GLOBAL MANAGER RESEARCH

Step-by-Step Data Submission Instructions

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Log on to our web site at http://www.Global-M-R.com/ and enter your User Name and Password, as provided by Global Manager Research, in the top right-hand corner.

Input your on-line data in the following order:

1. **General Company Info**
2. **Personnel Profiles**
3. **Product Profiles**

Note: Do not use all CAPS when entering data.

GENERAL COMPANY INFO

Click “Edit Company Info”

Company Name	Input the information as requested in the text boxes. The short name is the name that will appear in our directory listing.
Marketing/High Net Worth Contact	This information is published to site users and refers to that person who should be contacted by our subscribers for additional information about your company or products.
Marketing/High Net Worth Contact	This information is published to site users and refers to that person who should be contacted by our subscribers for additional information about your company or products.
Data Updates Contact	This is for CanadianMgrSearch internal use only and refers to the person CanadianMgrSearch should contact for data queries.

<NEXT: Save and Proceed>

Company Logo To upload your company logo, save your graphic file as a JPG or GIF file on your hard drive, press 'Browse' to locate that file, and click the "Upload" button or "Save logo" at the bottom/top of your screen. The logo is then loaded. To delete the logo follow the onscreen instructions.

✳ All graphics must be in JPG or GIF format, and should be no larger than 15kb.

<NEXT: Save and Proceed>

Organization Chart To upload your company org chart, save your graphic file as a JPG or GIF file on your hard drive, press the 'Browse' button to locate that file and click the "Upload" button or "Save Org Chart' at the bottom/top of your screen. The logo is then loaded. To delete the logo follow the onscreen instructions.

<NEXT: Save and Proceed>

Company Total AUM Enter 'Total assets all classes' in millions (CDN) and select the appropriate quarter from the drop-down menu. If you would like to make a brief descriptive note you may do so in the "Note to Total Assets" text box.

Total AUM Distribution In the fields provided enter your distribution details by category (i.e. Pension, Endowment, Foundation, High Net Worth)

Note: Distribution categories are of great interest to subscribers. If desired, other categories may be described in the "Note to Total Assets" text box above.

<NEXT: Save and Proceed>

Registration Check all boxes that apply.

<NEXT: Save and Proceed>

Addresses Enter the coordinates listed for your head office, including phone/fax. If your company has more than one location, please use 'Second Address' and 'Third Address' to record that information.

<NEXT: Save and Proceed>

Mandates Select whether your company accepts pooled and segregated funds as well as the minimum and maximum values. If you have a unique mandate please note that in the space provided

<NEXT: Save and Proceed>

Client Types In the fields provided enter your clients by type (i.e. Endowment, Pooled Pension, etc.) and percentage of business. If you require more rows, fill in all the available rows and click "Save" and five new rows will be added.

<NEXT: Save and Proceed>

Intro/Closing Graphics **(See Company Logo re loading)** If you have a chart or graph that will enhance your narrative sections, please load them either before ***(Intro)*** or after ***(Closing)*** your text.

*** Remember …. "A picture speaks 1,000 words"**

<NEXT: Save and Proceed>

Company Narratives:

- **Company Description**

  This description should provide the necessary information to allow potential investors to understand your company not only as it is in its current position, but how it has evolved over time. The description of the company should include such items as:

  - Firm specialization
  - Type of clients (i.e. Institutional, High Net Worth)
  - History of the firm including any highlights
  - Describe growth over the last 5 - 10 years
  - Growth resulting from internal sales efforts?
  - Growth through acquisitions
  - How do you ensure the future success of your firm including succession planning
  - What enables you to compete on the "world stage"

- **Personnel Investment Policy**

  Demonstrate to potential investors how your firm will ensure the application of high ethical standards and practices as relate to the personal conduct of your staff. This policy should include:

  - General ethical rules and principles governing the personal conduct of staff
  - Personal trading policies - Rules and regulations governing your staff with respect to the sale/purchase of assets for their personal accounts
  - Acceptance of Gifts

