



# **Enriched Investing Incorporated**

## **Enriched Value Alternative Investing™ and the Canadian Dividend Strategy**

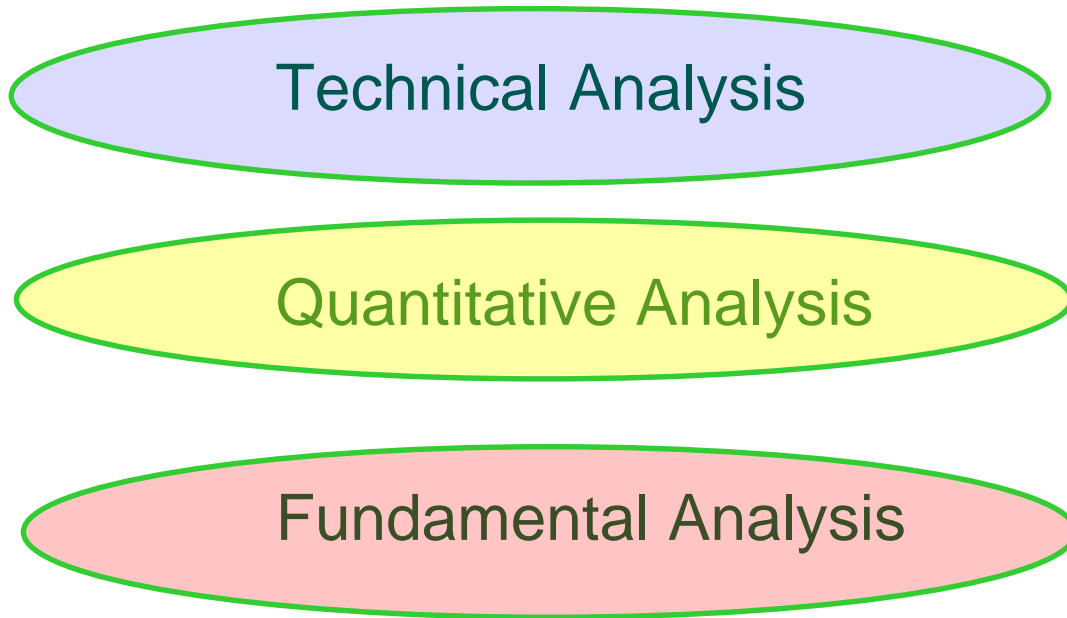
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[www.enrichedinvesting.com](http://www.enrichedinvesting.com)**

