

SMA COMMENTARY

Thoughts & Positioning

STRATEGY DETAILS

SMA	STRATEGY TYPE
CORE INCOME	NORTH AMERICAN EQUITY
U.S. DIVIDEND	U.S. EQUITY
DIVERSIFIED INCOME	NORTH AMERICAN EQUITY & FIXED INCOME
CANADIAN DIVIDEND	CANADIAN EQUITY
TACTICAL	ASSET ALLOCATION

SMA MANAGER



Craig Basinger, CFA

CHIEF MARKET STRATEGIST

T: 647.822.1406

craigb@purposeinvest.com

MARKET OVERVIEW

Most years markets see added volatility in the September / October timeframe and with a U.S. tight election, the seasonality is even more magnified. But this year, the volatility started early with a dramatic sell-off in late July and early August, followed by a euphoric recovery pushing markets back to or near all-time highs. If this was a sampling, it bodes for a volatile post-Labour Day environment.

Many eyes will be on the economy. After a relatively robust 1st half of 2024 globally, things are slowing. The bond market knows this, as yields have fallen. The commodity market knows this as prices have generally

retreated. Yet the equity market seems to be interpreting this as a glass half full, softer growth equals continued slowing inflation and that means more rate cuts. Analysts are also optimistic, given the upward earnings revisions of late. A slowing economy should not be earnings positive, so one of these cohorts will be proven right and the other wrong, and probably find out who is more clairvoyant in the coming months.

The Purpose Core Income mandate performed well in August, outperforming its respective benchmark. Dividends proved resilient amid the market volatility. Providing stability and income during the month.

Many eyes will be on the economy. After a relatively robust 1st half of 2024 globally, things are slowing. The bond market knows this, as yields have fallen. The commodity market knows this as prices have generally retreated.

PORTFOLIO ACTIVITY

While underweight exposure to financials and an elevated position in energy presented some challenges, our strategic overweight in healthcare stocks, particularly within the pharmaceuticals and medical devices sectors, contributed positively to returns. A significant holding in gold also supported the mandates, benefiting from rising gold prices which reached a new all-time high in August.

Additionally, the depreciation of the U.S. dollar weighed on returns, as we have a material weighting in US equities in both Core Income and Diversified Income mandates.

In August we executed several trades to reallocate our consumer exposure. Starbucks experienced a surge following the announcement of a CEO change. The optimism around the new CEO, Brian Niccol, formerly of Chipotle, is justified, as he is expected to accelerate the turnaround for the world's most famous coffee brand, albeit with some challenges. After an initial 24.5% jump in the stock price, momentum has begun to wane, making it an opportune time to exit the position. On the other hand, our investment in Pet Valu did not meet expectations. Despite management's growth plans, performance has remained lackluster, with stiff competition and consumer trends favoring value-oriented options. The stock has

struggled post-COVID, and significant sales growth remains elusive.

In light of these changes, we have initiated a position in Canadian Tire. The company has faced a slowdown after the COVID-19 boom, but we are optimistic that conditions are improving. A sustained easing cycle by the Bank of Canada should help stabilize demand, and Canadian Tire's diverse product range across different price points offers a competitive advantage. Trading at 12.5x forward earnings, Canadian Tire is attractively valued compared to its U.S. peers and Dollarama, which is priced at over 30x earnings. The stock's valuation presents a compelling entry point despite potential near-term range-bound trading. Canadian Tire's strong free cash flow generation, robust capital allocation strategy, and effective use of loyalty data to integrate its business operations further support our investment decision.

Since the beginning of July Canadian pipelines have had an incredible run. TC Energy rose over 20% in less than two months and Enbridge is up nearly 15%. Pipelines rank very highly on our scale of interest rate sensitivity. So, it's not surprising that this move has coincided with bond yields plummeting. The Canadian 10-year yield is now 3% after falling 60bps since early July. With rates now at the lower

