Deep Roots, Stronger Together

By Charles R. Sims, FCPA, FCA
Chief Executive Officer*

On May 2, Cumberland Private Wealth completed the previously announced merger with Perron & Partners. So, how did two successful independent firms separated by 2,100 miles decide to join forces and Go Far Together? Let me tell you.

Both firms have a lot in common. To start with, both were founded by entrepreneurial industry veterans. Both firms were employee-owned with no affiliations to any financial organizations. Both had strong values and believed deeply in the client experience.

Gerry Connor and Gary Perron brought their decades of investment experience and their focus on values and culture to create companies that believed in employee ownership, an entrepreneurial spirit and an unwavering commitment to clients. From this common framework, we have now created one firm that is better able to meet your needs today and tomorrow.

Remaining true to our roots

The new, combined company will build on the strengths of each firm, while remaining true to the principles on which they were founded.

* Cumberland Partners Limited and Cumberland Private Wealth Management Inc.

Gerald R. Connor, Founder
Cumberland Private Wealth*

Investing alongside clients

Gerry Connor has always said "Whatever you recommend to clients, you should be confident in owning yourself." That was the founding philosophy of Cumberland Private Wealth over 20 years ago and it remains true today—we are an investment firm where "our money is managed alongside your money."

Employee ownership

Our team are owners as well as investors in Cumberland Private Wealth; they are committed, long-term partners for the future.

A unique client experience

Being aligned with our clients creates a unique culture and a rewarding client experience. We understand that clients today want and need to be more actively involved in the management of their wealth. At Cumberland Private Wealth, your portfolio manager is at your side and you can meet the people who manage your money.

"Whatever you recommend to clients, you should be confident in owning yourself."

Gary E. Perron, CFA
Founder Perron & Partners**

"We maintain our independence, innovative approach and drive to always work in the best interests of our clients."

Independence

Gary Perron recognized that larger firms tend to offer clients what's best for the firm, not necessarily what is preferred by the client. When he founded his independent firm, he immediately witnessed what was possible when not inhibited by corporate directives and guidelines.

By merging with another independent firm, Gary ensured that his firm's future would remain free from the influence of a larger financial institution and could remain true to its focus on investment excellence and the client experience.

Unbiased advice

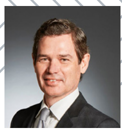
We are able to offer our clients unique wealth management services with objectivity that is not possible at large institutions. You can be confident knowing that our interests are always aligned with your own.

Innovation

As an independent, the firm is free to develop new investment ideas and pursue innovative solutions for our client portfolios and service experience.

* Currently Chairman of Cumberland Partners Limited and Cumberland Private Wealth Management Inc., Director of Cumberland Investment Counsel Inc.

** Currently Vice-Chairman of Cumberland Partners Limited and Cumberland Private Wealth Management inc., Director of Cumberland Investment Counsel Inc.



Joining forces to serve you better

Joining together Perron & Partners and Cumberland Private Wealth ensures that we have the resources to be able to deliver the breadth and sophistication of products and services, as well as the unique client experience, that high net worth clients need and have come to expect.

For example,

- A more holistic offering to meet your life goals, including financial and estate planning
- Broader and deeper investment strategies, with 15 solutions spanning North America and Internationally, including Alternative, Equity and Fixed Income
- Deeper pool of talent, with over 20 investment managers and analysts
- More regional coverage and service

Our promise to you hasn't changed

Whether you were a client of Perron & Partners or of Cumberland Private Wealth, our promise to you hasn't changed.

We remain independent, disciplined and unbiased in our approach. We continue to be invested alongside you; employees of the merged Cumberland Private Wealth will continue to have an ownership stake in the firm. Your success and our success continue to be intertwined.

You will continue to receive exceptional client service from the same people you have come to know and trust over the years, while enjoying new advantages. You now have access to a wider range of wealth management products and services supported by a deeper team of investment professionals.