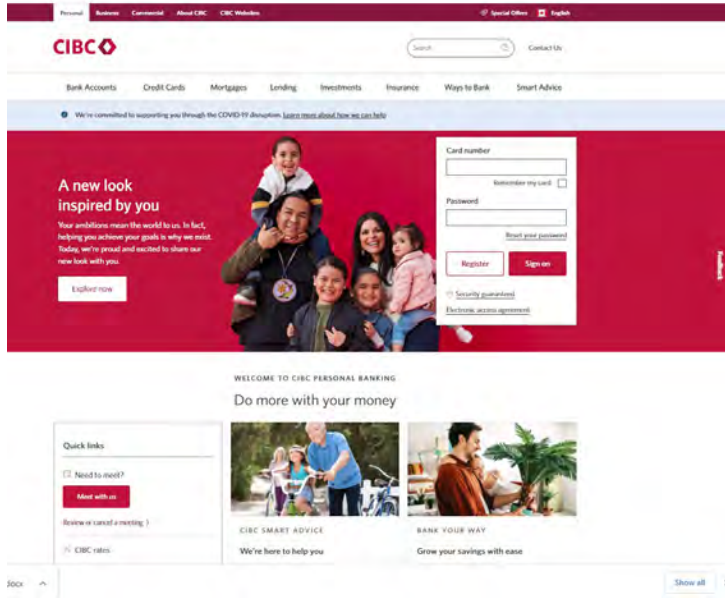
## **Re-brand**

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**Digital and Misc.**



# One brand. One CIBC.



# One brand. One CIBC.



**CIBC** CIBC BUSINESS BANKING

Save up to \$715\* on leading payment solutions from Global Payments



Big savings for your business with leading payment technology solutions. Plus, enjoy next-business-day access to settled funds\*, with zero deposit fees.

<p><b>Up to \$715 in savings</b></p> <ul style="list-style-type: none"> <li>\$250 discount on first terminal purchase</li> <li>\$250 discount on e-Commerce or Virtual Terminal</li> <li>Free Merchant Portal reporting with Analytics for one year (\$240 savings)</li> </ul>	<p><b>Bundle and save up to an additional \$750</b></p> <ul style="list-style-type: none"> <li>\$250 discount on additional terminal purchases (up to three additional terminals)</li> </ul>
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Speak with your business advisor or visit [cibc.com/merchantservices](http://cibc.com/merchantservices)

\*Up to \$715 in savings based on a \$10,000 purchase. Offer valid through December 31, 2022. See website for details. © 2022 CIBC. All rights reserved. CIBC is a registered trademark of CIBC. All other trademarks are the property of their respective owners.

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My ambition is

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**How would you fill that space?**

You'd like to buy your dream home? To be your own boss? To see your children's dreams realized? To retire early?

At CIBC, we believe that when you share your ambition with someone who can help you come one step closer to achieving it, after this year, many ambitions have been put on hold. But they haven't gone away.

So, share your ambitions with us, either online or at your local CIBC branch. Tell us where you want to go and we'll give you the advice, the plan and the tools to help get you there. Big or small, we want to know what's important to you so we can make it important to us.

Because our ambition is making yours.

**Ambitions made real**



# Tetris Social Media Launch

CIBC Asset Management, CIBC Private Wealth  
& Hearsay

# NEW social cover images



## Private Wealth advisors

(on Hearsay)



# Showcase page content shared from CIBC social sites



**CIBC Asset Management**  
7,512 followers  
1d • 🔒

Our CEO, **Victor Dodig**, unveils our updated CIBC brand, an expression of the transformative role CIBC plays in the lives of our clients, communities and shareholders.

**Victor Dodig** • Following  
President and CEO, CIBC | Président et chef de la direction, Banque CIBC  
1d • 🔒

Ambitions made real.

I'm proud to share that today we launched our new brand!

