

The Investment Funds Institute of Canada

The Investment Funds Institute of Canada is the voice of Canada's investment funds industry. Our efforts as industry leaders and advocates are aimed at strengthening the integrity of the investment funds industry, fostering public confidence in investment funds, and enabling investors to achieve good outcomes.

Our primary role is:

1. Public Policy Advocacy
2. Research
3. Sales and Asset Data Collection & Reporting
4. Tools & Training

Our Members

IFIC brings together 150 organizations, including fund managers, distributors and industry service organizations, to foster a strong, stable investment sector where investors can realize their financial goals. IFIC's broad membership base provides unique perspectives on issues and access to expertise.

IFIC members represent approximately 82% of mutual fund assets under management (AUM) and approximately 84% of ETF AUM.

IFIC IS:

Member-driven: In a complex public policy environment, the need for a strong, unified and respected body to represent the interests of the investment fund industry and its investors is greater than ever. More than two dozen IFIC committees, made up of experts from our Member companies and Affiliates, provide leadership, knowledge and contributions to industry responses on important public policy issues.

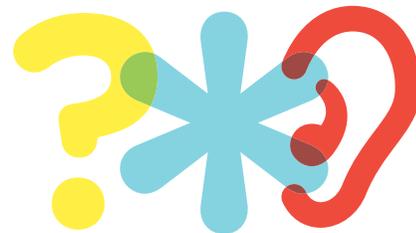
Trusted: Public officials, regulators and policy makers trust IFIC's expertise and value our participation on issues that matter to our industry.

Proactive: We monitor Canada's public policy environment and proactively raise the real business impacts and implications of proposed policy changes. We are a catalyst for cross-association initiatives, proactively seeking common ground and opportunities to create alliances with other stakeholders to ensure a strong, stable investment sector for the benefit of our Members and investors.



THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

L'INSTITUT DES FONDS
D'INVESTISSEMENT
DU CANADA



Public Policy Advocacy

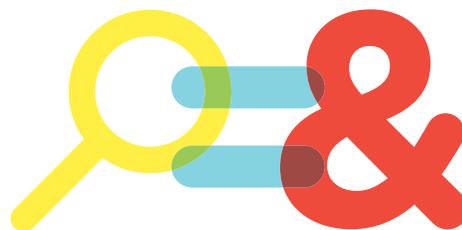
As the voice of Canada's investment funds industry, IFIC's principal role is to advocate to strengthen the integrity of the industry, foster public confidence in investment funds, and enable investors to achieve good outcomes. As a strong, unified, publicly-respected body, we act as a catalyst for cross-association cooperation, proactively seeking common ground and opportunities to create alliances with other industry and sector stakeholders.

This includes developing proposals and ongoing advocacy for legislative and regulatory changes to reduce our members' costs and to increase their administrative efficiency.

We review and analyze public policy issues, including federal and provincial legislation and regulatory and self-regulatory initiatives, and develop and communicate approaches that advance our mission – to foster a strong, stable investment sector where investors can realize their financial goals. Experts from our Member and Affiliate companies contribute to industry responses on important public policy issues and advocate for changes that benefit the industry and investors.

Some of our recent public policy initiatives include:

- IFIC Submission - Proposals to Modernize PIPEDA (November 4, 2019)
- Coalition Submission to CSA on National Systems Renewal Program (October 8, 2019)
- IFIC Submission to MFDA CE Accreditation (September 20, 2019)
- IFIC Submission - 2020 Federal Pre-Budget Submission on GST (August 1, 2019)
- IFIC Submission - CSA Proposed NI 13-103 and Proposed Repeal and Replacement of MI 13-102 System Fees for SEDAR and NRD (July 29, 2019)



Research

IFIC regularly commissions and supports research to inform public policy and regulatory decisions. We package IFIC and other research for members to share with clients. Our submissions are respected as evidence-based, well researched and topical. We are a trusted source of information for elected and non-elected public officials, regulators and policy makers on issues that matter to our industry

Evidence-based research serves as the core of all of IFIC's submissions and communications. We draw on Canada's most respected research bodies to ensure that the research we publish and promote is independent and follows the highest professional standards, including the use of recognized scientific methodologies, rigorous analysis, and ethical principles.

