

Asset Class: Canadian Equity

TSX TICKER:

DXM

FUND INFORMATION

Inception Date	February 2, 2012
NAV per Unit	\$10.35
Number of Holdings	30
Distribution Frequency	Quarterly, if any
Trailing 12m Yield ¹	4.09%
CUSIP	318622107
Management Fee	0.60%
Benchmark	S&P/TSX Composite TR Index

CHARACTERISTICS

	Index	Benchmark
Return (annualized)	9.58%	7.37%
P/E Ratio	18.23	17.09
P/B Ratio	1.94	1.85
Std Dev	11.45	12.49
Beta	0.79	1.00
Sharpe Ratio	0.70	0.49
Sortino Ratio	1.04	0.68
Max Drawdown	-36.22	-43.35
Up Capture	91.35	100.00
Down Capture	71.65	100.00

Time period: 31/12/2001 to 29/09/2017

EQUITY STYLE BOX

	Value	Blend	Growth
Large	37	17	3
Mid	16	10	17
Small	0	0	0

FUND OVERVIEW

This ETF offers investors a way to gain exposure to the most fundamentally sound dividend paying stocks in Canada by replicating, to the extent possible, the Morningstar® Canada Target Dividend Index™, (the "Index"). The Index is comprised of the top 30 issuers that meet the screening requirements, and is equally weighted and rebalanced quarterly.

GROWTH OF \$10,000 (HISTORICAL INDEX PERFORMANCE)²



TRAILING INDEX RETURNS (%)²

	10y
Morningstar® Canada Target Dividend Index TR	5.29
Benchmark	4.06

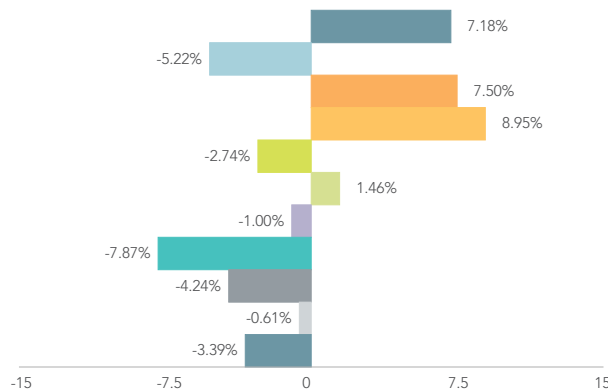
FUND PERFORMANCE (%)

	1m	3m	6m	YTD	1y	2y	3y	4y	5y	SI
DXM	3.56	0.70	2.13	3.89	7.50	9.90	0.13	4.19	5.61	4.42
Benchmark	3.06	3.68	1.99	4.45	9.18	11.66	4.54	8.29	8.06	7.11

SECTOR ALLOCATIONS(%)

Energy	27.3
Financials	26.7
Telecom Services	13.1
Utilities	12.8
Industrials	6.6
Real Estate	6.4
Consumer Discretionary	3.6
Materials	3.5
Consumer Staples	0.0
Healthcare	0.0
Information Technology	0.0

RELATIVE TO BENCHMARK



¹The Trailing 12 Month Yield is calculated on the Fund's actual distributions paid to investors over the past 12 months based on NAV. All distributions are paid in cash.
²The rate of return chart shown is used only to illustrate the effects of the compound growth rate and is not intended to reflect future values of the Index or the Fund or returns on investment in the Fund. Returns of an Index do not represent the Fund's returns. An investor cannot invest directly in an Index. All performance data for all indices assumes the reinvestment of all distributions. Morningstar index performance data results prior to February 6, 2012 are hypothetical, but are calculated using the same methodology that has been in use by the index provider since the Index was first published. Information regarding the Morningstar index, including the applicable index methodology, is available at <http://indexes.morningstar.com>. As a result of the risks and limitations inherent in hypothetical performance data, hypothetical results may differ from actual Index performance.
Use of benchmark: The S&P/TSX Composite Index is a capitalization-weighted index designed to measure market activity of stocks listed on the Toronto Stock Exchange. This index is used as a benchmark to help you understand the Fund's performance relative to the general performance of broader Canadian equity market.

TOP 10 HOLDINGS (%)

INTER PIPELINE LTD	3.70
MAGNA INTERNATIONAL INC	3.58
PEMBINA PIPELINE CORP	3.48
KEYERA CORP	3.46
AGRIUM INC	3.45
VERESEN INC	3.42
SNC LAVALIN GROUP INC	3.38
ALTAGAS LTD	3.37
ROYAL BANK OF CANADA	3.37
SHAW COMMUNICATIONS INC B	3.34