11



**CIBC Private Wealth**  
12,746 followers  
6h • 🔒

**CIBC**  
323,103 followers  
1d • 🔒

Big or small, share your ambitions with us and we can help make them real. [#AmbitionsMadeReal](#)

0:42 / 1:00

CIBC | Ambitions made real



**CIBC Asset Management**  
49 Tweets

Followed by CIBC

**Tweets** Tweets & replies Media

**CIBC Asset Management** Retweeted

**CIBC** @cibc • 1d  
We took the iconic chevrons from our original logo and connected them together, creating a portal to your ambitions.  
[#AmbitionsMadeReal](#)

How it started:

  
1985

155K views

43 43 153



# Pre-approved locked social posts for Private Wealth advisors (via Hearsay)

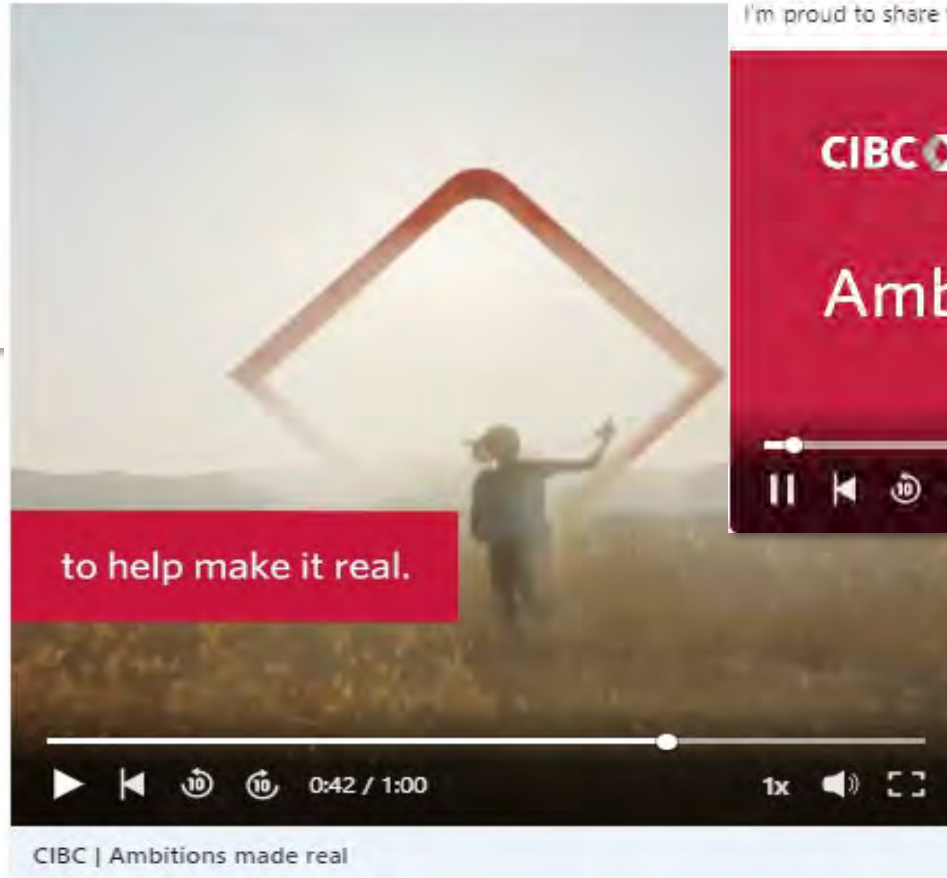
We took the iconic chevrons from our original logo and connected them together, creating a portal to your ambitions. [#AmbitionsMadeReal](#)

How it started:



1961


Big or small, share your ambitions with us and we can help make it real. [#AmbitionsMadeReal](#)



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**Victor Dodig** [in](#) • Following

President and CEO, CIBC | Président et chef de la direction, Banque CIBC  
10 x 

Ambitions made real.

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