



AIMA

# AIMA CANADA ALTERNATIVE PREFERENCES SURVEY 2022

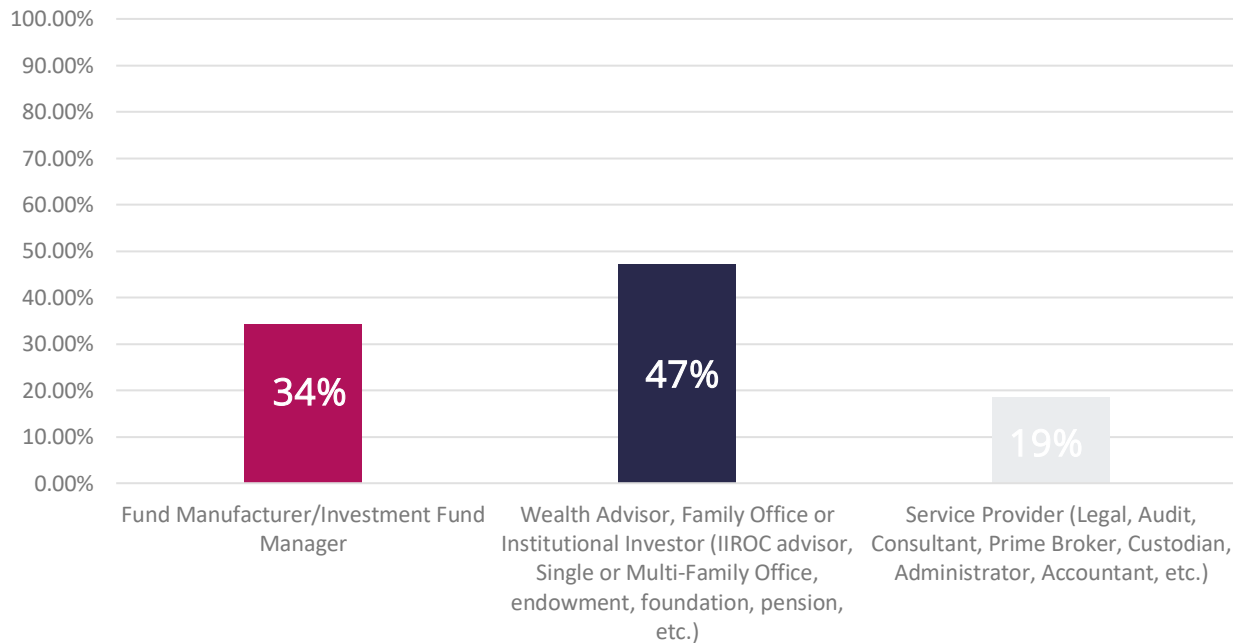
Hedge Funds  
Alternative Mutual Funds & ETFs  
Private Credit  
Digital Assets

# OVERVIEW

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# Breakdown of participants

This survey comprises of 70 total responses

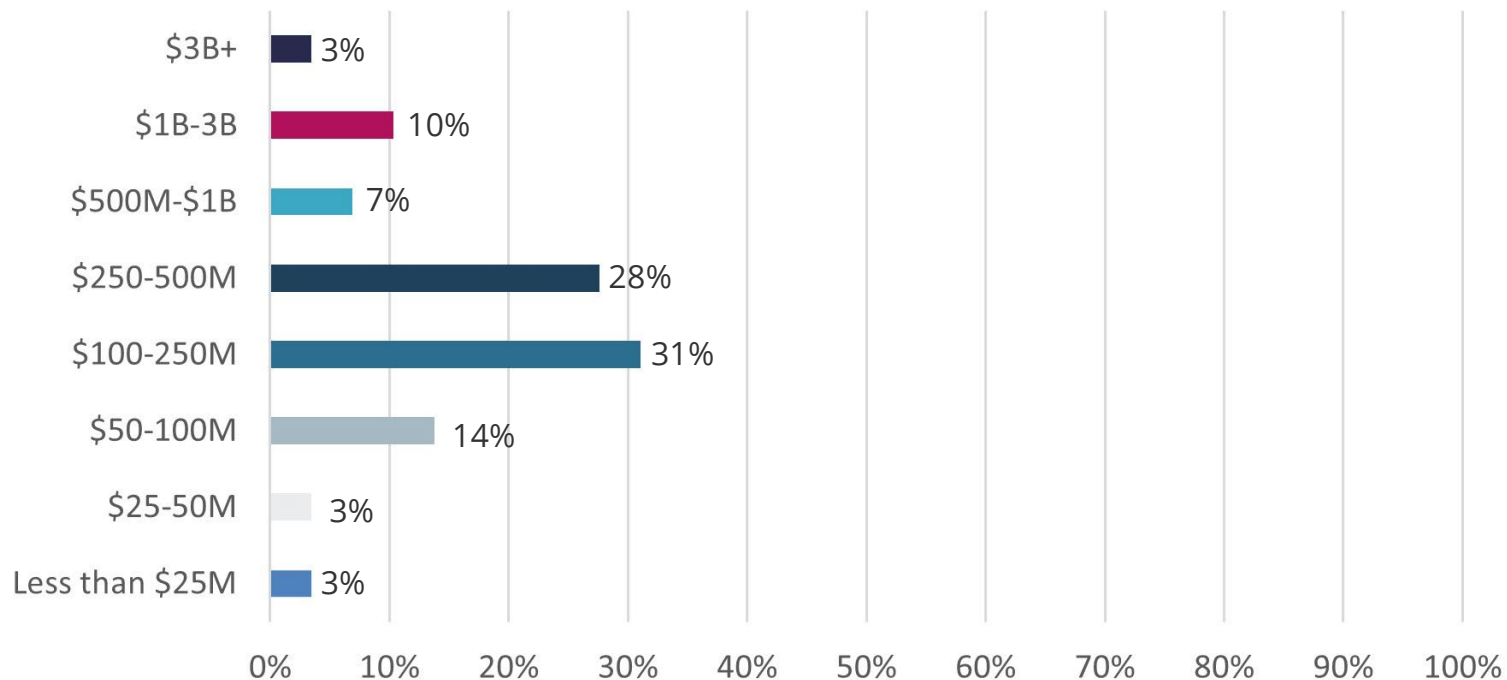


# **WEALTH ADVISORS, FAMILY OFFICES & INSTITUTIONAL INVESTORS**

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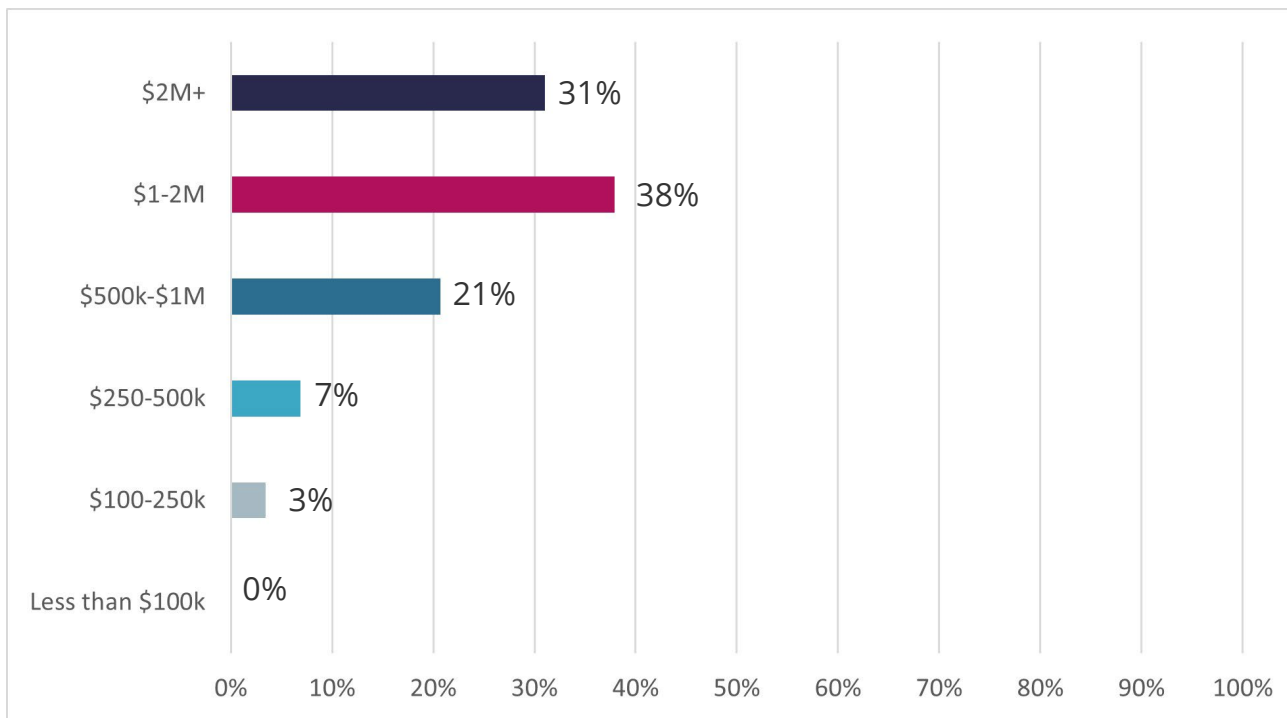
# What is the total AUM you manage?

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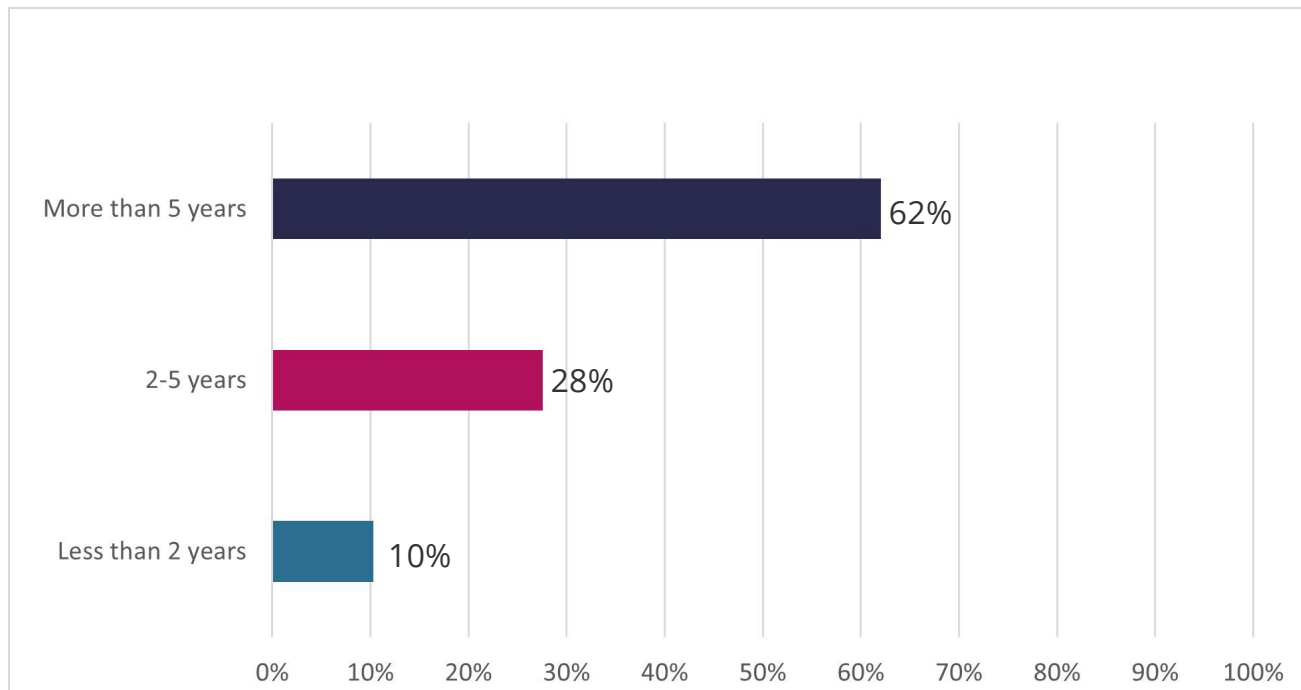
# What is the average investor client portfolio size?

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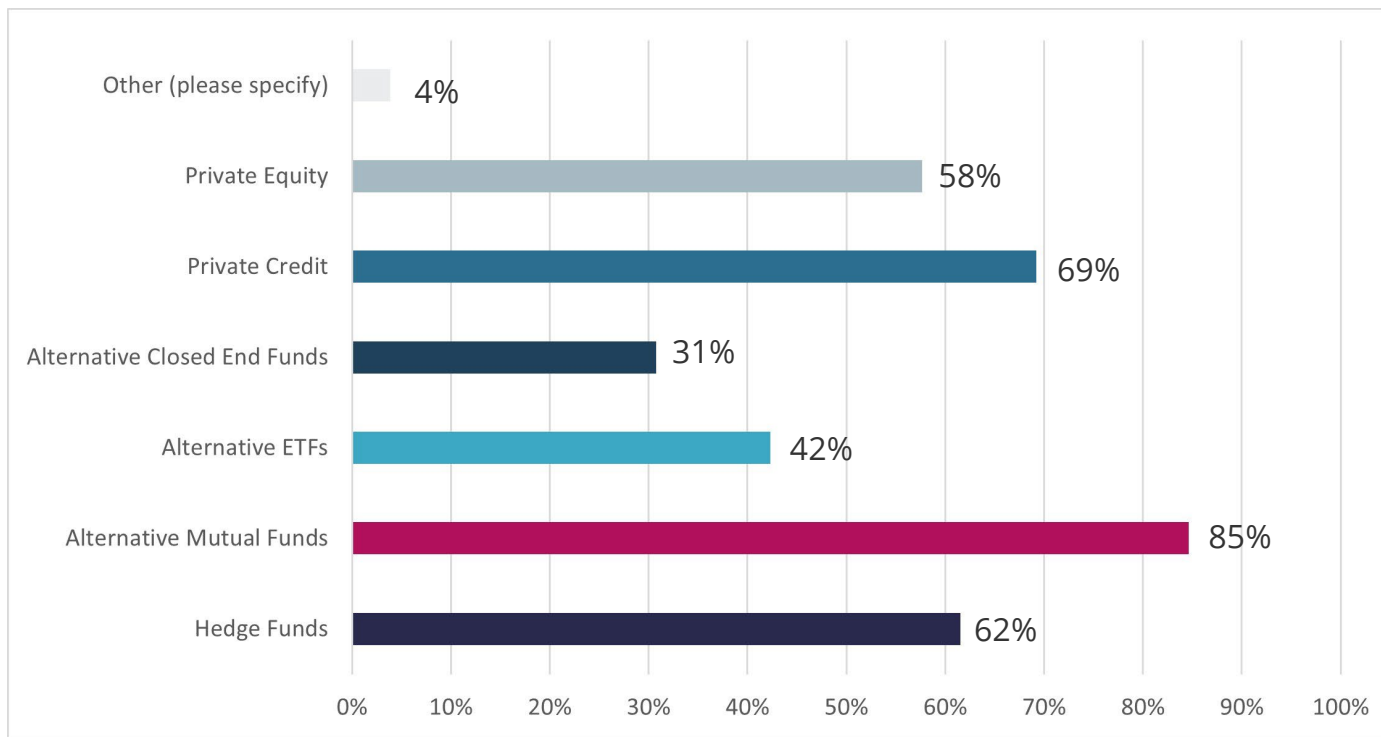
# How long have you invested client assets in alternative funds?

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# What types of alternative fund structures do you currently allocate to?

