



LAURIER

PRIVATE EQUITY POOL



Asset Management Solutions
For Discerning Investors

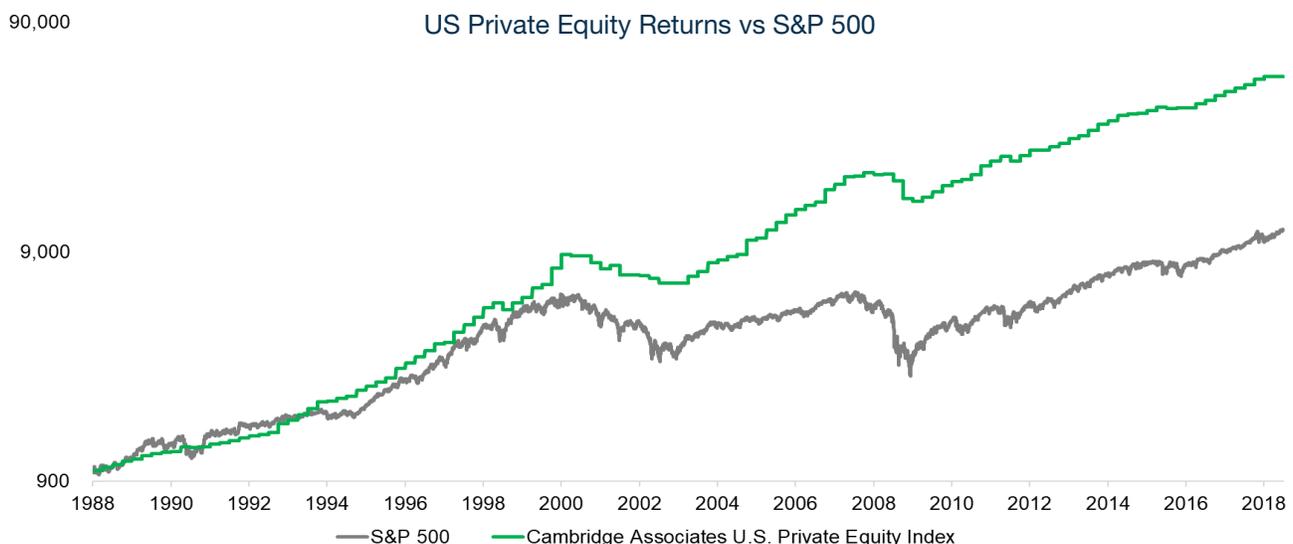


WHY PRIVATE EQUITY

For over 20 years, Private Equity investments have outperformed their counterparts in the public market. This is largely due to their ability to better weather turbulent markets and economic downturns. In fact, recessionary environments have acted as catalysts for growth in the private equity landscape due in part to opportunities created. Today, the COVID-19 pandemic has created a capital vacuum providing investment opportunity in this space that hasn't been seen in over a decade.

The superior performance of private equity investments can also be attributed to an increase in companies choosing to wait longer before going public, ultimately coming to market fully valued. Exponential growth is now occurring in the private stage, offering early investors an exit elevated public prices.

Whether private businesses are grappling with the demands of their growing enterprise, or looking to solidify their legacy for the future, the need for investment capital is abundant. As a result, Private Equity has grown to become the single largest Alternative Asset Class globally.



Source: <https://www.factorresearch.com/research-private-equity-the-emperor-has-no-clothes/u-s-private-equity-returns-versus-sp-500>

