

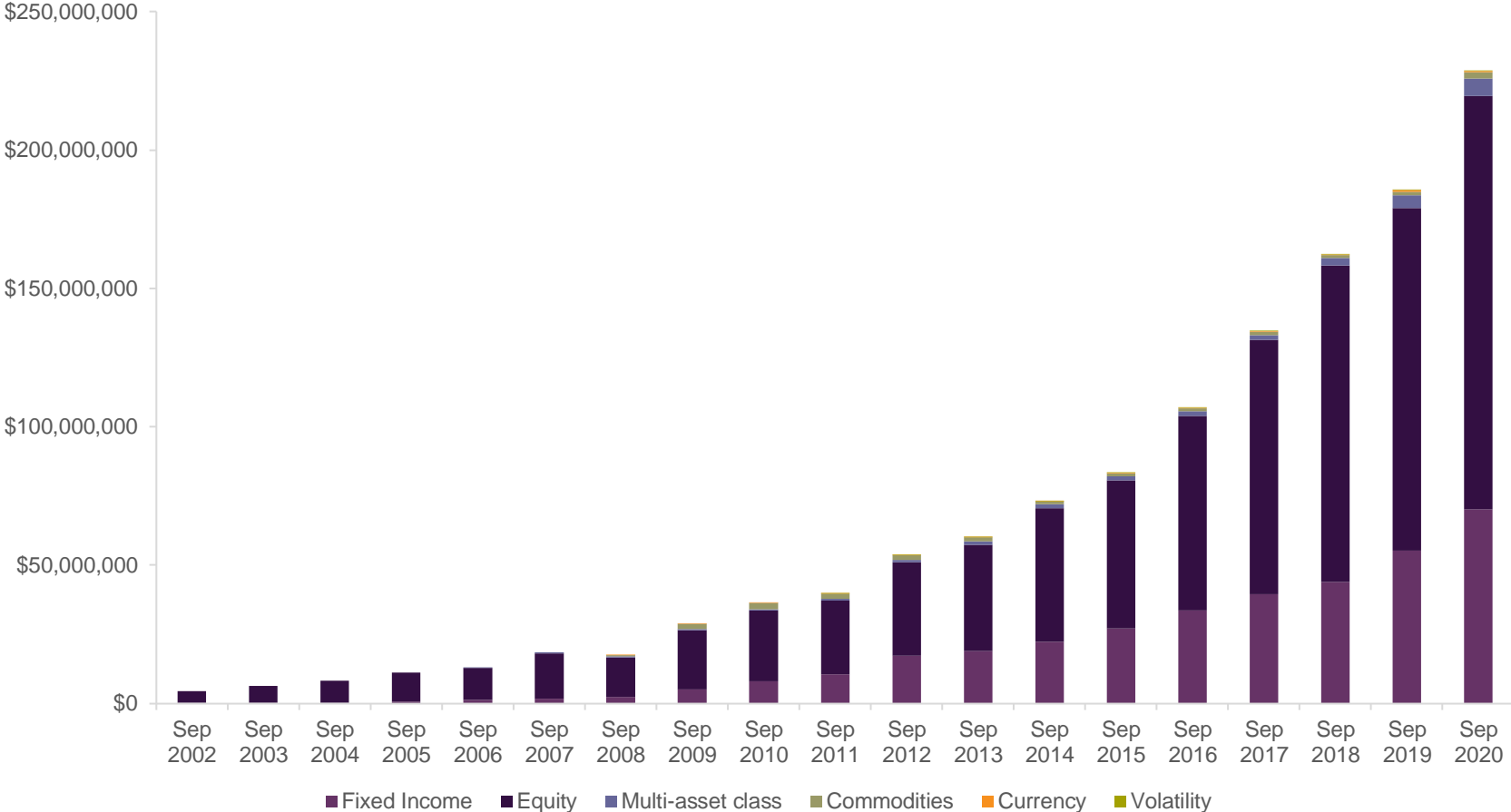


ETFs – Where will they go from here?

