

The CIWM - a designation designed to help you address the needs of affluent clients

The Certified International Wealth Manager (CIWM) fully addresses the wealth management needs of affluent clients. Professionals learn how to attract and retain clients throughout all life stages.

Why has CSI chosen to partner with the Association of International Wealth Management (AIWM) to offer the Certified International Wealth Manager Designation in place of the Chartered Strategic Wealth Designation?

CSI has chosen to grant the CIWM designation in place of the CSWP for a number of reasons:

- Our students and corporate clients have indicated to us that an internationally recognized and positioned certification, particularly in the field of wealth management, will lend greater credibility and prestige in the eyes of the public and industry as compared with the CSWP which was only recognized locally in Canada.
- The CIWM is portable and recognizable anywhere in the world and holders of the CIWM will, as associate members of the Association of International Wealth Management (AIWM), be part of a global club of international wealth managers opening up global networking opportunities and other benefits.
- The CIWM is the leading international wealth management designation in the world, granted by the Swiss Association of International Wealth Management (AIWM) which is the premier wealth management association globally, dedicated to enhancing competency standards of the wealth management profession.
- The AIWM recognized the Canadian education path of the CSWP as broadly meeting the international standards of the CIWM.
- The partnership with AIWM will allow CSI to make available to students and holders of the CIWM in Canada specific international investment and taxation content adapted for Canada that will over time be integrated into the Canadian education path and CE offerings.
- The CIWM will be promoted not just in Canada, but internationally through the AIWM and local chapters.

What is the Association of International Wealth Management and how do they impact me as a CIWM holder?

The AIWM is a not-for-profit association based in Switzerland which is dedicated to encourage, promote and strengthen global education in the private banking and wealth management industries and to set a globally recognized standard for the qualification of wealth management professionals. It launched the CIWM designation in 2004 and now in partnership with CSI, will be co-granting the CIWM designation in North America. As a CIWM holder, you will be a member of the prestigious association as well as listed in their directory. For more information on the AIWM, please visit www.aiwm.org.

When will this change take place?

The CIWM will be officially launched in Canada on February 5, 2014 at which time the CSI website and designation portal will have been rebranded and rewritten to reflect the change.

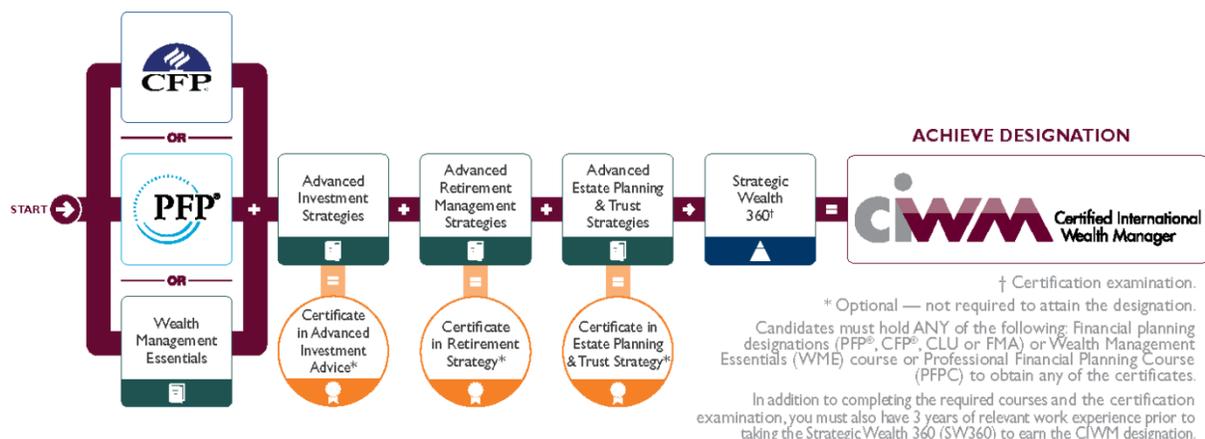
As an existing holder of the CSWP, what does this change mean to me?

You will be automatically grandfathered into the CIWM (unless you had indicated to us otherwise) and CSI asks that you update your stationery and collateral materials bearing reference to the designation name and letters at your earliest convenience. You will receive a CIWM wall document (diploma) and certification letter in the mail. You will now be a holder of an international recognized wealth management designation (CIWM) and a member of a global wealth management association (AIWM). As explained later in this document, the ongoing requirements to maintain the designation will be the same as they were for the CSWP[®] with the exception of one small change to the CE requirements.

