



CUSTOM PORTFOLIO CORPORATION

## Conviction Equity Share Class (TCG528)

Actively Managed



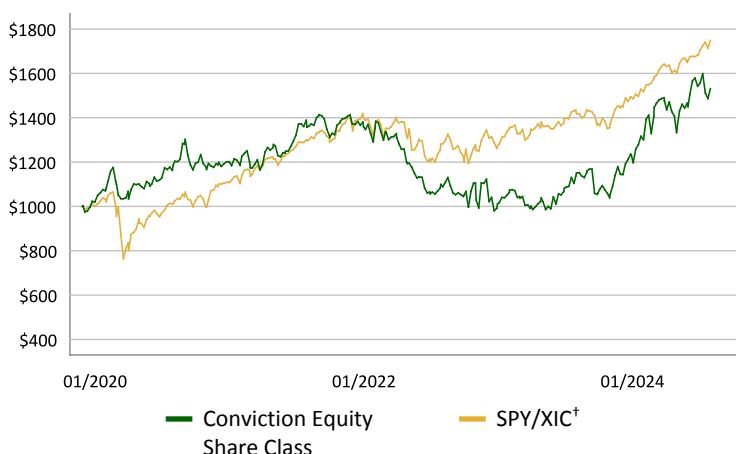
**CROFT**  
FINANCIAL GROUP

Reporting as of July 31, 2024

### Investment Objective

The objective of the CFG Custom Portfolio Corporation, Conviction Equity Class (the "Class") is to provide investors with superior capital growth through exposure to a limited number of high quality, large capitalization North American companies. The Class seeks out companies with strong earnings and cash flow history as well as a management team that is committed to growth and returning capital to shareholders.

### Growth of \$1000



### Key Statistics

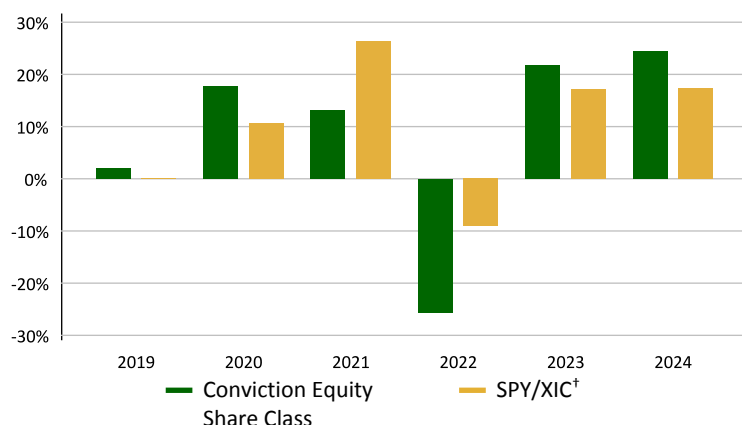
	1 M	3 M	6 M	1 Y	3 Y*	SI*
Returns	-0.87%	14.84%	17.68%	34.67%	4.10%	9.54%
	3.85%	8.99%	15.21%	21.93%	10.47%	12.69%
Sharpe Ratio	-0.52	2.49	1.12	1.06	0.04	0.33
	4.10	3.48	2.95	1.44	0.47	0.56
Maximum	-7.02%	-7.02%	-10.50%	-11.04%	-30.67%	-30.67%
Drawdown	-1.57%	-1.57%	-2.40%	-5.81%	-15.66%	-28.24%

— Conviction Equity Share Class — SPY/XIC+

\*Annualized returns

Inception date November 27, 2019

### Annual Returns



### Key Data

AUM (Mn CAD)	\$12.88
NAV/Share	\$14.04
Total Portfolio Holdings	24
FundServ codes	TCG528
Cost and Fees <sup>1</sup>	0.70%
Initial purchase	\$500
Additional purchase	\$100
Distribution	Quarterly
Benchmark <sup>†</sup>	50% SPDR S&P 500 ETF Trust 50% iShares Core S&P/TSX Capped Composite Index ETF

### Top 10 Holdings

Security	Weight
CONSTELLATION SOFTWARE INC	20.29%
GOLDMAN SACHS	13.64%
INVESCO QQQ TRUST SERIES 1	13.13%
AMAZON INC.	12.02%
ELF BEAUTY INC	9.25%
MICROSOFT CORP	8.97%
MICROSTRATEGY INC-CL A	8.65%
META PLATFORMS INC	5.09%
CANADIAN CASH MARGIN	2.94%
MICRON TECHNOLOGY INC	2.24%

### Standard Deviation

Period	Conviction Equity	SPY/XIC <sup>†</sup>
Since Inception	18.07%	15.34%
3 years	19.45%	12.29%

