

The Dundee Organization

Dundee Corporation is a Canadian independent publicly traded asset management company listed on the Toronto Stock Exchange under the symbol "DC.A". Asset management activities focus on the Corporation's core competencies and include resources, real estate and infrastructure and, more recently, the agricultural sector.

These activities are carried out by the Corporation's wholly owned subsidiary, Goodman Investment Counsel Inc. Dundee's capital markets and personal investment advisory services are provided through the Dundee Capital Markets and Dundee Goodman Private Wealth divisions of its wholly owned subsidiary, Dundee Securities Ltd. Dundee also owns and manages direct investments in its core focus areas. Other select investments are managed through ownership, directly and indirectly, of both publicly listed and private companies.

Dundee is led by individuals who understand what it is like to be both an investor and an advisor because they live both roles every day. Ned Goodman, the founder, is one of Canada's most successful investment professionals and investment industry leaders. He has been an important part of the country's investment history for most of his 50+-year career.

Mr. Goodman leads a management team consisting of Jonathan Goodman, President and CEO of Dundee Capital Markets, Robert Sellars, Executive Vice President, CFO and COO of Dundee Capital Markets, and John Cucchiella, Senior Vice President and Head of Retail at Dundee Goodman Private Wealth.

Dundee Goodman Private Wealth (DGPW) has built its reputation on personal relationships. The company is home to Portfolio Managers and Investment Advisors who deliver expert advice to clients who have accumulated enough savings and investments to appreciate and value the help of an expert.

DGPW is a division of Dundee Securities Ltd., a full-service investment dealer with offices in Toronto, Montreal, Calgary, Vancouver and London, England. Since the 1990s, DGPW has grown organically and through the acquisition of numerous brokerage businesses.

DGPW's reputation has been built on delivering consistent top-quality wealth solutions, without the bulkiness or bureaucracy of a large institution. The company's clients look to it for expertise, integrity and experience combined with a single-minded focus on their unique needs and on protecting their wealth. This "Investor First" philosophy sets DGPW apart.

(11/12/2013)

DGPW's Investment Advisors are either licensed as, or are in the process of becoming, licensed Portfolio Managers. The Portfolio Manager designation means that they have a legal, fiduciary responsibility to protect and defend their clients' best interests. This level of accountability is usually only available to individual investors from investment counsellors.

Many DGPW Investment Advisors are also licensed insurance representatives which allows them to provide holistic financial planning services. Many of its Investment Advisors and Portfolio Managers have reached some of the highest levels of proficiency in the Canadian investment industry. These designations include CIM *Chartered Investment Manager*, CFP *Certified Financial Planner* or CFA *Chartered Financial Analyst*. They hold their bearers to the highest standards of accountability in the industry.

(11/12/2013)

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