

Watermark Private Portfolios

PENSION STYLE ASSET MANAGEMENT
FOR THE RETAIL INVESTOR



HARBOURFRONT
WEALTH MANAGEMENT

TRUE INDEPENDENCE™

June 2024

Why Watermark Private Portfolios?

The Watermark Private Portfolio Program is a Unified Managed Account using a multi-strategy, total portfolio solution consisting of stocks, bonds, ETFs, and managed investments all in one account. The benefits of utilizing the Watermark Private Portfolios are extensive.



Diversified Investment Style – Ability to delegate the investment process to pools managed by multiple portfolio managers all consolidated in one account.



Access to Alternative Investments – Access to private lending pools, private real estate pools, and other alternative investments typically available to institutions, like pension plans or endowment funds.



Enhanced Reporting – Comprehensive investment report which includes market commentaries, investment performance, performance attribution, portfolio activity with activity rationale.



Householding – Simplify your portfolio reporting by including all family accounts as well as corporations, trusts, etc. into one quarterly report.



Fees – Management fees in non-registered accounts are tax deductible.

About Harbourfront

Founded in 2013, Harbourfront Wealth Management (“Harbourfront”) is an independent wealth management and planning advisory group headquartered in Vancouver, British Columbia, with a rapidly growing network of 28 branches across Canada. The Harbourfront Group includes a registered Securities Dealer/Investment Advisory firm servicing established advisors and their high-net-worth clients, an Investment Fund Manager that specializes in managing sub-advised alternative investment funds, and a U.S. SEC Registered Investment Advisory firm.

Harbourfront embodies a philosophy of independent, unbiased advice with an unwavering commitment to delivering true wealth management. We do this by offering harmonized advice that intricately weaves defensive portfolio construction, income planning and projecting, tax minimization planning, estate preservation, and trust management, all with a continuous focus on the management of risk. Our trusted advisors have been carefully selected based on high standards of excellence and integrity.

You can learn more about Harbourfront at
[HARBOURFRONTWEALTH.COM](https://www.harbourfrontwealth.com)

Alternatives: A Source of Income and Returns

Canadian investors are looking for stable sources of income and returns. Unfortunately, public markets can be highly volatile—particularly the equity markets—and cannot offer the stability needed.

At Watermark, our independent advisors use observations of large institutions and choose additional tools, like access to alternatives. We seek to power financial independence for our investment advisors’ clients by making tools typically only available from large institutions, like endowment funds or

pension funds, accessible for more Canadians.

By prioritizing access to alternative assets, such as real estate, private equity and private credit, Watermark’s team delivers:

- Diversification via institutional quality managers and strategies.
- In-depth due diligence and sound portfolio construction.
- Liquidity for retail clientele provided by structured pools.

Asset Allocation

The Watermark Private Portfolio Program is designed for long-term investors who wish to build wealth by following an investment plan that may include an allocation to alternative assets. Your investment advisor will work closely with you to determine the optimal portfolio model that best aligns with your investment goals and level of risk tolerance.

When it comes to investing, the biggest challenge for investment advisors and their clients is finding a core investment solution that provides the opportunity for strong and predictable returns while managing the variability associated with the ups and downs of stock markets. And while investors understand the advantages of long-term investing, in practice, most investors have a tough time accepting and dealing with the volatility associated with investing in specific asset classes.

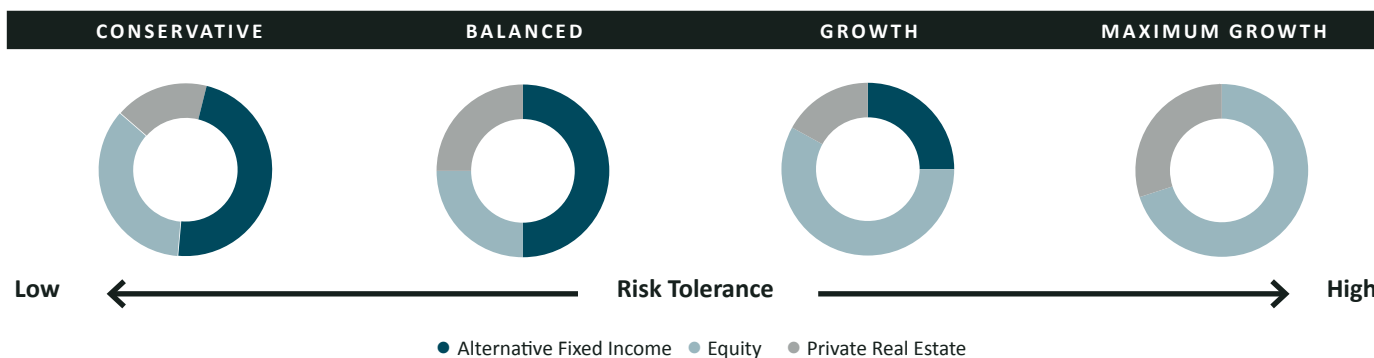
The Watermark Private Portfolio program can provide additional tactical asset allocation, whereby the team can implement short-term adjustments to asset allocations within the current market environment to take advantage of buying opportunities or protect from market drops. The goal of tactical asset allocation is to provide further fine-tuning of the portfolio according to the client risk profile, to improve the investment experience.