Will the structure of the CIWM program in Canada be different from the CSWP?

The structure will be exactly the same as the old CSWP path as shown below:

Certified International Wealth Manager (CIWM)



The program consists of 3 courses plus the Strategic Wealth 360 evaluation. Pre-requisites of the PFP® or CFP® or WME are required as well. Students who complete this path will still have the opportunity to earn 3 specialty certificates along the path to the designation: The Certificate in Advanced Investment Advice, the Certificate in Retirement Strategy and the Certificate in Estate Planning and Trust Strategy. Candidates should have completed a financial planning course or certification or the Wealth Management Essentials Course prior to entering the CIWM program. CSI will integrate international content made available through the AIWM into the existing courses that are described above.

I understand there will be some additional content added to the courses leading to the CIWM in the area of international taxation. As a grandfathered CIWM, will I have the opportunity to access this content?

CSI will be adding content in the area of international taxation to the CIWM courses (in particular the AIS course) for the February 5th launch of the CIWM. This content will also be made available in the form of a **CE course**. It is highly recommended that you as a grandfathered CIWM enroll in this course (yet to be named) to ensure that you remain current with the CIWM educational standard and at the same time help meet the CE requirements of the CIWM and other jurisdictions that you have a CE obligation for. This course will be delivered online and we expect will satisfy around 6-9 hours of professional development CE. We will send you more information about this course when it is launched, likely in the early spring of 2014.

Have the on-going requirements to maintain the CIWM designation changed as compared with the CSWP?

As with the CSWP, earning your Certified International Wealth Manager designation is a commitment to continuous life-long learning and integrity. As such, there are ongoing education, ethics and licensing fee requirements that you must meet annually to evolve your knowledge base and maintain your status as a CIWM just as there were with the CSWP. The only small change relates to the annual CE requirements listed below. See the FAQ questions just below.

Have the on-going licensing requirements changed as compared with the CSWP?

There have been **no** changes to the ongoing licensing requirements except for the name change to CIWM:

- Pay annual designation fee of \$275
- Agree to the terms of the CIWM trademark licensing agreement
- Commit to and abide by the CIWM Code of Ethics

Have the CE Requirements changed as compared with the CSWP?

There is a slight change (reduction in total hours) in the annual continuing education requirements as listed below.

The CIWM CE requirements will consist of:

- 9 hours of Professional Development continuing education
- 3 hours of Compliance related continuing education

Previously, the CSWP required 10 hours of structured and 10 hours of unstructured CE. For 2014, CIWM holders will have the choice to complete the old requirements of 10 hours of structured and 10 hours of unstructured CE, or can choose to complete the new requirements listed above. CIWM holders **will** be required to complete the new CE requirements going forward in 2015.

By becoming an associate member of the AIWM do I have to pay two membership fees?

No. Your annual designation fee of \$275 includes your AIWM associate membership fee. There are no extra fees.

What happens to the CSWP?

After February 5, 2014 CSI will no longer offer the CSWP (instead offering the CIWM). If you, as an existing holder of the CSWP, had indicated to us that you preferred to maintain the CSWP rather than accept grandfathering into the CIWM you will be able to maintain the CSWP letters until the end of your annual licensing period. CSI will no longer support the CSWP after the end of the licensing period and CSWPs at this time will no longer be allowed to use the CSWP letters and logo as they will no longer exist.

Because of the benefits of the CIWM, we expect CSWPs will accept grandfathering into CIWM. For grandfathered CIWMs, CSI asks that you update your stationery and collateral materials bearing reference to the new designation name and letters (CIWM) at your earliest convenience.

Will the 'dedicated' front-of-the-line customer service email address change?

Yes, you have access to customer service through the new email address at designations@csi.ca

Has the special 'dedicated' front-of-the-line customer service number changed?

No, the number remains the same. Please call **416.364.9130** (or **1.866.866.2601** toll-free in Canada)

What are the benefits of the CIWM designation?

- Impactful user-friendly retail space on your business card and stationery
- Promotion and usage of trademark designation letters (CIWM)
- Admittance in the exclusive Canadian CIWM designation holder directory and inclusion in the global AIWM directory.
- You become an associate member of the AIWM with opportunities for international networking
- Dedicated front of the line customer service
- Access to CIWM client brochure – promote yourself, your practice and your credentials
- Presentation and client letter templates
- International designation portability and recognition
- Promotion of the CIWM designation to the investing public, financial industry and regulators

If I hold more than one CSI credential in good standing, am I eligible for a special renewal rate?