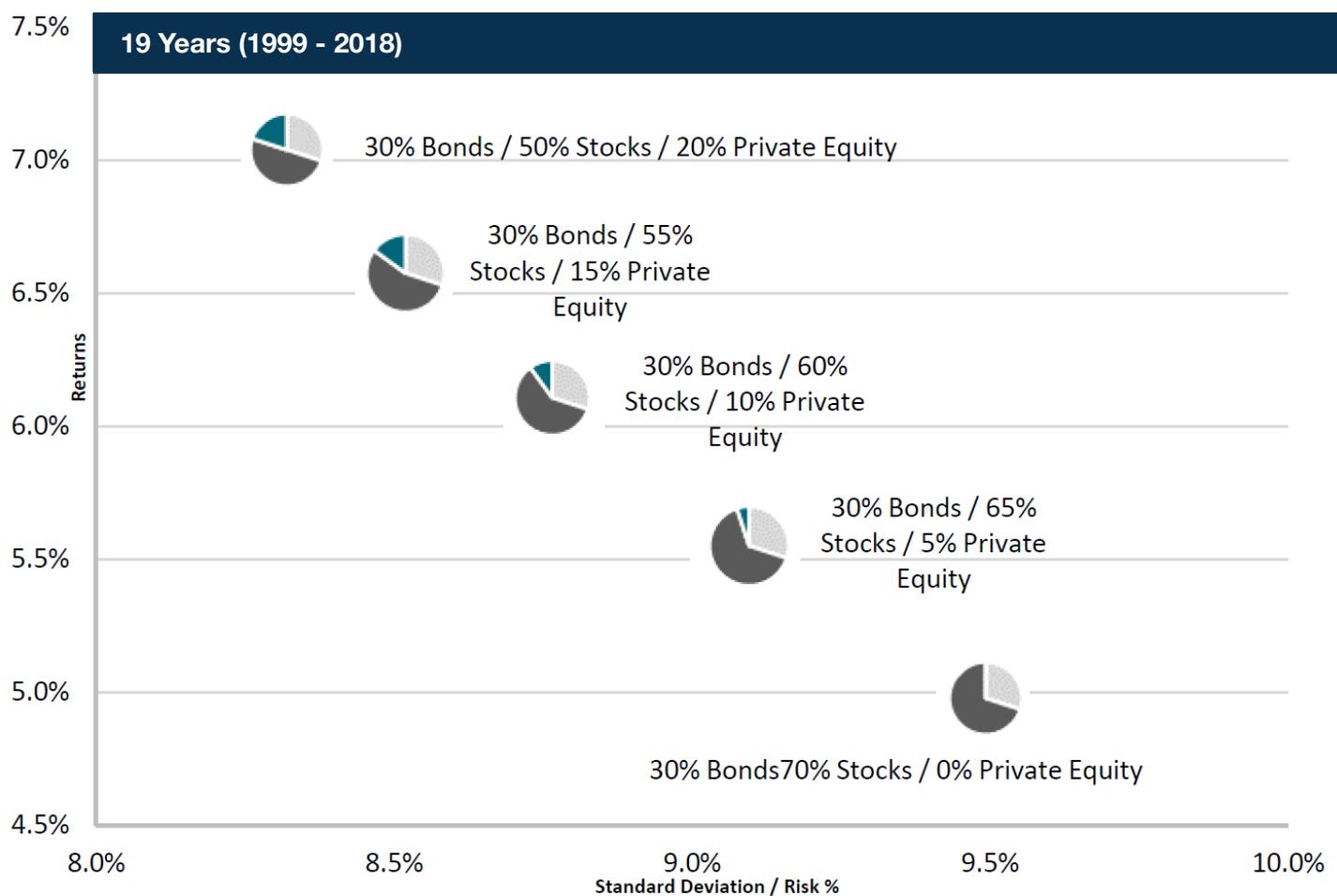
KEY INVESTOR BENEFITS

REDUCE YOUR RISK, INCREASE YOUR RETURN

For the past 30 years falling interest rates have forced investors to increase the amount of risk in their portfolio in order to achieve the same expected return. As a result, volatility within the public investors portfolio has been on the rise. In the private markets however, volatility is often greatly reduced.

As a larger allocation is made to Private Equity within a Balanced Portfolio, we see both overall net returns INCREASE at the same time as volatility DECREASES.

Private Equity creates an overall improved expected Risk/Return profile.



Source: Blackrock, Bloomberg. Bonds represented by the Barclays U.S. Aggregate Index, stocks represented by the MSCI World Index, private equity represented by the Burgiss Private Equity Buyout index.