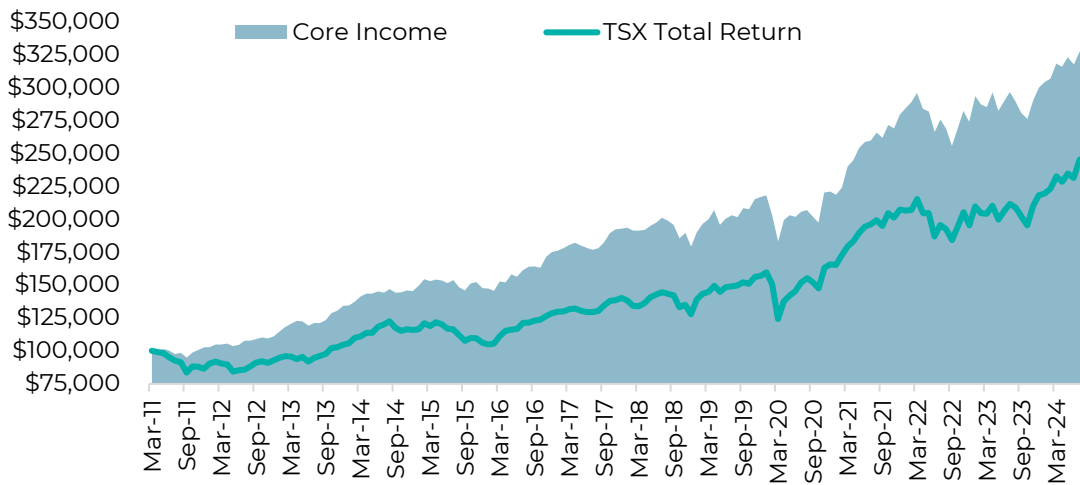
end of their multiyear trading range, we believe it's a good time to reduce some rate sensitivity in the portfolio. We've exited our position in Enbridge, and used the proceeds to raise some cash given markets have snapped back near their recent highs following the pullback in August.

As we move into the historically volatile season for markets, a slight defensive stance may prove appropriate. Elevated cash, and a continued tilt towards defensives such as Health Care, Staples Telecom, and Utilities have positioned the portfolio to weather future bouts of volatility if this market does weaken further.

With rates now at the lower end of their multiyear trading range, we believe it's a good time to reduce some rate sensitivity in the portfolio.



ALL PERFORMANCE DATA AS AT AUGUST 31, 2024



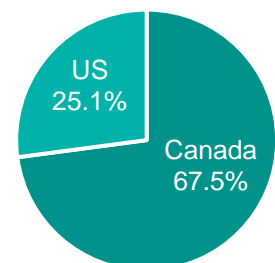
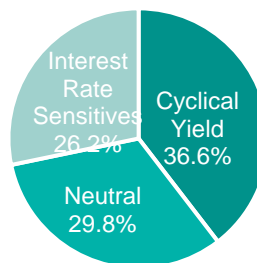
Gross of fees

	1-month	3-months	6-months	1-year	YTD	3-year	5-year	7-year	10-year	Inception*
Core Income	1.29%	2.6%	8.0%	14.6%	10.5%	7.6%	10.5%	9.3%	8.5%	9.3%
Benchmark	1.2%	5.6%	11.0%	18.8%	13.7%	7.6%	10.6%	9.6%	7.3%	7.0%
Relative	0.1%	-3.1%	-3.0%	-4.2%	-3.2%	0.1%	-0.2%	-0.3%	1.2%	2.3%

Name	Industry	Weight	Yield
SUNCOR ENERGY	Energy	3.1%	4.2%
ARC RESOURCES LT	Energy	3.4%	2.9%
CENOVUS ENERGY	Energy	2.7%	3.0%
VEREN INC	Energy	2.2%	5.1%
TC ENERGY CORP	Energy	3.7%	6.0%
CAMECO CORP	Energy	1.9%	0.2%
BARRICK GOLD CRP	Materials	3.9%	2.0%
LUNDIN MINING CO	Materials	2.0%	3.0%
NUTRIEN LTD	Materials	2.3%	4.6%
FINNING INTL INC	Industrials	2.9%	2.9%
CAN NATL RAILWAY	Industrials	3.2%	2.1%
CISCO SYSTEMS	Info Tech	2.7%	3.2%
MICROSOFT CORP	Info Tech	4.3%	0.7%
BANK OF NOVA SCO	Financials	3.8%	6.2%
ROYAL BANK OF CA	Financials	4.3%	3.5%
BANK OF MONTREAL	Financials	3.6%	5.5%
SUN LIFE FINANCI	Financials	3.2%	4.3%
CANADIAN TIRE-A	Cons Discretionary	3.1%	4.5%
NORTHLAND POWER	Utilities	1.8%	5.7%
EMERA INC	Utilities	3.9%	5.6%
ALLIED PROP REIT	Real Estate	1.1%	10.3%
CHARTWELL RETIRE	Health Care	2.9%	4.2%
ROGERS COMMUNI-B	Telecom	3.0%	3.6%
TELUS CORP	Telecom	3.2%	6.8%
JAMIESON WELLNES	Cons Staples	2.1%	2.6%
PROCTER & GAMBLE	Cons Staples	3.6%	2.3%
MOLSON COORS-B	Cons Staples	2.8%	3.1%
ASTRAZENECA-ADR	Health Care	4.0%	1.2%
MEDTRONIC PLC	Health Care	3.6%	3.1%
MERCK & CO	Health Care	4.0%	2.6%
PURPOSE HIGH INT		5.0%	4.3%

