



We admit it – we're selfish.

We manage your money the way we want our money managed.

Why Steadyhand?

The mutual fund industry is out of shape. Portfolios are overdiversified, managers are obsessed with tracking an index, fees are bloated, and new products are aimed at the latest trends.

It's time to cut the fat. We're here to connect investors to experienced and proven money makers in the most efficient way possible. This means: (1) concentrated funds; (2) low fees; (3) independent, unconstrained managers; and (4) low turnover.

Steadyhand has an experienced management team and a unique investment philosophy. The company's president and founder, Tom Bradley, is an industry veteran and former head of one of the country's largest independent investment firms.

If you're looking for an alternative to the status-quo offered by the banks and mega-fund companies, welcome to Steadyhand.

Philosophy

Our investment philosophy is based on four key principles:

(1) A mutual fund should be concentrated in the manager's best ideas. Holding a vast number of stocks gives you little chance of outperforming the market. When managers concentrate their holdings, they focus their research efforts and are less distracted by the noise that permeates the market. – *Our equity funds typically hold 15-35 stocks. Our goal is to beat the market long term. If you want market returns, buy an ETF.*

(2) Making money is more important than tracking an index. The best way to grow capital and preserve wealth is to build non-benchmark oriented portfolios comprised of leading businesses that make money and trade at reasonable valuations. – *Our portfolios look markedly different than the index.*

(3) The less constraints placed on a manager, the greater their ability to outperform. Unconstrained managers can invest wherever they see the greatest potential. Experienced money makers realize the value of diversification; they shouldn't be constrained as to how they can best achieve it. – *We've written few constraints into our funds' mandates.*

(4) Low portfolio turnover is key to superior returns. Portfolio managers invest in businesses and ideas. A solid company shouldn't be sold for short term gain, as it should stand to produce attractive profits for years to come. Frequent trading signifies a lack of confidence, decisiveness and tax awareness. – *Our managers invest with conviction and typically hold the businesses in which they invest for several years.*

Funds

Our fund line-up is clean and simple. Building a portfolio doesn't need to be complicated. We offer five high conviction funds – two income funds and three equity funds. If you need help determining which funds are best suited for you, visit steadyhand.com or give us a call.

Steadyhand Savings Fund

Nothing fancy here. Capital preservation is key. The fund invests in a number of short-term debt instruments, including T-bills, high-grade short-term corporate bonds and commercial paper. The manager seeks to add value by employing a combination of relatively conservative strategies to enhance the fund's yield.

Manager: Connor, Clark & Lunn
Investment Management Ltd.

Steadyhand Income Fund

Our bond-beater. While the majority of the fund's assets are held in bonds, a smaller portion is invested in Real Estate Investment Trusts (REITs), dividend-paying stocks and other income-producing securities. This component is designed to enhance the fund's yield, provide greater capital growth potential and protection against inflation. The fund has an emphasis on corporate bonds, but the manager has flexibility in structuring the portfolio according to where they see the best value.

Manager: Connor, Clark & Lunn
Investment Management Ltd.

Steadyhand Equity Fund

A concentrated portfolio of Canadian and U.S. equities. The fund invests in businesses of all sizes and isn't confined to a particular style – i.e., growth or value. The manager holds a maximum of 25 equities in a diversified range of industries. This unique discipline ensures that the fund is not weighed down by 'filler'

stocks in which the manager has low conviction. Canadian equities occupy the largest weight in the fund, but U.S. and to a lesser extent, overseas stocks, are an integral part of the portfolio.

Manager: CGOV Asset Management

Steadyhand Global Equity Fund

Our "go anywhere" fund. The fund invests in equities around the globe, with a focus on the developed world. Its geographic allocation may vary considerably based on where the manager is finding the best value. Based in Scotland, the manager brings a European eye to the portfolio. Emphasis is placed on 30-40 stocks that are undervalued based on the manager's medium term earnings outlook and the market's near-sightedness.

Manager: Edinburgh Partners Limited

Steadyhand Small-Cap Equity Fund

Our hidden gems fund. Emphasis is placed on 15-20 small and mid-cap stocks in Canada. U.S. stocks are also included in the portfolio for added diversification. A true student of non-benchmark oriented investing, the manager pays little attention to the index and holds both growth and value stocks. The fund will move in a cycle of its own and may experience higher volatility due to the illiquid nature of the small-cap market.

Manager: Wutherich & Company
Investment Counsel Inc.

This industry is complicated. Our funds are simple.

The last thing you need is more confusion.

Concentrate dammit!

Our managers don't believe in over diversification.



Managers

We hire independent money management firms to manage our funds so that you have the best in the business working for you.

You probably haven't heard of our fund managers, as they're inaccessible to most investors due to their high minimum investment requirement. And they don't advertise – because they don't need to.

Our equity fund managers are boutique firms. They are small shops structured such that they can manage money the way they want; the way that's brought them success in the past. They are not owned by the big banks or mega-fund companies. And importantly, with a good portion of their own wealth invested in their portfolios, they eat their own cooking.

Connor, Clark & Lunn Investment Management Ltd. (CCLIM)

Based in Vancouver, CCLIM is one of Canada's most well respected and successful fixed income managers. Established in 1982, the firm manages assets for high net-worth individuals and institutions across the country. Their fixed income team has great depth, with resources dedicated specifically to credit analysis, risk management, trading, and macro-economic analysis. The firm has an excellent long-term track record and a dull name. We like that in a bond manager.