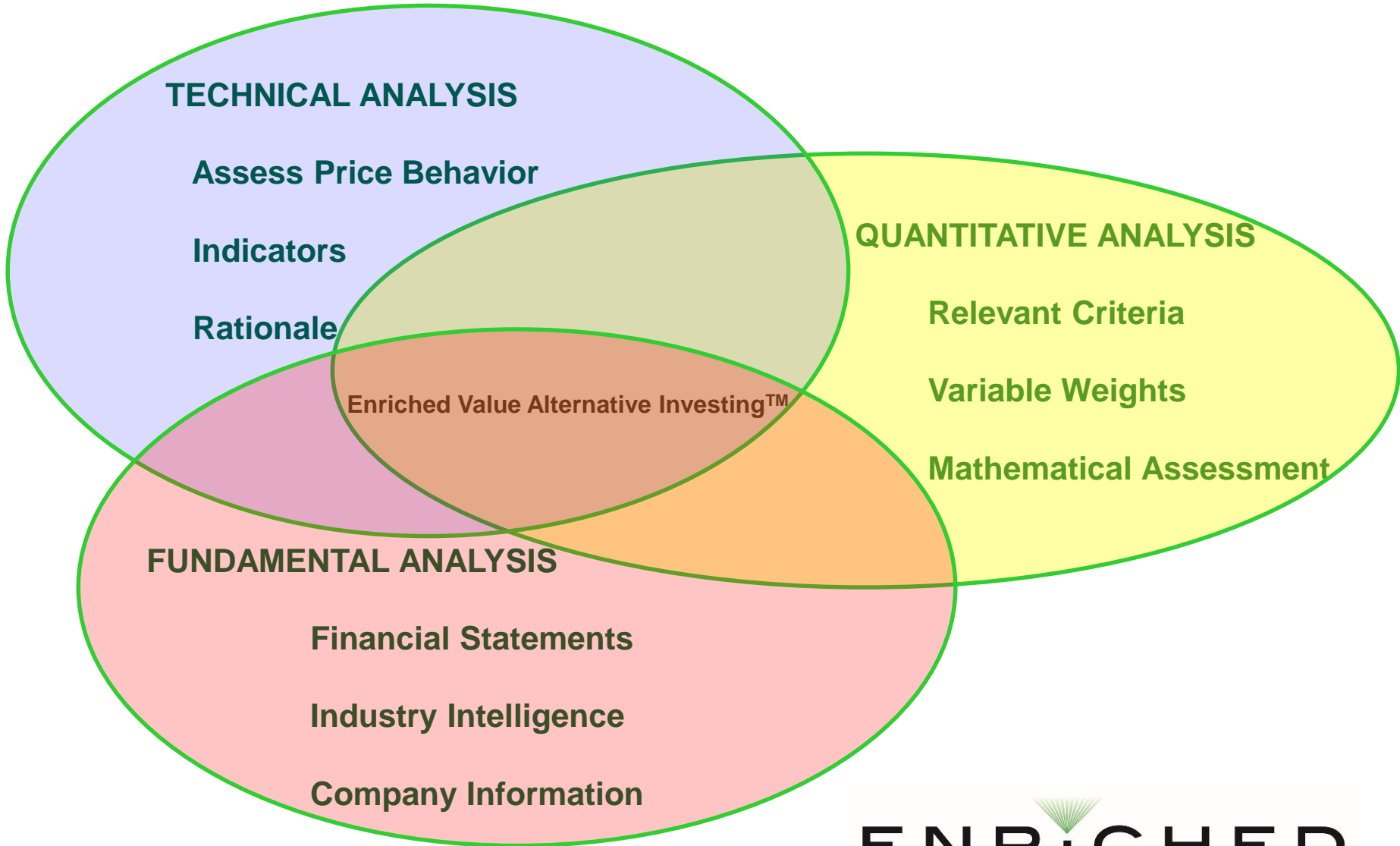
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STRICTLY PRIVATE AND CONFIDENTIAL