- Health Care
- Cons Staples
- Comm Svcs
- Utilities
- Energy
- Cons Disc
- Info Tech
- Real Estate
- Materials
- Industrials
- Financials
- Cash

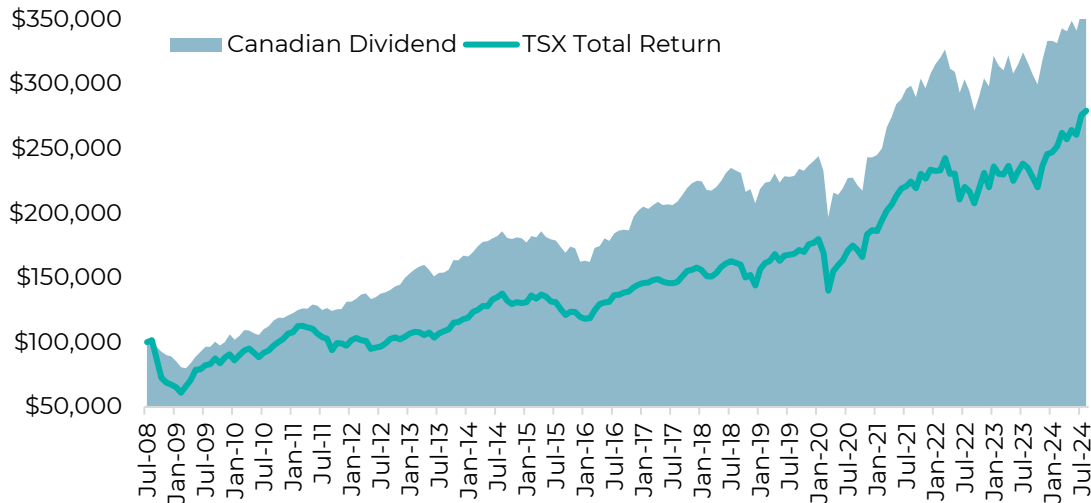
	Core Income	TSX	+/-
Health Care	14.5%	0.3%	14.2%
Cons Staples	8.5%	4.2%	4.3%
Comm Svcs	6.2%	3.2%	3.0%
Utilities	5.8%	3.9%	1.8%
Energy	17.1%	17.3%	-0.2%
Cons Disc	3.1%	3.4%	-0.3%
Info Tech	7.0%	8.1%	-1.1%
Real Estate	1.1%	2.2%	-1.1%
Materials	8.2%	12.1%	-3.9%
Industrials	6.1%	13.4%	-7.3%
Financials	15.0%	31.9%	-16.9%
Cash	7.4%		7.4%