CGOV Asset Management

CGOV is a Toronto-based investment boutique that caters primarily to high-net worth individuals. The firm was established in 1995 by four equity analysts and is owned and operated today by its eight partners. With an average of over 15 years investment experience, CGOV's key stock pickers have refined their investment process through a number of market cycles. The firm focuses

their resources and assets in their best ideas, meaning they run concentrated portfolios with a maximum of 25 holdings. Importantly, their size allows them to pursue opportunities in all areas of the market. They don't just shop in the bulk food aisle.

Edinburgh Partners Limited (EPL)

Headquartered across the pond in the Scottish capital, EPL is an independent firm that specializes in managing global equities for European pension plans and investment trusts. The firm was founded in 2003 by a group of experienced global equity analysts. EPL's founding principal, Dr. Sandy Nairn, was the former head of Templeton's global equity research department and helped turn around the investment arm of a U.K. life insurer prior to establishing Edinburgh Partners. Sandy has surrounded himself with a group of well-versed analysts with a wealth of combined experience. Turnover is low and conviction is high. It's the Scottish way.

Wutherich & Company Investment Counsel

Wil Wutherich founded the firm with his name on the door in 1999. Wil was trained as an analyst at Standard Life, and later refined his skills and investment process at Van Berkomp & Associates, where he played a key role in building an enviable track record for the firm. Based in Montreal, Wutherich & Company's focus and expertise is in managing small and mid-cap North American equities. The firm runs a very concentrated portfolio (typically 15-20 holdings) and Wil calls the shots. This is what we wanted in a small-cap manager, where the available universe of stocks has less liquidity, less media scrutiny, and greater volatility than their larger brethren. This is the type of environment where "one smart guy" can excel in finding hidden gems.

Fees

One Simple Fee

Each Steadyhand fund charges One Simple Fee, which is a fixed amount that includes the fee for our services as manager and all of the fund's operating expenses. In essence, this fee is the same as an MER (management expense ratio). The difference being that in our case, you know what the fee is in advance, before you invest. The table to the right lists each fund's One Simple Fee.

Steadyhand Fund	One Simple Fee
Savings Fund	0.65%
Income Fund	1.00%
Equity Fund	1.35%
Global Equity Fund	1.70%
Small-Cap Equity Fund	1.70%

Fee Reduction Program

Our Fee Reduction Program is designed to reward investors who have entrusted significant assets with Steadyhand, as well as long-standing investors in our funds.

Assets Invested	Fee reduction
Up to \$100,000	0%
On amounts between \$100,000-\$250,000	20%
On amounts between \$250,000-\$500,000	30%
On amounts above \$500,000	40%

We offer a reduction to the One Simple Fee based on (1) the size of your account(s) with Steadyhand and (2) your tenure with the firm. Fee rebates are made in the form of special distributions of additional fund units, and are distributed monthly.

Tenure with Steadyhand	Additional reduction to your total fee
0-5 Years	0%
5-10 Years	7%
10+ Years	14%

Fee rebates are calculated based on your total consolidated assets in accounts held directly with Steadyhand, and are applied to each fund in which you own units. If you hold Steadyhand funds through another dealer, fee rebates are calculated separately for each individual account in which you hold an interest (i.e., if you hold multiple accounts, they are not combined when calculating rebates).

No unexpected fees. Now there's a surprise.

Fees that don't creep up on you.

Steadyhand: the unusual suspect.

We're a little different.

The Steadyhand Experience

Call us selfish. We've built a firm around the way we want our own money managed. And we provide a level of service and reporting that makes sense to us. This means your experience with Steadyhand is likely to be a little, well, different than what you may be used to.

Direct Distribution

We offer our funds directly to investors. There's no middle-man, sales commissions, or transaction costs when you deal with us. Even better, the more you invest, and the longer you hold your investments with us, the lower your fees – be thanks to our Fee Reduction Program (see page 8).

Client Statements

Transparency is a key value of ours. On your quarterly account statement, we show the performance of your account(s) front and center. You'll also see the fees that you paid to us over the quarter in both dollar terms and as a percentage of your total assets.

A Live Voice

When you call 1 888 888 3147, you'll get a live voice. Automated switchboards are for the banks. You'll be speaking with an investment professional. We're happy to answer account-related inquiries, discuss your asset mix, or share a laugh with you over the latest principal-protected note (PPN).

Electronic Delivery

We deliver all client reporting materials (statements, confirms, regulatory documents) electronically through the secured portion of our website in order to ensure that you receive information in a timely and efficient manner. And we're helping to save a tree or two.

steadyhand.com

Our website is designed to engage you in the investment process, if you choose. Integral to our site is our blog, *Cutting Through the Noise*, the medium by which we aim to keep you informed, educated, and dare we say entertained, on investment matters of interest. We strive to provide an objective viewpoint on the good, the bad, and the ugly so that you can make informed decisions. You can also view your account details online 24/7.

Investment Returns

At the end of the day, you're here for returns. Take comfort knowing that we're invested alongside you. In fact, we're Steadyhand's largest clients. And we like making money in the markets. Again, call us selfish.

Opening an Account

Nobody likes paperwork, but opening an account with Steadyhand is quite painless. All you need to do is complete the appropriate application form (available on our website), attach a personal cheque, and mail the documentation to our processing department. You can learn more about the process on our website, or give us a call and we can walk you through it.

