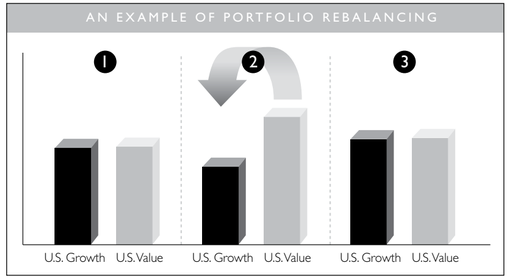
Helping you get to where you need to be.

COUNSEL STRATEGIC PORTFOLIOS

Portfolios that are optimally allocated across various asset classes, geographic markets and investment styles.

Investment Solutions to help you meet *your* goals

A selection of portfolios that are allocated across various asset classes, geographic markets and investment styles.



Our continuous rebalancing and monitoring process is aimed at reducing investment risk while maximizing returns.

Counsel Strategic Portfolios offer you a wide array of investment solutions. The asset allocation structure is static in nature, but it is periodically reviewed to ensure relevance to the risk and reward objectives of a portfolio.

They combine value, growth, and trend following investment styles to optimize the trade-off between risk and reward, and maximize potential returns. No matter what your long-term financial goals may be, there is a Counsel portfolio that will meet your investment needs.

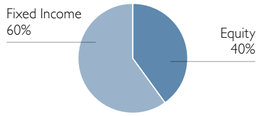
COUNSEL CONSERVATIVE PORTFOLIO

Volatility: LOW ← → MEDIUM

Key Benefits

- This portfolio is suitable for investors who are seeking a balance between income and capital growth, and are investing for the medium to long-term.
- The portfolio invests in securities of a variety of Canadian, U.S., and international equity and fixed income mutual funds.
- Medium to long term investment strategy.
- Low tolerance for risk.

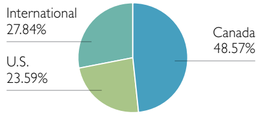
Target Asset Mix[1]



Target Allocation

Counsel Short Term Bond	5.0%
Counsel Fixed Income	55.00%
Counsel Canadian Value	2.50%
Counsel Canadian Growth	2.50%
Counsel U.S. Value	3.75%
Counsel U.S. Growth	3.75%
Counsel International Value	6.25%
Counsel International Growth	6.25%
Counsel Global Trend Strategy	6.00%
Counsel Global Real Estate	3.00%
Counsel Global Small Cap	6.00%

Regional Allocation[2]



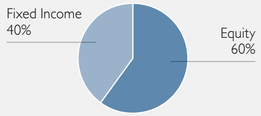
Trust Series: A F I

Class Series: A F T

COUNSEL REGULAR PAY PORTFOLIO

- This portfolio is suitable for investors who are seeking income with the potential for modest long-term capital growth.
- Low to medium tolerance for risk.
- Multiple income sources including capital gains, dividends and interest to potentially enhance returns and provide tax efficient income.

Target Asset Mix[1]

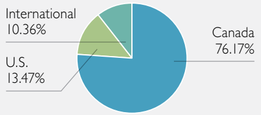


Target Allocation

Income & Growth*	50.00%
RBC Canadian Dividend Fund	30.00%
Counsel Global Dividend	10.00%
Counsel Global Real Estate	10.00%

*Income & Growth is a mandate that invests in a variety of Canadian fixed income and equity securities with a focus on interest, dividends and distribution payouts. Income & Growth mandate is managed for Counsel Portfolio Services Inc. and is not available for individual distribution.

Regional Allocation[2]

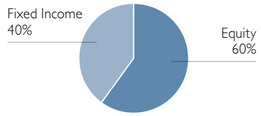


Trust Series: A F FT I IT T

COUNSEL BALANCED PORTFOLIO

- This portfolio is suitable for investors who seek a balance between income and capital growth over the long-term, and can tolerate some variability in returns.
- The portfolio invests in securities of a variety of Canadian, U.S., and international equity and fixed income mutual funds.
- Long-term investment strategy.
- Low to medium tolerance for risk.

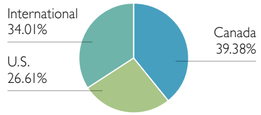
Target Asset Mix[1]



Target Allocation

Counsel Short Term Bond	2.50%
Counsel Fixed Income	37.50%
Counsel Canadian Value	3.75%
Counsel Canadian Growth	3.75%
Counsel U.S. Value	5.25%
Counsel U.S. Growth	5.25%
Counsel International Value	9.25%
Counsel International Growth	9.25%
Counsel Global Trend Strategy	9.00%
Counsel Global Real Estate	4.00%
Counsel Global Small Cap	10.50%

Regional Allocation[2]



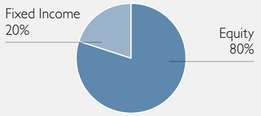
Trust Series: A F I

Class Series: A F T

COUNSEL GROWTH PORTFOLIO

- This portfolio is suitable for investors who seek long-term capital appreciation, want exposure to a combination of equity and fixed income securities, and can tolerate some variability in returns.
- The portfolio invests in securities of a variety of Canadian, U.S., and international equity and fixed income mutual funds.
- Low to medium tolerance for risk.