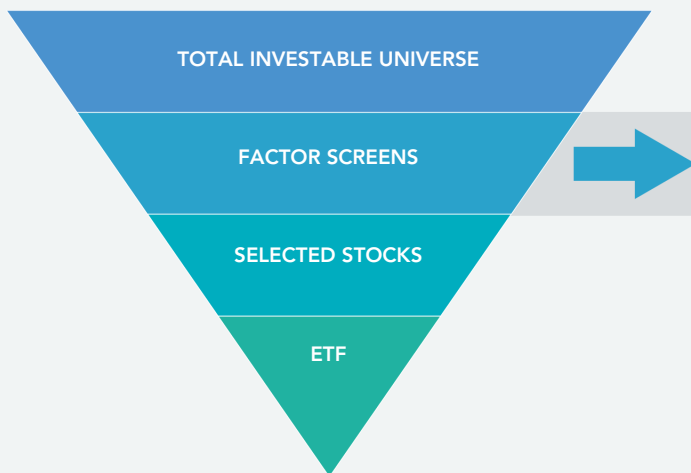
KEY REASONS TO INVEST

- Dividend investing has historically resulted in outperformance with lower volatility over time versus the broad market
- To position portfolios in higher quality stocks to help mitigate downside risk
- Attractive down-market protection history
- The option to benefit from the compounding effect of dividend reinvestment

INVESTMENT PROCESS

First Asset's smart beta investment solutions seek to capitalize on universally recognized and well documented outperformance achieved by focusing on stocks that exhibit certain characteristics (factors) such as value, momentum, volatility and dividend. Our solutions track indices that select constituent stocks based on fundamental factors that have historically demonstrated outperformance and/or lower risk, rather than selecting stocks based on market-capitalizations. The goal of smart beta is to generate better risk-adjusted returns – that is, maximizing return while minimizing volatility.

Morningstar® Canada Target Dividend Index™ screens the universe of Canadian listed stocks, ranking securities within each of the five fundamental factor categories below. Subject to turnover buffer rules and limits on the number of stocks per sector, those securities with the highest aggregated rankings are selected to replace any existing holdings rated 'sell' in the 30 security portfolio at each quarterly rebalance. The goal is to generate a set of holdings that may produce above average returns with a better risk profile relative to the broad market.



33% Expected Dividend Yield
Expected Dividend Yield is a measure of the dividends that a company is expected to pay each year.

20% Cash Flow-to-Debt
Cash Flow-to-Debt is a measure of a company's excess earnings available to debt holders.

13% 5-Year Normal EPS Growth
Earnings-Per-Share (EPS) is a measure of a company's earnings spread over the shares of a company's outstanding equity. The 5-Year Normal EPS Growth is a historical metric that reflects the EPS growth over a five year period.

20% Return on Equity
Return on Equity is a measure of the income generated by the equity contributed by shareholders.

13% 3-Month EPS Estimate Revision
3-month EPS estimate revision measures the percentage change over the past 3 months in the median broker diluted earnings estimate for a company's current fiscal year.

MORNINGSTAR® CPMS™

Morningstar® Canada Target Dividend Index™ incorporates Morningstar® CPMS™'s equity research platform that integrates fundamental, estimate and technical data, as well as economic and commodity data for over 3,600 Canadian and US stocks. CPMS™ is used to create factor and multi-factor investment strategies and brings focus to the investment management process by using a disciplined and defensible methodology powered by the highest quality equity data.

1 (877) 642-1289 | www.firstasset.com | info@firstasset.com



First Asset - Smart Solutions™

First Asset, a CI Financial Company, is a Canadian investment firm delivering a comprehensive suite of smart ETF solutions. Rooted in strong fundamentals, First Asset's smart solutions strive to deliver better risk-adjusted returns than the broad market while helping investors achieve their personal financial goals.

There is no assurance that the Fund will achieve its investment objectives. Commissions, trailing commissions, management fees and expenses all may be associated with investments in exchange traded funds. Please read the prospectus before investing. Exchange traded funds are not guaranteed, their values change frequently and past performance may not be repeated. The indicated rates of return of the Fund are the historical annual compounded total returns, including changes in unit value and do not take into account sales, redemption or optional charges or income taxes payable by a security holder that would have reduced returns. Performance is calculated net of fees. This communication is intended for informational purposes only and is not, and should not be construed as, investment and/or tax advice to any individual. Particular investments and/or trading strategies should be evaluated relative to each individual's circumstances. Individuals should seek the advice of professionals, as appropriate, regarding any particular investment. Morningstar® is a trademark of Morningstar, Inc. The Fund is not sponsored, endorsed, sold or promoted by Morningstar or any of its affiliates (collectively, "Morningstar"), and Morningstar makes no representation regarding the advisability of investing in the Fund. First Asset Morningstar Canada Dividend Target 30 Index ETF is managed by First Asset Investment Management Inc., a subsidiary of First Asset Capital Corp. (FA Capital). TM First Asset and its logo are trademarks of FA Capital, a wholly owned subsidiary of CI Financial Corp. which is listed on the Toronto Stock Exchange under the symbol "CIX". ©CI FINANCIAL is a registered trademark of CI Investment Inc., used under license.