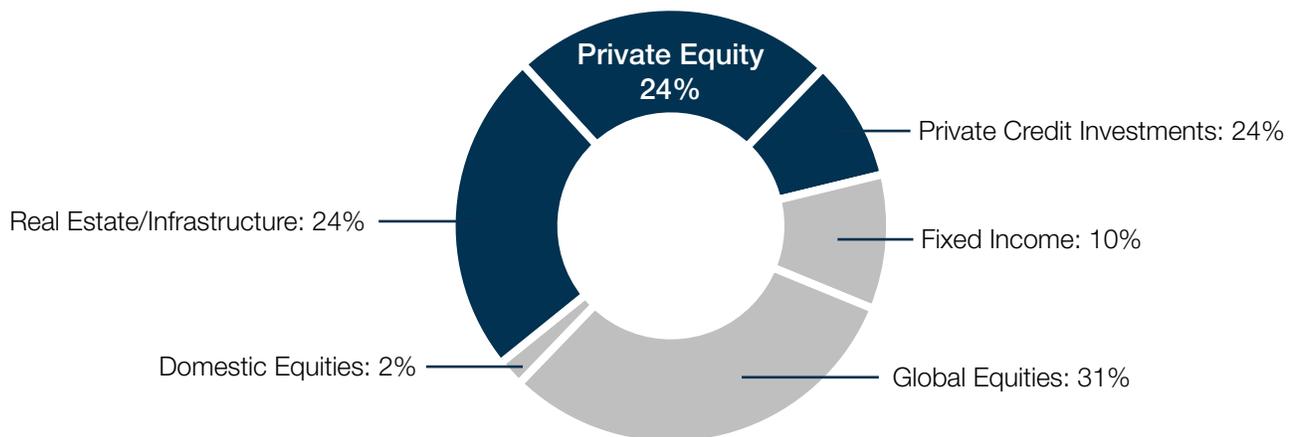
A PRUDENT APPROACH

With Private Equity yielding superior investment returns, often with significantly reduced volatility, it is no wonder that institutional investors have been continuously increasing their exposure to this asset class in their portfolios.

In fact, Private Equity has long been favoured by institutional and wealth investors as the premium alternative asset class for growth investing.

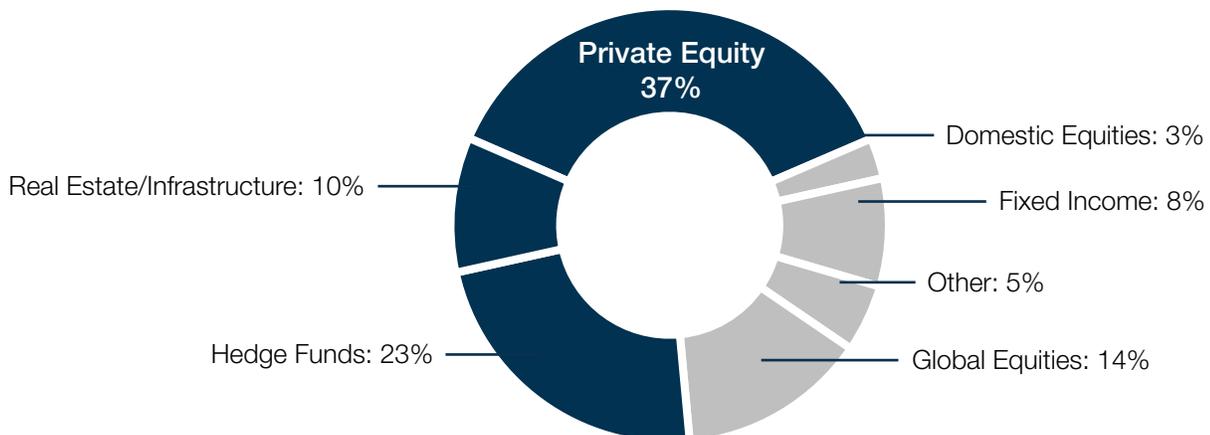
It became highly prevalent in the 1970's, and today large pension plans and foundations, including the likes of the Canada Pension Plan and the Yale Endowment fund, have gravitated to this asset class.

CANADA PENSION PLAN



SOURCE: CPPIB ANNUAL REPORT 2019

YALE ENDOWMENT FUND



SOURCE: 2018-2019 FINANCIAL REPORT - YALE

The time has come for retail investors to apply the model blueprint of a pension portfolio to help provide a better overall investment experience of better returns with less risk.