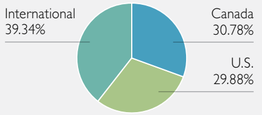
Target Asset Mix[1]



Target Allocation

Counsel Short Term Bond	1.50%
Counsel Fixed Income	18.50%
Counsel Canadian Value	5.00%
Counsel Canadian Growth	5.00%
Counsel U.S. Value	7.00%
Counsel U.S. Growth	7.00%
Counsel International Value	12.00%
Counsel International Growth	12.00%
Counsel Global Trend Strategy	12.00%
Counsel Global Real Estate	5.50%
Counsel Global Small Cap	14.50%

Regional Allocation[2]



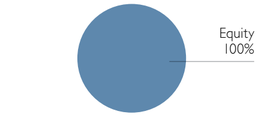
Trust Series: A F I

Class Series: A F T

COUNSEL ALL EQUITY PORTFOLIO

- This portfolio is suitable for investors who seek the potential for long-term capital appreciation, want exposure to equity securities, and can tolerate some variability in returns.
- The portfolio invests in securities of a variety of Canadian, U.S., and international equity mutual funds.
- Medium tolerance for risk.

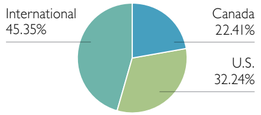
Target Asset Mix[1]



Target Allocation

Counsel Canadian Value	6.25%
Counsel Canadian Growth	6.25%
Counsel U.S. Value	8.25%
Counsel U.S. Growth	8.25%
Counsel International Value	15.00%
Counsel International Growth	15.00%
Counsel Global Trend Strategy	15.00%
Counsel Global Real Estate	6.50%
Counsel Global Small Cap	19.50%

Regional Allocation[2]



Trust Series: A F I

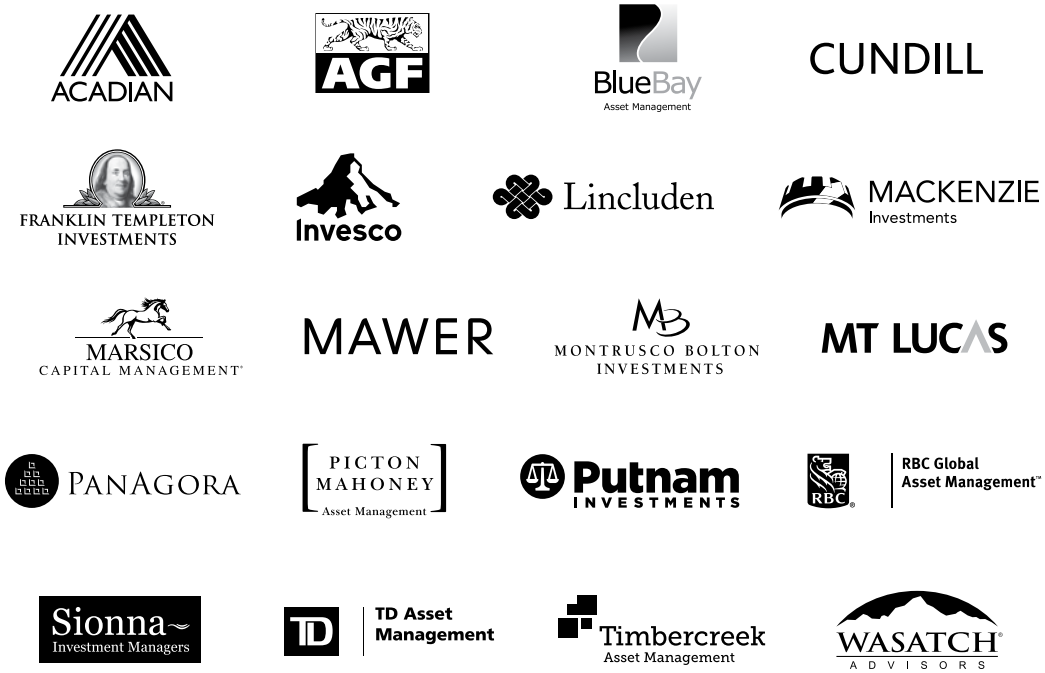
Counsel Portfolios

Because a well diversified portfolio should be greater than the sum of its parts.

THE COUNSEL ADVANTAGE

Counsel Portfolio Services believes strongly in the values of independence and objectivity in money management. Our strategy is to select money managers with successful and repeatable investment processes. We then help Advisors build investment portfolios by combining those managers into an optimized mix that meets investors' long term goals, while managing the risks taken in achieving those goals.

At the heart of our process is the view that our investment specialists must continue to earn a place in our portfolios, year after year. Because of this view, we conduct a regular and ongoing review process. This gives us the ability to objectively select and, when necessary, replace the investment specialists for each mandate. The result is that we are able to provide you with access to the expertise of some of the best money managers in the industry.



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[1]Target asset mix is approximate and subject to change, read the Simplified Prospectus for more information. For current asset mix see the most recent At a Glance reports.

[2]Regional allocation as at March 31, 2017. Updated annually.

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the Fund Facts and Simplified Prospectus before investing. The indicated rates of return are the historical annual compounded total returns including changes in 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 security holder that would have reduced returns. The indices cited are widely accepted benchmarks for investment performance within their relevant regions, sectors or asset class, represent non-managed investment portfolios, exclude management fees and expenses related to investing in the indices, and are not necessarily indicative of future investment returns. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated.