

**QUICK FACTS**

ETF SERIES	BHAV
MGMT FEE	1.00%
SERIES F	PFC2801
MGMT FEE	1.00%
SERIES A	PFC2800
MGMT FEE	2.00%
PERFORMANCE FEE*	10.00%

\*On the increase in the NAV in a year when performance of the Fund exceeds the positive return of the benchmark

**SEPTEMBER 2020**

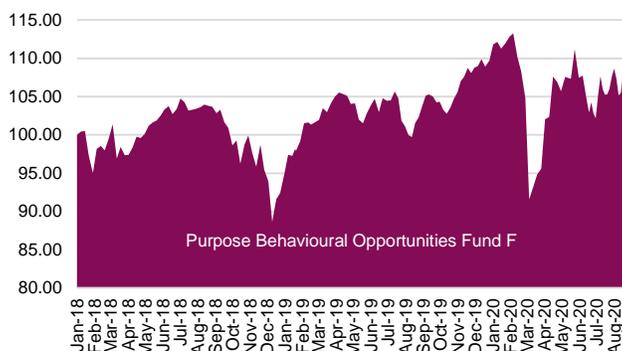
Purpose Behavioural Opportunities Fund is focused on profiting from other investors' emotional mistakes. We all make mistakes when investing, overreacting to news, becoming anchored in our opinions, framing our decisions based on what we originally paid, and the list goes on. During times of heightened emotional states such as bear markets and global pandemics, the potential harm of these behavioural mistakes is magnified. The fund (BHAV) uses numerous strategies, each designed to profit from potentially mis-priced assets/stocks caused by investors' emotions or behavioural biases.

The fund (PFC2801 F-class) rose by 0.7% in August. The fall of the US dollar did weigh down performance, given nearly 60% of the fund is US denominated. The fund's short positions continued to be the largest detractors. Shorts on Tesla and Zoom Communications particularly impaired performance, despite some trades throughout the month to reduce short exposure in these high-flying names.

We continued to be active in the earnings overreaction strategy, which continues to grow into the fund's largest. Intel was a recent addition following a large earnings miss in early August. Names such as Google and Netflix, which were added in July, have recovered meaningfully following their earnings July misstep. The strategy hinges on availability bias, which causes investors to overweight the impact of the most readily available news. While earnings are important, often investors will overreact to the release, causing the share price to move more than is justified

**INVESTMENT GROWTH**

Investment Growth Since Inception



Source: Richardson GMP, As at August 31 2020

**SUBADVISOR: RICHARDSON GMP /  
CONNECTED WEALTH ®**

At Connected Wealth, Craig Basinger and his team manage upwards of \$1 billion, with a focus on long term wealth building strategies. The team consists of three portfolio managers and two analysts, headed by Mr. Basinger, who has worked in investment management since 1995. Their guiding principles are transparency, cost efficiency, and connectedness.

Following Apple's stock split, the DOW underwent a large index composition change. We took this opportunity to revive our indexing bias strategy. While counterintuitive, companies added to a market-capitalization-based major index tend to underperform while those removed tend to outperform. This indexing bias is really a form of mean reversion. Companies that are added to an index have already enjoyed a strong price advance as they neared the bottom end of the market-cap threshold. Then, they are bid up more by investors anticipating the potential inclusion. Once announced, passive investors and ETFs pile on even more buying. The same process, yet in the opposite direction occurs for those being removed. The indexing bias strategy takes advantage of this market anomaly by shorting those once added to an index and going long those removed. The fund took long positions in Exxon, Pfizer and Raytheon Technologies and took short positions in Amgen, Honeywell and Salesforce.com.

We continue to remain sanguine on equities moving into the last few months of the year. The fund maintains a meaningful short exposure as there remains a lingering euphoria and general overconfidence in the market.

**TOP HOLDINGS**

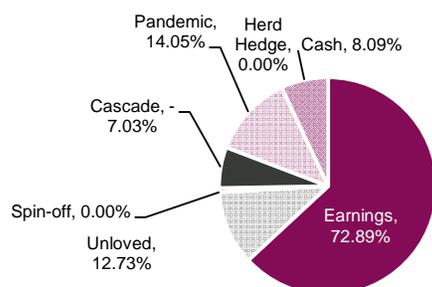
NAME	WEIGHT
BARRICK GOLD CORP	4.5%
SHOPIFY INC - CLASS A	4.3%
FRANCO-NEVADA CORP	4.0%
NETFLIX INC	3.9%
ALPHABET INC-CL A	3.9%
FREEPORT-MCMORAN INC	3.9%
ACTIVISION BLIZZARD INC	3.8%
CAMECO CORP	3.8%
DEERE & CO	3.8%
CITRIX SYSTEMS INC	3.8%