CSI is pleased to offer a tiered discount structure for those who hold multiple designations in good standing. If you have a CIWM and an FCSI®, then you will receive \$50 off each CSI credential upon renewal. Therefore you will pay \$225 for each CSI designation, as long as both credentials remain in good standing. If you have three CSI credentials in good standing (for example: a CIWM, PFP® and

FCSI®), you will receive \$100 off each credential and pay \$175 for each designation - as long as all of your credentials remain in good standing.

What is the commencement date for CE requirements once I am granted the CIWM designation?

CE requirements will begin the calendar year after the student has achieved the CIWM designation. For example, if a student completes the CIWM designation in 2014 (regardless of when in the year it is completed), their CE requirements will begin in 2015.

What will the CE cycle period be? (i.e. Annually: Jan – Dec or CIWM anniversary date)?

The CE cycle will run on a calendar year basis, beginning on January 1st and ending on December 31st.

Will the CE requirements be pro-rated? (Dependent on when designation is granted)

There will be no need for pro-rating CE requirements, as CE will begin in the full year after the student has achieved the designation.

Regarding the CE credits that I need to fulfill, do these CE credits have to be attained from CSI or can I get them from an external CE provider (i.e. my place of work)?

At this time, there are no restrictions on whether the CE course(s) you must take are achieved through CSI or an external provider. As mentioned earlier however, we highly recommend that grandfathered CIWMs enroll in the new CE course that will cover the international taxation content that will be embedded in the AIS course (one of the 3 required courses for the CIWM) when the CIWM is launched in Canada on February 5th, 2014. The CE course should be available in the early spring and will be accredited to satisfy the requirements of most jurisdictions. It will be an online course designed to satisfy professional development CE credits. We will notify grandfathered CIWMs when the course is available.

When do I have to convert my CSWP stationery and collateral materials to the new CIWM logo?

CSI asks that you update your stationery and collateral materials bearing reference to the designation name and letters at your earliest convenience. Updating your stationery and collateral as soon as you can will only help your clients understand better what your designation letters mean. The new CIWM logo and usage guidelines are available when you log into the CIWM portal.

I am currently enrolled in the AIS how does this impact me?

You will notice an update to the AIS on February 5th 2014 which will include the new international taxation content. We highly encourage you to read and review this content however it will not be examinable until later in the year when a second update of the course will take place (likely in the summer). We will notify AIS students of the exact timing of the examination change at that time.

If I am working towards certification and not the designation will the AIS content still include international taxation?

Yes. There is only one version of AIS and the international taxation content will be added to it on February 5th. As mentioned however it will not be examinable until later this year.

I am currently enrolled in the SW360 will I have to go back and study new AIS content before my SW360 submission?

No. None of the SW 360 cases currently include an international taxation angle. This will be added in time, but probably not until later in 2014. Those enrolled in the SW360 will be given plenty of notice when the cases are eventually modified to include a component relevant to international taxation.

Will my renewal date change as a result of these changes?

No. Your renewal date will not change. It will be exactly the same as your CSWP renewal date.

Will my new wall document (diploma) come framed? When can I expect to receive my new wall document?

Yes you will receive a frame with your wall document when you complete the CIWM program and pass the SW360 course. You will also receive a frame when you receive your new CIWM wall document (diploma).

When and where will the CIWM be promoted in February 2014?

The CIWM will be promoted in the financial press in February in the following places:

- Morningstar.com
- Investment Executive (February 14th edition)
- Finance et investissement (February 14th edition)
- Joint news release distributed in Canada and Switzerland (February 5th)

Will the marketing resources for the CIWM be available for the February 5th launch?

Yes, all resources available to you as a CSWP will be available to you as a CIWM after February 5th.

I received a renewal letter for my CSWP designation, but now I cannot renew my CSWP. What are my options?

As of February 5th, all CSWP holders will be transitioning and grandfathered into the new CIWM international designation. If you have received a renewal notice for your designation, it means your annual renewal date is soon approaching/has recently passed, and you will actually renew into the CIWM designation rather than your old CSWP.

Why is my CIWM wall document (diploma) in English when I requested French as my language preference?

Your CIWM wall document (diploma) is only printed in English globally. To increase brand awareness around the designation name (Certified International Wealth Manager) the Association of International Wealth Management only grants diplomas in the English language around the world.