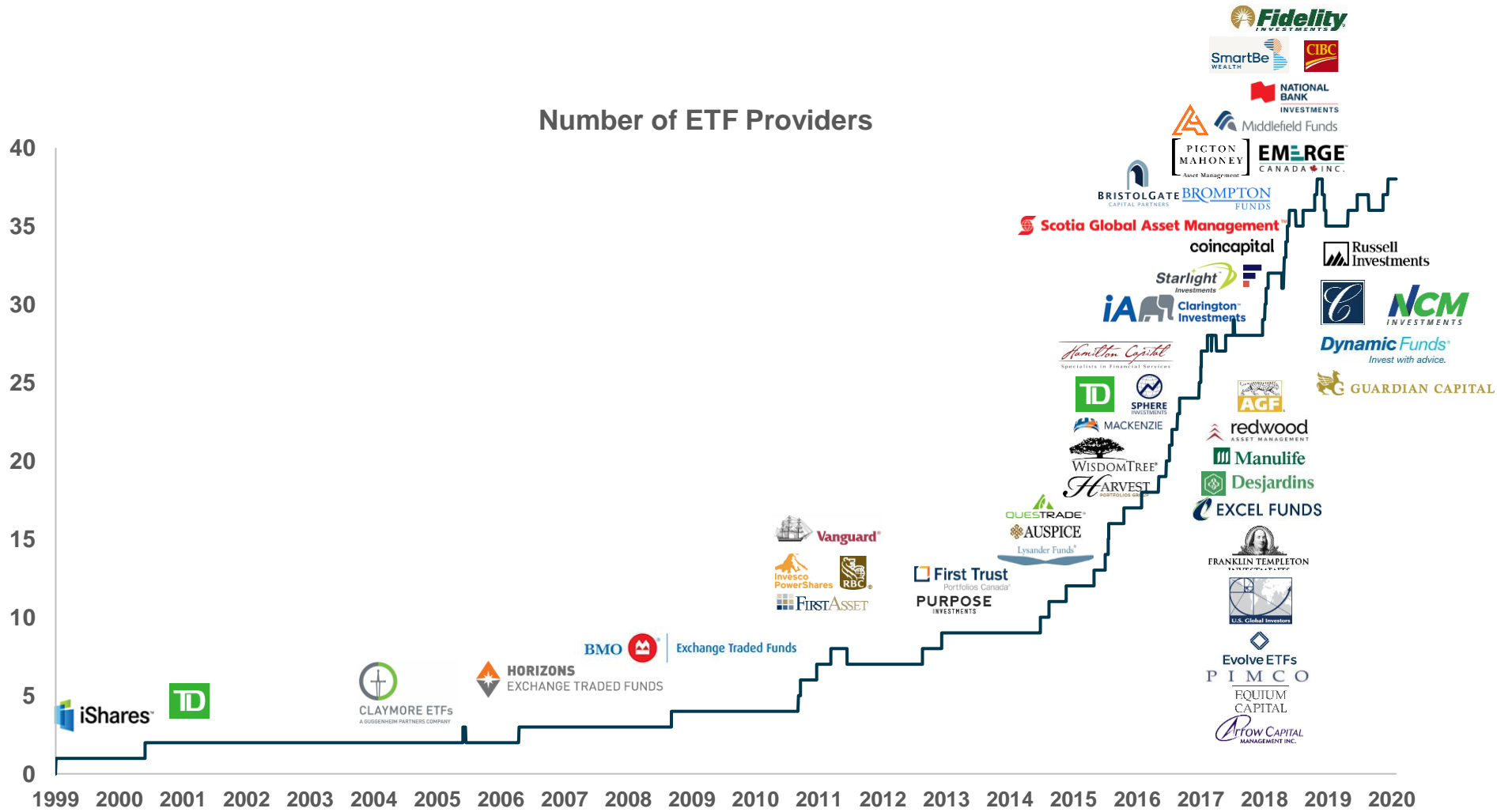
Pat Dunwoody, Executive Director, Canadian ETF Association