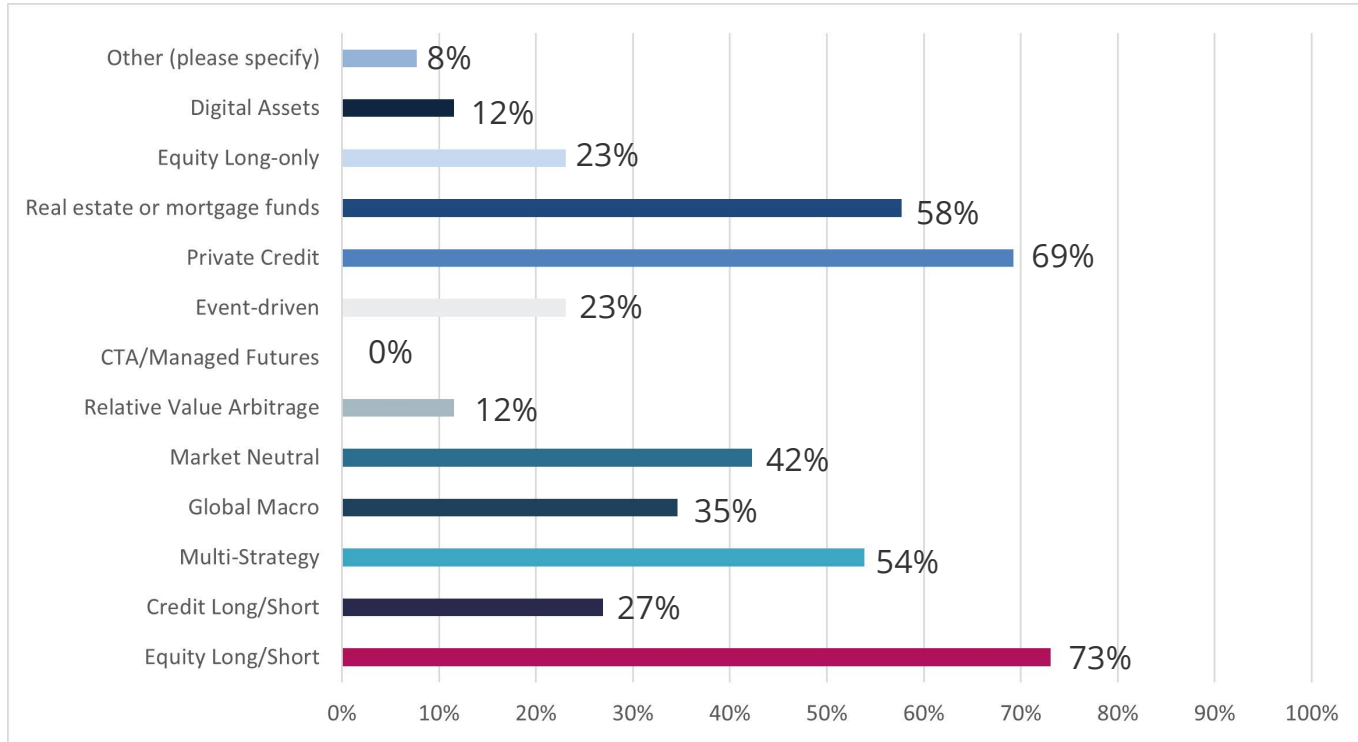
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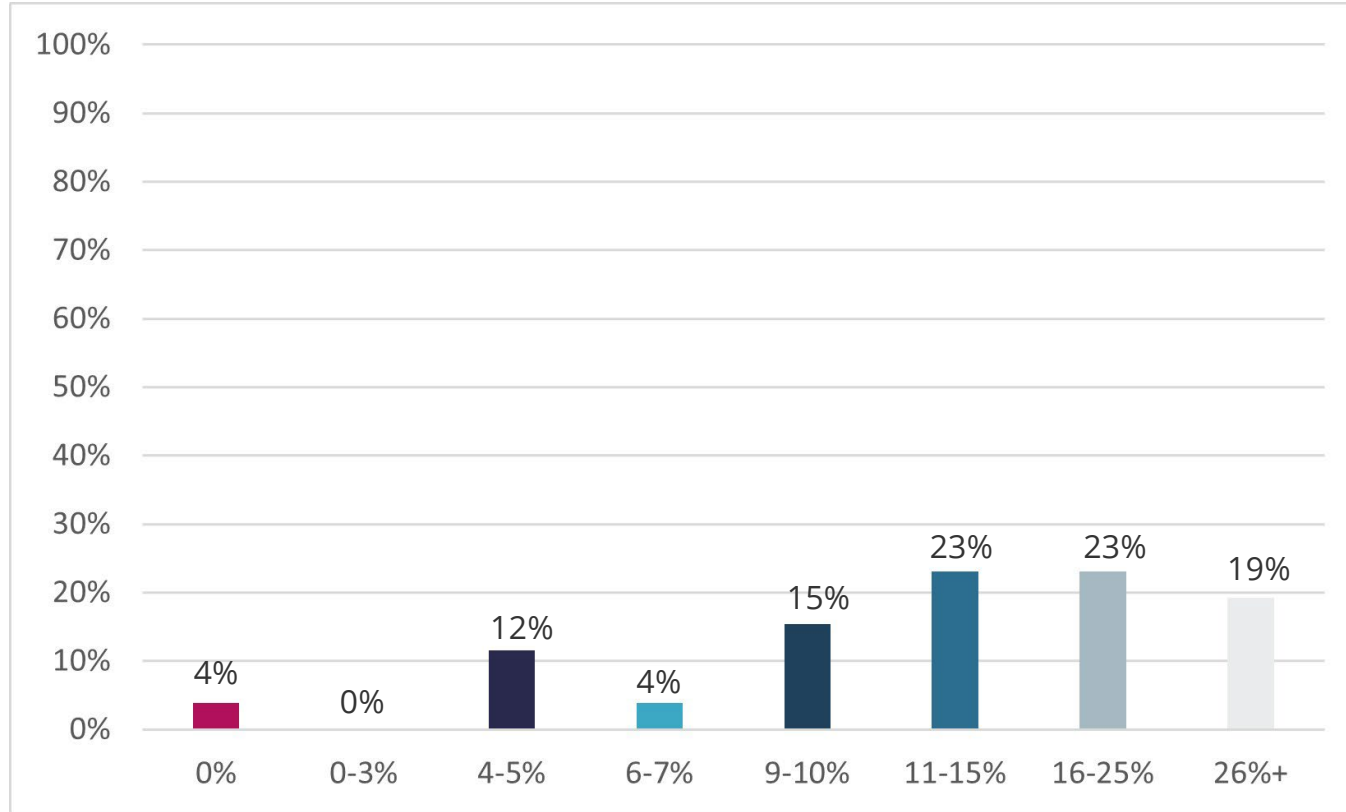
# What types of alternative fund strategies are you currently allocating to?

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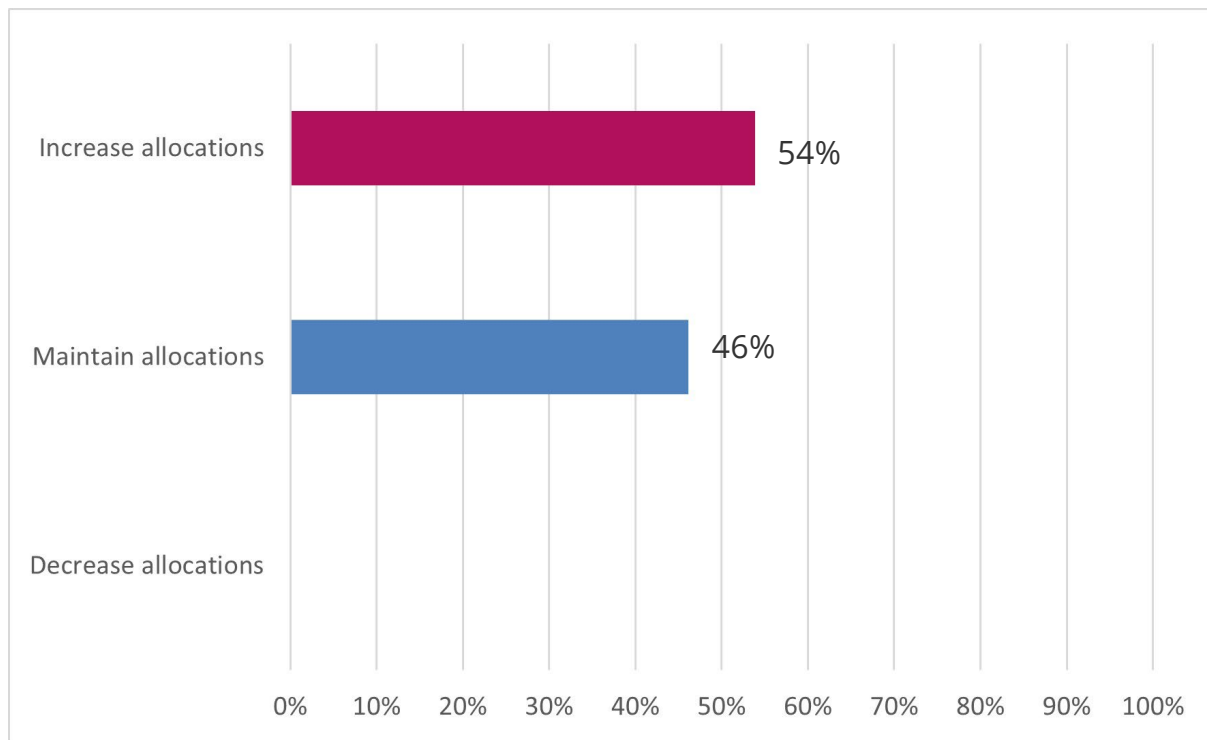
**Currently in investor portfolios, what percentage of a client's portfolio do you generally allocate to alternative investment funds?**

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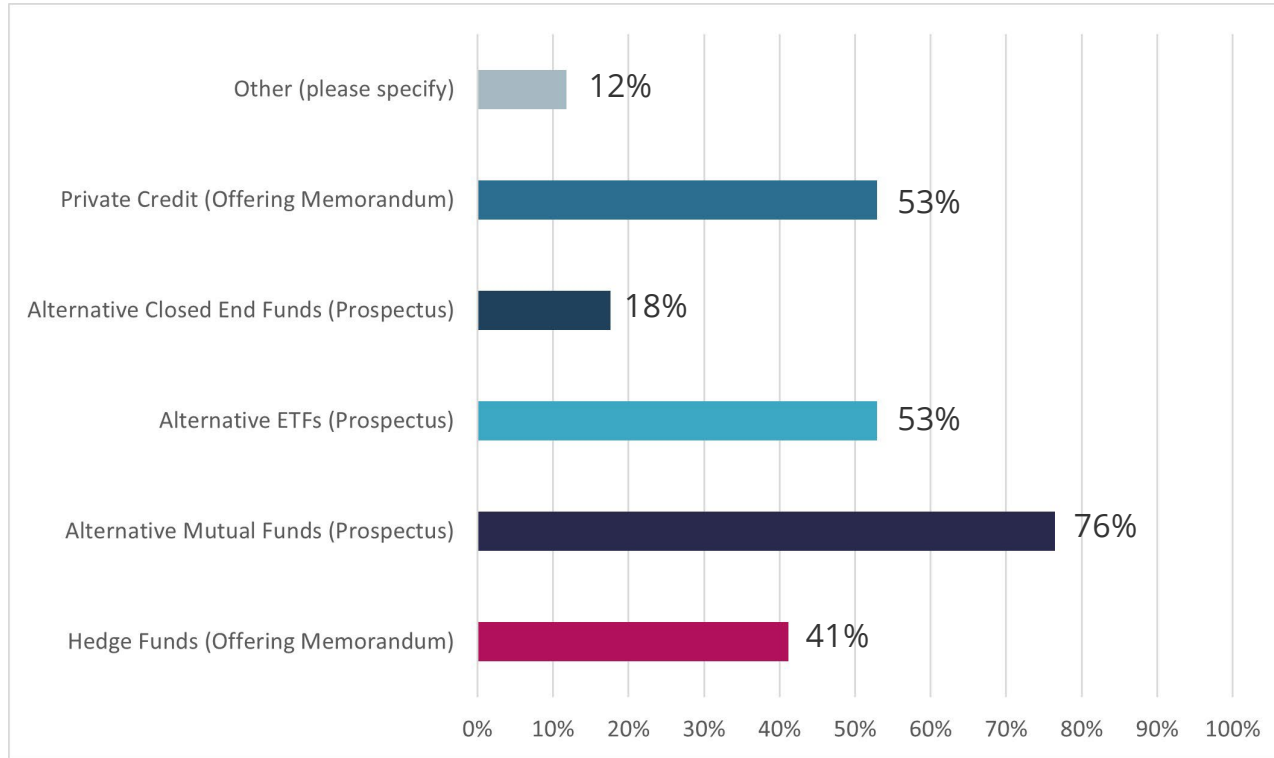
# Over the next 12 months, what do you plan to do with your alternative fund allocations?

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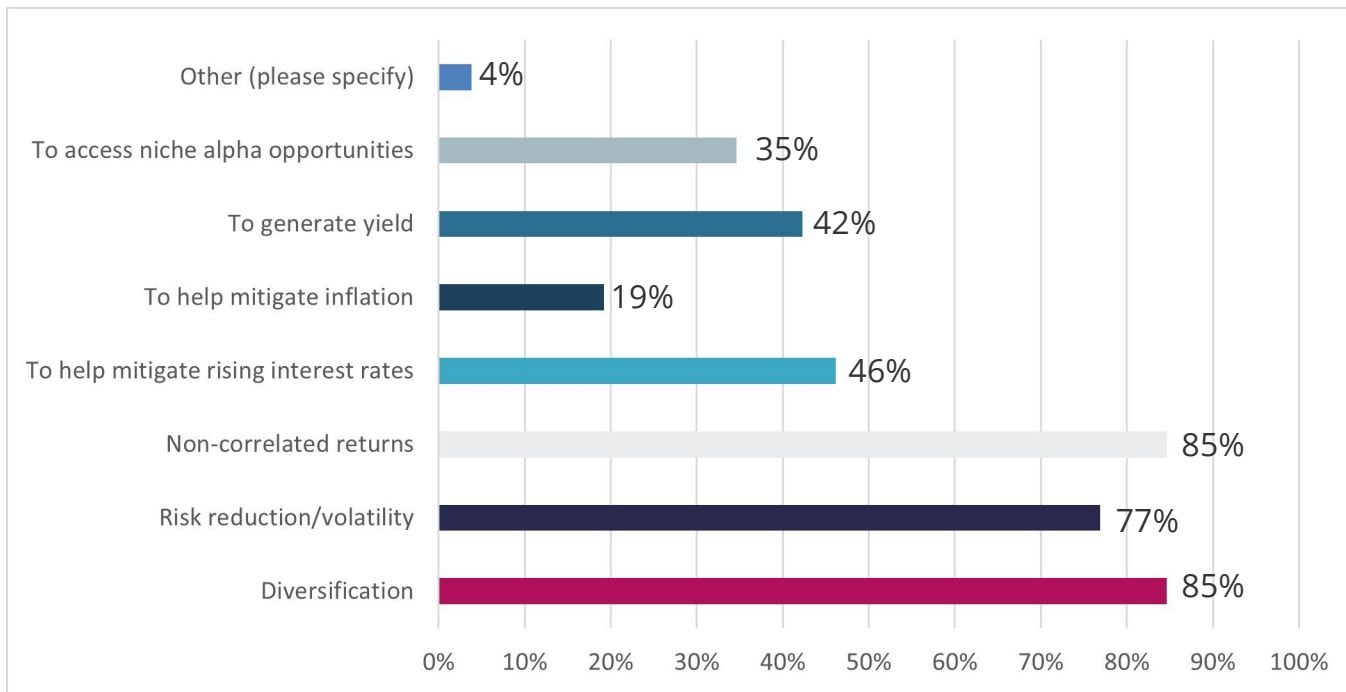
## If you are planning to allocate, what alternative fund structures do you anticipate allocating to?

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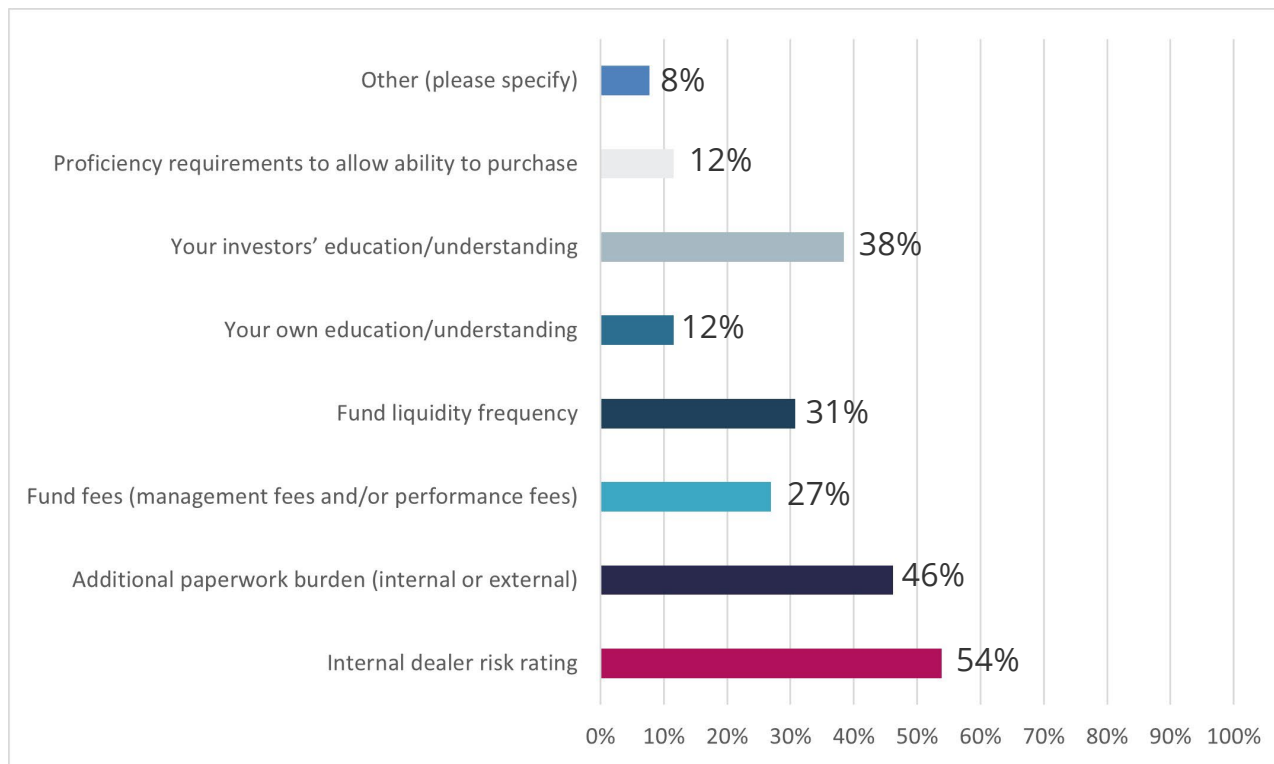
# What are the main reasons you allocate to alternative investment funds?