- **Conflict of Interest Policy**

  Demonstrate to potential investors how your firm will ensure the application of high ethical standards and practices as relate to asset management. This policy should include:

  - Rules and regulations governing investment and fund management activities with respect to the trading of assets for clients.
  - Trade allocation policies.
  - End of period trading - i.e. no high closing activities

- **Company Ownership**

  Provide a complete understanding of your firm's ownership structure. This description should include details outlining:

  - Descriptions of external ownership
  - Past turnover of ownership
  - Your succession plan
  - Include details of any mergers or acquisitions

To enable your text to be loaded it must be converted from a Microsoft Word file to an HTML✳ file. For further information on how to convert to and upload an HTML file, please refer to the link entitled 'How to upload …' located to the right of this section on the web site. **Uploading a new HTML file will overwrite any previously saved text.**

✳ Also see detailed HTML upload instructions at the end of this document.

<NEXT: Save and Proceed>

Presentation

If you have a PowerPoint presentation or a PDF file that you would like to have available to our subscribers, please load it here.

- "Browse" for the file on your hard drive and double click it.
- Click the "Upload" button or "Save Presentation" located at the bottom/top of the screen
- If you would like to view the file you just loaded follow the onscreen instructions in this section

<NEXT: Save and Proceed>

Review and Print

Record the date this information was last reviewed on.

Also, <u>provide the full name and title of the person who has reviewed the information</u> provided in this product profile and confirms that all data is current and accurate. This person should be senior in responsibility for the marketing and/or management of this product.

To view/print the information you have just loaded follow the onscreen instructions in this section. A new window will be opened displaying your data in a format similar to that seen by subscribers. To print a copy, simply click on the printer icon or click “File” and select “Print”.

Note: Please follow the onscreen instructions to return to the Main Edit Menu.

PERSONNEL

- **To create a new personnel profile** - click “Add New Personnel” from the Main Edit Menu.

- **To edit an existing personnel profile** - select a name and click “Edit Personnel”.

General Enter name and contact information.

Hide Button – use this option to move all information about this employee to your private workspace within CanadianMgrSearch. This allows you to edit this data without it being visible to our subscribers. Example: Hide a person during extensive edits, like when a new manager joins your firm.

Deleting Personnel Special Options - use this option to remove all information about an employee immediately and completely from the CanadianMgrSearch database. Delete a person only if they have permanently left the firm.

Once completed, the deletion **CANNOT be reversed**. In some cases, it may be more appropriate to simply hide the personnel profile so you can 'unhide' it later. To hide a profile, return to the Main Menu, edit the personnel profile, and then click the 'Hide' button on the 'General' page.

<NEXT: Save and Proceed>

Photograph To upload a photo of an employee it must first be in JPG or GIF format and should be **no more than 6 cm high (or 2.5 x 2.5 inches) and 35 KB**.

Save your photo file as a JPG or GIF file on your hard drive, press ‘Browse’ to locate that file and click the “Upload” button or “Save Photograph”. The photo is then loaded and will appear onscreen. To remove a photo, follow the onscreen instructions.

<NEXT: Save and Proceed>

Coverage Complete the fields provided and check all sectors that apply; if you need to add more explanation you may do so in the “Other” field.

<NEXT: Save and Proceed>

Expertise Check all boxes that apply.

<NEXT: Save and Proceed>

Upload Biography File This section allows you to upload a biography file for the employee. For further information on how to convert to and upload an HTML✳ file, please refer to the link entitled 'How to upload …' located to the right of this section on the web site.

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Review and Print To view/print the information you have just loaded follow the onscreen instructions in this section. A new window will be opened displaying your data in a format similar to that seen by subscribers. To print a copy, simply click on the printer icon or click "File" and select "Print".

Note: Please follow the onscreen instructions to return to the Main Edit Menu.

