



SEAMARK TOTAL EQUITY MANDATE

SEAMARK's Total Equity approach results in carefully constructed portfolios holding the best long-term investment opportunities available, whether in Canada, the U.S., or internationally. Working as a team, SEAMARK's investment professionals identify these opportunities by applying **consistent investment principles** that cross time, industries, and international borders.

SEAMARK's **bottom-up, fundamental** approach to equity investing seeks to identify companies with superior long-term investment merit based on three quality characteristics:

- **proven management competitive position**
- **strong balance sheets**
- **attractive competitive position**

Preference is given to companies with **durable growth prospects**. Companies that satisfy these SEAMARK quality standards are added to the firm's proprietary Master List and are considered "buyable" when the price is right.

SEAMARK's investment team carefully evaluates the merit of foreign companies relative to opportunities available within Canada. At the same time, SEAMARK benchmarks Canadian companies against the best operators in the U.S. and internationally, to get a true sense of the company's long-term competitive position in an increasingly global economy. To maximize the productivity of foreign investments, SEAMARK focuses on attractive long-term growth industries that are under-represented in Canada, such as technology, health care, and telecommunications. SEAMARK's U.S. and International equity selections represent **ideas that complement** and provide a **natural diversification** to Canadian equities.

Consistent with the **viewpoint of a business owner**, SEAMARK aims to determine the company's potential worth in order to take advantage of opportunities that occur when the value of the company and the value of the stock are not in alignment. This potential worth is based on the company's prospects over at least the next four years, and is quantified in a 18-24 month price target, based on rigorous fundamental analysis. This process provides the discipline to look past short-term conditions, either unusually good or unusually bad, to the true underlying worth of the business. When sufficient upside exists, companies on the Master List will be rated a "buy". When overvaluation of the company's stock price compared to the business' expected value is apparent, the holding may be trimmed or sold.