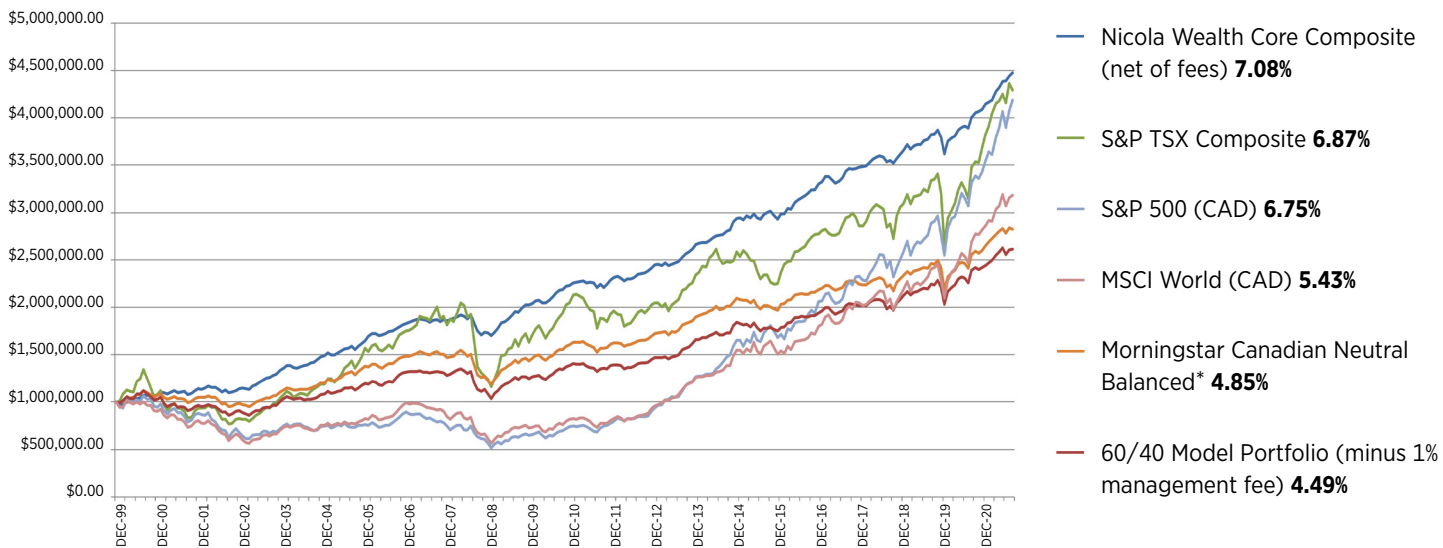


Nicola Wealth vs The Marketplace

Historically Consistent and Stable Returns

THE ANNUALIZED GROWTH OF A \$1,000,000 INVESTMENT FROM JANUARY 1, 2000 TO NOVEMBER 30, 2021.



* This is a proprietary index developed by Morningstar Canada based on the CIFSC Fund categories (www.cifsc.org). This index includes funds which meet the following criteria: Funds in the Canadian Neutral Balanced category must invest at least 70% of total assets in a combination of equity securities domiciled in Canada and Canadian dollar-denominated fixed income securities and between 40% and 60% of their total assets in equity securities

^ This is a blended benchmark of 4 indices minus 1% management fee: Citi World Government Bond, FTSE TMX DEX Universe Bond, MSCI World, S&P TSX Composite.

\$1-million invested with Nicola Wealth since January 1, 2000 would have grown to \$4.47-million versus \$2.82-million for a typical balanced portfolio (Morningstar Canadian Neutral Balanced). Over that same period, Nicola Wealth’s Core Composite Return has been 7.08% vs. 4.85% for the typical balanced portfolio.