The Market Continues to Grow

CDN ETF Industry September 2002 -September 2020



Timeline of ETF Providers in Canada



Source: NBCFM ETF Research

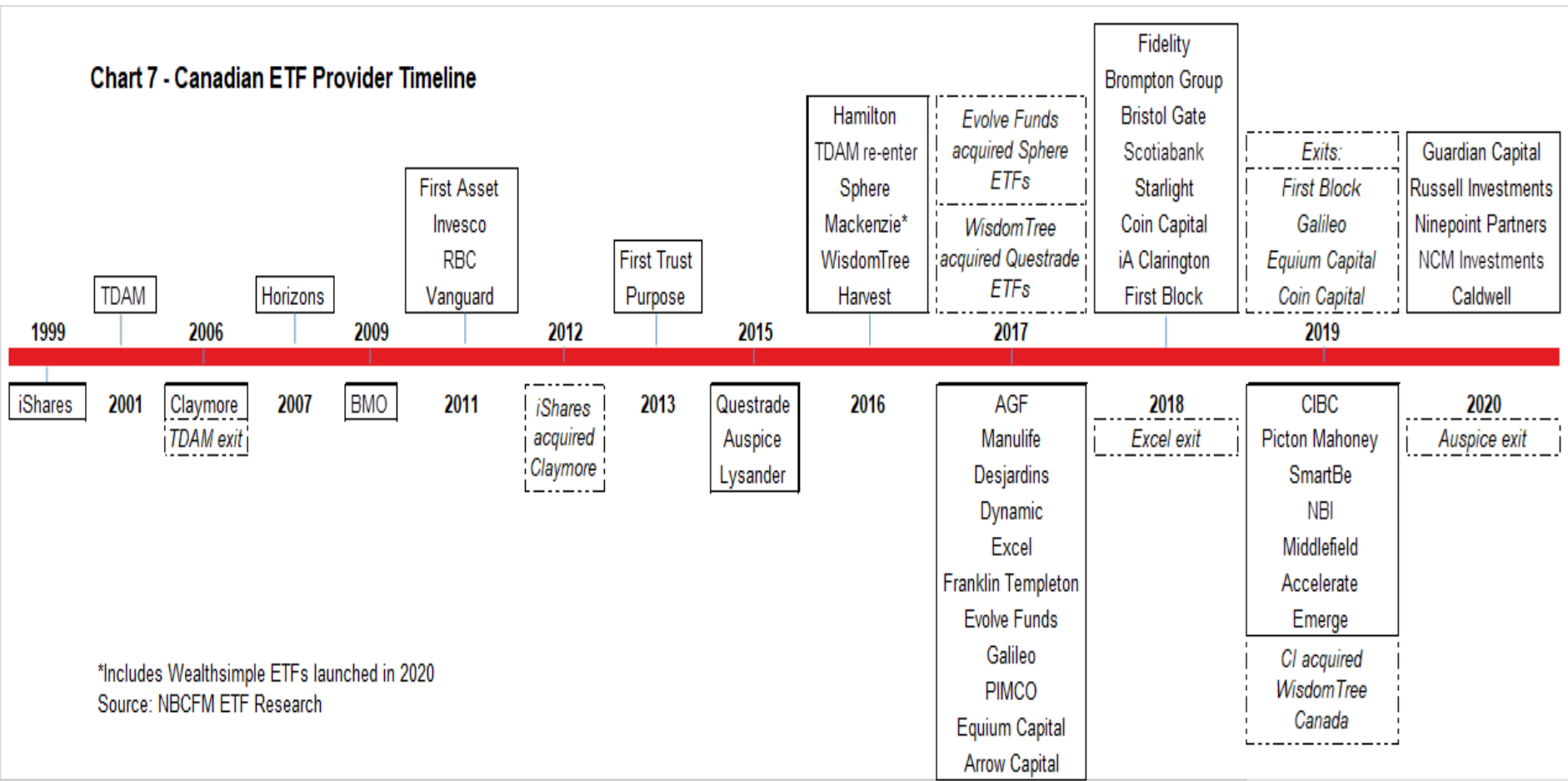
Daniel Straus, M.Fin., PhD | Tiffany Zhang, M.Fin., M.A. | Linda Ma, CFA