# What is Enriched Value Alternative Investing™?

Decision-Making Combining all 3 Analytical Disciplines



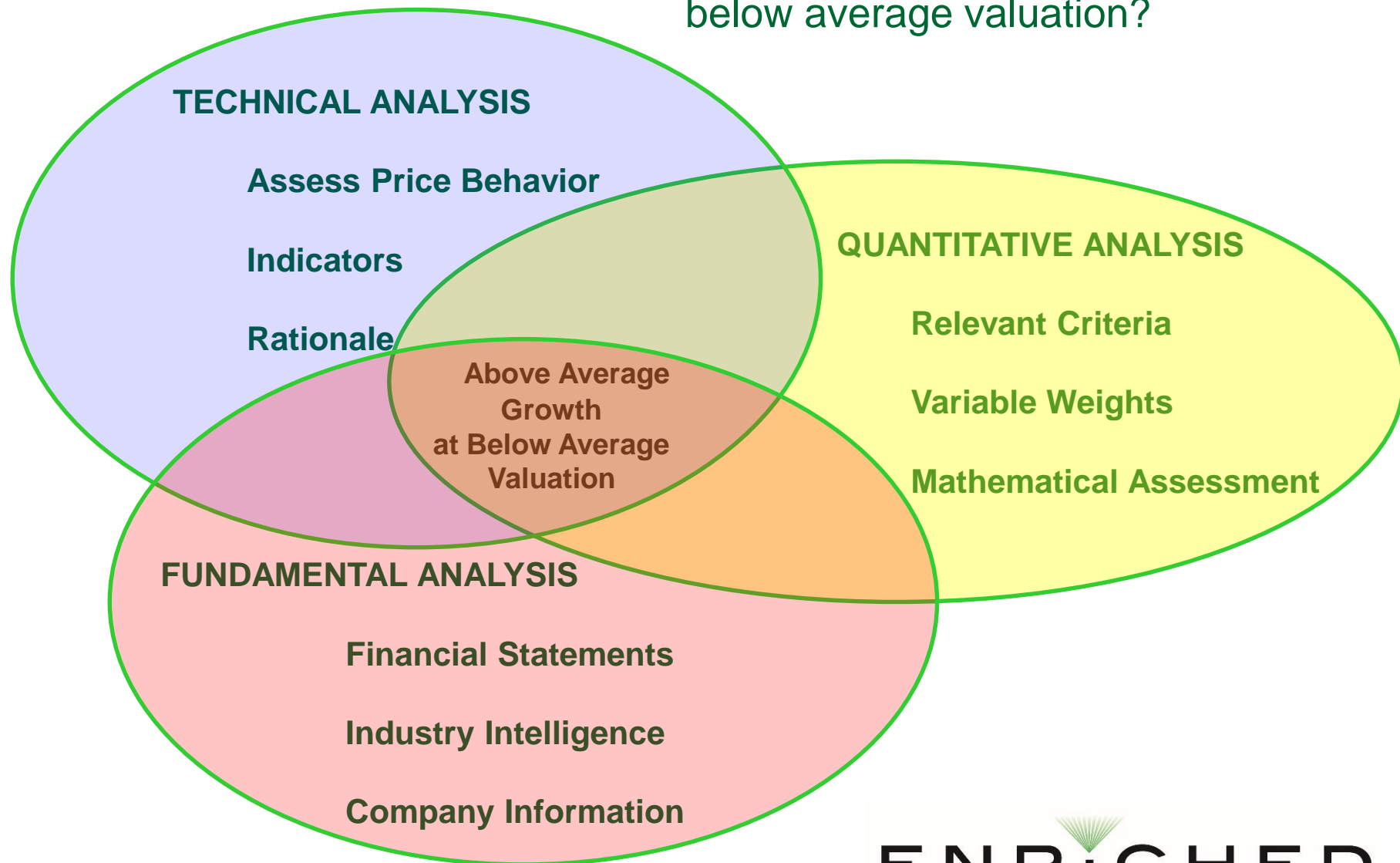


# What is the Canadian Dividend Strategy?

We buy 15 Canadian companies with

- above average growth at
- below average valuation and risk with
- high ROE
- low Debt to Equity and
- better ability to service Debt

