



“ Talent-driven
investments ”

Communiqué

October 2023

Optimum Asset Management is proud to announce a significant change in its online presence and brand identity. This initiative marks an important step in our ongoing commitment to evolve and to meet our clients' needs.

On October 10, Optimum Asset Management unveiled its new website and brand identity under the name **Optimum Global Asset Management**.

What's changing?

1. New website

Our new website, accessible at www.optimumgam.ca, was designed to provide an enhanced client experience. This new website is more user-friendly, more intuitive and offers enhanced functionalities to serve you better. You will notice a modern look, up-to-date information on our strategies and services, our responsible investment approach and our full range of publications. Finally, please note that your access to the secure portal remains unchanged.

2. New brand name

Our new brand identity, **Optimum Global Asset Management**, reflects our vision for the future and our commitment to maintaining a high level of quality in investment management. This important step in our development underlines our privileged and integrated access to different markets, which benefits the investment strategies and processes for which we are renowned. This brand identity illustrates our ability to offer asset management services on a global scale, by combining our talents with those of our affiliates.



3. New e-mail addresses

At the same time, you will notice that our new e-mail address suffix: @optimumgam.ca is aligned with the link to our new website. Redirections are already underway, and no e-mails will be lost. You do not need to take any action; the e-mails you receive from us will be sent as such and your action to 'reply' will automatically update the preferences in your e-mail account.

Why the change?

The change of website and brand name is the result of a strategic reflection aimed at positioning ourselves wisely for the future and better serving our clients. These changes will strengthen our reputation in the marketplace and enable us to ensure your financial well-being by providing you with investment strategies that meet your current needs with a look towards the future.

We are excited about this new phase and look forward to welcoming you to our new website.

About us

The Asset Management companies are subsidiaries of Optimum Financial Group, a private, diversified and international group dedicated to the financial security of its clients since 1969.

With over 35 years of experience in asset management, we built a team of professionals with a high level of expertise from various fields in the financial and technology sectors.

The companies are recognized for their client focus and excellence. Optimum Asset Management in Canada combines its talents with those of its sister companies Optimum Gestion Financière S.A. in France and Optimum Quantvest in the United States. The presence of our teams in three countries gives us unparalleled access to different markets. Together, the asset management subsidiaries manage \$7.2 billion Canadian dollars (as at June 30, 2023) for institutional and private wealth management clients.

Management team
Optimum Asset Management

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