Working with leading domestic organizations such as the Conference Board of Canada, the Fraser Institute, Calgary School of Public Policy and Montreal Economic Institute, BEworks and Pollara, as well as global research powerhouses such as PwC and Strategic Insight, our goal is to contribute to policy discussions and create a better understanding of the industry.

Drawing from internal and external data, and drawing from third-party research, IFIC also conducts analyses and produce summaries and white papers on topics ranging from international regulatory developments to how advice helps the modest investor.

Recent research initiatives:

IFIC and Pollara Strategic Insights Investor Survey

This annual survey has been expanded to include responses from both mutual fund and exchange-traded fund investors.

Assessing the Economic Footprint of the Funds Industry in Canada

This report by The Conference Board of Canada quantifies the economic footprint of the Canadian investment funds industry.

Monitoring Trends in Mutual Fund Cost of Ownership and Expense Ratios A Global Perspective (2019 Update)

This report analyses the cost of ownership of mutual funds in Canada, the U.S., the U.K. and Europe.

Behavioural Economics Applied to Enhance Disclosure Practices and Investor Outcomes

This report explores how behavioural economics principles can be used to enhance aspects of fee and performance reporting.



THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

L'INSTITUT DES FONDS
D'INVESTISSEMENT
DU CANADA



Sales and Asset Data Collection & Reporting

IFIC is THE source of mutual fund and exchange traded fund (ETF) data. Fund Manager Members have access to a state-of-the-art online data collection and reporting platform for investment fund sales, assets and fund attributes.

The Fund Reporting and Intelligence System (FRITS) is the largest investment fund data-sharing system in Canada. A key source of market intelligence, FRITS provides Fund Manager Members with comprehensive industry totals, including fund-level assets and detailed sales information across multiple sales metrics. The platform is available at no additional cost for IFIC fund managers who contribute data. Subscription packages are also available to members and non-members who are not fund managers.

With the ability to generate custom reports, perform ad-hoc queries and visualize data to easily spot trends, FRITS equips members with the information and analysis capability they need to operate in a rapidly changing market environment.

Detailed data is collected directly from member firms and published monthly. The data represents approximately 82% of mutual fund assets and 84% of exchange traded fund assets.

IFIC's annual Investment Funds Report is a web-based year-end report that provides asset and fund sales information for both mutual funds and exchange traded funds.



THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

L'INSTITUT DES FONDS
D'INVESTISSEMENT
DU CANADA



Tools & Training

IFIC provides ongoing opportunities for members to update and enhance their knowledge and skills through the delivery of training and continuing education programs directly and through IFSE – our education arm.

IFIC also works to provide a steady flow of relevant information to help members stay informed on industry issues and developments, and to navigate policy changes. This includes IFIC's Weekly Update, which features timely regulatory news, policy developments, webcasts, research, educational tools and relevant workshop postings. We also send out information bulletins with key messages on emerging issues and practical tools to help members achieve compliance and to support advisor education and training.

Each year, IFIC hosts four signature events that offer networking and educational benefits:

- **Annual Leadership Conference** — Canada's pre-eminent event for the investment funds industry — features an outstanding line up of guest speakers and timely discussion panels. This event, held in September, brings together the industry's most senior leaders.

- **Operations Day** — a full day of practical programs designed to add value to your business and drive results. Held each spring, the day features subject-matter experts who share insights on regulatory and operational developments.
- **CFIQ Annual Compliance Conference** — the full-day event in Montreal addresses topics related to regulatory, compliance and operations issues in the investment funds industry.
- **Annual Golf Classic** — a summer gathering that has become the signature networking event of the investment funds industry in Canada.

IFIC also offers members regular webinars on research and public policy issues.



THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

L'INSTITUT DES FONDS
D'INVESTISSEMENT
DU CANADA