Cash 2.36% 3.63%

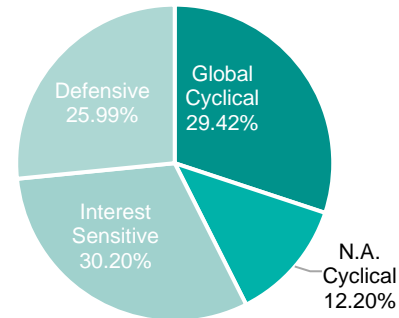


ALL PERFORMANCE DATA AS AT AUGUST 31, 2024

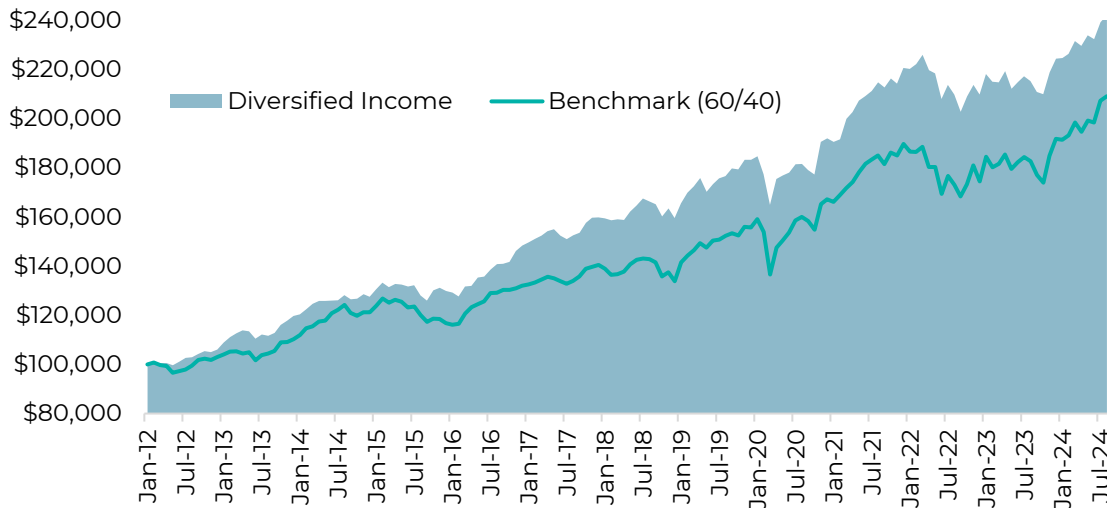


	1-month	3-months	6-months	1-year	YTD	3yr	5yr	10yr	Inception*
CW Canadian Dividend	0.1%	1.9%	7.3%	12.4%	6.7%	6.0%	9.2%	6.7%	8.2%
S&P/TSX Total Return	1.2%	5.6%	11.0%	18.8%	13.7%	7.6%	10.6%	7.3%	6.6%
+/-	-1.1%	-3.7%	-3.7%	-6.3%	-6.9%	-1.6%	-1.4%	-0.6%	1.6%

Name	Industry	Weight	Yield		Cdn Dividend	TSX	+/-
TC ENERGY CORP	Energy	3.9%	6.0%	Comm Svs	6.7%	3.2%	3.5%
SUNCOR ENERGY INC	Energy	3.1%	4.2%	Health Care	3.6%	0.3%	3.3%
VEREN INC	Energy	3.4%	5.1%	Energy	20.1%	17.3%	2.9%
ARC RESOURCES LTD	Energy	4.3%	2.9%	Utilities	6.1%	3.9%	2.1%
CENOVUS ENERGY INC	Energy	2.7%	3.0%	Real Estate	4.1%	2.2%	1.8%
CAMECO CORP	Energy	2.8%	0.2%	Cons Disc	3.1%	3.4%	-0.3%
LUNDIN MINING CORP	Materials	1.9%	3.0%	Materials	11.5%	12.0%	-0.6%
WHEATON PRECIOUS METALS CORP	Materials	4.1%	1.0%	Cons Staples	2.4%	4.2%	-1.8%
BARRICK GOLD CORP	Materials	3.3%	2.0%	Industrials	8.6%	13.4%	-4.8%
NUTRIEN LTD	Materials	2.2%	4.6%	Info Tech	0.0%	8.1%	-8.1%
FINNING INTERNATIONAL INC	Industrials	4.4%	2.9%	Financials	19.4%	31.9%	-12.5%
CANADIAN NATL RAILWAY CO	Industrials	4.2%	2.1%	Cash	10.8%		10.8%
OPEN TEXT CORP	Information Tec	3.6%	3.3%				
ROYAL BANK OF CANADA	Financials	5.9%	3.5%				
BANK OF NOVA SCOTIA	Financials	3.3%	6.2%				
BANK OF MONTREAL	Financials	4.4%	5.5%				
TORONTO-DOMINION BANK	Financials	3.3%	5.0%				
SUN LIFE FINANCIAL INC	Financials	2.5%	4.3%				
CANADIAN TIRE CORP-CLASS A	Cons Disc	3.1%	4.5%				
CHARTWELL RETIREMENT RESIDEN	Health Care	3.6%	4.2%				
ALLIED PROPERTIES REAL ESTAT	Real Estate	1.1%	10.3%				
DREAM INDUSTRIAL REAL ESTATE	Real Estate	2.9%	5.1%				
ROGERS COMMUNICATIONS INC-B	Comm Svs	3.1%	3.6%				
TELUS CORP	Comm Svs	3.6%	6.8%				
NORTHLAND POWER INC	Utilities	1.9%	5.7%				
EMERA INC	Utilities	4.1%	5.6%				
JAMIESON WELLNESS INC	Cons Staples	2.4%	2.6%				
PURPOSE HIGH INTEREST SAVING	Cash	6.5%	4.3%				
	Cash	4.3%	3.9%				



