MACKENZIE
Investments

Risk Tolerance
Low High

Target Asset Mix
Fixed Income 0% 100% Equities

Mackenzie Maximum Diversification® Index ETFs

Enhanced diversification for concentrated markets

Why you need enhanced diversification

We've all heard the saying, "Don't put all your eggs in one basket." When it comes to your investments, this couldn't be better advice. Diversification reduces risk by spreading investments across asset classes (such as equities and fixed income), sectors (like technology and healthcare), geographical locations and investment styles. However, many investors may be less diversified than they think.

Diversification is particularly important with today's volatile and highly concentrated markets. Dominant sectors like technology have become increasingly concentrated. The five most popular technology stocks (Microsoft, Facebook, Apple, Amazon, and Google) dominate not just the tech sector, but also the S&P 500 Index.

Focusing on relatively few or similar companies could increase investor risk. Avoiding this concentration in your portfolio can help protect your money and broaden your exposure to more sources of potential returns.

Why Mackenzie Maximum Diversification® Index ETFs

Mackenzie has partnered with TOBAM, an exclusive index provider of the patented* Maximum Diversification® approach to help investors measure and understand their level of diversification.

This award-winning global firm has created a pure measure of diversification, through their Diversification Ratio®. The Mackenzie Maximum Diversification Index ETFs act as a proven complement to any existing portfolio by adding even greater diversification and offer the following benefits:

Expected lower volatility:

These funds focus on correlation and combine stocks which do not behave in the same way (they have low correlation to each other). Therefore, large price changes of individual stocks don't coincide with large moves with the rest of the portfolio. The result is lower overall risk.

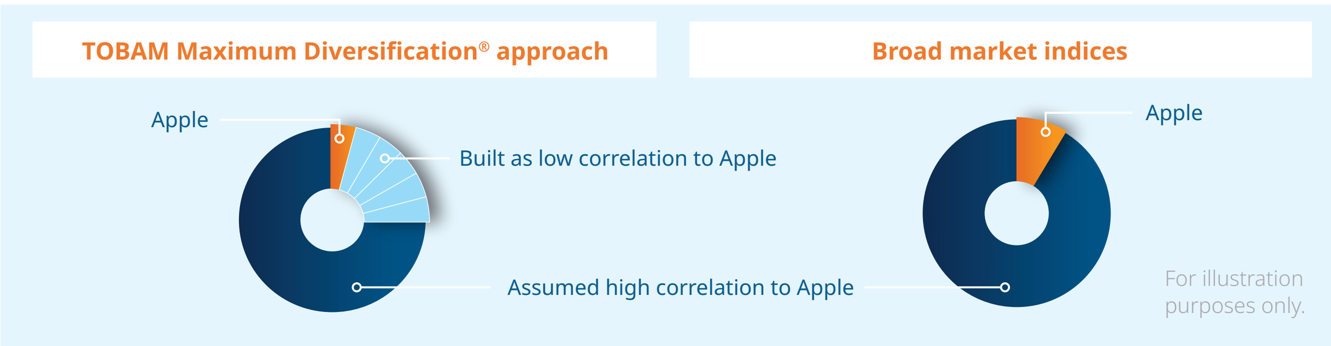
Broader market exposure:

TOBAM's innovative approach allows investors to capitalize on market gains, while aiming to avoid the potentially significant losses when the market becomes too concentrated in certain areas, such as technology. With a focus on diversification, returns are expected to be more stable over time, as stocks selected within the funds are from a broader cross-section of industries and sectors.

How the maximum diversification process works

TOBAM's Maximum Diversification® approach focuses exclusively on one thing: diversification. These portfolios contain stocks that have low correlation to each other. Essentially, they seek to minimize stock-specific risk with 'counter-stock' buying, which means selecting companies with lower correlation to each other.

This example shows the TOBAM approach compared to other indexes. Both hold Apple, however the TOBAM approach considers how correlated or negatively correlated its other stocks are compared to Apple, thereby offering a broader, more diversified fund.



Mackenzie Maximum Diversification® Index ETFs are designed to be the anchor or 'core' component of your equity portfolio. All funds adhere to Sustainable Responsible Impact investing practices.

MKC Mackenzie Maximum Diversification Canada Index ETF

MUS Mackenzie Maximum Diversification US Index ETF

MEU Mackenzie Maximum Diversification Developed Europe Index ETF

MWD Mackenzie Maximum Diversification All World Developed Index ETF

MXU Mackenzie Maximum Diversification All World Developed ex North America Index ETF

MEE Mackenzie Maximum Diversification Emerging Markets Index ETF

Why invest with Mackenzie

As a Canadian-owned global asset management provider, we've been helping advisors deliver the best possible advice and investment solutions for more than 50 years. With over $138 billion in assets under management and a comprehensive line of investment solutions, we are one of Canada's leading asset management companies. Our journey began with one client and one advisor working together, and though we've grown, we remain committed to the same belief, advice matters. When we work together with advisors and investors, we can achieve better financial outcomes. Mackenzie has partnered with TOBAM to offer these Exchange Traded Funds as part of our enhanced diversification solutions.

To find out more about how Mackenzie Maximum Diversification® Index ETFs can help you achieve your financial goals, call your investment advisor today.

MACKENZIE
Investments

Mackenzie Maximum Diversification® Index ETFs

1105269 08/20