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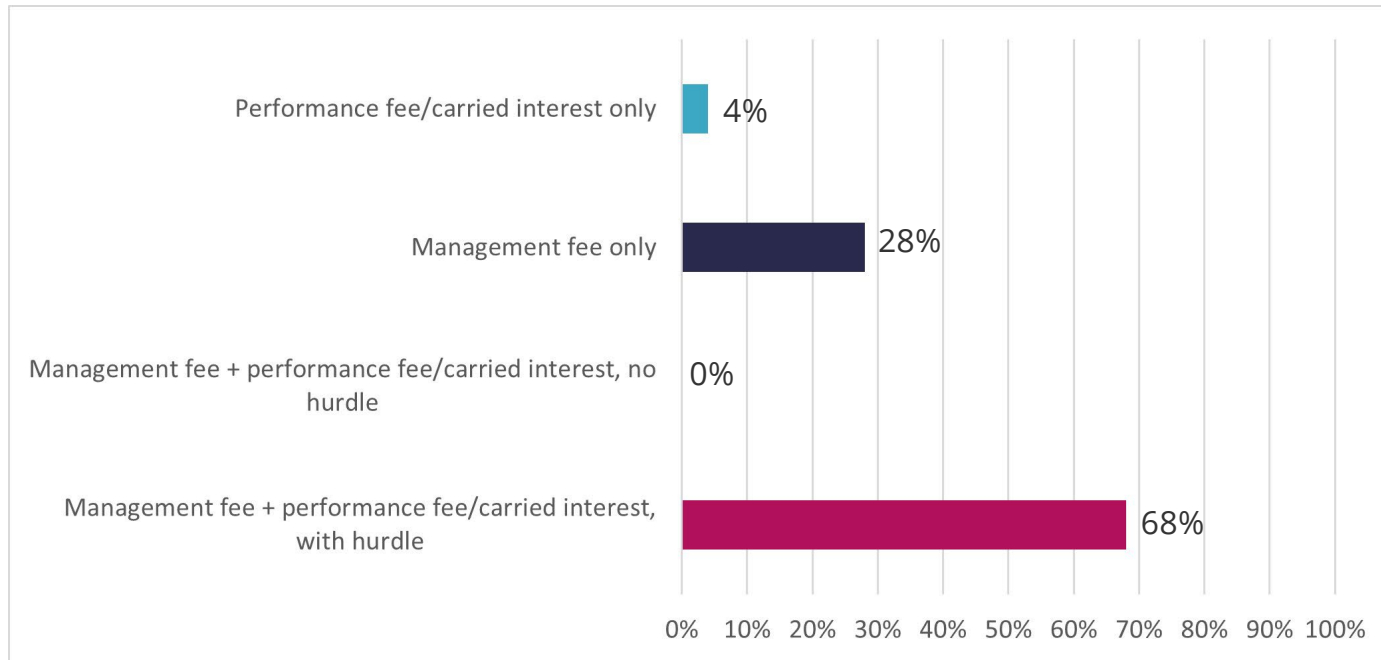
# What are the greatest challenges you currently face when allocating to alternative investment funds?

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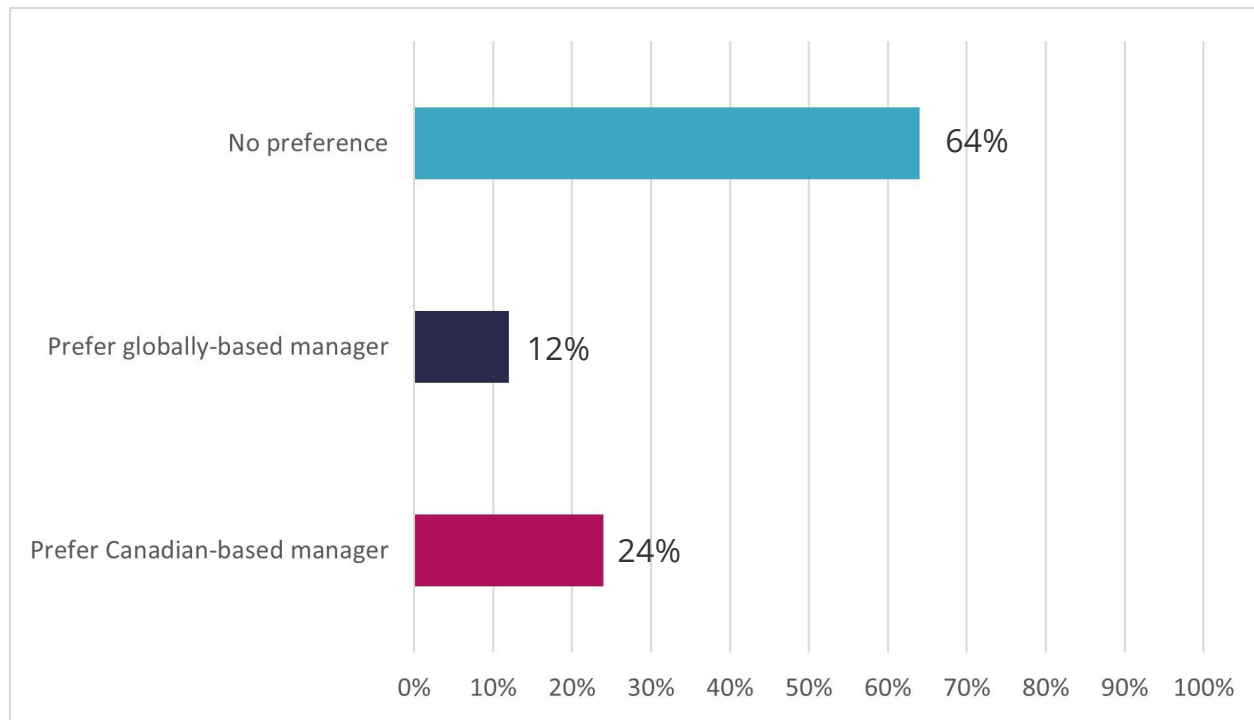
# What compensation structure do you prefer for alternative investment funds?

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# Do you have a preference between Canadian or globally-domiciled alternative fund managers?

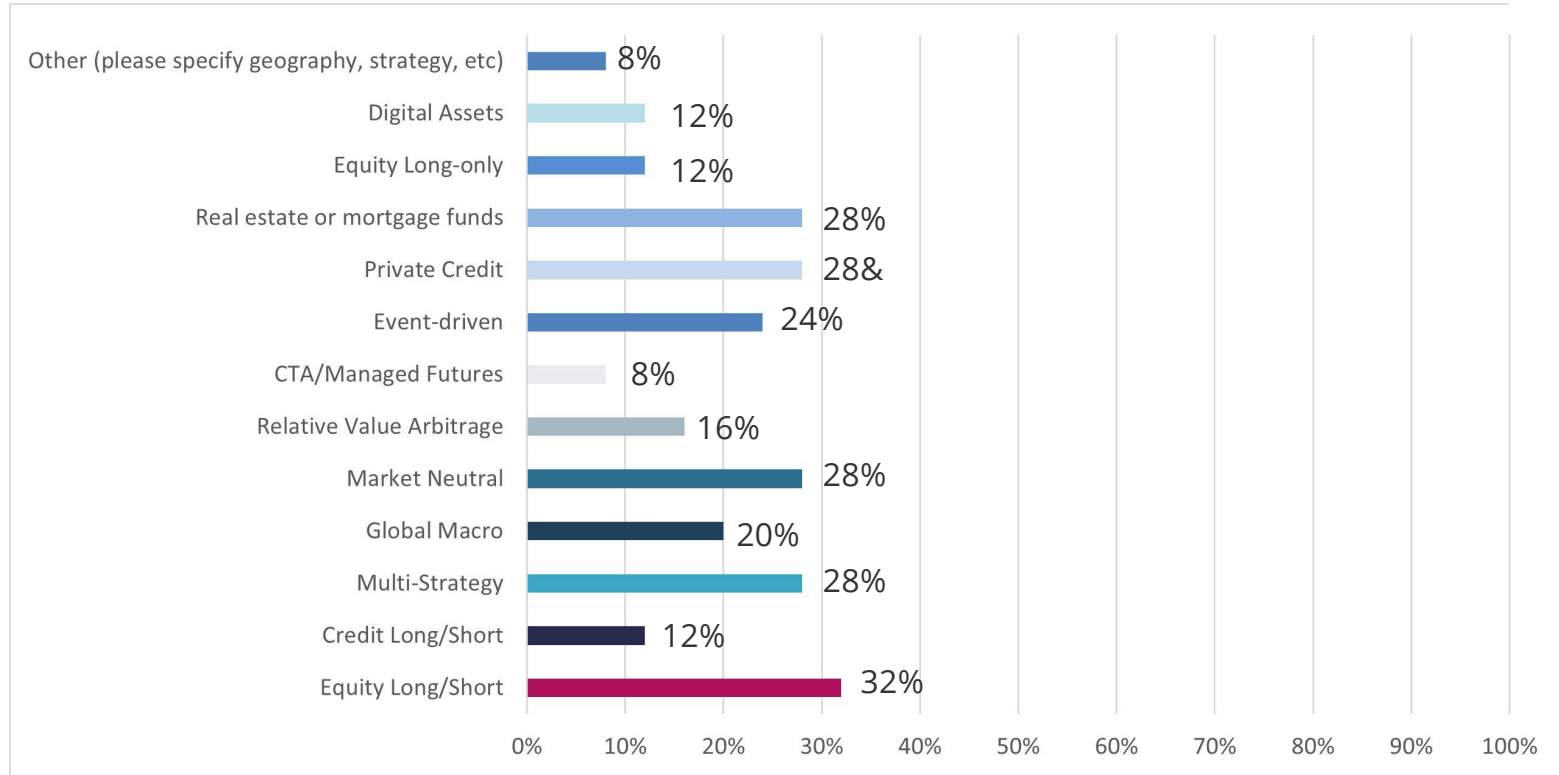
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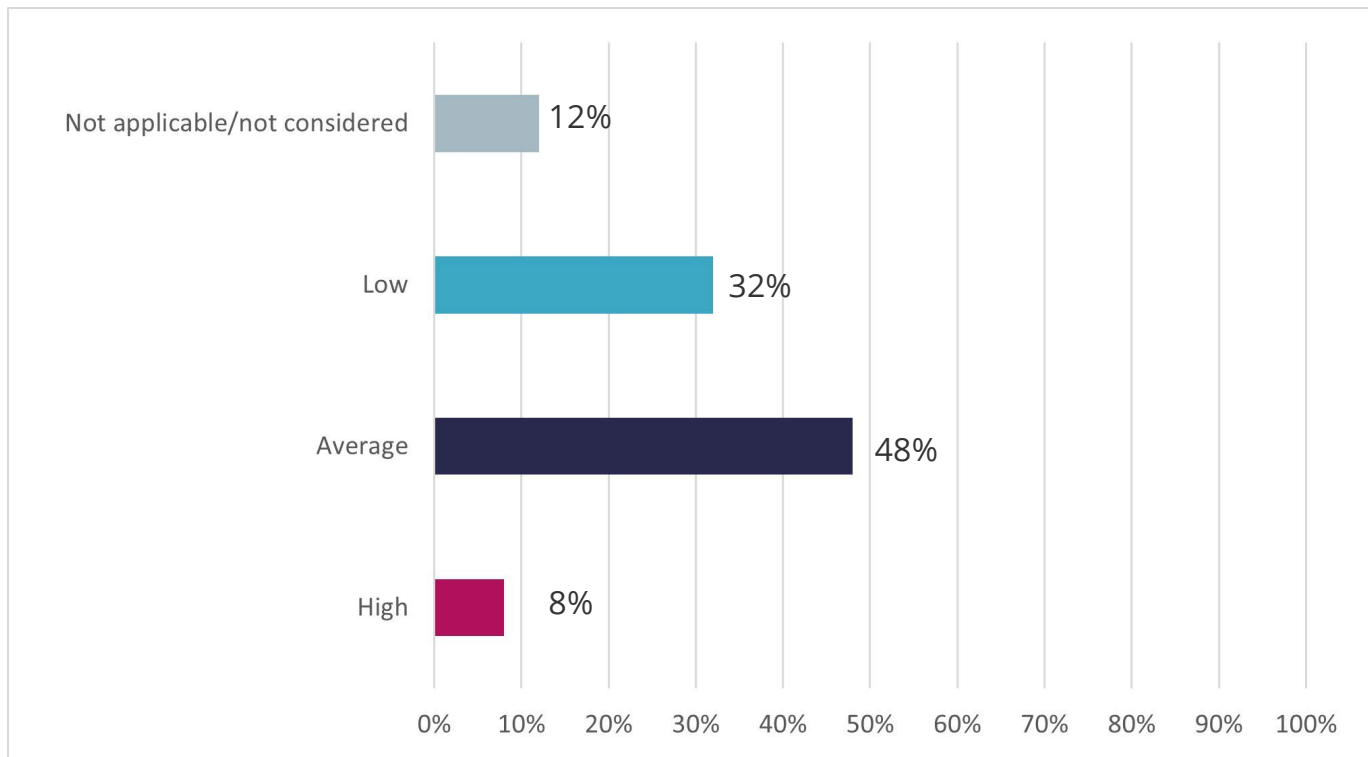
# What alternative investment fund product would you like to see launched or available in Canada?

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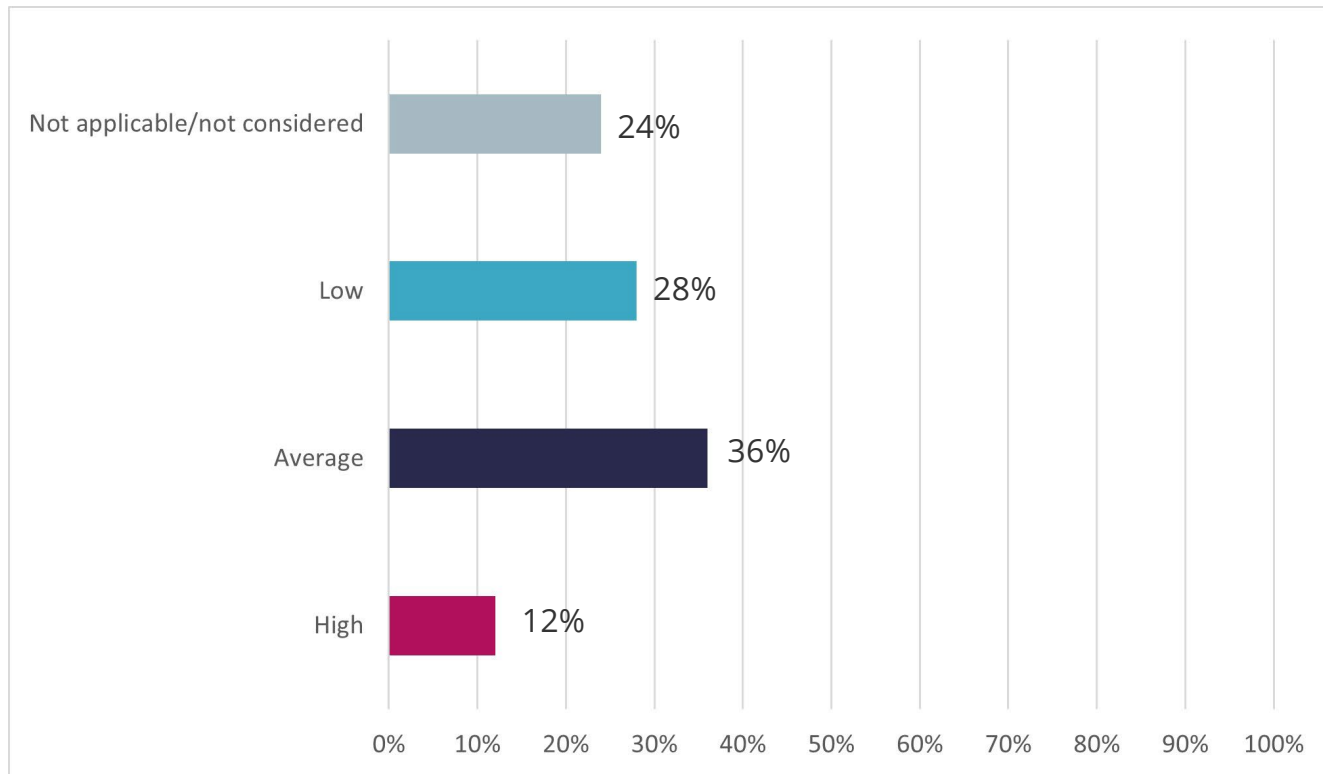


# How important is ESG-integration or Responsible Investment framework in an alternative fund when considering allocations?

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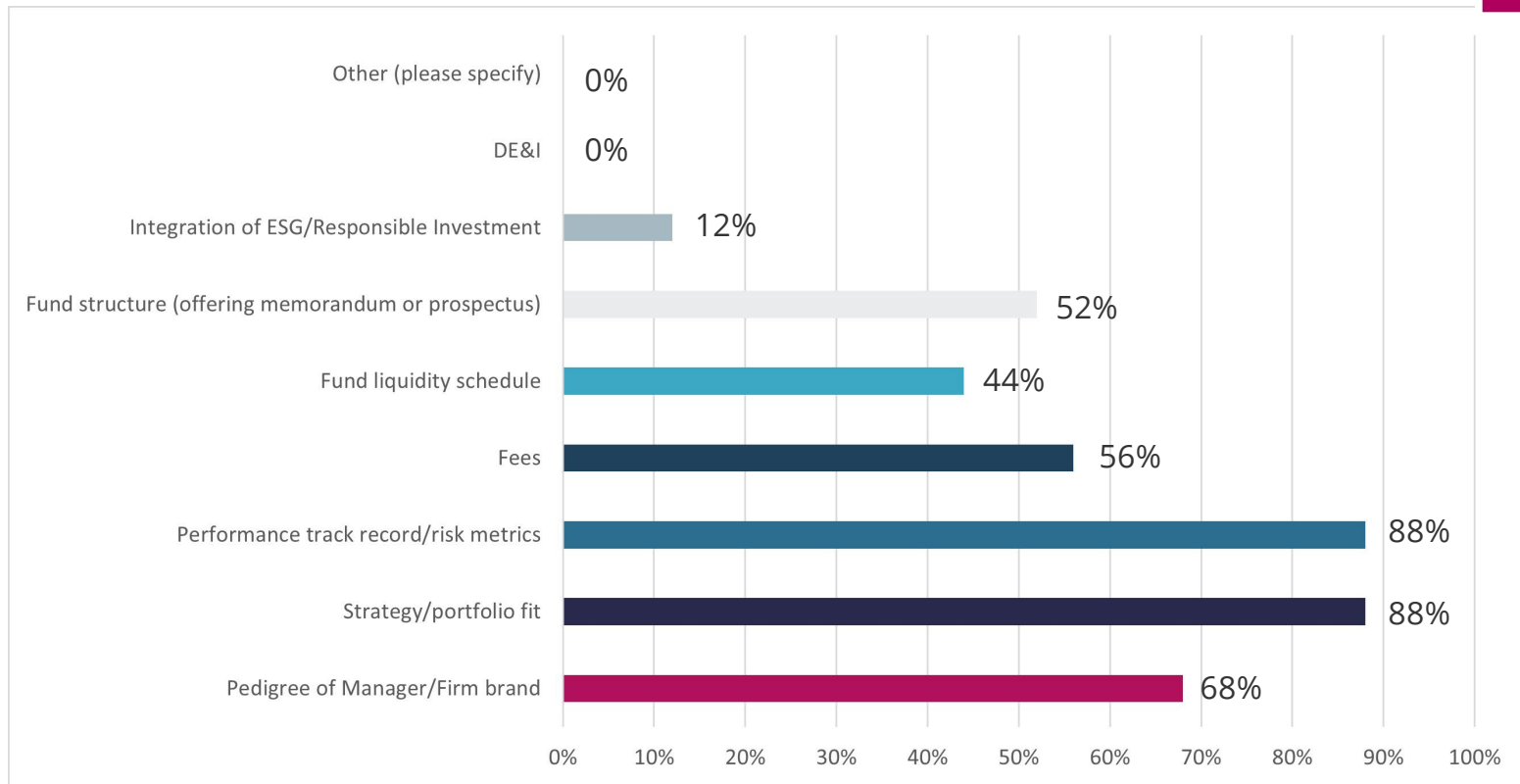


# How important is diversity and inclusion in an alternative fund management team or investment policy when considering allocations?



