

# About Vanguard

**Vanguard**<sup>®</sup>

## Why do we exist?

To take a stand for all investors, to treat them fairly and to give them the best chance for investment success.

## Our vision

Enable every Canadian to achieve investment success by revolutionizing the industry.

Our commitment to diversity, equity, and inclusion

**Inclusive and equitable**

**Serving the community**

**Integrated in everything we do**

**Long-standing and enduring**

**Beyond the workplace**

**Investing in diversity**

# Vanguard at a glance

## Investing principles

Although Vanguard offers many kinds of investments with different strategies, an overarching theme runs through the management and guidance we provide to clients: Focus on those things within your control.



### Goals

Create clear, appropriate investment goals.



### Balance

Develop a suitable asset allocation using broadly diversified funds.



### Discipline

Maintain perspective and long-term discipline.



### Cost

Minimize cost.



# \$10.1T

in assets across our network of global offices around the world.\*



One of the world's largest asset managers, breakdown of Passive & Active assets

# 8.3T | 1.8T

INDEX ACTIVE

Our scale and global investment management capabilities position us to give clients worldwide the potential to achieve long-term success.\*



# 50M

Vanguard serves more than 50 million investors worldwide.\*

\*Source: Vanguard, as of September 30, 2024. All funds are in USD.



# Vanguard is different from the rest — and here's how our investors benefit.



Client invests in a mutual fund, which generates a return to the client after fees.



Managed by  
**typical fund  
company**



Charges fees to ▼

- Cover costs
- Generate a profit for outside owners of fund management company



Managed by  
**Vanguard**



Charges fees to ▼

- Cover costs
- No outside owners = **clients keep more of any returns a fund earns**



# The Vanguard effect

## Transforming the industry

More than 45 years ago, Vanguard founder John C. Bogle transformed the industry when he built an investment management firm owned by its clients. A simple but revolutionary idea that a mutual fund company should be managed in the sole interest of its funds' investors.



## Why does ownership matter?

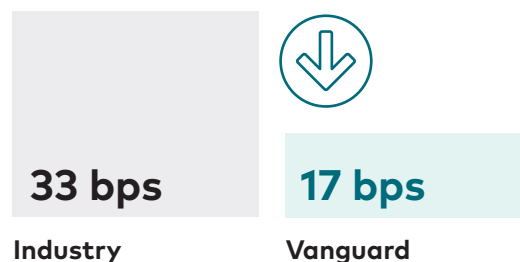
Rather than being publicly traded or owned by a small group of individuals, The Vanguard Group, Inc., is owned by its U.S.-domiciled funds and ETFs. Those funds, in turn, are owned by their investors.

This unique mutual structure aligns our interests with those of our investors and drives the culture, philosophy and policies throughout Vanguard worldwide. As a result, Canadian investors benefit from Vanguard's low costs, client focus, stability and experience.

## Results that matter

**Cost:** A key component of performance

**Vanguard AUM Weighted Average MER**  
**lower than the industry.**



**\*Sources:** Vanguard, Strategic Insight and Morningstar Direct. Calculated as the percentage change between the industry (33 bps) and Vanguard (17 bps).

As of December 31, 2022.

# Vanguard Canada milestones

## Leading the way with pioneering index funds

Vanguard has led the industry in capturing market returns through low-cost index funds for more than 45 years. From launching the first index fund in 1976 to managing equity investments in today's global markets, Vanguard keeps finding new ways to create value for our investors.

**2011**

Vanguard begins operations in **Canada** with six ETFs listed on TSX

**2015**

**\$6 billion in Canadian ETF assets** with 23 ETFs

**2018**

Launches four mutual funds and three asset-allocation ETFs

**2021**

Launches two new mutual funds. **Globally**, Vanguard surpasses \$8 trillion USD in AUM

**2013**

**\$1 billion in Canadian ETF AUM.** Globally, Vanguard AUM pass \$2 trillion USD AUM

**2016**

Launches actively managed ETFs and \$9 billion in AUM with 29 ETFs

**2020**

Launches an innovative single ticket income ETF

**2024**

Launches a new ultra-short Canadian bond index ETF (ticker: VVSG)

Investing for the 100%™



**Connect with Vanguard®** > [vanguard.ca](https://vanguard.ca)

**Commissions, management fees, and expenses all may be associated with investment funds. Investment objectives, risks, fees, expenses, and other important information are contained in the prospectus; please read it before investing. Investment funds are not guaranteed, their values change frequently, and past performance may not be repeated. Vanguard funds are managed by Vanguard Investments Canada Inc. and are available across Canada through registered dealers.**

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