Annual Report 2021

Canadian Securities Institute
A Moody's Analytics Company

CIWM Certified International Wealth Manager

What is covered

ABOUT CSI

Canadian Securities Institute has been setting the standard of excellence for over 50 years. We have trained over one million global professionals making us the preferred partner for individuals, financial institutions, and regulators on an international scale. Our certifications give financial services professionals a strategic career advantage.

The Certified International Wealth Manager (CIWM) designation—co-granted by CSI and the Swiss-based Association of International Wealth Management (AIWM)—is recognized worldwide as a leading credential for wealth managers. It ensures that financial professionals have the unique knowledge and skills to address the complex needs of high-net-worth clients.

OVERVIEW OF CIWM DESIGNATION HOLDERS

Designation Holders in Good Standing as of December 31, 2021: 519

To be represented as an active CIWM in good standing, designation holders are required to renew their designation annually. Designation holders are also required to maintain their designation by continuing their education, adhering to the CIWM Code of Ethics, and committing to the terms of using the CIWM trademark.

New Designation Holders in 2021: 35

New designation holders have completed an approved learning path, followed by a certification examination, and have relevant work experience.

DESIGNATION AWARENESS ACTIVITIES

Financial Literacy Month Campaign

In November 2021, we launched a public awareness campaign promoting the CIWM designation. Our goal was to build awareness of the CIWM designation in the Canadian financial services market by emphasizing its value to the financial services community—including professionals, financial institutions, CIWM holders and candidates—through external financial media houses and social media channels. Over 152,000 people engaged with our promotions and wanted to learn more about the CIWM.

In partnership with leading financial services providers, we also hosted a series of webinars to help Canadians achieve greater financial resilience and navigate the evolving financial landscape with confidence. Topics included:

- Baby Boomers, Millennials, and Wealth Transfer: What You Need to Know
- Newcomers: Fast Track Your Financial Career in Canada
- Investors' Guide to Digital Assets
- A Woman's Guide to Personal Finance

CIWM designation holders played a pivotal role in selecting topics, creating, and presenting impactful content. Each webinar also emphasized the importance of working with a qualified financial planner. The webinars had a combined attendance of over 2,400 people, including CIWM designation holders and candidates, their clients, and the general investing public.

Visit our Resources Hub to watch the webinar replays.

Annual CIWM Graduation Celebration

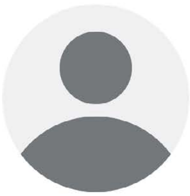
In November 2021, CSI held a virtual graduation celebration to honour and recognize the achievements of new CIWM and other CSI designation holders between October 1, 2020, and September 30, 2021. Marie Muldowney, Managing Director at CSI, presided over the virtual celebration with guest speaker and designation council member Tiffany Harding, CFP®, TEP, FEA, CLU®, CDFA, MFA-P™, CIWM, FCSI®, Vice President, Head of Wealth Planning – Gluskin Sheff + Associates Inc.

The guest speaker addressed how empathy and emotional intelligence are crucial to becoming a trusted advisor, along with the importance of recognizing different client backgrounds and experiences. They also presented awards of excellence to candidates who scored the highest marks, ranging upwards of 85%, in the CIWM Certification Exam.

About 200 people registered for the graduation celebration, and the virtual live event was very well received by 90 attendees. View the graduating class of 2020-2021.

Award of Excellence Recipients

Edith Beaucage



Pierre-Yves Dionne

Mélanie Lagacé

DESIGNATION AWARENESS ACTIVITIES

Enhanced CIWM Milestones Campaign

We set up email notifications to remind candidates on the path to the CIWM designation of the courses they must complete to earn their CIWM. Candidates receive these emails after every course they complete towards the CIWM. We introduced additional email and social media campaigns to promote the courses that advance learners on the CIWM educational pathway.

The target audience included people interested in learning and professional development and who worked in financial advisory and banking roles. About 420,000 people engaged with our promotions and over 600 visited the CIWM website.

MEMBER BENEFIT ACTIVITIES

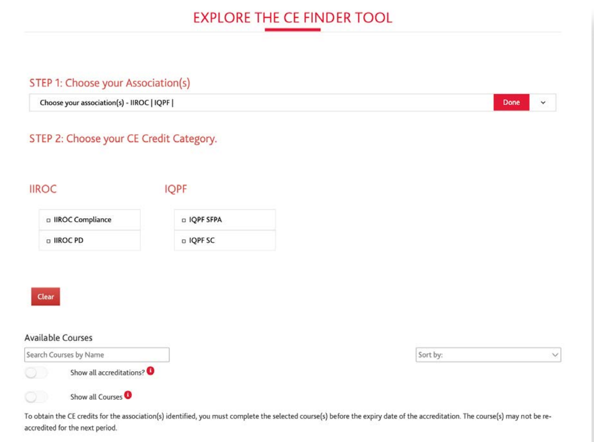
Continuing Education Benefits

We offer Continuing Education (CE) courses that span retail banking, financial planning and insurance, investment management and trading, wealth management and private banking, practice management, supervision, and compliance. Additionally, most of our licensing, advanced, mini courses and webinars are IIROC-accredited and are recognized throughout the financial services industry. Upon completion, learners earn CE credits that can be applied towards registration, designation, and professional association requirements. We have further introduced tools that make it convenient for learners to track, manage and fulfill their CE requirements.

