

HYPOTHETICAL MODEL: Equity Model

REPORT VERIFIED BY HOLLISWEALTH

MONTHLY PERFORMANCE: Jul 11, 2013 to Jul 13, 2015 (Model Currency: CAD)

REPORT PROVIDED BY: Larry Short

	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Year
2015	5.54%	2.45%	0.68%	-5.74%	2.77%	-1.08%	3.42%						7.91%
2014	2.39%	5.93%	-1.06%	-2.28%	0.43%	1.73%	0.28%	1.81%	-0.76%	1.84%	3.03%	0.25%	14.26%
2013							2.72%	-1.68%	2.60%	4.59%	3.22%	1.74%	13.84%

Disclaimer: Performance numbers above could represent partial month or year calculations based on the time frame selected.

	YTD	2014	2013
Equity Model	7.91%	14.26%	13.84%
S&P/TSX Comp Index	-0.68%	7.42%	9.55%

18.43%	2.81%	0.7155
Compound Annual Growth Rate	Monthly Standard Deviation	Correlation to S&P TSX

Risk/Reward Analysis

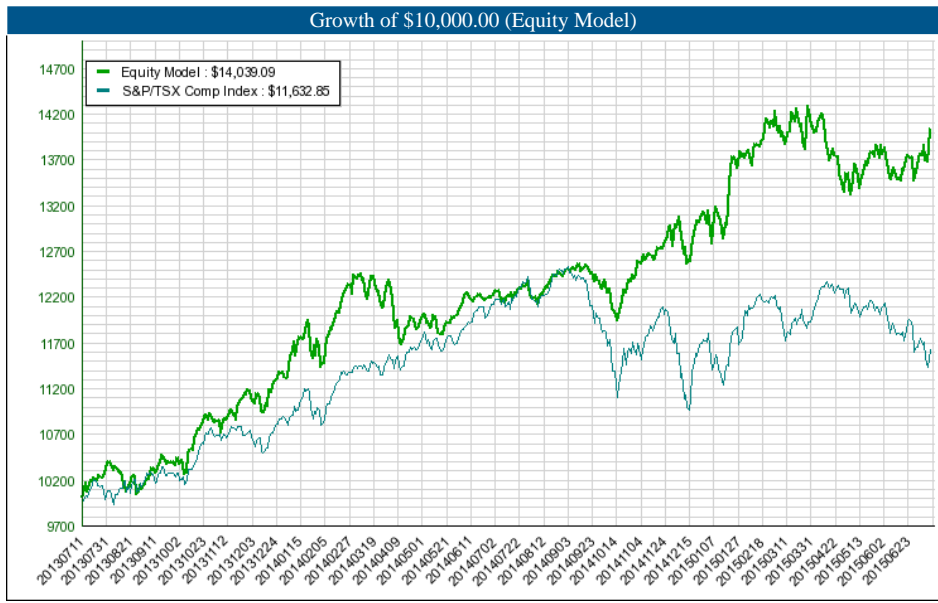
	Equity Model	S&P TSX
Annualized Compound ROR	18.43%	7.83%
Annualized Std. Deviation	9.73%	12.38%
12 Month Return	15.13%	-3.92%
Winning Months	76%	68%
Average Monthly Gain	2.5%	1.86%
Average Monthly Loss	-2.1%	-1.81%
Monthly Std. Deviation	2.81%	3.57%
Sharpe Ratio	1.516	0.675
Alpha	2.903	
Beta	0.563	
R-Squared	51.19	
Trailing Twelve Month Yield	1.10%	

Drawdown Analysis

Depth	Length	Recovery	Peak	Valley
-6.74%	2	0	Mar-15	May-15
-6.11%	1	5	Mar-14	Apr-14
-4.99%	1	1	Sep-14	Oct-14
-4.19%	1	1	Jan-14	Feb-14
-3.88%	0	0	Dec-14	Dec-14

HOLDINGS: Jul 13, 2015

SECTOR NAME	ALLOCATION
CASH	9.97 %
U.S. ETF Large Growth	12.42 %
CAD ETF Sector Equity	10.18 %
CAD ETF Canadian Equity	9.99 %
Consumer Non-Durables	9.6 %
Computer Software	6.61 %
Automotive	6.53 %
Drugs	6.4 %
Retail	5.94 %
Combined Others	17.38 %



Value	Shares	Alloc	Equity Name	Sym	SMAX	Sector	Price	Yield	YTD
\$14,000.75		9.97%	CASH						
\$14,290.36	317	10.18%	BMO EQWGT US HEALTH	ZUH.TO	10	CAD ETF Sector Equity	\$45.08	0.24 %	14.32%
\$14,026.14	522	9.99%	BMO VOLATLTY CAD UN	ZLB.TO	6	CAD ETF Canadian Equity	\$26.87	1.97 %	6.41%
\$5,726.72	128	4.08%	BROOKFLD ASSET A LV	BAM.A.TO	5	Financial Services	\$44.74	0	16.02%
\$6,428.76	39	4.58%	CCL INDUSTRIES CL B	CCL.B.TO	10	Consumer Non-Durables	\$164.84	0.82 %	31.66%
\$9,274.32	99	6.61%	ELECTRONIC ARTS INC	EA	10	Computer Software	\$93.68	0	69.21%
\$5,226.72	24	3.72%	FEDEX CORP	FDX	6	Transportation	\$217.78	0.35 %	6.65%
\$6,993.00	444	4.98%	FIRST ASSET MORNINGSTAR US MOMEN	YXM.B.TO	9	CAD ETF US Equity	\$15.75	0	21.52%
\$17,431.56	246	12.42%	FIRST TRUST US IPO INDEX FUND	FPX	10	U.S. ETF Large Growth	\$70.86	0.38 %	19.98%
\$7,053.48	162	5.02%	GILDAN ACTIVEWEAR INC	GIL.TO	10	Consumer Non-Durables	\$43.54	0	32.98%
\$8,342.52	57	5.94%	HOME DEPOT INC	HD	8	Retail	\$146.36	1.73 %	19.67%
\$6,793.28	416	4.84%	HORIZON SEASONL E UN	HAC.TO	6	CAD ETF Alternative Strategies	\$16.33	0	7.57%
\$9,166.08	128	6.53%	MAGNA INTL INC.	MG.TO	10	Automotive	\$71.61	0	14.35%
\$6,657.60	285	4.74%	MANULIFE FINANCIAL CP	MFC.TO	4	Insurance	\$23.36	2.72 %	6.86%
\$8,979.60	30	6.4%	VALEANT PHARMA INTL	VRX.TO	8	Drugs	\$299.32	0	79.95%
\$140,390.89	Total								

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The performance presented in this portfolio report is hypothetical and does not represent a specific client account. Details regarding actual returns of an investment account are available from the client's advisor. Distribution of this report is intended to be made only to those individuals with sophisticated investment knowledge.

Performance is calculated using month-end market values of the model portfolio. Since we use a model portfolio to calculate performance there are no client initiated cash flows (deposits/withdrawals) to account for.

Performance is calculated by dividing the change in the model portfolio's market value by the model portfolio's market value at the beginning of the performance period. Also, any and all income generated by the portfolio's holdings are held within the model portfolio in cash and is accounted for in the portfolio's month-end market value - this results in a total return measure of the model's performance.

Returns for periods less than 1 year are shown as periodic returns while returns for periods greater than 1 year are annualized. Returns do not include fees and actual returns experienced by an investor may differ from those shown. Past performance is not a guarantee of future results.

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