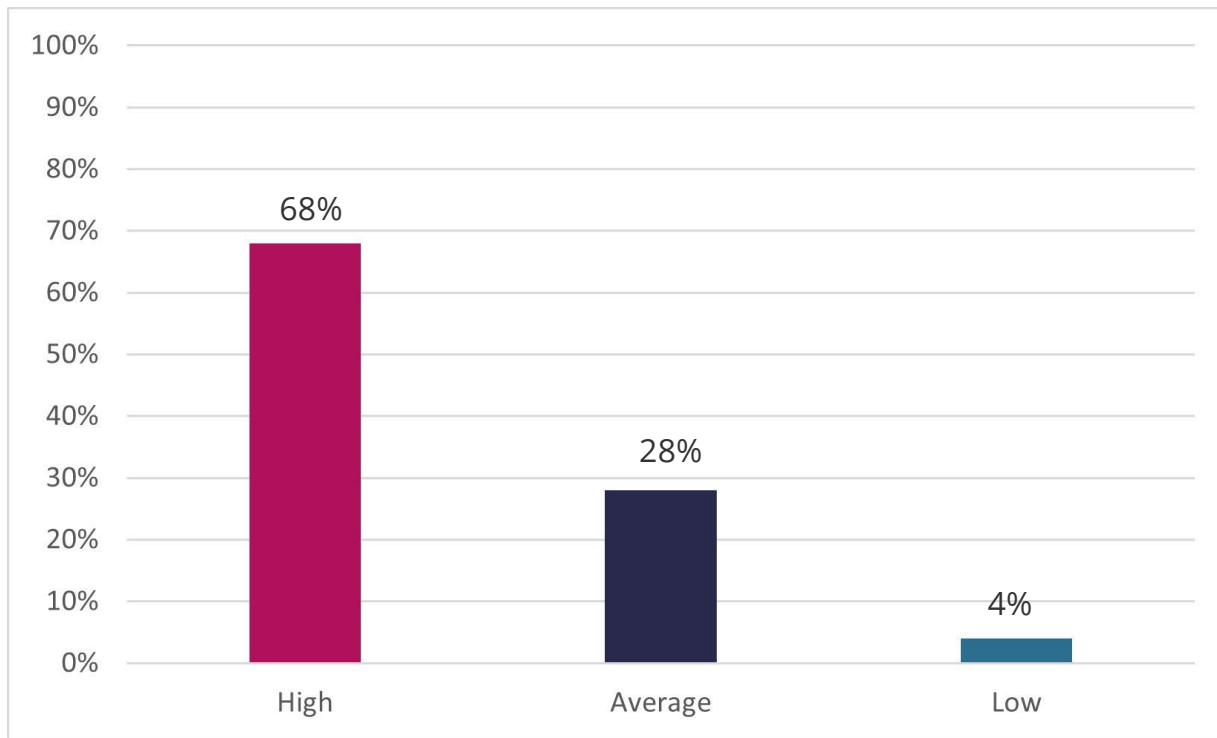
# What are the most important factors when considering an allocation to an alternative fund?

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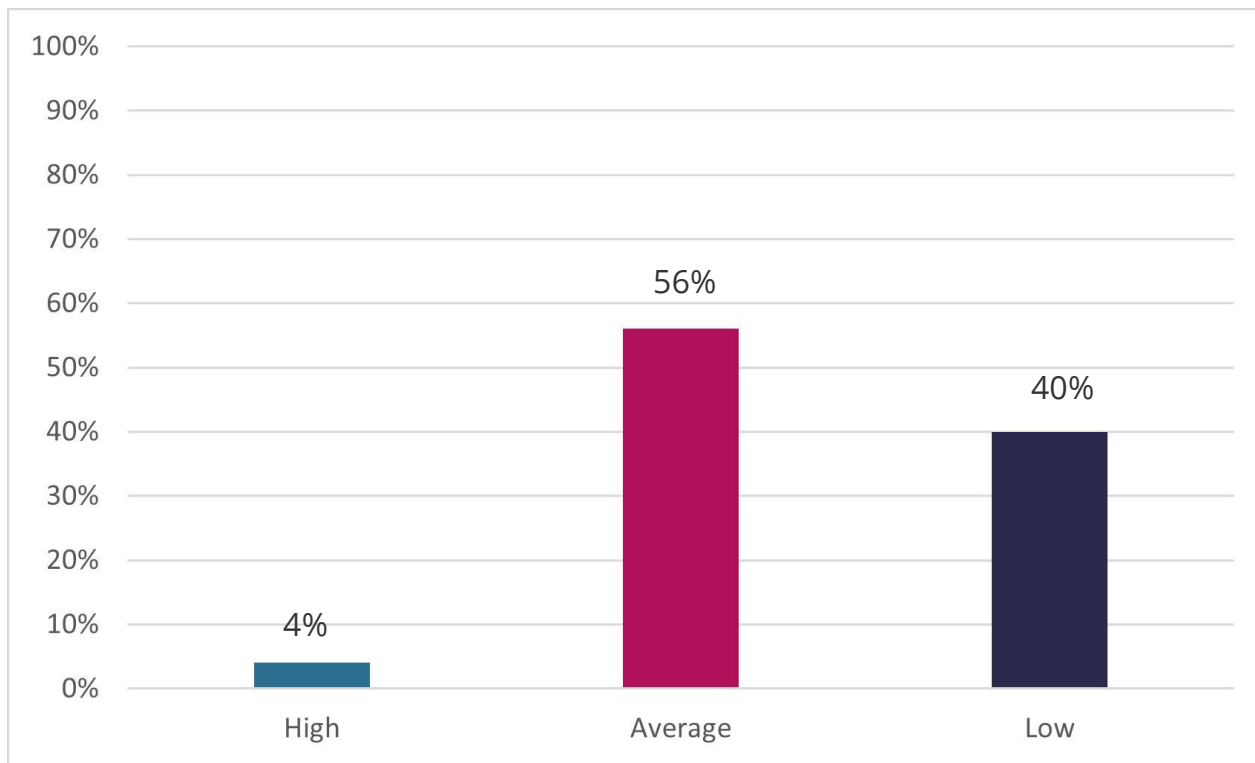
# What is your level of understanding regarding alternative investment funds?

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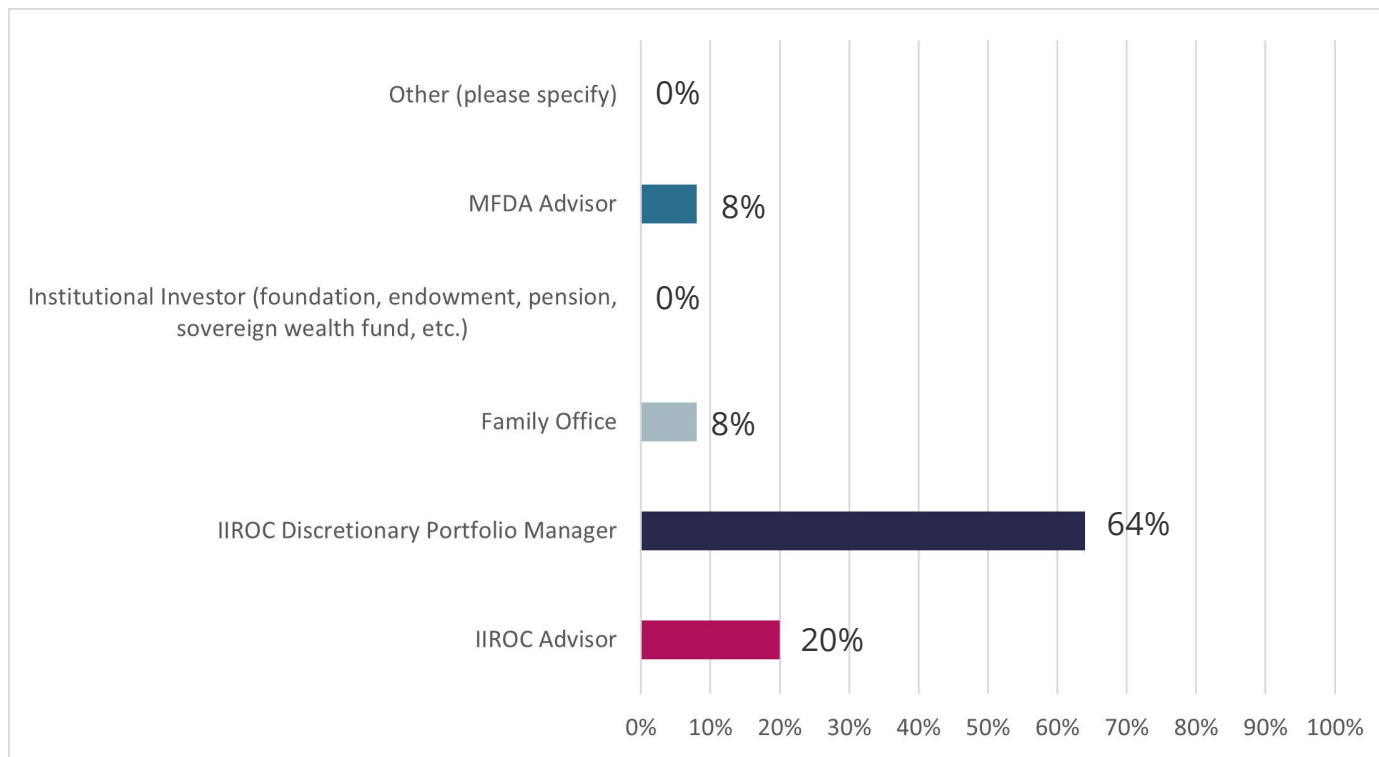
# What is your investor clients' level of understanding regarding alternative funds?

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# What type of investor are you?

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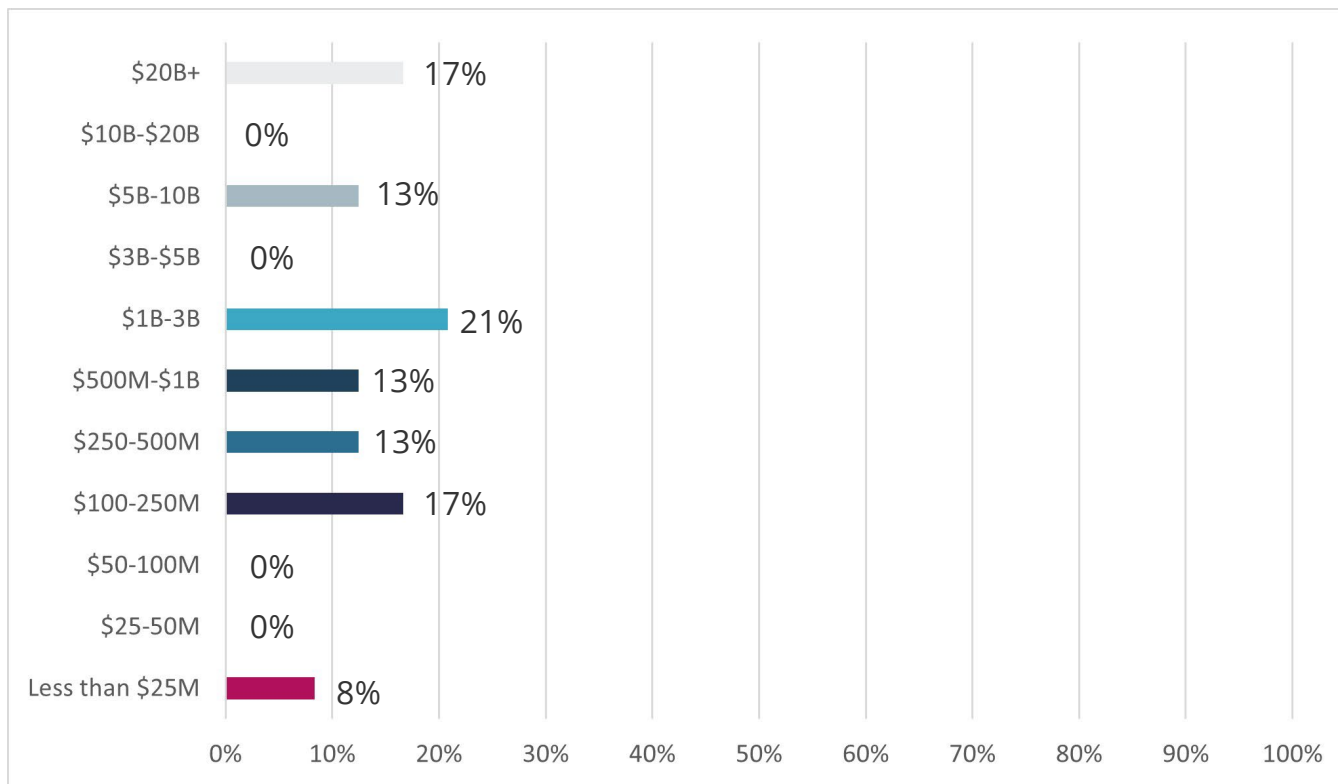


# **FUND MANUFACTURER / INVESTMENT FUND MANAGER**



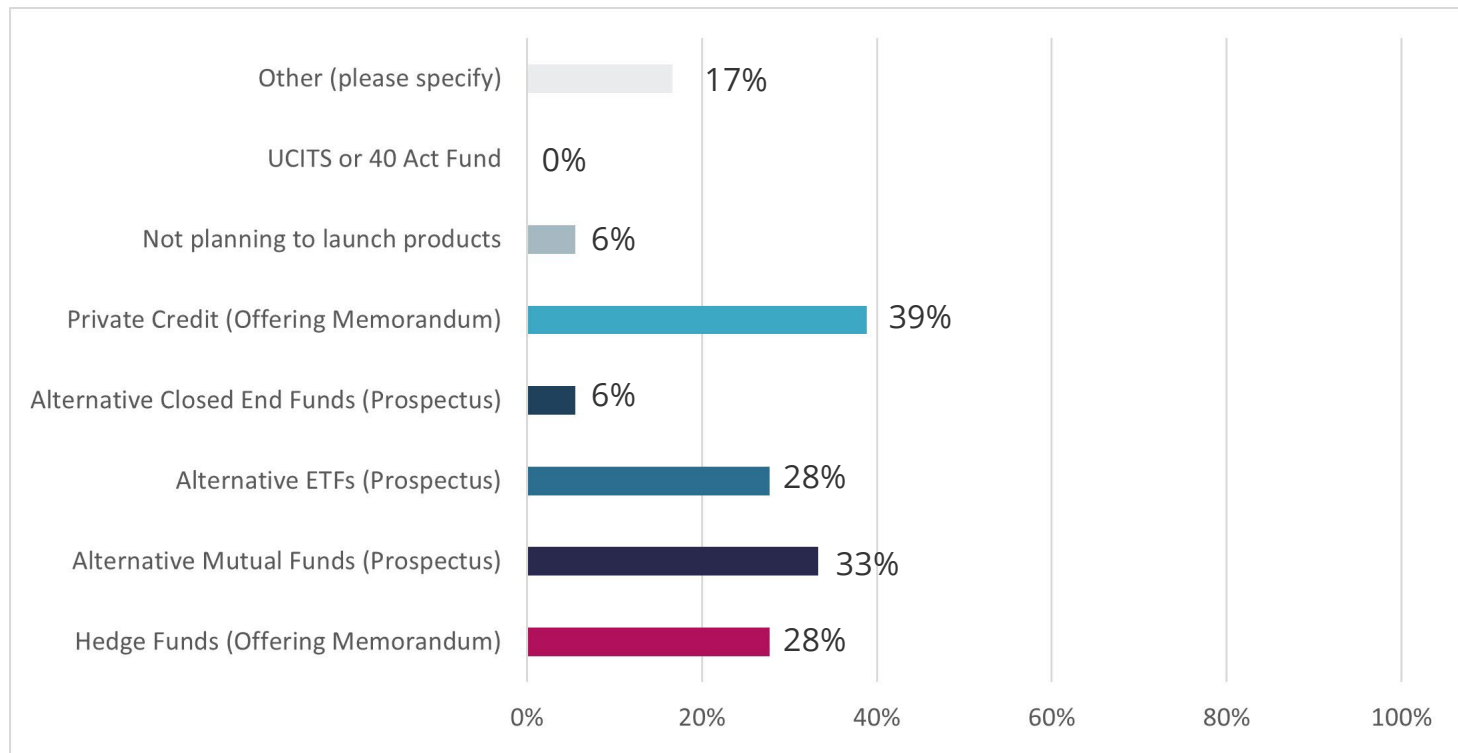
# What is the size of your firm's total AUM?