CORE POSITIONS

Core holdings in one or more portfolio pools will make up the majority of the assets. Other investments may complement core holdings and, where permitted, tactical investment decisions may occur.

ALTERNATIVE FIXED INCOME	Exclusive to Harbourfront clients, the Rockridge Private Debt Pool provides consistent cash flows and consistent monthly returns that historically have been uncorrelated to public equities.
PRIVATE REAL ESTATE	Exclusive to Harbourfront clients, the Forsyth Private Real Estate Portfolios provides strong consistent cash flows that have historically been uncorrelated to public equities, resulting in a portfolio with diversified assets classes.
PRIVATE EQUITY	Exclusive to Harbourfront clients, the Laurier Private Equity Pool provides access to equity like growth, with volatility that has historically been lower than public equity volatility. This pool seeks to generate significant long term capital growth through exposure to a broad variety of all Private Equity investments throughout the North American and Global market.
EQUITY	Multiple core equity and/or balanced pools are held in the Watermark Private Portfolio Program as specified in the portfolio profile. These pools are designed to give investors the ability to participate in upside during periods when equity markets are rising. More importantly, protect when markets are not performing well.

The below asset allocations are periodically reviewed and may be updated from time to time.



Account Sizes

PORTFOLIO	ACCOUNT MINIMUM	No. OF HOLDINGS	ETF	THIRD PARTY MUTUAL FUNDS	FIXED INCOME	EQUITY	POOLS EXCLUSIVE TO HARBOURFRONT CLIENTS				
							PRIVATE CREDIT	PRIVATE REAL ESTATE	PRIVATE EQUITY	FIXED INCOME	EQUITY
Liquid Conservative	\$1,000	2	•	•	•	•				•	•
Liquid Balanced	\$1,000	2	•	•	•	•				•	•
Liquid Growth	\$1,000	2	•	•	•	•				•	•
Liquid Maximum Growth	\$1,000	2	•	•		•					•
Private Income	\$25,000	3	•	•	•		•	•		•	
Equity Income	\$25,000	3		•		•	•	•			•
Equity Income Plus	\$100,000	4		•	•	•		•	•	•	•
Conservative Core	\$50,000	4	•	•	•	•	•	•		•	•
Balanced Core	\$50,000	4	•	•	•	•	•	•		•	•
Growth Core	\$50,000	4	•	•	•	•	•	•		•	•
Maximum Growth Core	\$50,000	4	•	•		•		•			•
Conservative Plus	\$150,000	6-8	•	•	•	•	•	•		•	•
Balanced Plus	\$150,000	6-8	•	•	•	•	•	•	•	•	•
Growth Plus	\$150,000	6-8	•	•	•	•	•	•	•	•	•
Maximum Growth Plus	\$150,000	6-8	•	•		•		•	•		•

Allowing lower value accounts (under \$50,000) into the Program enables you to receive one consolidated report, making it easier for you to keep track of your investments.

Trusted, Experienced Team

Our Watermark Private Portfolios program is managed by an experienced team dedicated to employing best practices in security selection, portfolio construction, due diligence, and risk monitoring in managing its suite of portfolio profiles. Bringing institutional-quality training with Chartered Financial Analysts, our team is fully and uniquely dedicated to the management of this program.



Ian Goodman, CFA
PORTFOLIO MANAGER &
SUPERVISOR, MANAGED
ACCOUNT PROGRAM



Sylvanna Asia, CFA
PORTFOLIO
MANAGER



Justin Van Dyk, CFA
PORTFOLIO
MANAGER



Paul Georgeopoulos
PORTFOLIO ANALYST

Disclaimer

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The Portfolios are available to clients of Harbourfront Wealth Management Inc. (“Harbourfront”), as outlined in the fund offering documents, available on willoughbyasset.com. Harbourfront is an affiliate of Willoughby Asset Management Inc. (the “Fund Manager”), the principal selling agent of The Portfolios and receives fees for its advisory services as detailed in the Offering Memorandum. Investors may purchase The Portfolios through Harbourfront or other third party registered dealers retained by the Fund Manager. The Portfolios are a related or connected issuer to Harbourfront, as described in the Harbourfront Relationship Disclosure document and the Statement of Policies Regarding Related and Connected Issuers, which can be accessed at harbourfrontwealth.com.



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