Associate: Shubo Yan, MIMF

NBCFM ETF Research & Strategy

ETF Providers

Chart 7 - Canadian ETF Provider Timeline

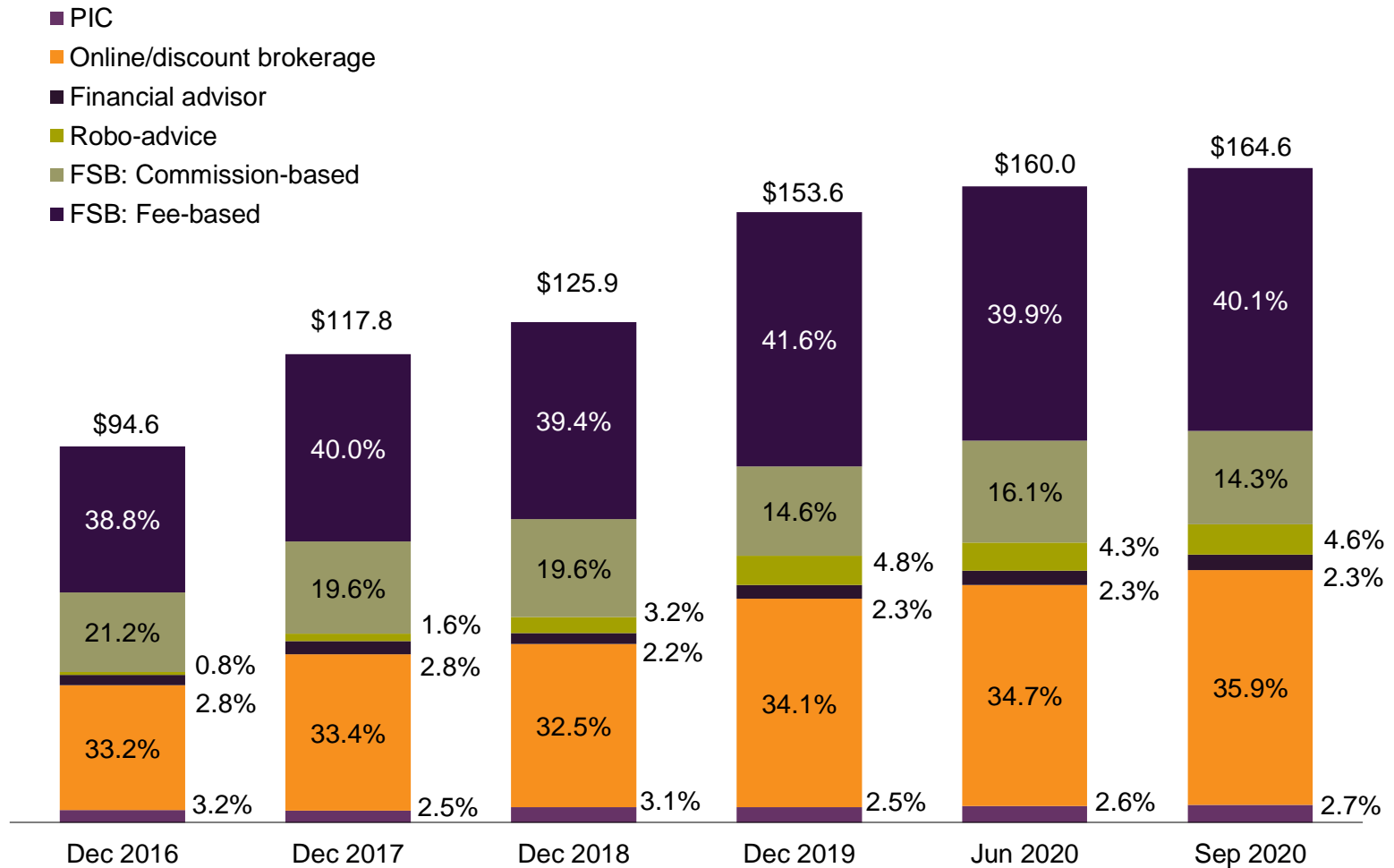


*Includes Wealthsimple ETFs launched in 2020
 Source: NBCFM ETF Research

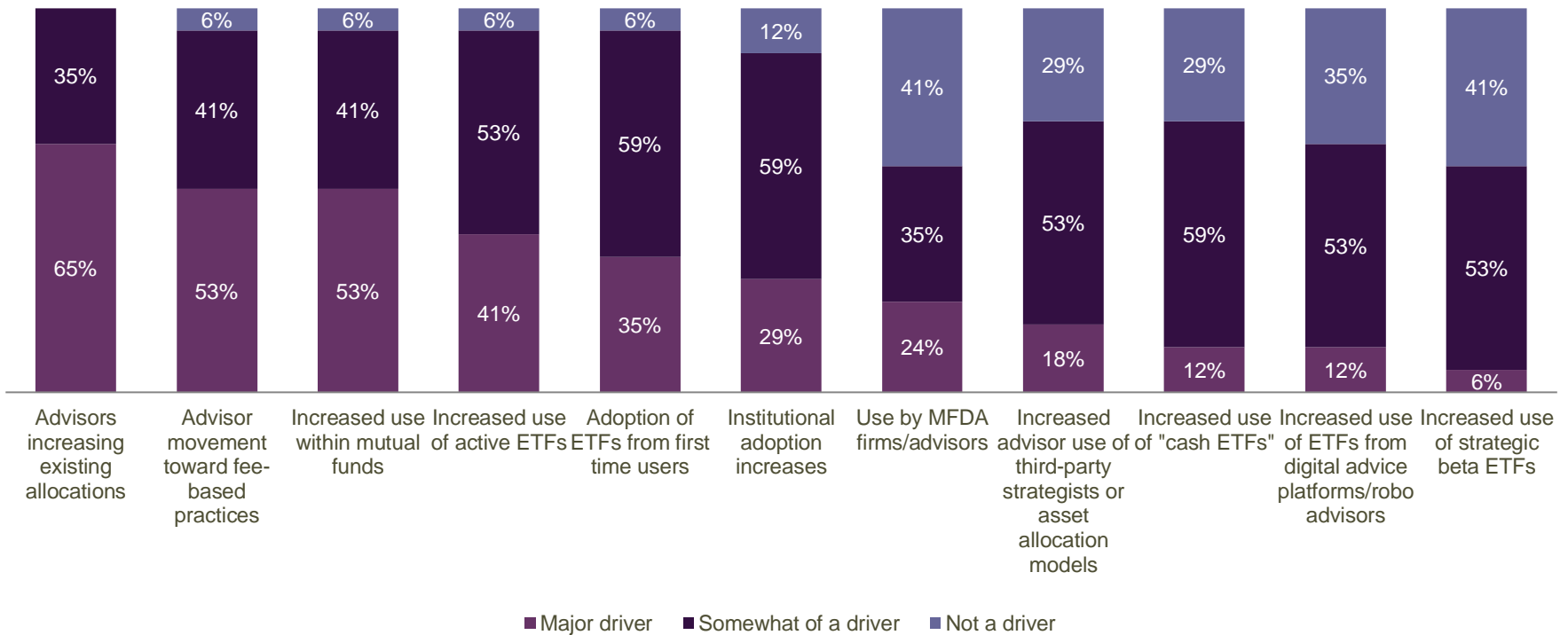
Flows into Canadian ETFs

Flows by Category				
	AUM	% Market Share	November Flows	YTD Flows
Equity	\$153,820		\$185	\$21,533
Canada	\$53,575	21%	-\$55	\$6,002
United States	\$54,344	22%	\$890	\$6,418
International	\$45,901	18%	\$1,020	\$9,113
Fixed Income	\$84,533	34%	\$621	\$12,112
Commodities	\$1,842	1%	-\$24	\$775
Multi-Asset	\$8,398	3%	\$237	\$2,367
Inverse / Leveraged	\$1,210	0%	\$179	\$351
Total	\$249,803	100%	\$2,869	\$37,138