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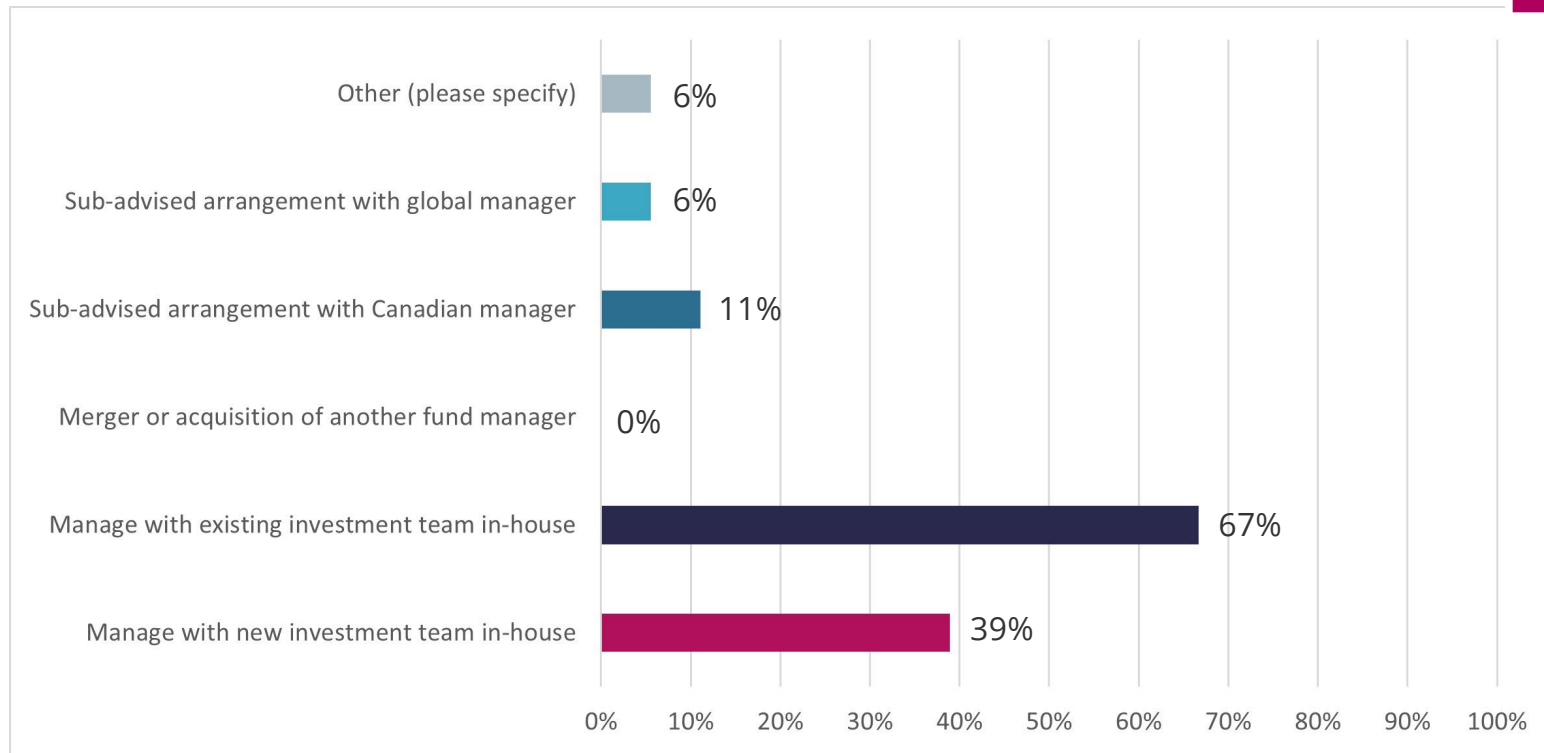
# What alternative investment funds structures do you plan on launching in the next 12 months?

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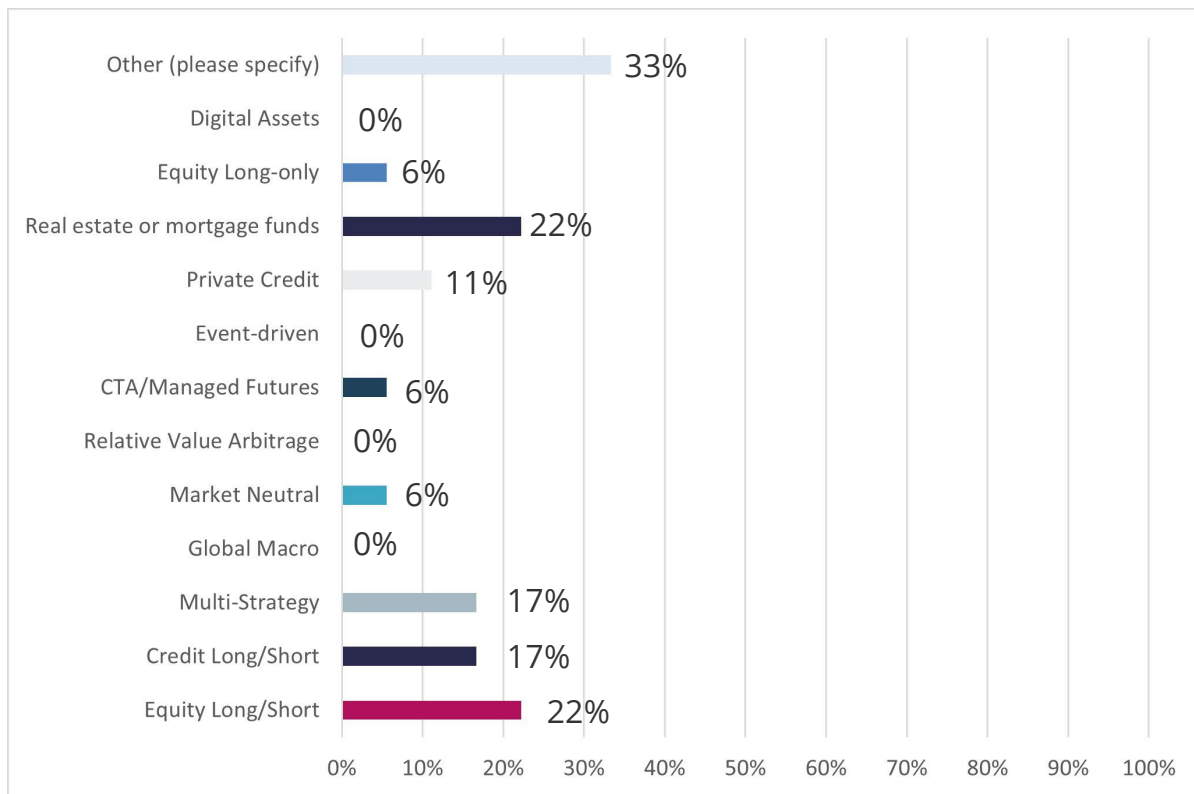
# With new alternative product launches, how do you anticipate managing them?

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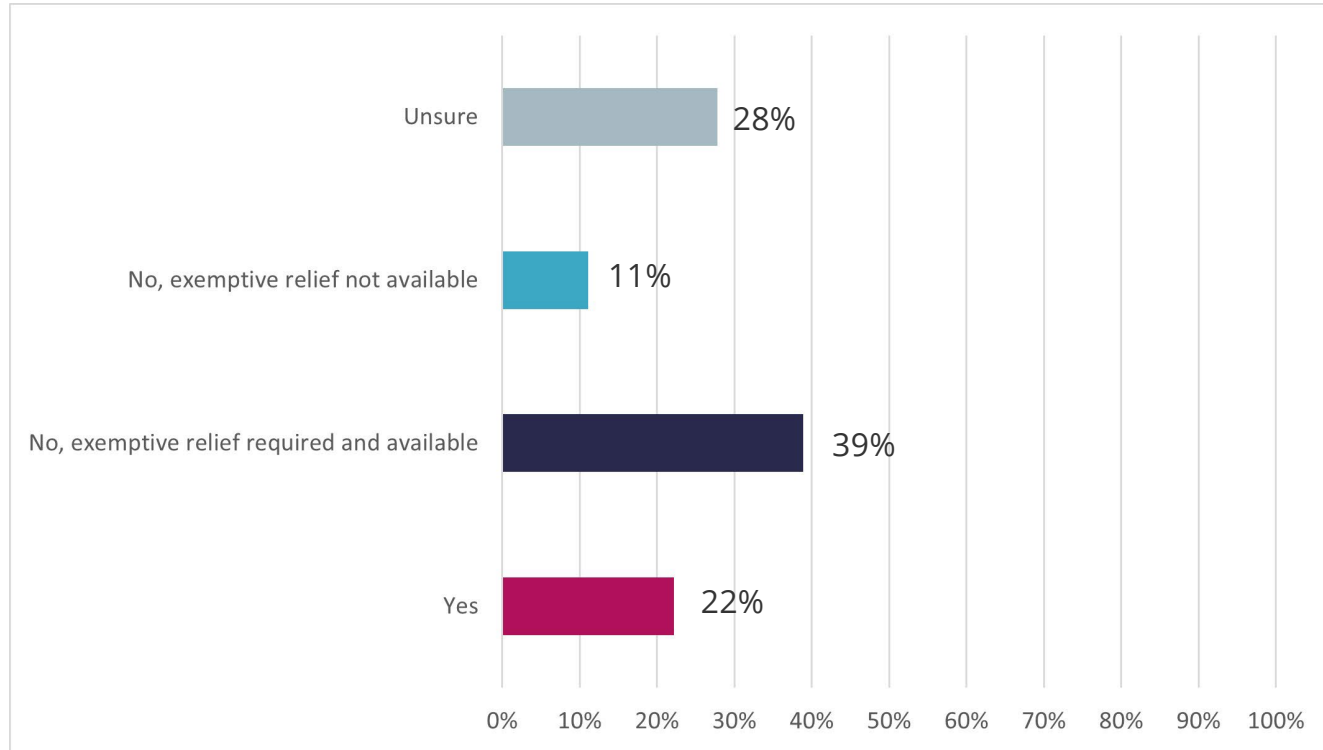
# What types of alternative strategies do you anticipate launching?

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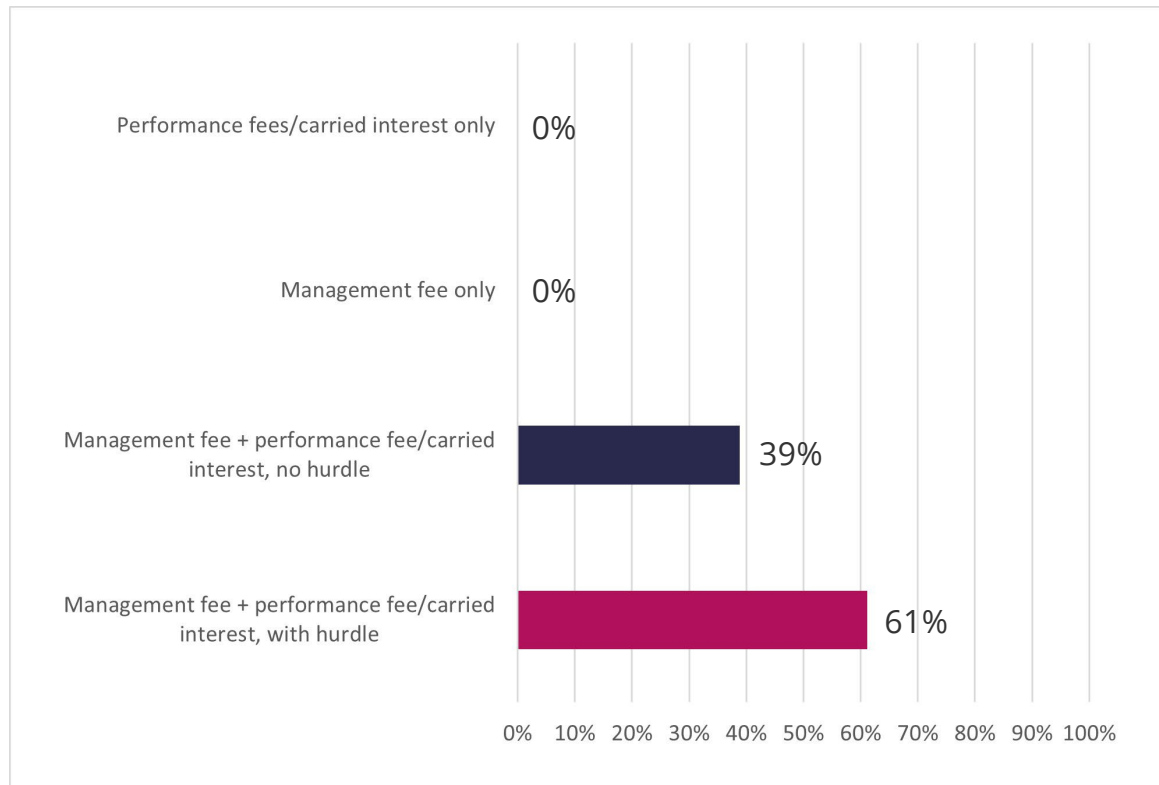
# Do the NI 81-102 investment restrictions and practices applicable to alternative mutual funds/ETFs generally fit your investment strategies?

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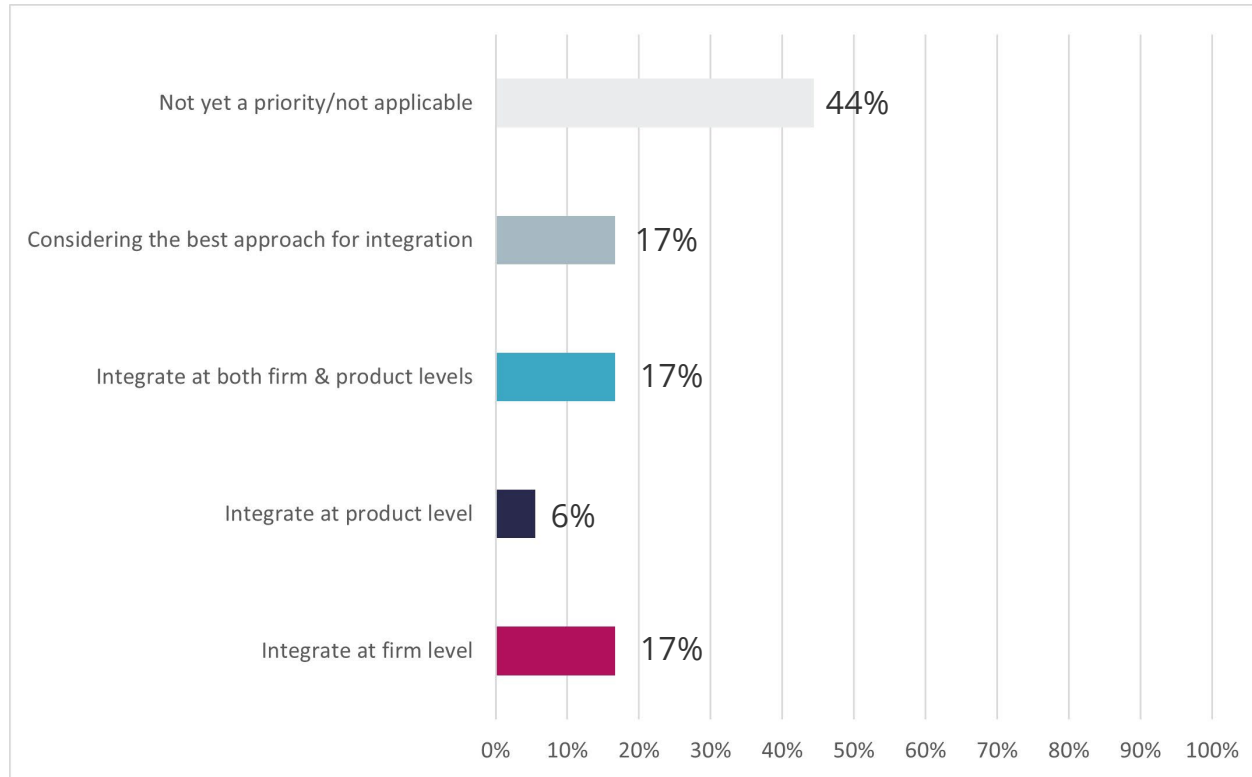