PRODUCTS

- **To add a new product** - from the Main Edit Menu in the “New” Section, choose the type of fund you are adding (i.e. Balanced, Fixed Income, Equity, etc.) from the drop-down menu, and click “Add New Product”.

To edit an existing product - select the product name and click “Edit Product”

General	Enter the product name as you wish it to appear. **Hide Button** – use this option to move all information about this product to your private workspace within CanadianMgrSearch. This allows you to edit this data without it being visible to our subscribers. Example: Hide a product during extensive edits, like when a new fund is added to your listing.
Deleting Products	**Special Options** - Use this option to remove all information about a product immediately and completely from the CanadianMgrSearch database. Once completed, the deletion **CANNOT be reversed**. In some cases, it may be more appropriate to simply hide the product profile so you can 'unhide' it later. To hide a profile, return to the Main Menu, edit the product profile, and then click the 'Hide' button on the 'General' page.

<NEXT: Save and Proceed>

Fund Manager(s)	From the names provided in the drop down list, choose the investment personnel responsible for this product (including Lead Manager, Co-Manager(s) & Analyst). If the person is not listed here, please save your work, go the Main Edit Menu and use the ‘Add New Personnel’ button to create a new personnel file.

<NEXT: Save and Proceed>

PRODUCT CLASSIFICATION:

Portfolio Attributes	Complete all sections
Client Classifications	Check all boxes that apply.

- Additional Criteria – choose the funds category and style from the drop-down menu.

- Portfolio Attributes – enter values for all that apply.

Investible Regions Check all boxes that apply.

- **70% Rule** - If any one region represents 70% of this product's normalized region allocation, please check the "70% Rule" box for that region. This will result in this product being allocated to the specified region for any search results.

Note: This information is essential to ensure your products will be included in all relevant database searches by subscribers.

<NEXT: Save and Proceed>

Intro/Closing Graphics **(See Company Logo re loading)** If you have a chart or graph that will enhance your narrative sections, please load them either before *(Intro)* or after *(Closing)* your text.

*** Remember …. "A picture speaks 1,000 words"**

<NEXT: Save and Proceed>

Product Narratives

- **Product Description**

The quality of data collected by CanadianMgrSearch is the same high calibre that would be submitted following an RFP and must significantly expand on the introductory information you may provide in a marketing document. To follow are some detailed guidelines to assist you in constructing your product descriptions. You will have an opportunity to supply investment process and fees in a separate section.

This section should include:

- Fund specialization and asset mix
- Investment Style
- Any recent changes to management of this fund
- Fund goals and objectives
- General philosophy

- **Product Investment Process**

The quality of data collected by CanadianMgrSearch is the same high calibre that would be submitted following an RFP and must significantly expand on the introductory information you may provide in a marketing document. To follow are some detailed guidelines to assist you in constructing your investment process descriptions. You will have an opportunity to supply fees in a separate section.

Detailed investment process information is an extremely important element as you create your product profiles. Performance history tells people how you have performed but process is what helps investors to understand how you have accomplished this record. Educating your potential customers on how you manage assets is the key to securing new clients.

Fully detail the investment process for this product including:

- Investment philosophy
- Asset allocation strategies
- Turnover ratio
- Management and investment styles
- The Buy vs. Sell decision making process
- Global capabilities if applicable

- **Product Fee Schedule**

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✳ Also see detailed HTML upload instructions at the end of this document.

<NEXT: Save and Proceed>

AUM (Product Total)

Enter AUM in millions (CDN), selecting the appropriate quarter from the drop-down menu. Also enter the distribution details of your product AUM (i.e. Pension, Endowment, Foundation and High Net Worth)

Note: Distribution categories are of great interest to subscribers. If desired, other categories may be described in the "Note to Total Assets" text box above.

Clients – enter current client count quarterly (specific to this product only)

<NEXT: Save and Proceed>

Benchmark (Standard)

Benchmark (Standard) - Choose an appropriate standard benchmark from the drop-down menu. This standard index will be applied to this product if no benchmark performance is provided in the "Performance" section.