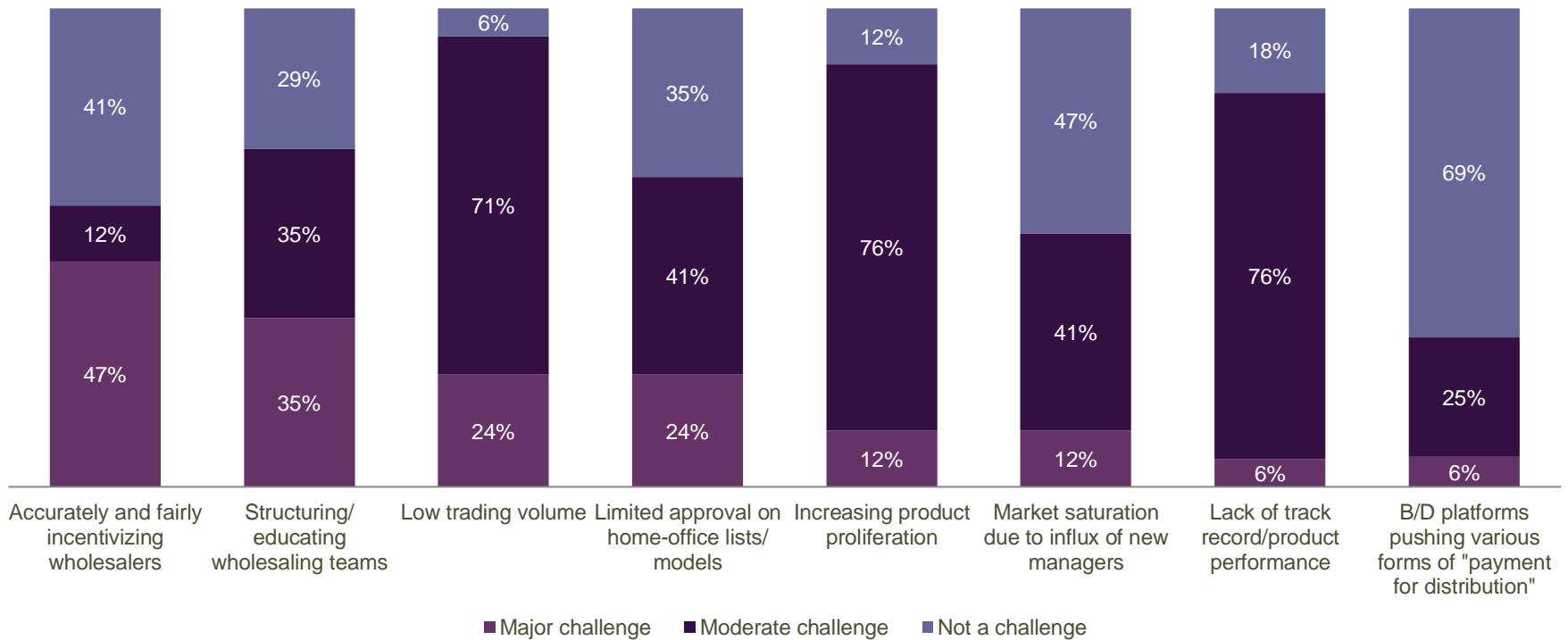
Retail Ownership – 2020-Q3



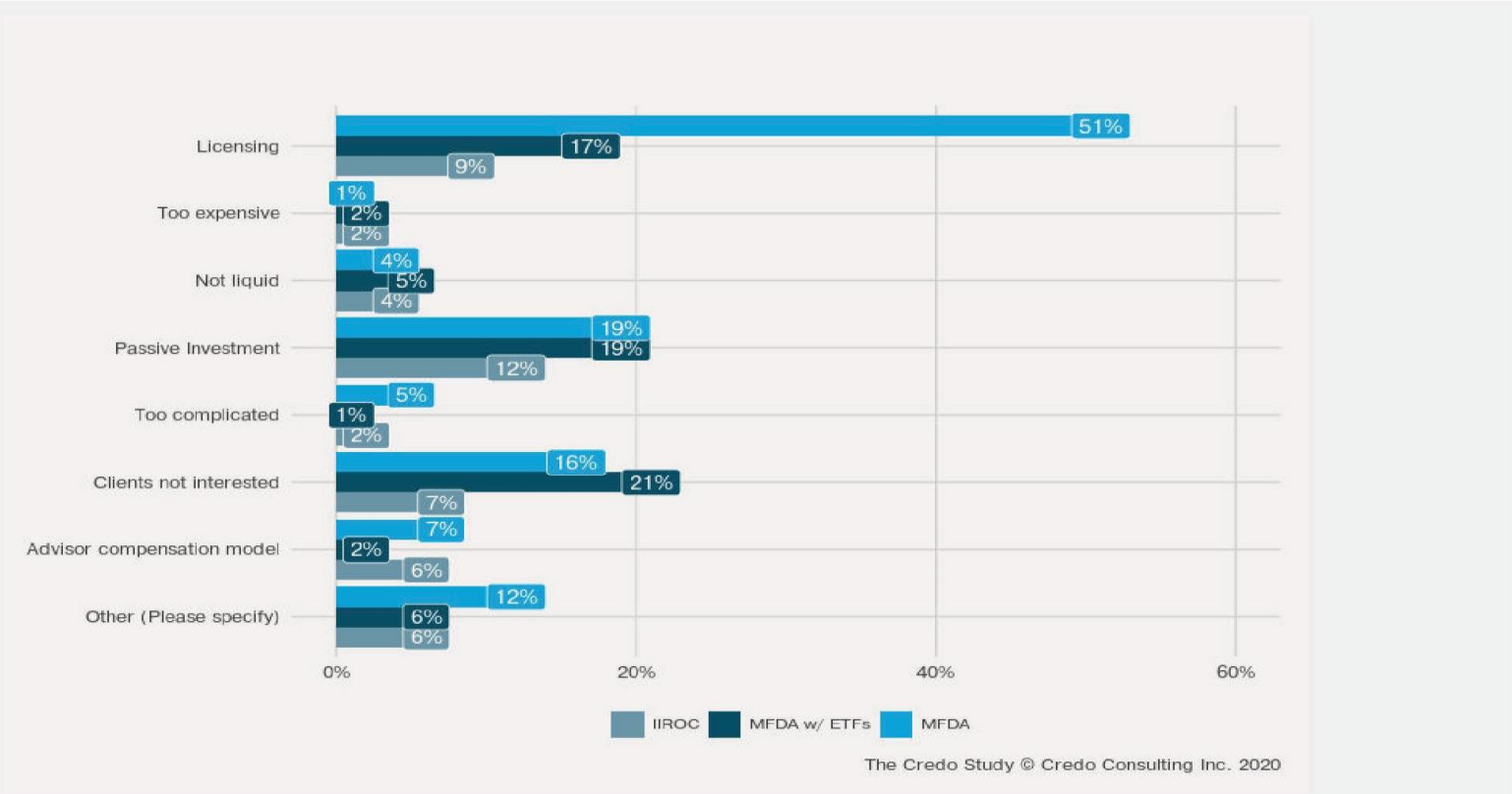
CANADIAN ETF ISSUERS: DRIVERS OF ETF ASSET GROWTH, 2020