# What compensation structure do you prefer for alternative funds?

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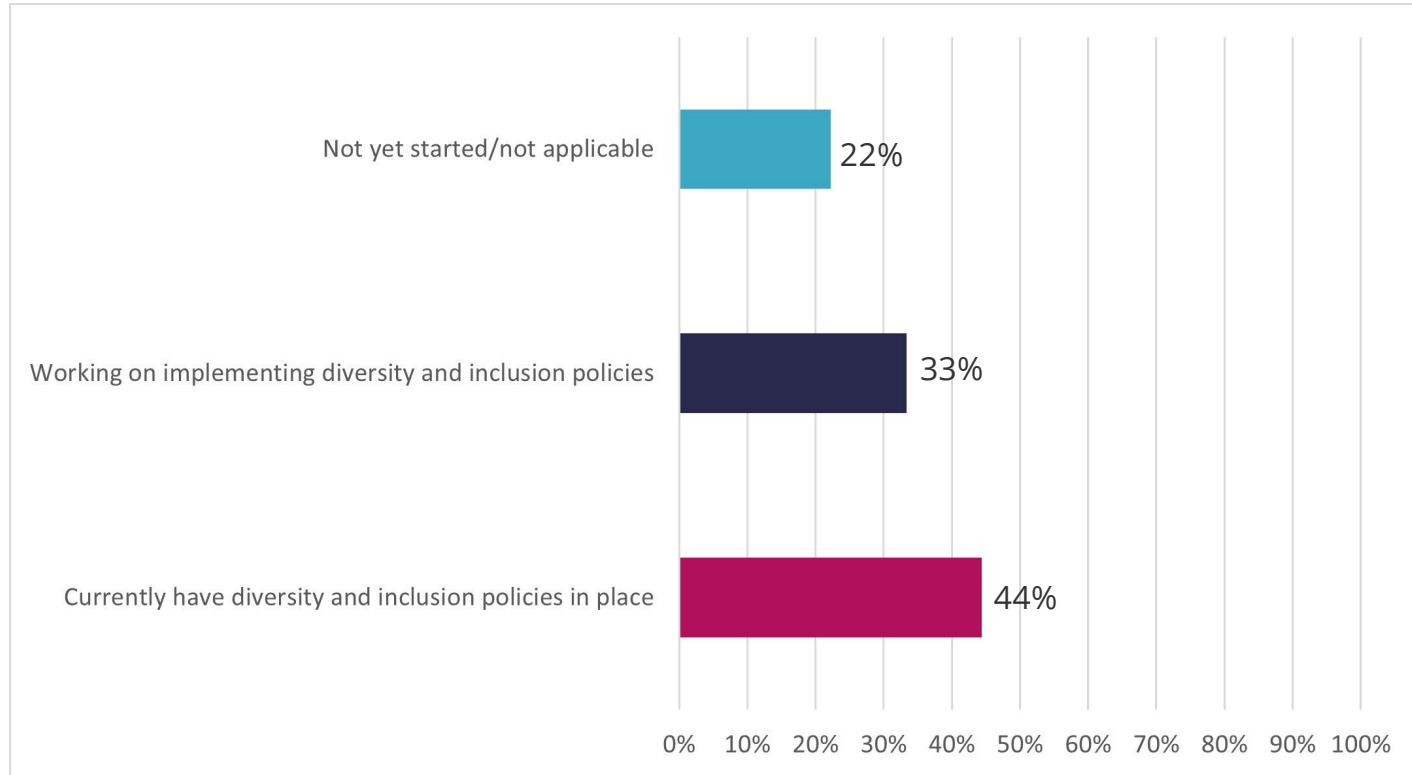


# What is your firm's approach to ESG & Responsible Investment policies & practices?



# What is your firm's approach to diversity and inclusion policies and practices?

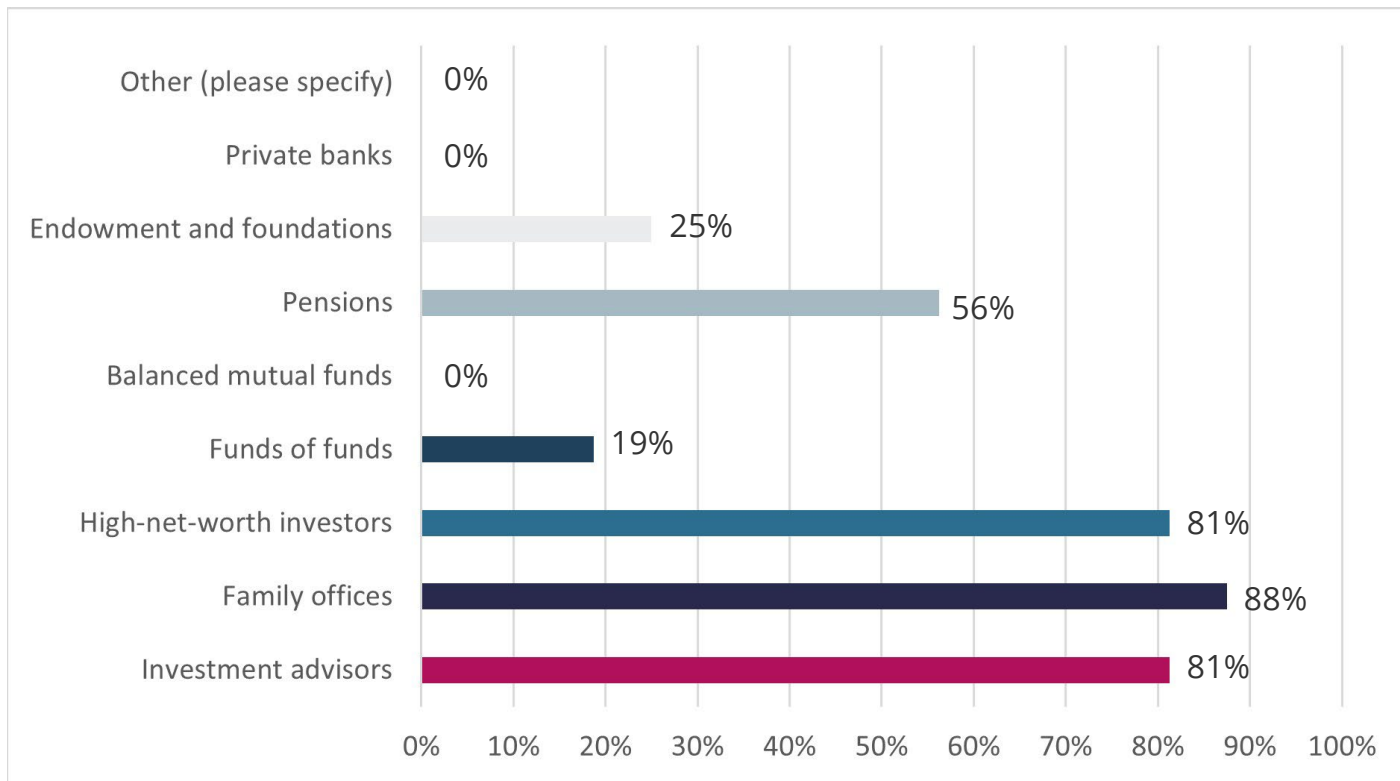
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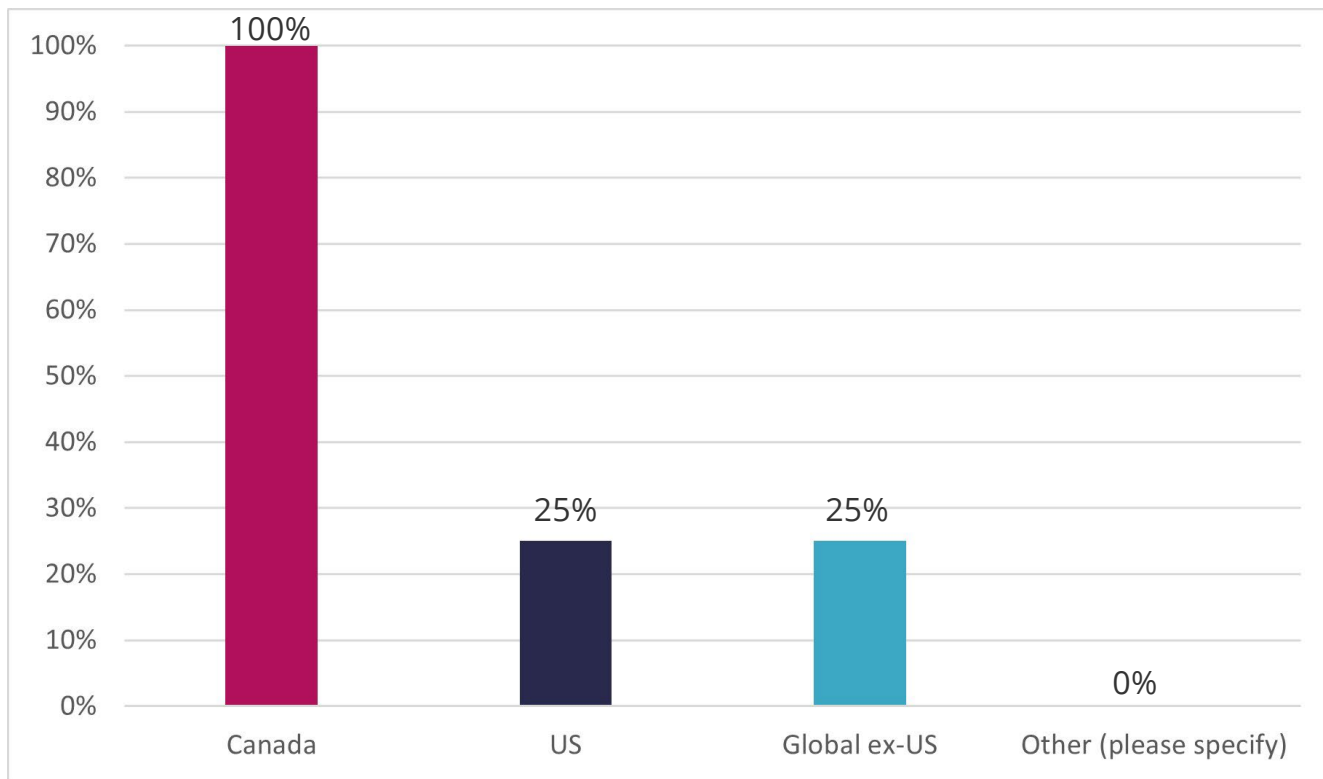
# What is your primary target investor demographic for your alternative offerings?

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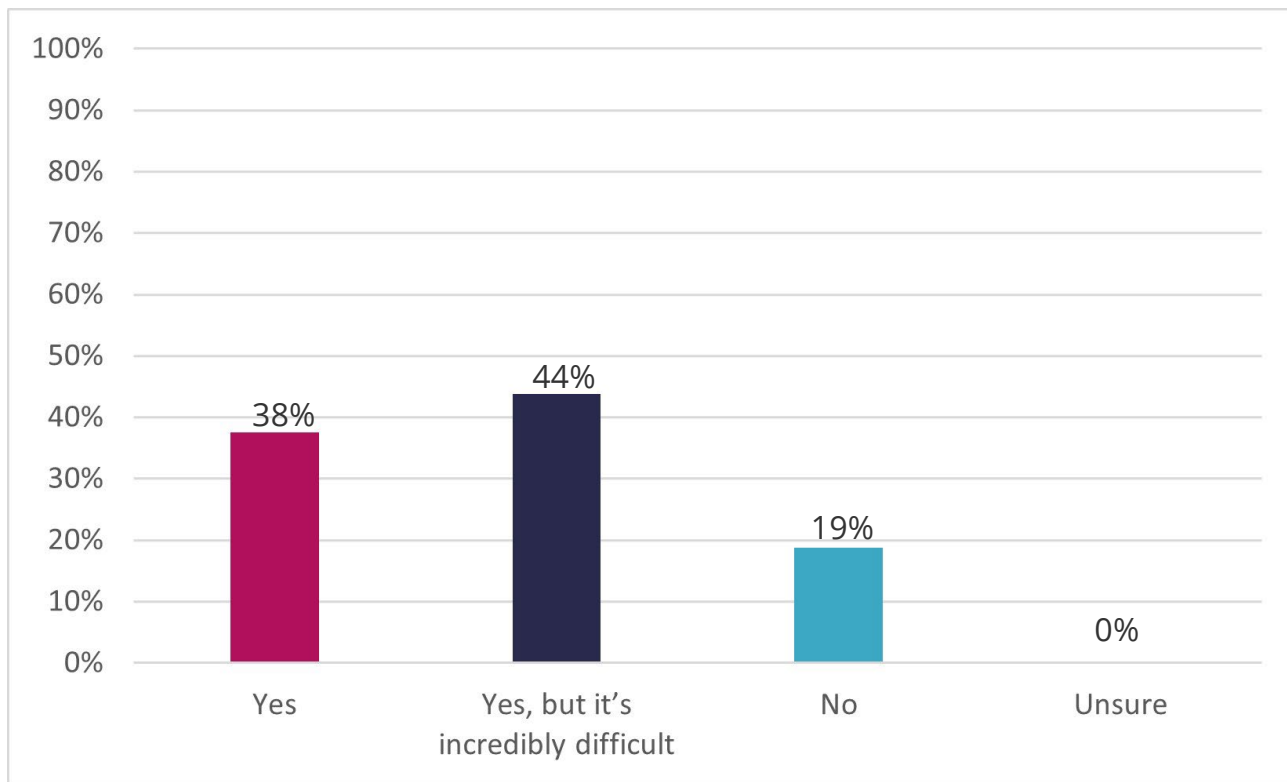
# Where do you focus your distribution efforts for your alternative offerings?

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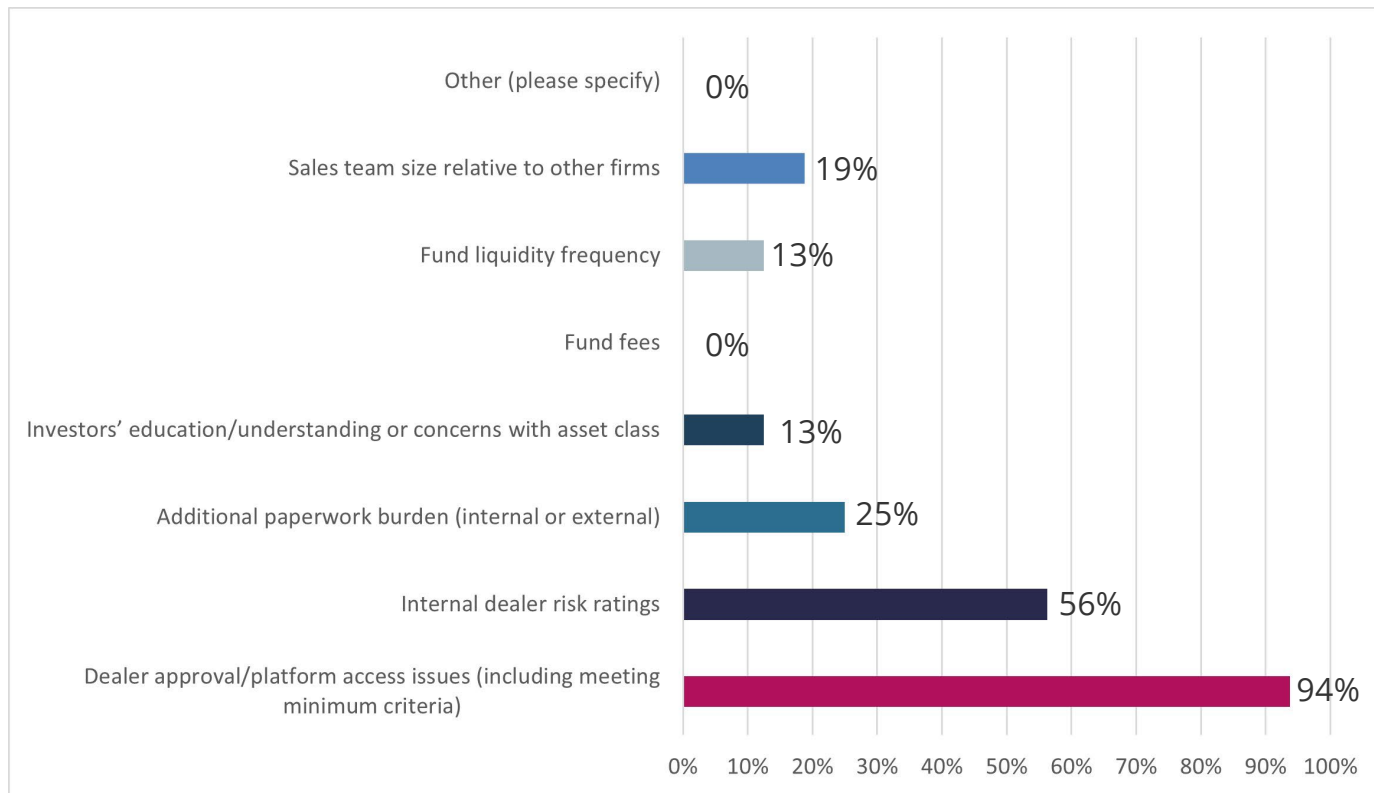
## Do you feel you have an adequate distribution access to advisors and family offices to competitively sell alternative investment funds in Canada?