ALL PERFORMANCE DATA AS AT AUGUST 31, 2024



Source: Purpose Investments, gross of fees

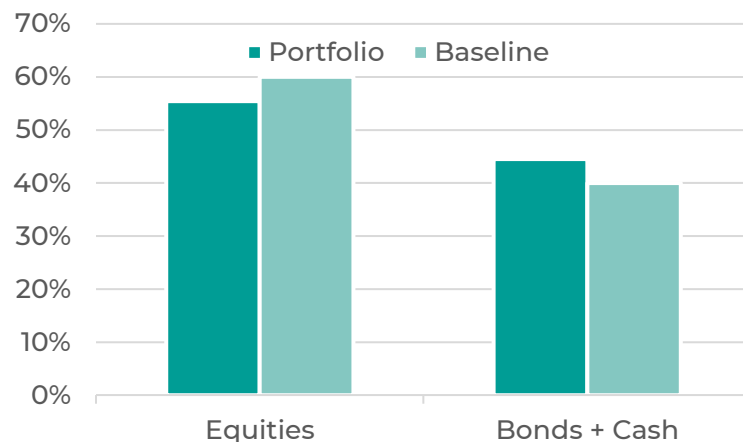
	1-month	3-months	6-months	1-year	YTD	3-year	5-year	7-year	10-year	Inception
Diversified Income	1.2%	3.5%	6.9%	12.5%	7.9%	4.1%	6.5%	6.8%	6.6%	7.3%
Benchmark (60/40)	0.9%	5.0%	8.3%	14.5%	9.1%	4.2%	6.6%	6.6%	5.3%	6.0%
+/-	0.3%	-1.5%	-1.4%	-2.0%	-1.2%	-0.1%	0.0%	0.3%	1.2%	1.2%

Name	Industry	Weight	Yield
TC ENERGY CORP	Energy	2.7%	6.0%
SUNCOR ENERGY INC	Energy	3.1%	4.2%
ARC RESOURCES LTD	Energy	2.7%	2.9%
VEREN INC	Energy	1.3%	5.1%
CAMECO CORP	Energy	1.1%	0.2%
NUTRIEN LTD	Materials	1.7%	4.6%
BARRICK GOLD CORP	Materials	2.6%	2.0%
CANADIAN NATL RAILWAY CO	Industrials	1.9%	2.1%
FINNING INTERNATIONAL INC	Industrials	1.8%	2.9%
CISCO SYSTEMS INC	Information Techno	1.4%	3.2%
MICROSOFT CORP	Information Techno	2.4%	0.7%
BANK OF NOVA SCOTIA	Financials	2.8%	6.2%
ROYAL BANK OF CANADA	Financials	2.6%	3.5%
BANK OF MONTREAL	Financials	1.9%	5.5%
TORONTO-DOMINION BANK	Financials	2.2%	5.0%
SUN LIFE FINANCIAL INC	Financials	1.9%	4.3%
PET VALU HOLDINGS LTD	Cons Disc	1.1%	1.8%
NORTHLAND POWER INC	Utilities	1.3%	5.8%
EMERA INC	Utilities	2.3%	5.6%
ROGERS COMMUNICATIONS INC-B	Communication Ser	1.6%	3.6%
TELUS CORP	Communication Ser	1.8%	6.8%
PROCTER & GAMBLE CO/THE	Consumer Staples	2.5%	2.3%
MOLSON COORS BEVERAGE CO - B	Consumer Staples	1.7%	3.1%
MEDTRONIC PLC	Health Care	2.0%	3.1%
MERCK & CO. INC.	Health Care	2.1%	2.6%
ASTRAZENECA PLC-SPONS ADR	Health Care	2.1%	1.2%
ALLIED PROPERTIES REAL ESTAT	Real Estate	1.1%	10.3%
CHARTWELL RETIREMENT RESIDEN	Health Care	1.7%	4.2%
CANADA GOV	1% 1 Jun 2027	4.2%	2.84%
ISHARES CORE CANADIAN SHORT	XSB	12.7%	3.14%
BMO AGGREGATE BOND INDEX ETF	ZAG	16.3%	3.44%
PURPOSE HIGH INTEREST SAVING	PSA	5.4%	4.34%
BMO LADDERED PREFERRED SHARE	ZPR	3.2%	5.13%
		97.3%	
	Cash	2.7%	3.6%