CANADIAN ETF ISSUERS: CHALLENGES TO GROWTH OF ETF ASSETS, 2020

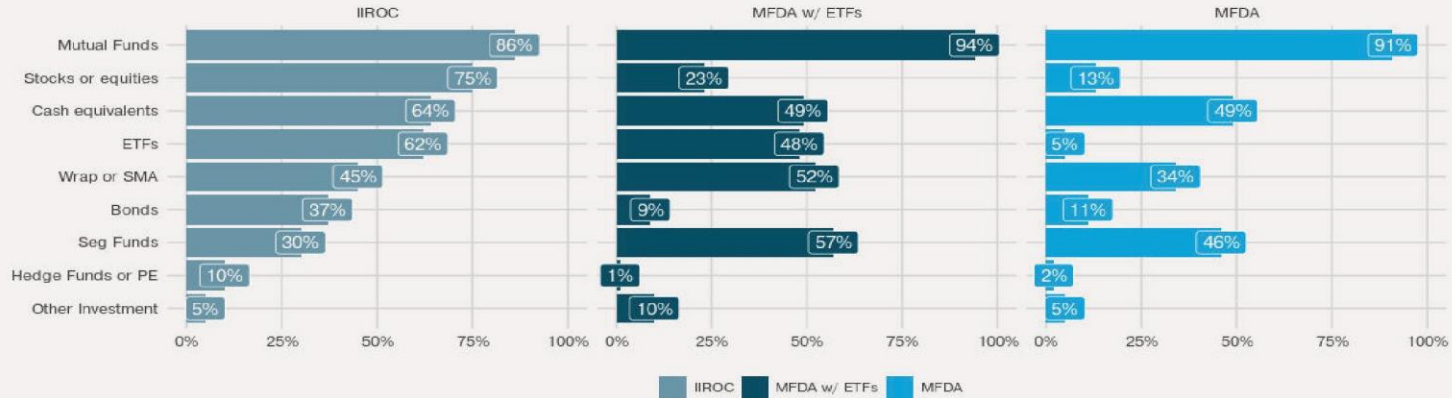


WHY ARE ADVISORS NOT CURRENTLY USING ETFs?



Credo Consulting Inc, June 3, 2020 (Confidential)