Source: Richardson GMP, As at August 31 2020

### THE STRATEGIES

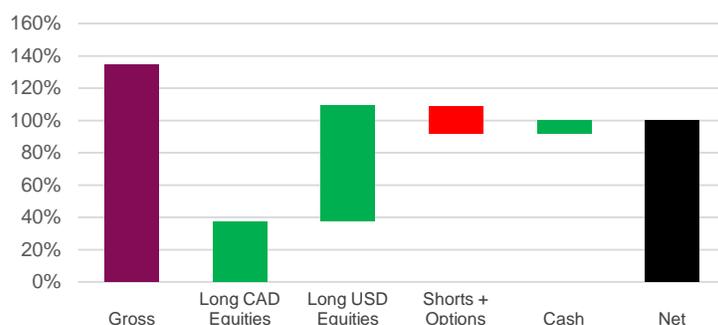
Strategy	Behavioural Bias	Description
Unloved to Less Unloved	Unloved to Less Unloved	Unloved companies – those with few analyst BUY ratings – tend to be neglected and beaten down. This long-only strategy is triggered by an unloved company receiving some upgrades and becoming less unloved
Earnings Overreaction	Earnings Overreaction	Availability bias causes investors to overreact to earnings in the short term. Asymmetric recovery found as higher-quality companies tend to recover from misses relatively quickly while lower-quality companies give back gains from positive surprises. This is a long/short strategy.
Emotional Cascade	Emotional Cascade	On spikes in news, investors often overreact, losing sight of the long term. This is especially evident when information is plentiful and one-sided, skewing the risk/return trade-off and creating an opportunity. This is a long/short strategy.
Indexing Bias	Indexing Bias	While somewhat counterintuitive, once a company is added to an index, it often underperforms for a period. Conversely, those removed often partially recover. This is a long/short strategy.
Crowded Trades	Crowded Trades	Contrarian – when everyone is betting on one outcome, it is often the opposite that occurs. We use non-commercial open futures contracts to measure. As contrarian strategies often take time, we tend to use longer-dated options.
Neglect	Neglect	Small spin-offs are often discarded by portfolio managers as the positions are too small to matter. This creates temporary selling pressure, which this strategy takes advantage of. This is usually a long strategy.
Herd Hedge	Herd Hedge	When market sentiment is skewed in one direction and demonstrates irrational exuberance or pessimism, we take a contrarian position in the options market.

### STRATEGY ALLOCATION



Source: Richardson GMP, As at August 31 2020

### PORTFOLIO EXPOSURE



Source: Richardson GMP, As at August 31 2020

### DESIGNED FOR

- Actively profiting from market inefficiencies and investors' predictable, emotional mistakes
- Long-term capital appreciation and diversification
- Exposure to Canadian and U.S. equity markets

### RISK RATING



### PERFORMANCE

	1-MO	3-MO	6-MO	YTD	1-YEAR	SINCE INCEPTION*
Purpose Behavioural Opportunities A	0.60%	-1.26%	-1.73%	-3.40%	0.06%	0.75%
Purpose Behavioural Opportunities F	0.69%	-0.99%	-1.20%	-2.72%	1.26%	1.93%

\*The inception date of the Purpose Behavioural Opportunities Fund was January 17th, 2018

Source: Morningstar, As at August 31 2020

*All data sourced to Bloomberg unless otherwise noted.*

*The content of this document is for informational purposes only, and is not being provided in the context of an offering of any securities described herein, nor is it a recommendation or solicitation to buy, hold or sell any security. The information is not investment advice, nor is it tailored to the needs or circumstances of any investor. Information contained on this document is not, and under no circumstances is it to be construed as, an offering memorandum, prospectus, advertisement or public offering of securities. No securities commission or similar regulatory authority has reviewed this document and any representation to the contrary is an offence. Information contained in this document is believed to be accurate and reliable, however, we cannot guarantee that it is accurate or complete or current at all times. The information provided is subject to change without notice and neither Purpose Investments Inc. nor its affiliates will be held liable for inaccuracies in the information presented.*

*Commissions, trailing commissions, management fees and expenses all may be associated with investment funds. Please read the prospectus before investing. If the securities are purchased or sold on a stock exchange, you may pay more or receive less than the current net asset value. The indicated rate of return is the historical annual compounded total return including changes in share/unit value and reinvestment of all distributions and does not take into account sales, redemption, distribution or optional charges or income taxes payable by any securityholder that would have reduced returns. Investment funds are not guaranteed, their values change frequently and past performance may not be repeated.*

*Certain statements in this document are forward-looking. Forward-looking statements ("FLS") are statements that are predictive in nature, depend on or refer to future events or conditions, or that include words such as "may," "will," "should," "could," "expect," "anticipate," "intend," "plan," "believe," "estimate" or other similar expressions. Statements that look forward in time or include anything other than historical information are subject to risks and uncertainties, and actual results, actions or events could differ materially from those set forth in the FLS. FLS are not guarantees of future performance and are by their nature based on numerous assumptions. Although the FLS contained in this document are based upon what Purpose Investments [and the portfolio manager] believe to be reasonable assumptions, Purpose Investments [and the portfolio manager] cannot assure that actual results will be consistent with these FLS. The reader is cautioned to consider the FLS carefully and not to place undue reliance on the FLS. Unless required by applicable law, it is not undertaken, and specifically disclaimed, that there is any intention or obligation to update or revise FLS, whether as a result of new information, future events or otherwise.*