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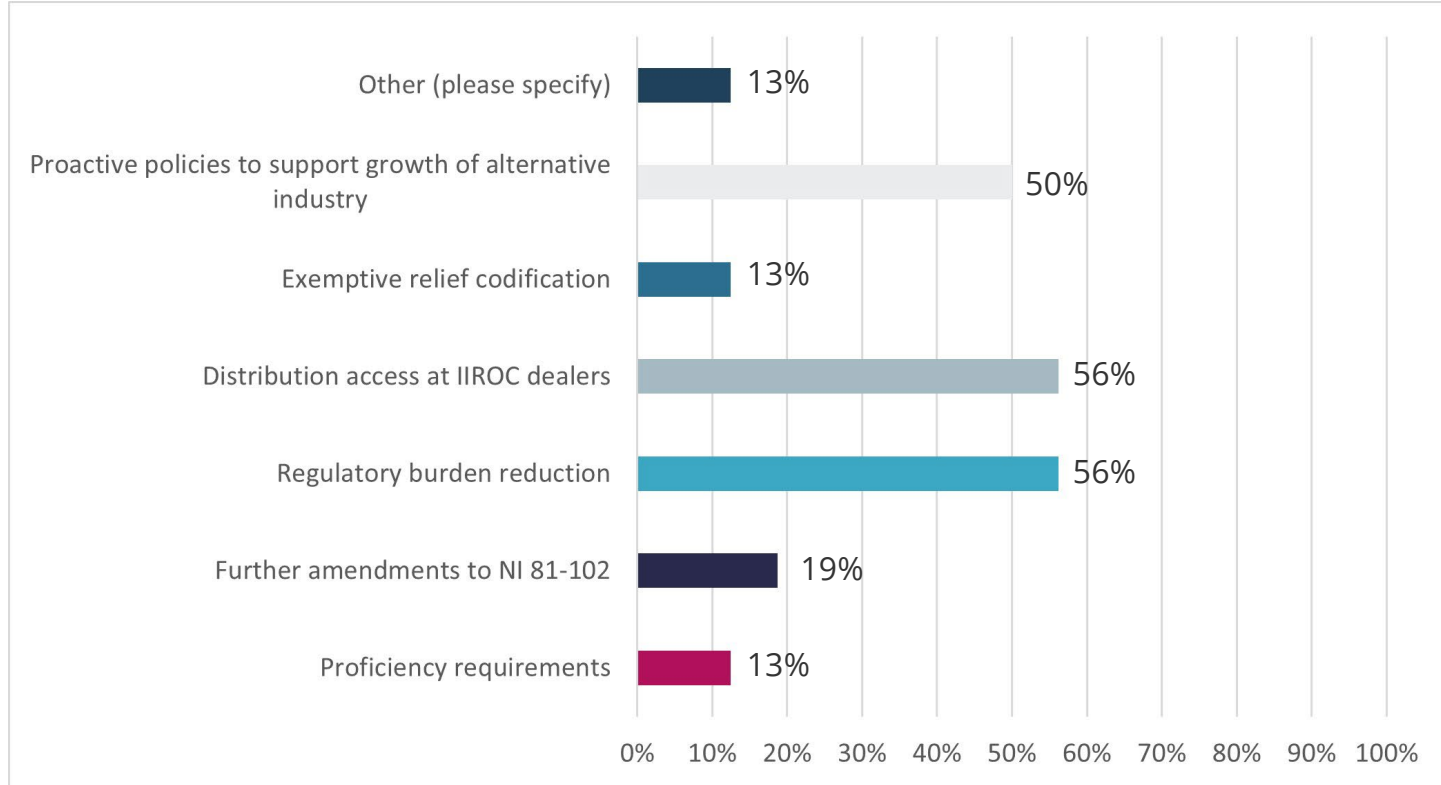
# What are the greatest challenges you currently face when distributing to alternative funds?

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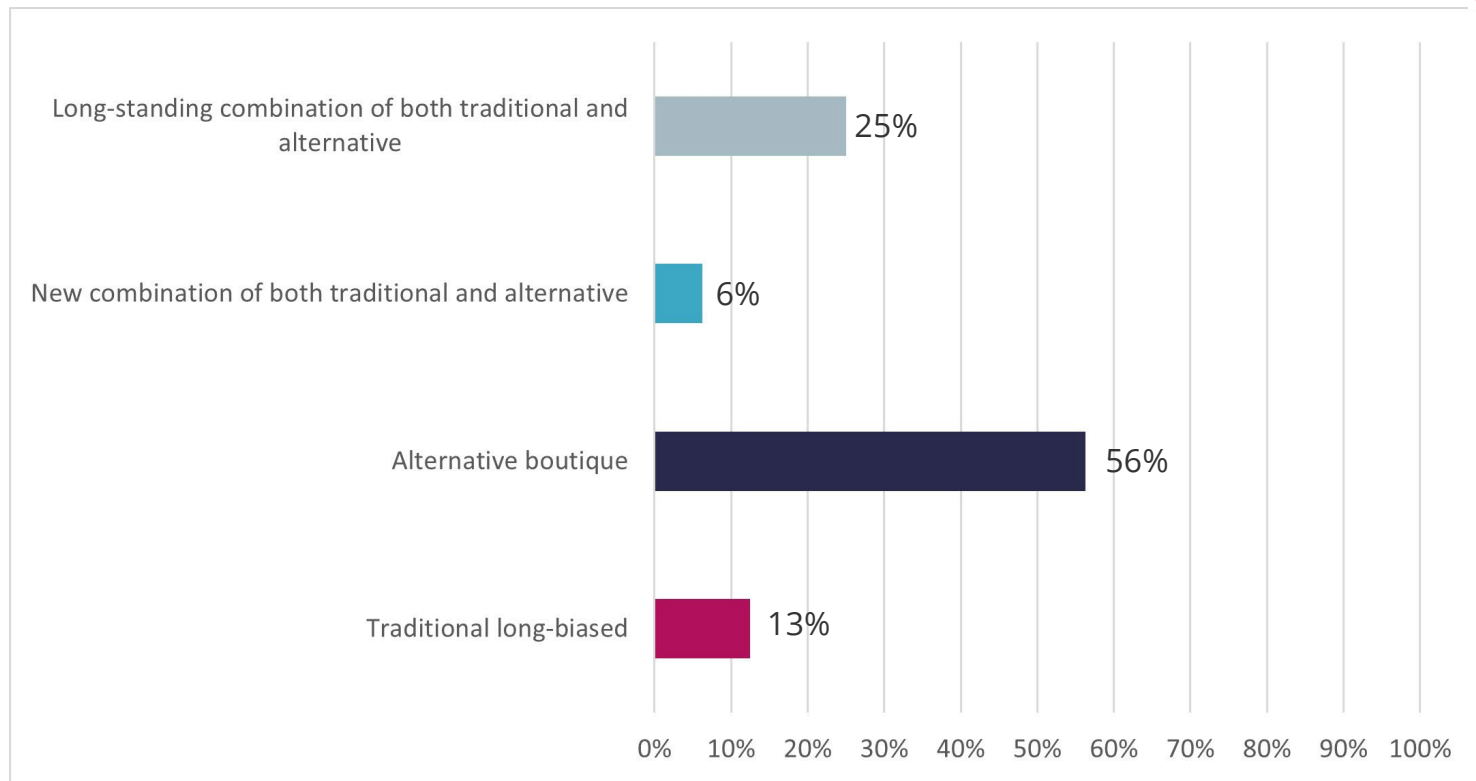
# What would you like the regulators to focus on with regards to liquid and other alternative funds?

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# What type of fund manager/manufacturer do you typically consider your firm to be?

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# SERVICE PROVIDERS

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## What is your approximate client profile in Canada for your individual practice?

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Client profile	Percentage
Traditional fund manager	39%
Boutique alternative fund manager	36%
Other	41%



# What is your approximate client type in Canada for your individual practice?

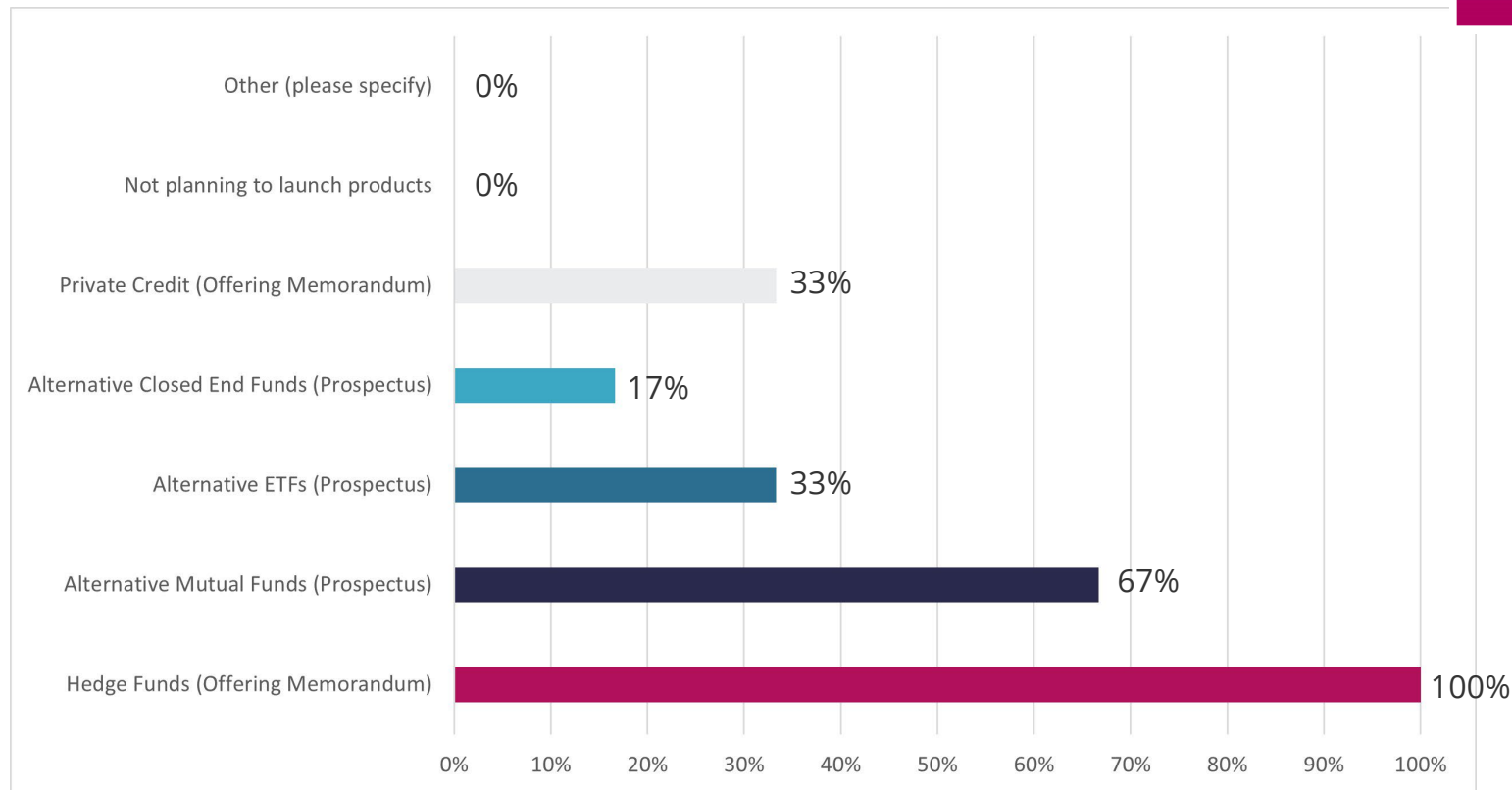
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The AIMA logo consists of the letters "AIMA" in a white, sans-serif font, positioned on a dark blue rectangular background. A horizontal magenta bar is located directly beneath the blue rectangle.

Client profile	Percentage
New managers / new firm launches	34.3%
Emerging managers (less than \$500 AUM)	33.3%
Established managers (more than \$500M AUM)	21%

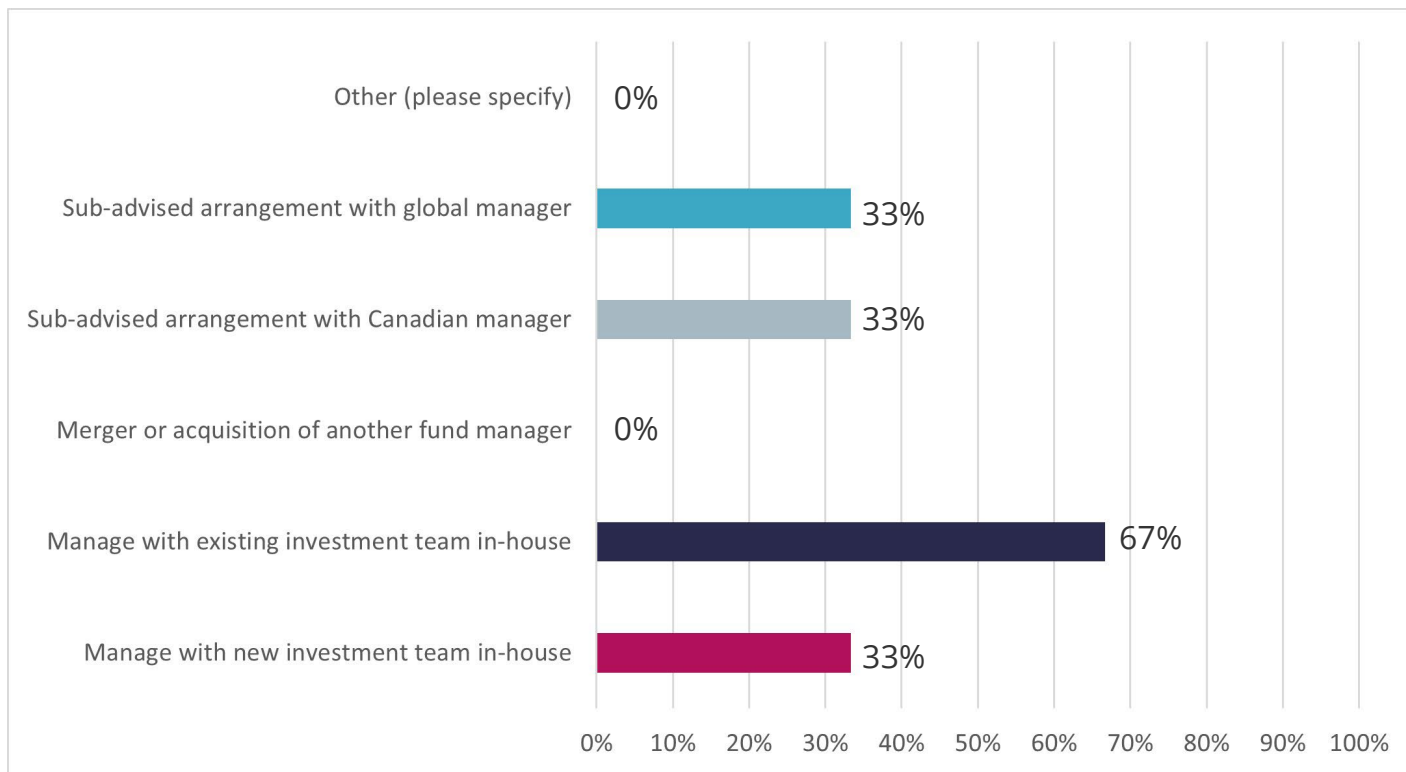
# What alternative funds structures do your clients in your practice plan on launching in the next 12 months?

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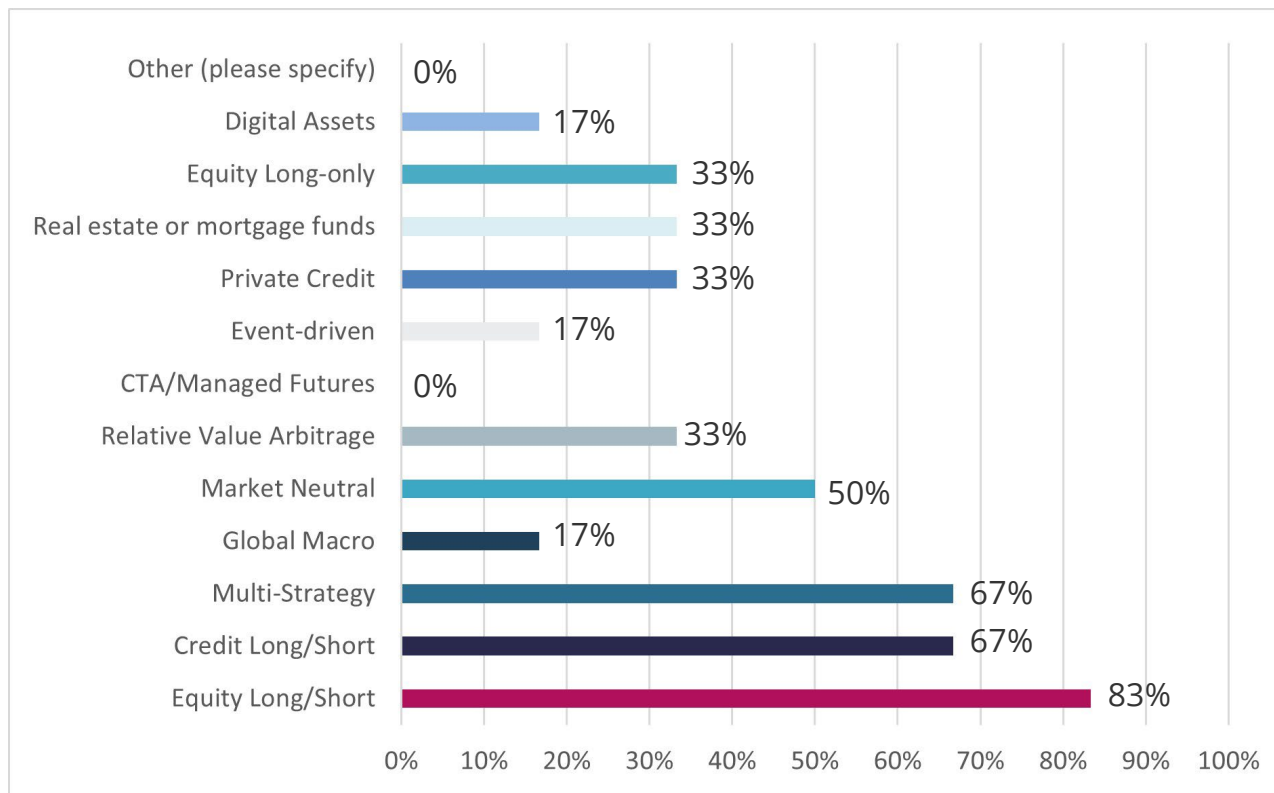
# With new product launches, how do your clients in your practice anticipate managing them?