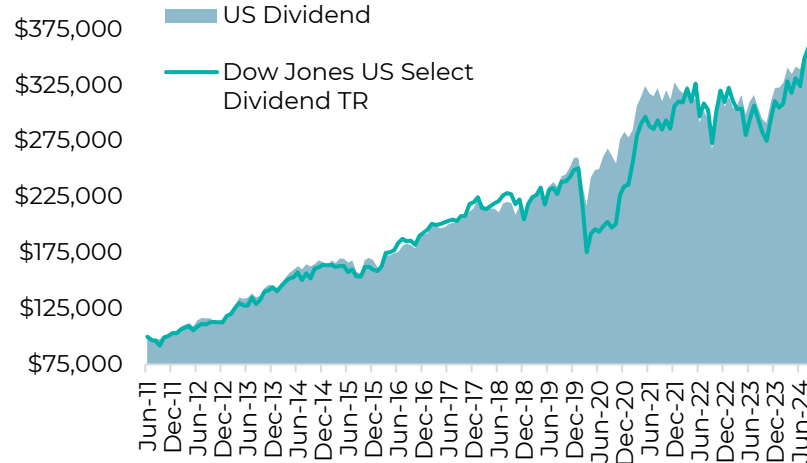
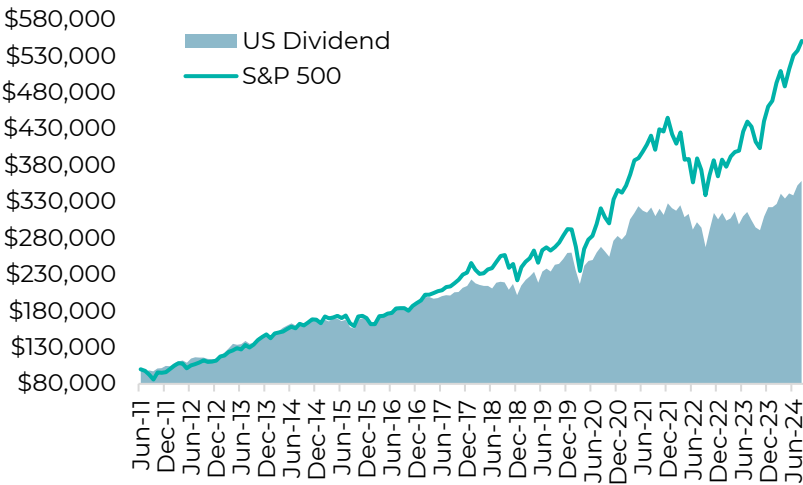
- Energy**
- Materials**
- Industrials**
- Cons Disc**
- Cons Staples**
- Financials**
- Health Care**
- Info Tech**
- Telecom**
- Utilities**
- Real Estate**

Diversified Income

Energy	18.0%
Materials	7.1%
Industrials	6.1%
Cons Disc	1.9%
Cons Staples	6.9%
Financials	19.0%
Health Care	13.3%
Info Tech	6.4%
Telecom	5.7%
Utilities	6.1%
Real Estate	1.9%