Continuing Education (CE) Finder Tool

Our CE Finder Tool helps CIWM holders explore our latest Professional Development and Compliance Continuing Education courses for CIWM designation and other credentials. This tool allows users to filter and select courses based on their individual requirements.

Explore the CE Finder Tool.



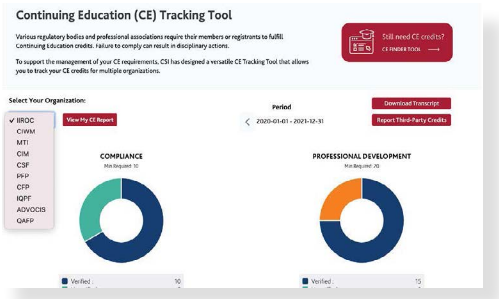
MEMBER BENEFIT ACTIVITIES

Continuing Education (CE) Tracker Tool

To further enhance the process of managing CE credits, we launched a Continuing Education (CE) Tracker Tool. The CE Tracker is an interactive dashboard that serves as a central repository for CIWM holders to track and manage their CE requirements to maintain their CIWM designation. CIWMs can also track CE requirements for regulatory bodies across Canada, including IIROC, MFDA, CSF, provincial insurance councils, other CSI designations, and other professional associations or certifications.

CIWM designation holders can track the number of CE credits completed and how many they need within a specified cycle. The dashboard will display all courses they have completed through CSI and the associated credits. They can also add third-party credits completed through other CE providers. The tool also allows users to download their CE transcript with the click of a button. The CE Tracker is available free of charge to CIWM designation holders.

Access the CE Tracker Tool through MyCSI.



Webinars for CIWM Designation Holders on Latest Topics

To help CSI designation holders stay up to date on industry trends and confidently advise their clients, we conducted webinars on the latest, industry-relevant topics throughout 2021.

In the '**Aging-in-place: The Conversation for Preparedness**' webinar, Neela White, Portfolio Manager at Raymond James, equipped designation holders to help their clients prepare for changes like health, mobility and social connections that may occur as they age. The webinar had over 550 registrations and 360 attendees.

To further the financial planning conversation for aging Canadians, Sean Shore, Securities, Compliance and Regulatory Counsel at Canadian Compliance & Regulatory Law, conducted the '**Advisors' Responsibility: Dealing with Vulnerable Clients**' webinar. The session, with more than 1600 registrations and 360 attendees, explored the changes announced by the CSA for vulnerable investors and provided practical guidance to advisors for supporting their aging clients.

In the '**Post-Pandemic Economy**' webinar, Mark Zandi, Chief Economist at Moody's Analytics, discussed the global economy's prospects post-pandemic and its long-lasting economic impact. The webinar had 1500 registrations and 450 attendees.

To understand and evaluate the spike in digital assets' popularity and investor interest, the '**Advisors' Guide to Digital Assets**' webinar, presented by Cristina Dolan, Computer Scientist and Co-founder of insideCHAINS and other blockchain companies, and Sean Shore, Securities, Compliance and Regulatory Counsel at Canadian Compliance & Regulatory Law, discussed the benefits and risks involved in investing in digital assets, along with changes in Canadian regulations concerning this new asset class. 2200 people registered for the webinar and over 760 people attended.

Visit our Resources Hub to watch the webinar replays.

Host A Webinar with Us

If you are interested in becoming a speaker and conducting a webinar with CSI, please fill out the Speaker Application Form, and a CSI representative will be in touch with you. Before you apply, please review our CSI Podium Speaker Policy. Visit the CSI Podium website to learn more.

MEMBER BENEFIT ACTIVITIES

CIWM Benefits Campaign

CIWM designation holders enjoy exclusive benefits to elevate their financial advisory practice and professional development. The list of benefits is available on the CIWM website. To inform new CIWM designation holders, we set up informational email notifications describing how designation holders can make the best of these benefits. CIWM holder benefits include:

- Get listed in CSI's CIWM Directory, which helps clients find you and verify your credentials
- Earn the right to use the CIWM trademark designation letters in marketing materials to promote your credentials
- Access to online resources and customizable marketing materials through the CIWM Member Portal to help you promote yourself, your designation, educate your clients about the CIWM and build your practice
- Enjoy free access to all webinars designed for financial advisors on the latest industry trends and topics through the CSI Resources Hub. Opportunity to conduct your own webinar through CSI Podium.
- Access to the member's only CIWM networking group on LinkedIn
- National promotion and advertising campaigns that create awareness of the CIWM designation, including opportunities to be featured

External Course Discount

CSI provides CIWM designation holders with discounts on courses that complement their continuing education and practice through strategic partnerships with external subject matter experts. After successfully launching Llyod William's Trade Like A Pro course to CIWM designation holders in 2020, we extended our partnership into 2022. Through this course, CIWM designation holders learn about repeatable methodologies used by professional traders, hedge, and endowment managers to create superior investment performance and make better decisions for their clients.

This US$1,095 course was available to CIWM designation holders at a US$300 discount. It also provides 20 hours of IIROC or CIWM CE PD credits. Over 150 CSI designation holders have taken advantage of the Trade Like A Pro course.

UPCOMING WEBSITE IMPROVEMENTS

New CSI Website

We are in the process of revamping the CSI website. This includes redesigning the look-and-feel and reviewing the content of the CIWM designation web pages. These website refinements will significantly improve the user experience, enabling potential and existing designation holders and their clients and employers to find relevant content easily.

Here is a sneak peek into the CIWM website.