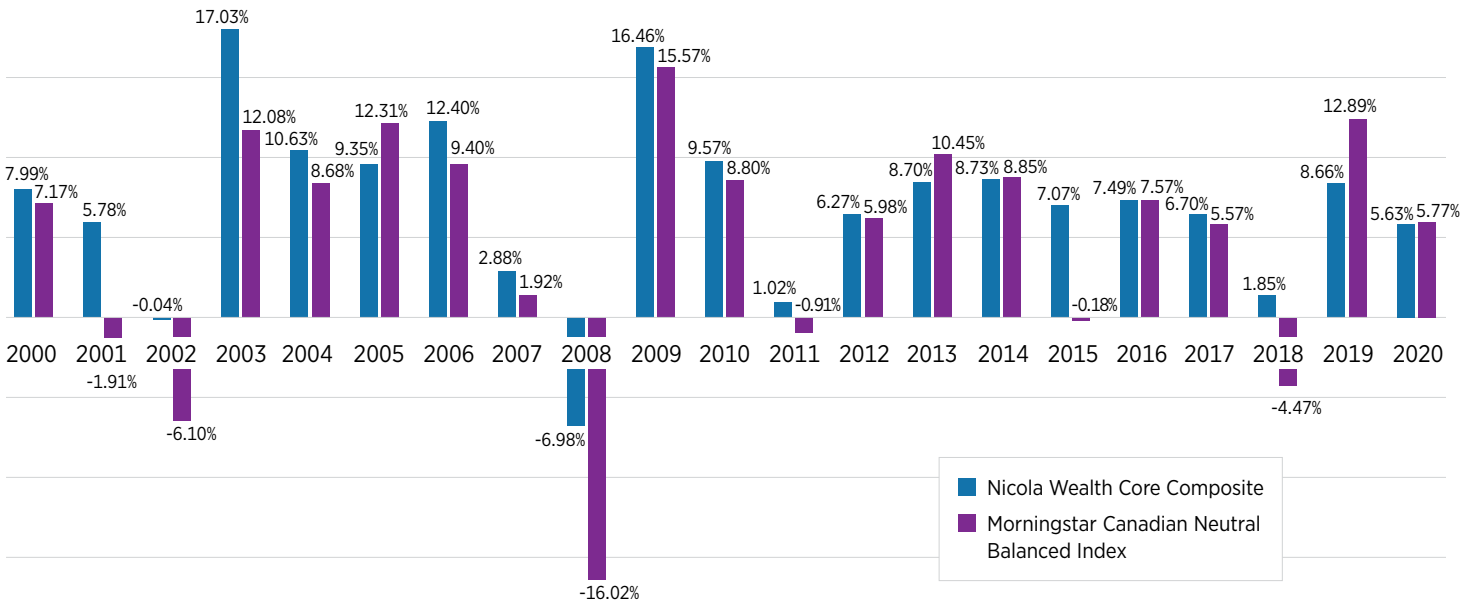
We offer a broad spectrum of private investment pools that are actively managed by both internal and external global investment managers. Our in-house team of portfolio managers focuses on cash flow and diversification when structuring our institutional-class investment pools. They work diligently to help each fund meet or exceed its objectives.

We believe in the consistency and stability of our investment and planning philosophies – our shareholders and advisors confidently invest alongside clients and practice the financial planning strategies they recommend.

Mitigating Volatility (Calendar Year Returns)

Nicola Wealth Core Composite vs. Morningstar Canadian Neutral Balanced

The Nicola Wealth vs. Marketplace chart on the reverse page might suggest we took more risk to get a higher return over the last 20 years (as would typically be the case); however, the chart below confirms we took less risk, as measured by volatility.



As you can see, the Morningstar Canadian Neutral Balanced Index (and the Canadian stock market) declined in six years (2001, 2002, 2008, 2011, 2015 and 2018) meanwhile the Nicola Wealth Core Composite only declined in 2002 and 2008.

The drivers to Nicola Wealth’s reduced volatility

- **WINNING WITH DEFENSE.** Our investing strategy has allowed us to protect client portfolios during multiple bear markets while still realizing strong returns during subsequent bull markets.
- **ASSET DIVERSIFICATION & CASH FLOW INVESTING.** Our institutional approach offers a broad range of investment asset classes (fixed income, stocks, real estate, private equity and alternative strategies) which provide flexibility to rebalance and weather market volatility. In addition, we strive to generate a high level of cash flow from interest, dividends, options and rental income which can have a smoothing effect on annual returns and allows our clients to continue to build wealth, through steady income, despite the market environment.

The Nicola Wealth Core Composite returns represent the total returns of Cdn. dollar denominated accounts of all fee-paying portfolios with a Nicola Wealth Core mandate. The composite includes clients who are both fully discretionary and non discretionary. Historical net of fee composite performance returns are calculated using individual realized time-weighted client returns net of fees and is presented before tax. The Nicola Wealth inclusion policy is based on clients’ weights at calendar month end. The composite returns are asset-weighted based upon ending monthly market value. The Nicola Wealth Core mandate may change throughout time. Additional information regarding policies for calculating and reporting returns is available upon request. The composite returns presented represent past performance and is not a reliable indicator of future results, which may vary. Nicola Wealth is registered as a Portfolio Manager, Exempt Market Dealer and Investment Fund Manager with the required provincial securities’ commissions. All investments contain risk and may gain or lose value. Please speak to your Nicola Wealth Advisory Team advisor for advice based on your unique circumstances.