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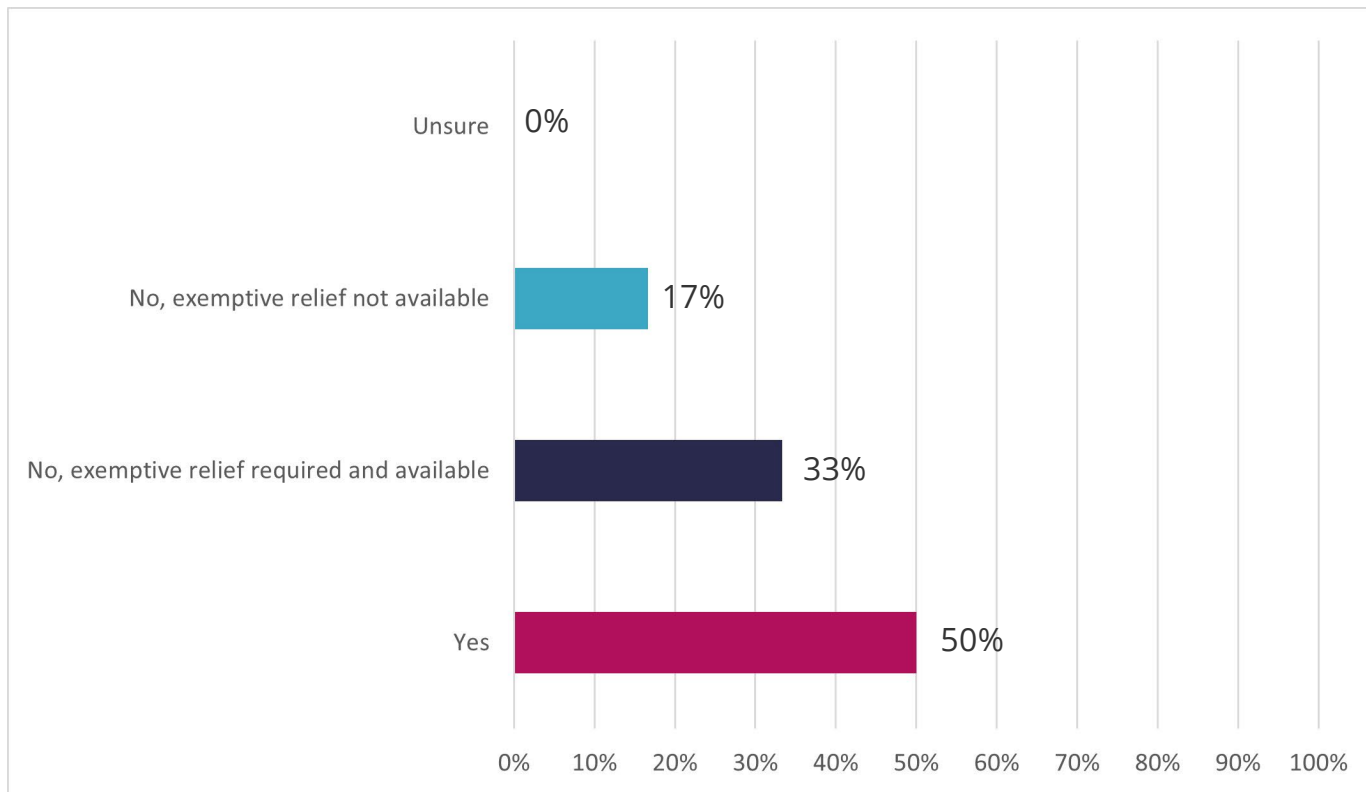
# What types of strategies do your clients in your practice anticipate launching?

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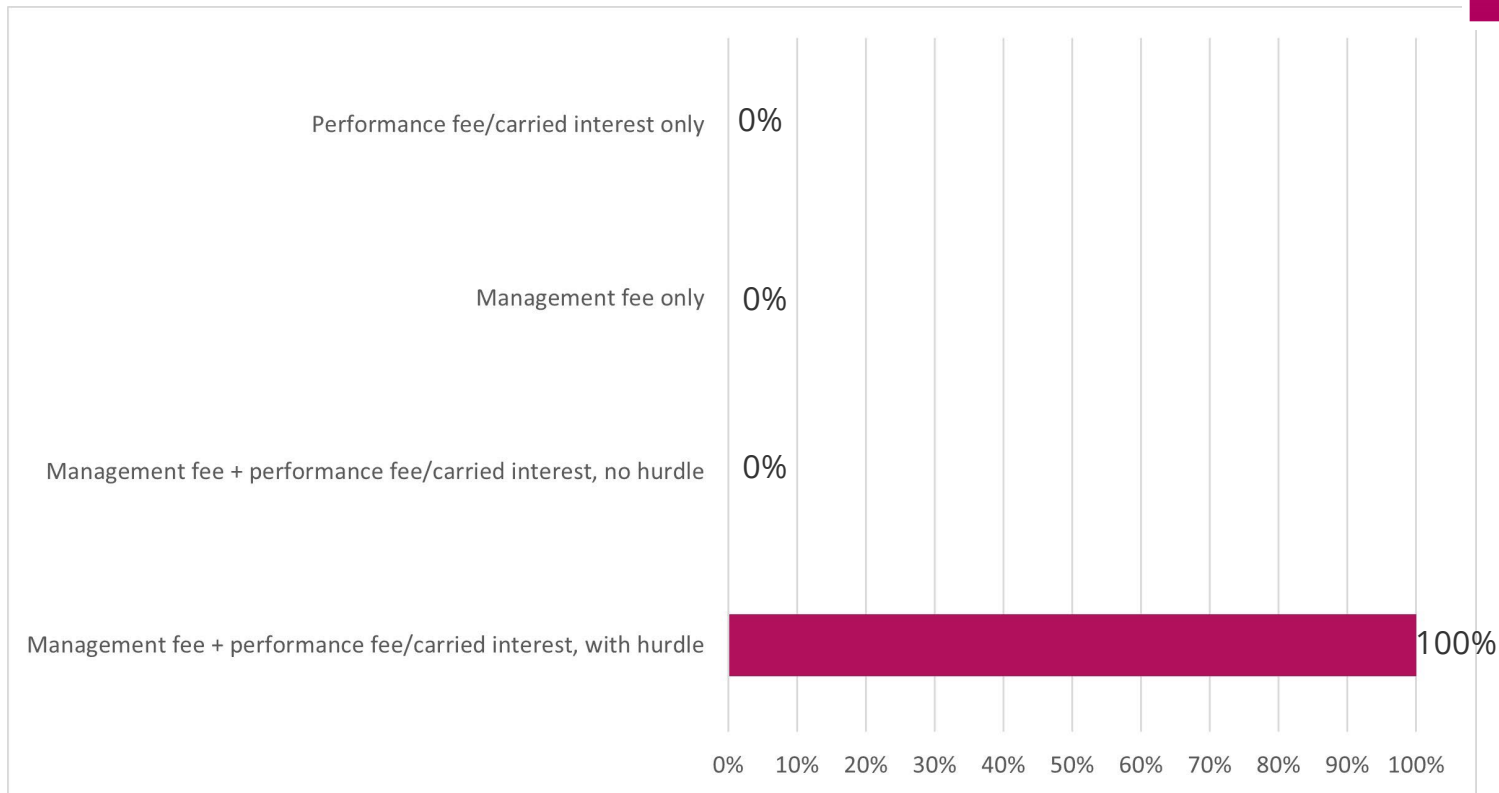
# Do the NI 81-102 amendments for alternative mutual funds/ETFs generally fit your clients' investment strategies?

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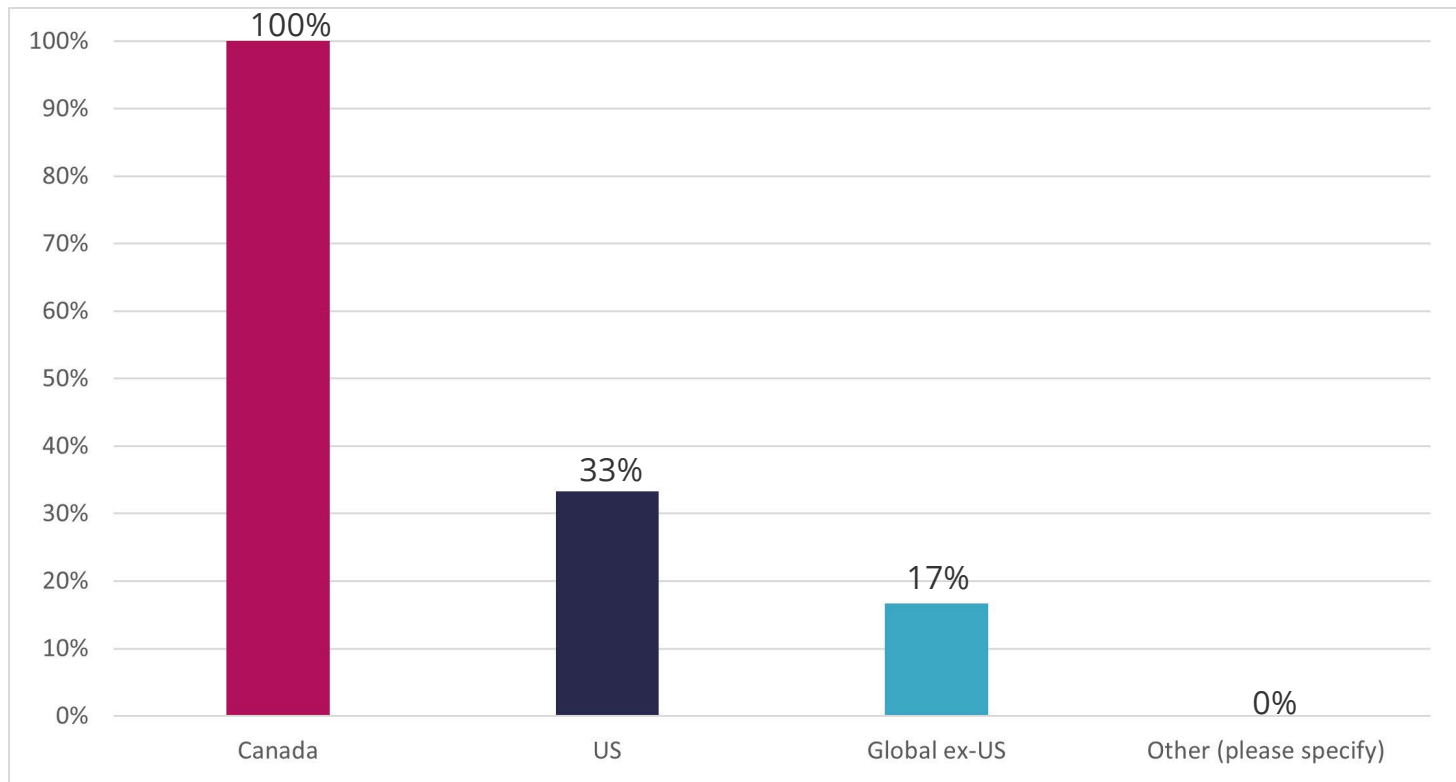
# What compensation structure do your clients in your practice prefer for alternative investment funds?

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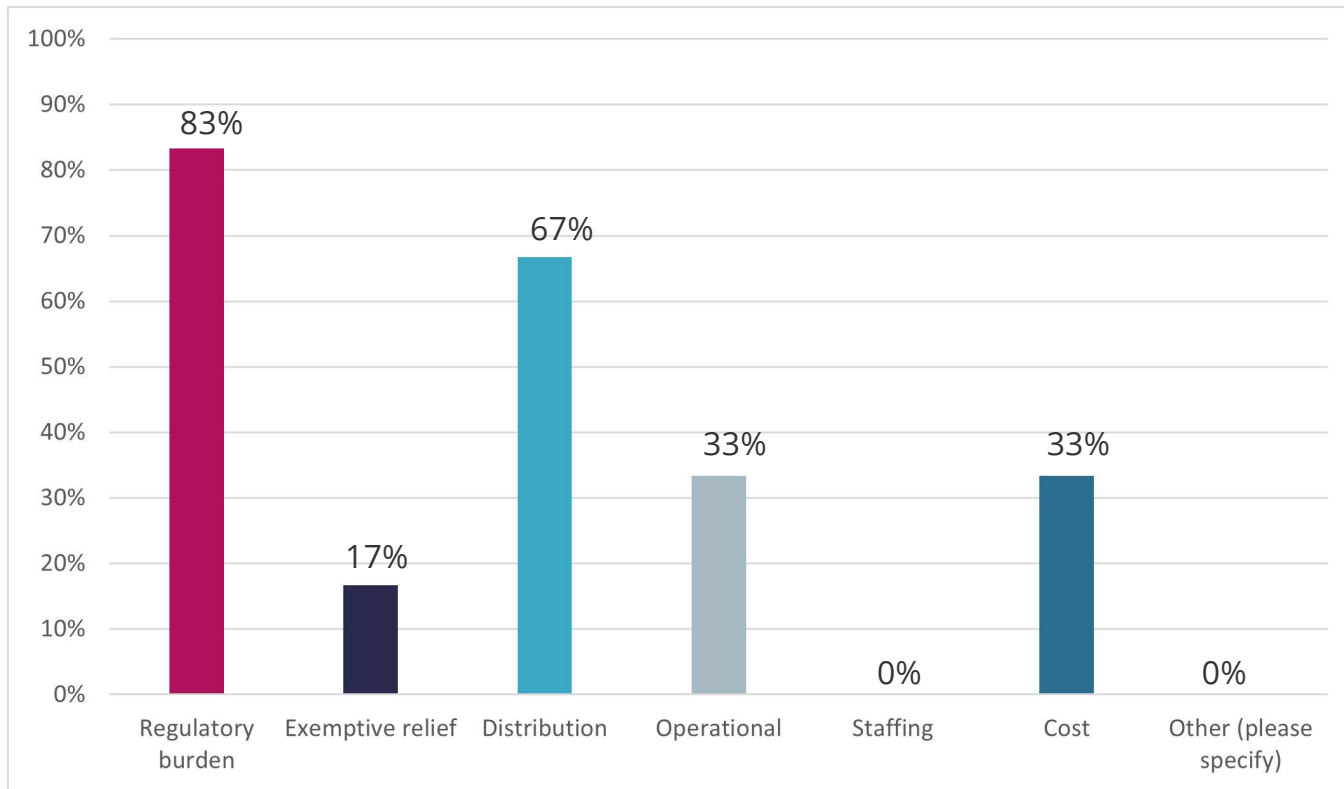
# Where do your clients in your practice focus distribution efforts for their alternative investment fund offerings?

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# What are the challenges most cited by your clients with regards to alternative investment funds?

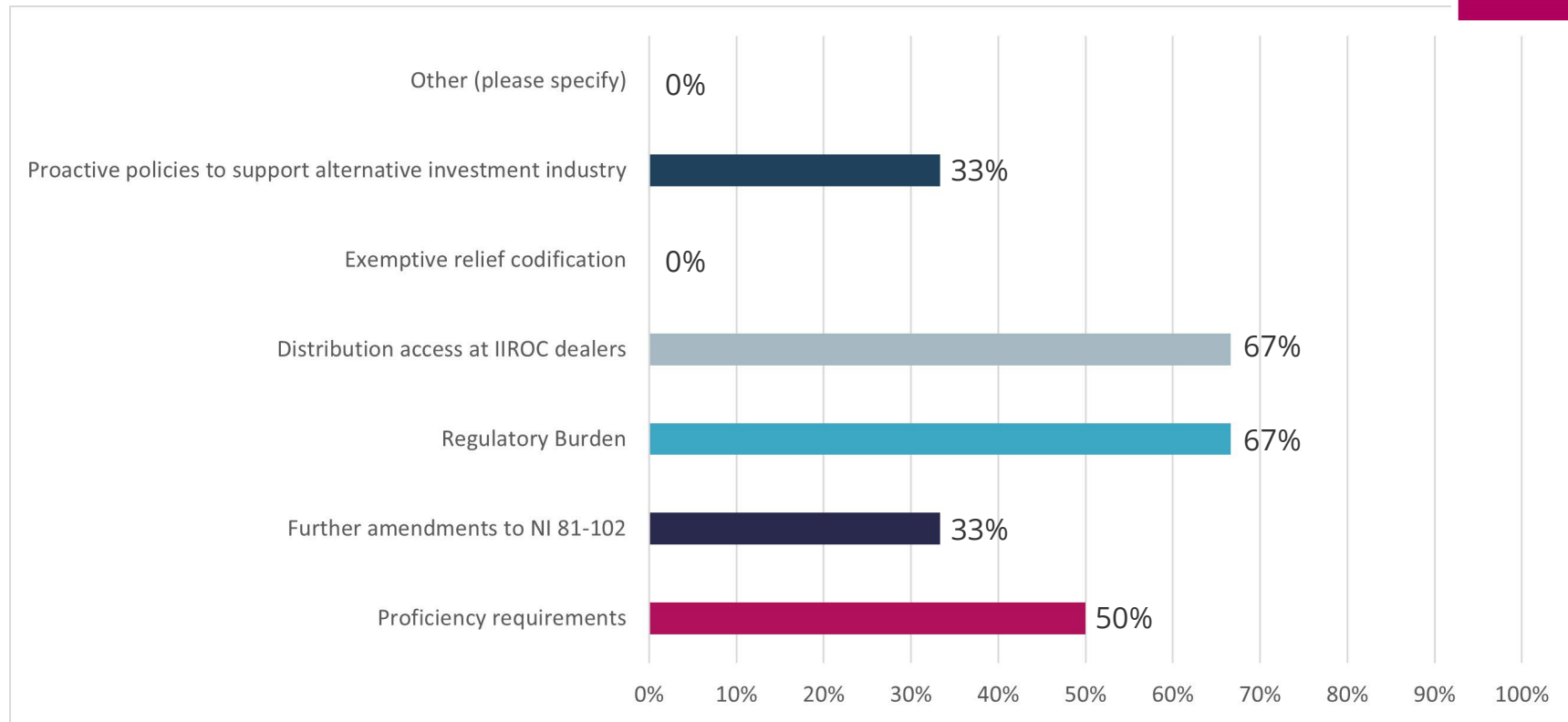
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# What would you like the Canadian regulators to focus on with regards to liquid or other alternative investment funds?

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# What service do you primarily provide to fund managers?

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