### Annual Returns

Period	Conviction Equity	SPY/XIC <sup>†</sup>
2024	24.44%	17.26%
2023	21.79%	17.11%
2022	-25.62%	-9.04%
2021	13.14%	26.35%
2020	17.76%	10.66%
2019	1.96%	0.11%

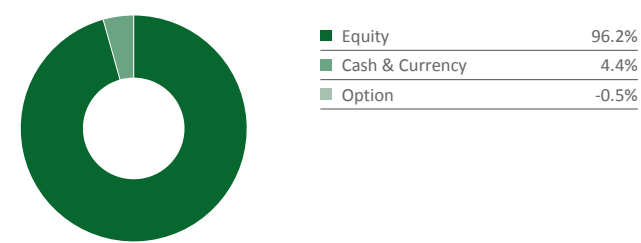
Investment Strategy

To achieve the stated objectives, prospective companies with market capitalizations in excess of CDN \$10 billion are evaluated using traditional qualitative measures like quality of management and industry leadership, as well as quantitative measures such as dividend growth and yield, earnings growth, earnings stability and cash low growth.

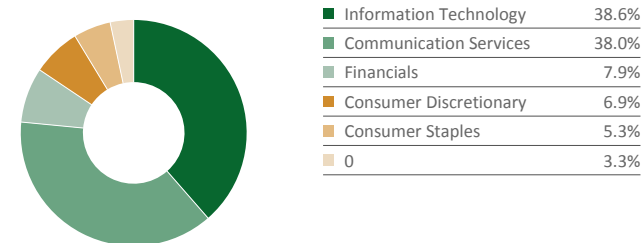
The Class will typically invest in 5 to 10 large-cap liquid securities selected from listed North American common shares or shares convertible into common stock. The Class may also purchase long-term call options and / or sell cash secured put options to acquire the underlying constituent securities. The Share Class may from time to time sell (write) covered calls against the common shares or sell index calls on the broader market, to provide limited downside protection and generate tax advantaged cash flow. The Share Class may also purchase protective puts on the constituent common shares or index puts on the broader market, to hedge against down turns in the market.

The Class may from time to time utilize leverage to a maximum of 20% in aggregate (at the time of incurring leverage) of the portfolio’s asset value to increase the exposure to the common shares and / or to meet weekly or month-end redemptions.

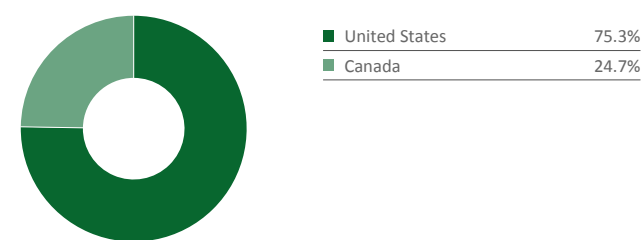
Asset Allocation<sup>2</sup>



Sector Allocation<sup>3</sup>



Geographic Allocation<sup>4</sup>



Who can purchase the pool?

Pools may be purchased by licensed Portfolio Managers and accredited investors only.

Liquidity

The Class is available for withdrawal and is not subject to any deferred sales charges. Transactions in the Class occur only when the net asset value (NAV) is calculated at the close of every Wednesday and last business day of each month and quarter.

Suitability and Risk Profile

Financial markets can be risky over short periods. Longer term investors benefit from time, which tempers the effects of market volatility. A longer time horizon reduces the chances of losing money and enhances the odds of earning a return close to the longterm average.

Disclaimer and Notes

<sup>1</sup> Includes 25 bps management fee and an estimated 45 bps direct pool expenses, plus taxes and margin interest, if applicable. For further information please refer to the CFG Custom Portfolio Corporation Financials, available from [www.croftgroup.com](http://www.croftgroup.com).

<sup>2</sup>Asset Allocation - CAD actual, marked to market as of close on the date quoted. Cash & Currency – Reflects the net currency position of the pool and may include Cryptocurrencies

<sup>3</sup> Sector Allocation – CAD notional, including option exposures with cash adjusted to total 100%

<sup>4</sup> Geographic Allocation – CAD actual, marked to market as of close on the date quoted

Portfolio management services provided by R N Croft Financial Group Inc. Performance is not guaranteed. Portfolio values change frequently, and past performance may not be repeated. Performance is based on actual returns net of embedded management, operating fees and transaction costs, but are not adjusted for any account or relationship manager fees. Portfolio returns are net of all withholding taxes. Performance data have not been audited and are for illustrative purposes only. R N Croft Financial Group Inc. is a licensed Portfolio Manager and Investment Fund Manager serving individual and institutional clients throughout Canada. Valuations and performance results are reported in Canadian dollars. Additional information regarding calculating and reporting performance is available upon request. Please contact R N Croft Financial Group Inc., 801-251 Consumers Road, Toronto, ON M2J 4R3, Telephone: 905-695-7777 or Toll-free: 1-877-289-2884.