FINANCIAL PRODUCT USE



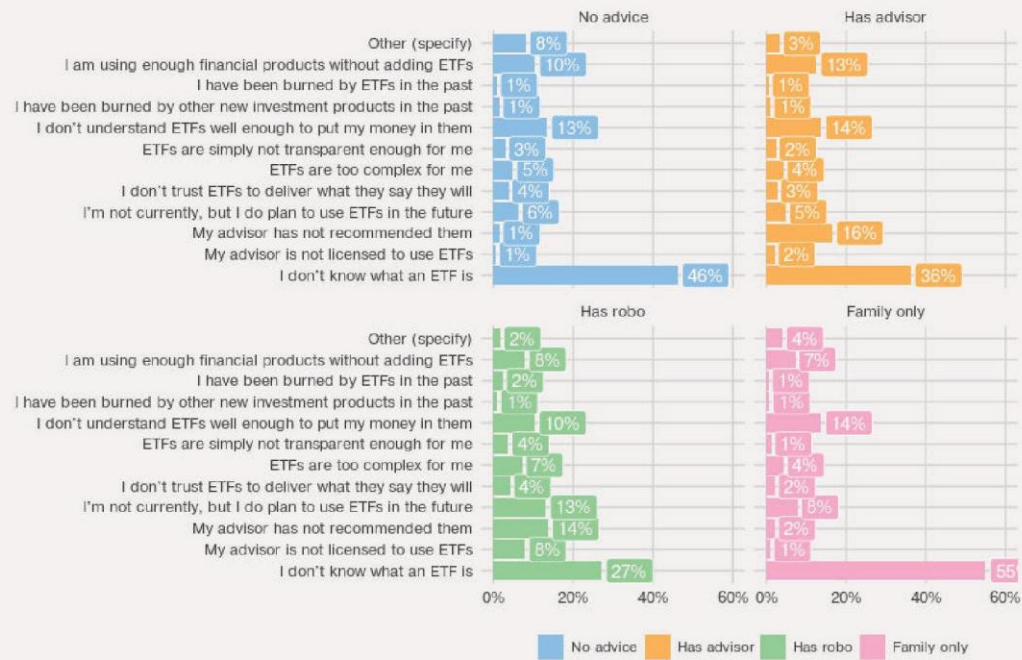
The Credo Study © Credo Consulting Inc. 2020

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WHY ARE INVESTORS NOT CURRENTLY USING ETFs?

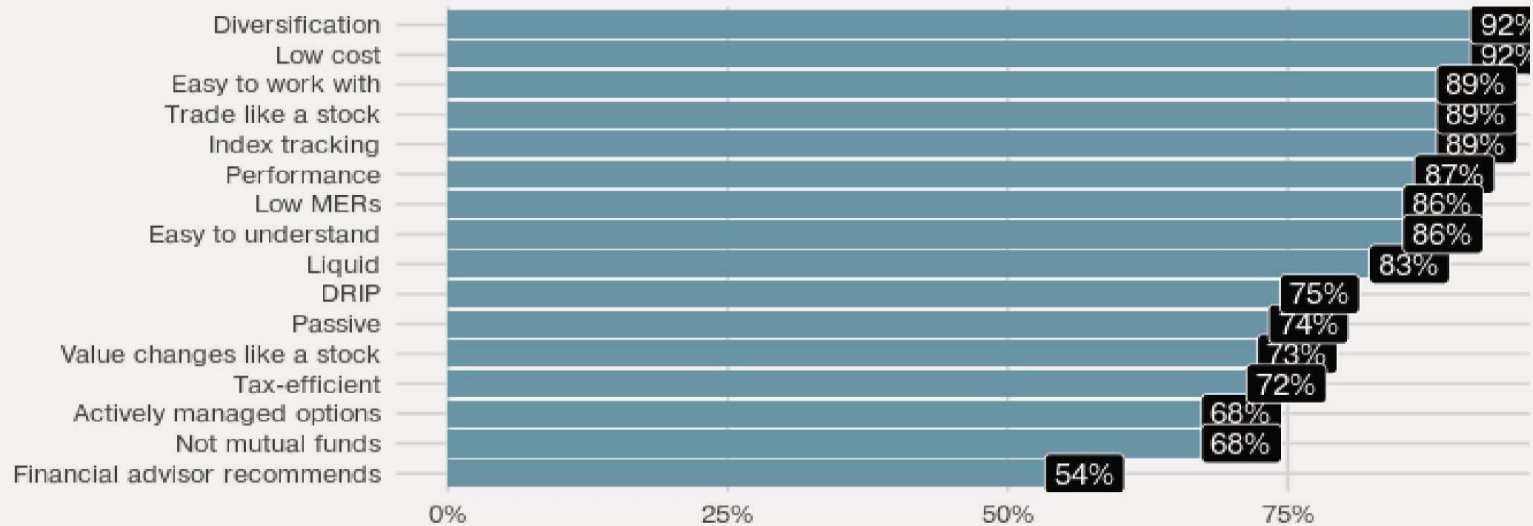


The FCZ Study © Credo Consulting Inc. 2020

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Investors' Views

WHY ARE INVESTORS USING ETFs?



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Continued Growth of the industry

- Continued growth in the number of IIROC advisors using ETFs
- Increased usage of Robo-advisors
- MFDA firms launching ETFs as a product for their advisors

CETFA

- Expanded use of social media
- Additional articles/webinars to assist in advisor and investor education
- ETF Screener tool on our web-site
- Individualized presentations for firms if requested



Thank you

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