

# MACKENZIE FINANCIAL CORPORATION

Founded in 1967 and recognized as one of Canada's premier mutual fund managers, Mackenzie Financial Corporation is a multi-faceted investment management and financial services company. The company's broad offering of 133 mutual funds have consistently delivered strong investment performance. Mackenzie has established strong relationships with independent financial advisors, providing a significant distribution network for its products. Under the Mackenzie master brand, the family of mutual fund and asset management product brands includes Cundill, Ivy, Keystone, Maxxum, Sentinel,\* Select Managers,\* Symmetry, Universal and the recently introduced Mackenzie Structured Products brand.



- During 2004, Mackenzie led the industry in gross sales through the financial advisory channel with sales of \$6.8 billion. Net sales rebounded sharply to \$795 million in 2004, versus net redemptions of \$69 million in 2003.
- At December 31, 2004, 85% of Mackenzie's mutual funds were in the first or second quartile on a five-year performance basis and 78% were in the first or second quartile on a ten-year performance basis.
- At the Canadian Investment Awards in December 2004, Chief Investment Strategist Fred Sturm was recognized as Analysts' Choice Fund Manager of the Year, the Mackenzie Cundill Value Fund took Fund of the Year honours, and Alexander Christ, retired founder of Mackenzie and long-time investment manager, was awarded the Career Achievement Award in recognition of his lifetime contribution to the industry.
- In 2004, Mackenzie continued to build distribution by sub-advising investment products for other distributors. Significant growth in sub-advised assets was realized.