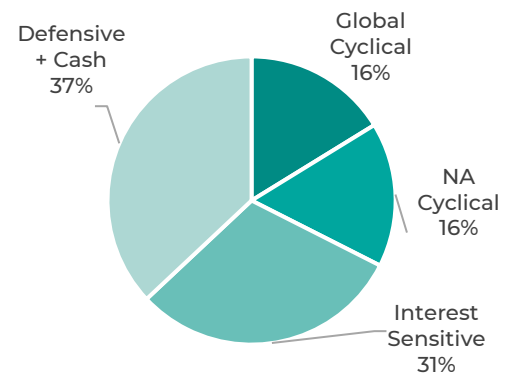
ALL PERFORMANCE DATA AS AT AUGUST 31, 2024



	1-month	3-months	6-months	1-year	YTD	3-year	5-year	7-year	Incep
US Dividend	1.7%	5.0%	9.6%	17.6%	11.2%	3.6%	8.9%	8.6%	10.2%
S&P 500	2.4%	7.4%	11.6%	27.1%	19.5%	9.4%	15.9%	14.5%	13.8%
DJDVN	3.0%	8.3%	16.3%	21.7%	15.5%	6.9%	9.5%	8.5%	10.2%

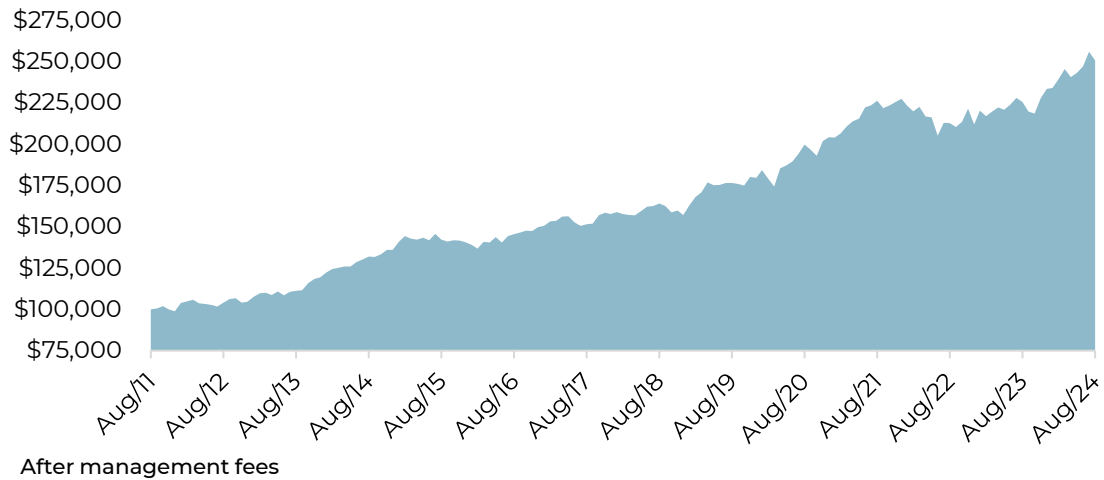
Name	Sector	Weight	Yield
CHEVRON CORP	Energy	3.4%	4.6%
DEVON ENERGY CORP	Energy	3.3%	4.2%
AVIENT CORP	Materials	3.4%	2.2%
NEWMONT CORP	Materials	3.4%	1.9%
CF INDUSTRIES HOLDINGS INC	Materials	2.8%	2.5%
JOHNSON CONTROLS INTERNATION	Industrials	3.2%	2.1%
CSX CORP	Industrials	2.9%	1.4%
INTL BUSINESS MACHINES CORP	Info Tech	2.5%	3.3%
CISCO SYSTEMS INC	Info Tech	3.6%	3.3%
MICROSOFT CORP	Info Tech	4.0%	0.7%
BLACKROCK INC	Financials	4.3%	2.3%
JPMORGAN CHASE & CO	Financials	2.8%	2.1%
GOLDMAN SACHS GROUP INC	Financials	6.5%	2.5%
CITIGROUP INC	Financials	2.8%	3.7%
AMERICAN TOWER CORP	Real Estate	3.3%	2.8%
MCDONALD'S CORP	Cons Disc	3.1%	2.3%
STARBUCKS CORP	Cons Disc	4.2%	2.5%
KIMBERLY-CLARK CORP	Cons Staples	3.2%	3.3%
PROCTER & GAMBLE CO/THE	Cons Staples	4.5%	2.3%
CONAGRA BRANDS INC	Cons Staples	2.9%	4.3%
ANHEUSER-BUSCH INBEV-SPN ADR	Cons Staples	3.2%	1.4%
ASTRAZENECA PLC-SPONS ADR	Health Care	3.8%	1.2%
MERCK & CO. INC.	Health Care	3.9%	2.6%
JOHNSON & JOHNSON	Health Care	2.6%	3.0%
MEDTRONIC PLC	Health Care	3.7%	3.1%
XCEL ENERGY INC	Utilities	3.4%	3.5%
VERIZON COMMUNICATIONS INC	Comm Services	3.2%	6.6%
GLB X USD CASH MXMZ CORP ETF	Cash	3.7%	5.4%
	Cash	2.1%	2.8%