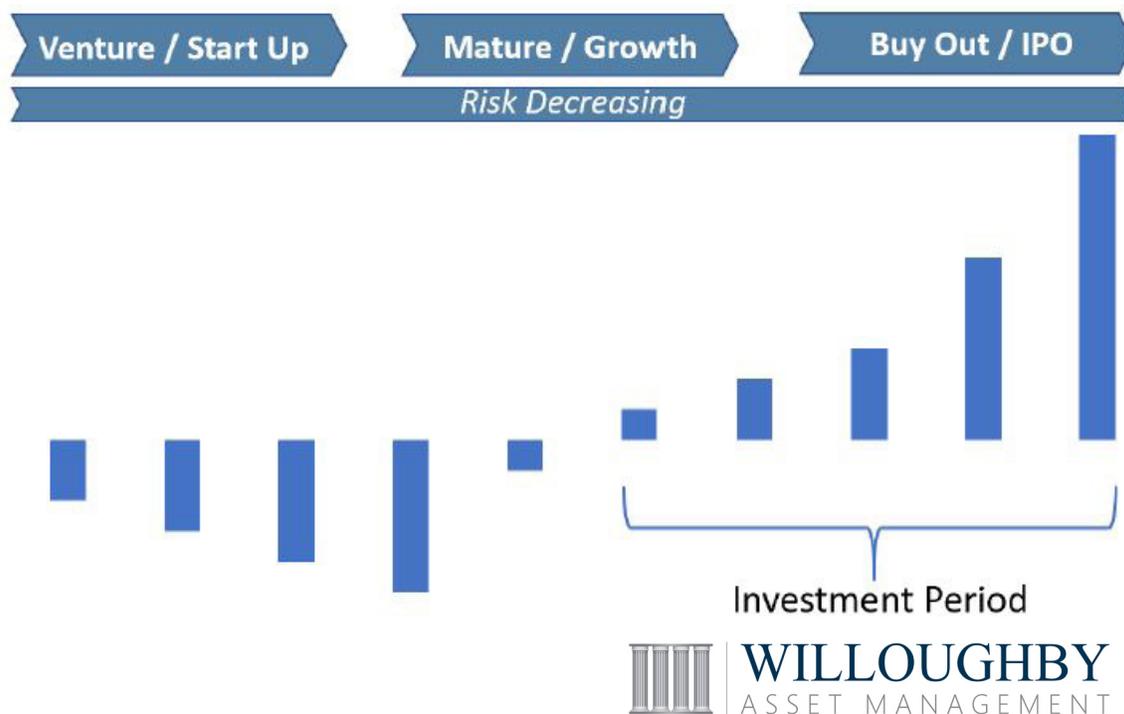
INVESTMENT METHODOLOGY

Private Equity can be categorized into three categories: Startup; Growth; and Buy Out.

As a company matures and becomes profitable, the risk of investment losses is generally reduced. Later as operations expand, and a company matures, investors often seek to exit their investment and realize a return. This later phase of the Private Equity cycle offers strong potential returns, with reduced risk of loss.

The Laurier Private Equity Pool seeks to generate superior long term capital growth, through exposure to a broad variety of later stage Private Equity investments throughout the North American market, as well as the global market.

STAGES OF PRIVATE EQUITY INVESTING



As a result, Harbourfront Wealth Management clients will have the opportunity to invest in Canada's first open-ended, multi-manager Private Equity strategy with Quarterly Liquidity and RSP/TFSA Eligibility.

They will have the peace of mind knowing that their hard-earned capital will be invested along the likes of industry leaders in the private equity space in Canada.

KEY PARTNERS

Diversification. Tax Advantages. Higher Return Potential with Less Risk

Willoughby Asset Management takes a disciplined approach to creating and managing a high-quality equity portfolio.

By employing a robust risk management strategy coupled with superior screening and stock selection, we achieve lower volatility and better diversification. This approach helps to avoid concentration risk and sidestep companies with inconsistent earnings, therefore achieving a smoother return profile to better direct and manage investor behavior.

SUB-ADVISORS

Through a rigorous due diligence program lasting almost a year, our investment team has researched, analyzed, and met with many of the industry leaders in the Canadian private equity space. Our sub advisors will be instrumental in producing higher risk adjusted returns and a better overall investment experience for our investors over the long term. The key success factor to Laurier Private Equity stems with our partners listed below.



DISCLAIMER:

This information circular pertaining to the Laurier Private Equity Pool ("The Portfolio") is not to be construed as a public offering of securities in any jurisdiction of Canada. Important information about The Portfolio, is contained in its Offering Memorandum available through Willoughby Asset Management. Commissions, trailing commissions, management fees, performance fees and expenses all may be associated with investments in The Portfolio. Investments in The Portfolio are not guaranteed, their values change frequently and past performance may not be repeated. Historical annual compounded total returns including changes in units value and reinvestment of all distributions do not take into account sales, distribution or optional charges or income taxes payable by any security holder that would have reduced returns. Unit values and investment returns will fluctuate and there is no assurance that The Portfolio can maintain a specific net asset value.

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