# How does the Canadian Dividend Strategy find above average growth at below average valuation?



## The Canadian Dividend Strategy

**13-year Backtested\* Returns**

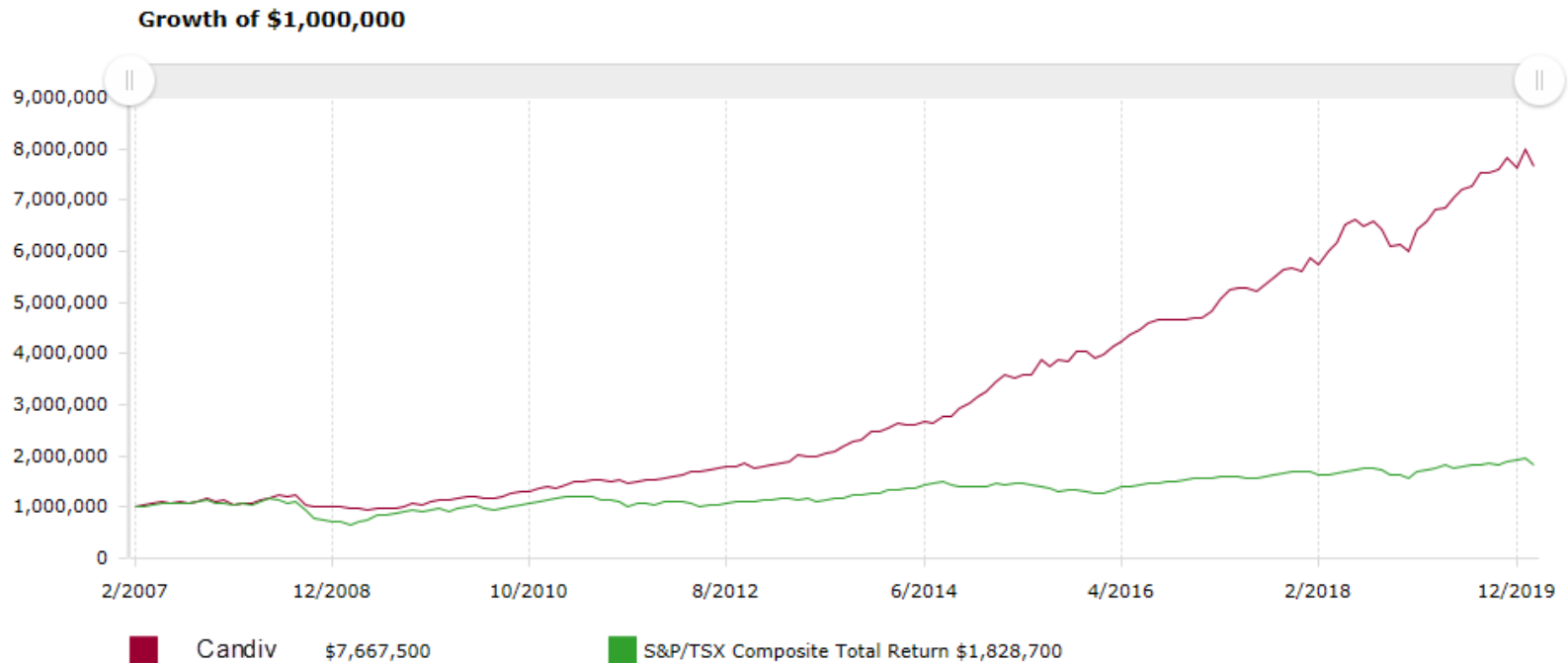
**17.0% per year from February 2007 to February 29, 2020\***

**that exceeded the S&P/TSX Composite  
Total Return by 12.2% per year backtested\***

\* These are backtested, not actual, historical returns. See notes on the last page regarding Assumptions, Methodology, Risks and Limitations of the backtest.

# The Canadian Dividend Strategy

\$1 million in 2007 would now be \$7.6675 million\*



\* **Backtested** — These are backtested, not actual, historical returns. See notes on the last page regarding Assumptions, Methodology, Risks and Limitations of the backtest.

Enriched Value Alternative Investing™

# Find out More

## Enriched Investing™

To find out more about how to invest with  
the Canadian Dividend Strategy

### Contact

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# The Canadian Dividend Strategy Backtesting

**Assumptions:** The backtesting of the Canadian Dividend Strategy assumes that purchases and sales on the first day of each month are transacted at the closing price of the prior monthend. Purchases and sale prices include a commission of 5 cents per share.

**Methodology:** 15 Canadian equity stocks are selected based on the Canadian Dividend Strategy. This strategy is created using Morningstar/CPMS software and is comprised of both Morningstar/CPMS variables and proprietary user-defined variables. These variables are assigned proprietary weights. The strategy is rebalanced to buy and sell stocks on the first day of each month based on data as of the market closing at the prior monthend.

**Risks and Limitations:** These results are not based on actual transactions but are based on backtested results that are backward looking. There is no management fee included in the results, so the annual percentage management fee that would be charged on an actual portfolio should be subtracted from the returns. In addition, the transaction and market impact costs may differ from the assumed commission. Therefore, actual portfolio results may have differed substantially from the posted backtested performance. There is no guarantee that past performance will be repeated in the future. There is no guarantee that actual portfolio results over this time period would have been the same as the backtested results.