



President's Message

December 2024

Dear team, friends and valued advisors,

As 2024 comes to a close, I want to take this moment to reflect on what has been an extraordinary year for Investia. This year has been one of growth, resilience, and collaboration, and none of it would have been possible without your dedication and commitment. It's also the perfect time to express my heartfelt gratitude for your hard work and trust as we continue to grow and succeed together.

To our **advisors**, our trusted partners, you continue to show exceptional skill and care in guiding clients through an ever-changing financial landscape. Your professionalism and ability to build trust with those you serve continue to be the cornerstone of our success. One of the most memorable moments for me this year was seeing so many of you in Quebec City for the National Business Conference. The energy, ideas, and connections we shared reminded me of the strength of our organization and the impact we can achieve when we come together. Thank you for the confidence you inspire in your clients and the value you bring to our shared mission.

2024 was our best recruiting year ever! To the **advisors who joined us**, welcome to our great organization! Your passion, ideas and drive are already making a difference, and we are excited to see what we'll accomplish together in the years ahead.

To our **retiring advisors**, we salute you for your decades of dedication to your clients, helping so many Canadians achieve their goals. Your commitment and professionalism leave a legacy that inspires us all, and we wish you nothing but the best in your next chapter. I must take this opportunity to thank Kim for her hard work, dedication, trust, and friendship throughout the years. Kim, you have been an essential part of my success and Investia's, happy well-deserved retirement!

To our **Advisor Workgroup members**, thank you for your friendship, trust, and unwavering support. From improving communications to helping us launching tools such as automated KYC update, your guidance has been instrumental in shaping our vision and ensuring we stay

true to our mission. I look forward to collaborating with you in 2025 to bring new tools and improvements to our advisors and clients.

To my **team, employees, and close collaborators**, what an incredible group of people you are. Your hard work behind the scenes is what empowers our advisors to thrive. Whether it's streamlining and improving our services, supporting innovation, or ensuring our advisors and clients have the tools they need, your contributions have been essential. Every effort you make is felt across the entire organization, and I couldn't be prouder of the incredible team we've built together. I'm truly grateful to work alongside such talented individuals who are so dedicated to our shared goals.

On a personal note, I want to acknowledge the challenges that some in our community are facing. I've had team members go through extremely difficult personal life-changing situations. I've had deeply moving conversations with advisors battling illnesses and other hardships this year. Please know you are in my thoughts, and your courage inspires us all to cherish our health, our relationships, and the work we do together. Frankly, you keep me grounded with what is important.

As the holiday season begins, I look forward to taking time with my family to recharge, reflect, (I already have a few ideas for next year!) and celebrate. I hope each of you will do the same – spend time with your loved ones, celebrate your successes, and embrace the joy of the season. Looking ahead to 2025, I couldn't be more excited about the opportunities ahead. With a clear focus on **growth, efficiency, and governance (with a bit of fun)**, and with this exceptional community of advisors and employees, I know we will continue to build on our success and reach new heights together.

Thank you for making 2024 such a meaningful and impactful year. Wishing you and your families a joyful holiday season and a healthy, happy New Year.

Warm wishes,

Your friend and colleague,



Louis H. DeConinck
President, Investia Financial Services Inc.