Blended Benchmark (Optional) - In addition to choosing a Standard Benchmark, you have the option to indicate a custom Blended Benchmark for this product. To use a benchmark other than those listed, select “Other, specify:” and type in the name of this benchmark in the text field below. Provide a percentage weight to the right.

Note: You must then provide monthly/quarterly returns for this custom benchmark from your records in the “Performance Section”.

<NEXT: Save and Proceed>

Performance (ROR) To ensure this product is eligible for all searches, please provide monthly rates of return for your product.

If you are applying a custom benchmark blend to this product, you must provide monthly performance here from your records.

Note: If no benchmark performance is provided here, the performance of the standard benchmark selected in the preceding “Benchmark” section will be applied to the product from CanadianMgrSearch records.

The quarterly returns will be calculated based on your monthly returns.

A minimum of 5 years of performance history for each product is required to facilitate performance charts and risk metrics calculations. See “Statistics” to follow. To facilitate the uploading of long performance histories, please email kmacdonald@canadianmgrsearch.com to request a spreadsheet in which to enter this data. This data can then be returned to us for bulk loading to save you time.

To edit/review ROR entries for a previous year, simply click on the appropriate year listed below the ROR table.

<NEXT: Save and Proceed>

Statistics This section allows you to view your performance and risk metrics calculations.

<NEXT: Save and Proceed>

Review and Print To view/print the information you have just loaded follow the onscreen instructions in this section. A new window will be opened displaying your data in a format similar to that seen by subscribers. To print a copy, simply click on the printer icon or click “File” and select “Print”.

Note: Please follow the onscreen instructions to return to the Main Edit Menu.

HTML Upload Instructions

How to attach a Word document

CanadianMgrSearch.com recognizes your company cannot be fully described using only 'checkboxes' and 'dropdown lists'. You may attach several long, formatted, qualitative documents to your data.

You may upload separate document for:

- Company Description
- Company Ownership
- Company Personnel Conflict of Interest Policy
- Company Personnel Investment Policy (staff trading)
- Product Description
- Product Investment Process
- Product Fee Schedule
- Personnel Biography

To create and upload an HTML document to our site, please follow the instructions below:

Create your document using Microsoft Word containing **ONLY** that data that you want published for site users.

Compatible Formatting:

- Bullets, tables and bold or italic text.

Non-compatible Formatting:

- Do **not include** graphics, charts, or diagrams: these items can be uploaded separately in the appropriate area.
- Do **not** use two-column layouts and avoid excessive indenting as it can push the text past the viewable area of most computer screens.
- Word Styles are not compatible with HTML

To Save File in HTML Format:

1. In Microsoft Word, on the *File* menu, select *Save as HTML* to convert your document into a format that is compatible with the Internet. **Remember to make a note of the file name and path.** You may wish to create a “CanadianMgrSearch” folder to easily access files to upload.
2. Return to the CanadianMgrSearch.com web site, and logon. Go to the section you want to upload the data to.
3. Click on the *Browse* button to locate your new HTML document on your system. Click *OK* to close the file box.

4. Click the “Save …..” button located at the top/bottom of the page. When the text is uploaded it will appear onscreen. **Uploading a new HTML file will overwrite any previously saved text.**
5. Congratulations! You're done.

On-Screen Editing

To make simple edits to the HTML data you have uploaded simply edit onscreen. If you need to do extensive edits, please edit in Word, resave as HTML and upload again.

Advanced Tips:

1. Instead of using tabs, use the bullet feature in Word to create lists of items.
2. Never use extra spaces to line up columns of numbers. Use tables instead.
3. Other computers may have different fonts than yours so try to keep the font to a basic Arial or Times Roman.
4. If you choose, you may use FrontPage or any other HTML editor instead of Word.
5. All normal HTML tags are accepted except links, frames, images, or scripts.