

## Launch of iA Global Asset Management (iAGAM)

# FAQ

### 1. What's changing?

iA Investment Management (iAIM) launches the new entity: [iA Global Asset Management \(iAGAM\)](#).

### 2. Why iAGAM?

Since 2019, iAIM has been stepping up efforts to achieve its ambition to become a leading asset management firm in North America. iAIM now wants to strengthen its brand and market positioning with a new name that better reflects the exact nature of its business. "Global Asset Management" is widely used in the industry. The iA Global Asset Management trademark will allow us, among other things, to compare ourselves more directly to our peers. This brand will also be helpful to attract new talent.

It also more accurately reflects what we have become and the depth of our expertise, and indicates that we are motivated to grow even more.

### 3. When will we start using the iAGAM brand?

We will start using the iAGAM brand on May 1<sup>st</sup>, 2023.

### 4. Is the iAIM trademark changing?

"iA Global Asset Management" is a trademark of iA Global Asset Management Inc. **and** Industrial Alliance Investment Management Inc. The name "Industrial Alliance Investment Management Inc." or "iAIM" will no longer be used in our documentation.

### 5. Will the change be announced publicly?

No, iA will not issue any press releases to announce this change or make any other type of public announcement.

### 6. What is the impact of this change for you and your clients?

The change will have no impact on the clients and their investments. iAGAM will now manage the assets of the institutional and retail mandates of iA Financial Group and some subsidiaries: segregated funds, mutual funds and general funds. **The segregated funds offered to our clients will now be managed by iAGAM, instead of iAIM.** However, this change will not affect the portfolio managers, objectives, strategies or investment policies of the funds.

The name and logo of the fund manager will change immediately: iAIM will be replaced by iAGAM.

Finally, in Phase 2, later this year, we will add "iA" in parentheses to the names of segregated funds managed by iAGAM. This will more clearly identify the manager of these funds.

## 7. Will the marketing documents need to be modified?

Yes, marketing materials and the web will need to be updated, including those in which the iAIM logo appears.

## 8. What is the new logo?



## 9. What is the trademark in French?

The trademark in French is: iA Gestion mondiale d'actifs (iAGMA).

## 10. When will we change the documentation and the Web (ia.ca)?

We will gradually update documents and the Web in 2023.

## 11. How can I learn out more about the new iA Global Asset Management entity?

To learn more, visit the newly launched iAGAM website: [iagam.ca](http://iagam.ca)

## INVESTED IN YOU.

iA Financial Group is a business name and trademark of  
of **Industrial Alliance Insurance and Financial Services Inc.**

1-844-442-4636

[ia.ca](http://ia.ca)