	US Dividend	S&P 500	+/-
Cons Staples	14%	6%	7.7%
Materials	10%	2%	7.3%
Energy	7%	3%	3.2%
Financials	16%	13%	2.9%
Health Care	14%	12%	1.8%
Utilities	3%	3%	0.9%
Real Estate	3%	2%	0.9%
Industrials	6%	8%	-2.3%
Cons Disc	7%	10%	-2.5%
Comm Services	3%	9%	-5.6%
Info Tech	10%	30%	-20.2%
Cash	6%		5.8%



ALL PERFORMANCE DATA AS AT AUGUST 31, 2024

Tactical - Since Launch on SMA



	1-month	3-months	6-months	1-year	YTD	3-year	5-year	10-year	Inception
Tactical	-2.0%	3.1%	4.8%	11.4%	7.6%	3.7%	7.5%	6.9%	7.6%
Benchmark	0.6%	5.1%	8.3%	16.1%	10.6%	4.5%	7.3%	6.8%	7.5%
+/-	-2.6%	-2.0%	-3.5%	-4.7%	-3.1%	-0.8%	0.2%	0.1%	0.0%

Model Driven Positions

VANGUARD CANADIAN ST BD ETF
VANGUARD SHORT-TERM BOND ETF
GLOBAL X S&P/TSX 60 INDEX CO
INVESCO QQQ TRUST SERIES 1
VANGUARD TOTAL STOCK MKT ETF

Focus

Cdn Short Bond
US Short Bond
Cdn Equity
US Tech
US Equity

Weight

37.3%
25.6%
14.0%
9.3%
4.8%



All data sourced from Bloomberg unless otherwise noted.

Commissions, trailing commissions, management fees, and expenses all may be associated with mutual fund investments and the use of an asset allocation service. Please read the prospectus(es) of the mutual funds in which investments may be made under the asset allocation service before investing. The indicated rates of return are the historical annual compounded total returns assuming the investment strategy recommended by the asset allocation service is used and after deduction of the fees and charges in respect of the service. The returns are based on the historical annual compounded total returns of the participating funds including changes in share/unit value and reinvestment of all distributions and do not take into account sales, redemption, distribution or optional charges or income taxes payable by any securityholder in respect of a participating fund that would have reduced returns. Mutual funds are not guaranteed, their values change frequently, and past performance may not be repeated. Note that the Manager of these asset allocation services changed from Richardson Wealth LTD. to Purpose Investments Inc. in September 2021.

The content of this document is for informational purposes only and is not being provided in the context of an offering of any securities described herein, nor is it a recommendation or solicitation to buy, hold or sell any security. Information contained in this document is not, and under no circumstances is it to be construed as, an offering memorandum, prospectus, advertisement or public offering of securities. No securities commission or similar regulatory authority has reviewed this information and any representation to the contrary is an offence. Information contained in this document is believed to be accurate and reliable, however, we cannot guarantee that it is complete or current at all times. The information provided is subject to change without notice.

Certain statements presented are prepared as a general source of information and are not intended to provide any specific individual advice to purchase funds. The opinions and any forward-looking statements, are solely those of Purpose at the current date, are subject to change without notice and are not guarantees of future performance or events and involve risks and uncertainties. Actual results may differ.

