

INVESTMENT PLANNING COUNSEL INC.

Investment Planning Counsel is an integrated financial services company focused on providing Canadians with high-quality financial products, services and advice through our network of independent financial advisors. We are dedicated to providing independent financial advisors with the tools, products and support they need to build a successful business and serve a wide range of clients.

Investment Planning Counsel is one of the largest financial planning organizations in Canada. Since our inception in 1996, we have continued to evolve and grow to meet the needs and expectations of our clients and advisors.

HIGHLIGHTS

- **Investment Planning Counsel partners with over 800 advisors across the country and we continue to attract advisors to our business model.**
- **Assets under management in Counsel Portfolio Services increased from \$4.2 billion to \$4.5 billion in 2016, an increase of 7.7%.**
- **Assets under administration were \$26.1 billion, an increase of 6.8% over the 2015 total of \$24.5 billion.**



REPORT ON OPERATIONS

Investment Planning Counsel's relationship with IGM Financial provides a solid foundation to achieve excellence and growth. The scale, strength and expertise of IGM Financial allow operational efficiencies in areas such as compliance and back-office infrastructure. Our advisors benefit from a stable operating environment, which allows them to build a strong practice and provide enhanced service to clients.

The company continued to enjoy success in 2016 with the IPC Private Wealth platform, which recorded over \$350 million in gross sales. This platform, launched in 2015, allows for flexible investment solutions for clients with over \$500,000 of investable assets.

In May 2016, after growing our team to 250 people, Investment Planning Counsel's head office moved to a state-of-the-art LEED Gold office space. With an overall focus on positive culture and health and wellness, the new building reduces our environmental impact and facilitates better workflows and interaction among our employees and advisors.

CORPORATE RESPONSIBILITY

Investment Planning Counsel considers the environmental, social and governance impacts of our business because we believe that doing so contributes to strong performance over the long term.

We continue to address these impacts through the advancement of the IGM Financial corporate responsibility strategy.

Our responsible investing policy formalizes the practice of including environmental, social and governance factors in the investment process for investment mandates managed by Counsel Portfolio Services.

Investment Planning Counsel is committed to supporting communities where we operate. We practice a culture of "giving back to society," supporting numerous local and national charities, events and organizations through our advisor and employee volunteering programs.

Launched in 2015, our Volunteer of the Year program recognizes the contributions of volunteers who have participated in the community. The 2016 award was presented to Bill D'Silva, Recruitment Coordinator, in recognition of his contribution to a number of charitable causes, including The Healing Cycle Foundation and Movember.

We also recognize that diversity in the workplace is an important part of building a strong connection to the community. By providing an inclusive workplace, we strengthen our business to serve our diverse client base. In 2015, IPC partnered with Toronto Region Immigrant Employment Council (TRIEC) and Citizenship and Immigration Canada (CIC) to recruit new immigrants who are ready to contribute their education, skills and work experience to our company.

BUILDING FOR THE FUTURE

Investment Planning Counsel continues to improve our product and service offering for advisors and clients. Through ongoing enhancements to our business fundamentals, we will continue to deliver value to advisors and clients, while building our reputation as a leading network of advisors.