MEDIA KIT

Corporate Profile

InvestorCOM (http://www.investorcom.com) leverages technology to address the evolving disclosure and communications needs of the financial services industry. The company was created by David Reeve and Anthony Boright, two entrepreneurs who for years have served some of the biggest players in Canada's financial services industry. InvestorCOM is an amalgamation of an outsourcing company started by Reeve – Distributech – and a technology company started by Boright – InvestorPOS. It is the culmination of several years of working together, and reflects the founders' desire to better align the companies' strategies, interests and ownership.

The Toronto-based company which also has operations in Brantford, Ontario helps its clients create and distribute their communications online and through traditional channels. The move to digital leads to better communications and major cost savings. Solutions offered by InvestorCOM address the increasingly stringent disclosure landscape affecting independent and bank-owned asset managers, life insurance companies, large and small IIROC (Investment Industry Regulatory Organization of Canada), and MFDA (Mutual Fund Dealers Association of Canada) dealers and advisors serving investors. InvestorCOM clients include four of Canada's six largest banks.

It leverages technology to help its clients identify cost savings in their traditional investor communications. It recently identified $3.5 million in savings per year through an e-migration strategy for one of Canada's leading financial services companies, and it has developed a hosted publishing solution to help asset managers produce and update thousands of disclosure documents through an automated process, in lieu of the traditionally manual typesetting process.

Online banking aside, most communications in the financial services industry are still in the form of paper. This includes investor communications – customer statements, trade confirmations, disclosure documents, bills and compliance forms to satisfy regulatory requirements, etc.

InvestorCOM's founders first recognized industry's need for better investor disclosure tools in the early 2000's. In October, 2010, they introduced the only industry document library that lets financial advisors search all mutual fund Fund Facts and ETF Facts disclosure documents from over 150 fund companies, and deliver them electronically, in-person or via print/mail, to their investors in a simple, secure, compliant manner at or prior to the Point of Sale. The Fund Facts is a document that gives investors key information about a mutual fund in clear language they can understand, and at a time relevant to their investment decision. On May 30, 2016, mutual fund dealers were required to begin delivering the Fund Facts to a purchaser before accepting an instruction to purchase a mutual fund. InvestorCOM has implemented its POS solution for Canadian and global banks, large and small IIROC and MFDA dealers.

InvestorCOM helps:

- Asset managers and financial advisors leverage digital channels for their investor communications which reduces their costs for printing, mailing, typesetting, and manual activity;
- Financial services companies with their compliance and regulatory needs by putting thousands of their disclosure documents online;
- Financial services clients better serve their own customers with online communications that improve financial literacy. This includes document composition, delivery, compliance, reporting and analytics.

Executive Bios

David Reeve, CEO, InvestorCOM

David is CEO and Co-Founder of InvestorCOM and was President of Distributech, a document outsourcing company that he founded in 1992 to provide transactional and compliance communications, e-commerce fulfillment, and direct marketing to leading North American organizations. From 1984 – 1992, David held a variety of marketing management roles at IBM Canada Ltd. In addition to managing IBM's relationship with CIBC, David led the development of IBM's outsourcing agreements with several major financial service clients. His expertise is in developing high-performance outsourcing relationships with leading financial services companies. David graduated from Western University with a BA in Economics and serves on the boards of Pathways to Education and Outward Bound Canada.

Anthony Boright, President, InvestorCOM

Anthony has more than 25 years of marketing and sales experience in the technology, financial services and consumer packaged-goods industries. Prior to co-founding InvestorCOM, Anthony co-founded InvestorPOS to provide financial services clients with solutions to address the new Point of Sale regulation. In 2003, he founded VAULT Solutions to provide custom web solutions for the financial services industry. His foray into technology was in 2000, as V.P. Marketing and Sales, for Communicopia, a leading developer of Internet solutions for the wealth- management industry, and creator of two successful products: The Fund Library – 'Canada's online mutual fund resource centre' and f/A Connect – 'The Internet workplace for financial advisors.' Previously, Anthony held institutional and retail sales roles on the fixed income trading desks of Morgan Stanley and CIBC Wood Gundy. Anthony has an MBA in Finance from York University and an Honours Bachelor of Arts degree in Philosophy from Western University.

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Anthony Boright – President, Co-Founder
Jim Atkinson – Senior VP, Operations
Sarah Eagles, Dir. Of Human Resources
Dave Hook, VP, Product and Innovation
Randy McIver – VP, Technology
Lois Norris, Chief Financial Officer

Solutions:

- InvestorPOS™ – a repository and workflow solution for dealers and their advisors delivering Fund Facts, ETF Facts and other disclosure documents to investors in compliance with Point of Sale and CRM2 regulations
- DOX™ – a cloud-based solution that offers content management and multi-channel distribution of marketing collateral for sales and marketing teams
- Publisher™ – an automated document publishing solution for the online creation of disclosure documents such as Fund Facts, MRFP's and Financial Statements
- Customer Communications Management (CCM) – a suite of investor communications solutions that leverages technology to manage continuous disclosure and other communications including client statements, trade confirmations and tax slips

Clients: Mutual fund companies
Banks
Life insurance companies
Large and small IIROC (Investment Industry Regulatory Organization of Canada), and MFDA (Mutual Fund Dealers Association of Canada) dealers and advisors serving investors