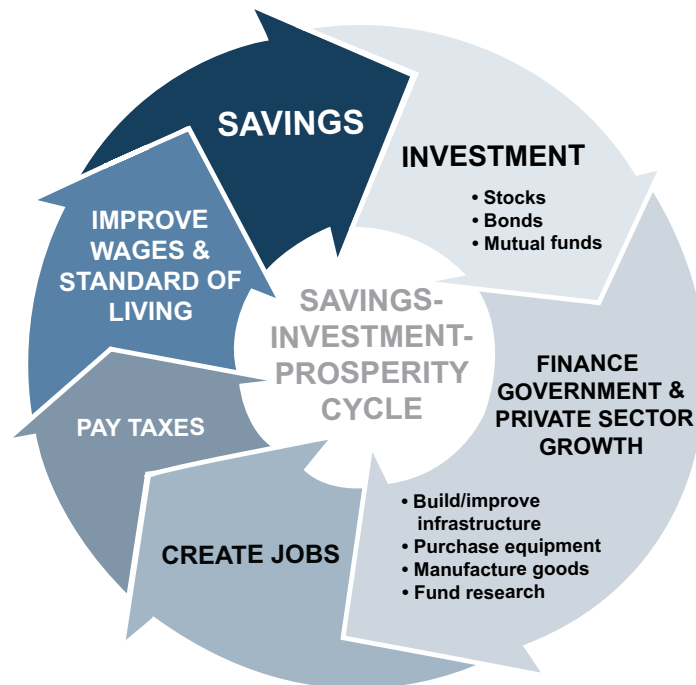


The Canadian Securities Industry

"The financial services sector plays a critical role in a market economy, providing a means of channeling savings into various investment opportunities and driving economic growth. It provides the capital necessary for the growth of existing businesses and the start-up capital needed for new businesses. It also allows governments to finance new debt issues and support programs and services. At the same time, the sector enables Canadians to carry out their everyday financial transactions, including savings and wealth management. The sector is also a significant contributor to Canada's economic growth and to job creation." — *Department of Finance Canada, www.fin.gc.ca*

Helping Canadians save and invest

- Investment dealers help manage over \$950 billion for Canadians — an amount that has increased by 20 per cent over the past five years.
- An estimated 40 per cent of all household discretionary financial assets in Canada are held in accounts managed by investment dealers:
 - > Over \$250 billion in registered retirement savings plans (RRSPs).
 - > Over \$65 billion in registered retirement income funds (RRIFs).
 - > \$4.5 billion in registered education savings plans (RESPs), up from virtually nothing five years ago.
- Over the past decade, the number of investment dealer firms has increased to over 200 with 40,000 employees, creating more competition and offering a wider range of products.



Helping Canadian businesses grow

- Investment dealers transform investor savings into a source of productive capital for Canadian companies, governments and non-profit organizations.
- In 2010, our members helped approximately 250 small-to-medium-sized companies launch offerings on Canada's stock exchanges to raise capital to expand their businesses; each of these companies, in turn, generated new opportunities for other firms in the economy.
- In 2010, investment dealers helped:
 - > Finance over \$170 billion in federal, provincial, municipal and Crown corporation bonds, almost double what was financed a decade ago — the money raised for governments was used to fund new capital projects and infrastructure upgrades that serve all Canadians.
 - > Raise more than \$130 billion in debt and equity financings for companies — money used to develop new business ideas, create new products, open new markets for Canadian goods and services, and expand our economy.

IIAC advances the growth and development of the Canadian investment industry, acting as a strong, proactive voice to represent the interests of our members and the investing public.

Visit our website, www.iiac.ca.