

Canadian Awards

WINNERS 2023



The award winners 2023

Most Innovative ETF Issuer in Canada
Accelerate Financial Technologies

Best Active ETF Issuer (\$100m-\$1bn)
Ninepoint Partners

Best Active ETF Issuer (\$1bn-\$5bn)
iShares

Best Active ETF Issuer (\$5bn+)
BMO

Best Bitcoin ETF Issuer (\$100m+)
Purpose Investments

Best Canada Cryptocurrency Index Provider
Solactive

Best Canada Exchange for Listing Cryptocurrency-linked ETPs
Toronto Stock Exchange

Best Canadian Equity ETF Issuer (\$100m-\$1bn)
Hamilton ETFs

Best Canadian Equity ETF Issuer (\$1bn-\$5bn)
Mackenzie Investments

Best Canadian Equity ETF Issuer (\$5bn+)
BMO

Best Canadian Exchange for Listing ETFs
Toronto Stock Exchange

Best Canadian Exchange for Trading ETFs
Toronto Stock Exchange

Best Canadian Fixed Income ETF Issuer (\$100m-\$5bn)
Horizons ETFs

Best Canadian Fixed Income ETF Issuer (\$5bn+)
BMO

Best Canadian Index Overall Provider
Solactive

Best Capital Markets Team in Canada
BMO

Best Commodity ETF Issuer (\$100m+)
Horizons ETFs

Best Crypto Linked ETF Issuer (\$100m+)
Evolve ETFs

Best Emerging Markets Equity ETF Issuer (\$100m-\$1bn)
Horizons ETFs

Best Emerging Markets Equity ETF Issuer (\$1bn+)
BMO

Best ESG Equity ETF Issuer (\$100m+)
BMO

Best ESG Fixed Income ETF Issuer (\$100m+)
iShares

Best ETF Administrator – Equity ETFs in Canada
State Street

Best ETF Administrator – Fixed Income ETFs in Canada
State Street

Best ETF Auditor in Canada
PwC

Best ETF Back Office Tech Provider in Canada
Toronto Stock Exchange

Best ETF Custodian in Canada
CIBC Mellon

Best ETF Distributor in Canada
Harvest ETFs

Best ETF Law Firm in Canada
BLG

Best ETF Platform in Canada
CIBC Mellon

Best ETF Regulatory/Compliance Adviser in Canada
BLG

Best ETF Research Provider in Canada
National Bank of Canada

Best Index Provider – Commodity ETFs in Canada
Solactive

Best Index Provider – Emerging Markets ETFs in Canada
Solactive

Best Index Provider – Equity ETFs in Canada
Solactive

Best Index Provider – ESG ETFs in Canada
MSCI

Best Index Provider – Fixed Income ETFs in Canada
Solactive

Best Institutional ETF Broker in Canada
National Bank of Canada

Best International Equity ETF Issuer (\$100m-\$1bn)
Harvest ETFs

Best International Equity ETF Issuer (\$1bn+)
BMO

Best International Fixed Income ETF Issuer (\$100m-\$1bn)
PIMCO

Best International Fixed Income ETF Issuer (\$1bn+)
Purpose Investments

Best Leveraged & Inverse ETF Issuer (\$100m+)
Hamilton ETFs

Best Market Maker/Authorised Participant – Equity ETFs in Canada
National Bank of Canada

Best Market Maker/Authorised Participant – Fixed Income ETFs in Canada
National Bank of Canada

Best Mixed-Allocation ETF Issuer (\$100m+)
Purpose Investments

Best Overall ETF Administrator in Canada
State Street

Best Overall ETF Liquidity Provider/Market Maker in Canada
National Bank of Canada

Best Retail ETF Broker in Canada
Toronto Dominion

Best Thematic Ex-Crypto ETF Issuer (\$100m+)
Ninepoint Partners

Best US Equity ETF Issuer (\$100m-\$1bn)
Fidelity

Best US Equity ETF Issuer (\$1bn-\$10bn)
Mackenzie Investments

Best US Equity ETF Issuer (\$10bn+)
BMO

Best US Fixed Income ETF Issuer (\$100m+)
BMO



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etfexpress
CANADIAN AWARDS 2023



Celebrating the innovative Canadian ETF industry

This report celebrates the winners in the inaugural ETF Express Canadian ETF awards, held in Toronto, Canada on 22nd June, 2023. The history of ETFs in Canada stems from that very first ETF, the Toronto 35 Index Participation Units (TIPS 35) which launched on the Toronto Stock Exchange 23 years ago in 1990.

The steady growth of the ETF industry since then is well recorded and as I write this the assets of the industry are hovering

around USD10 trillion spread across a wide range of types of product, from those initial index replicating vanilla ETFs, to products that are more esoteric.

Canada has here too, continued to be innovative and interesting. It might be next door to the world's largest ETF market but the Canadian one has enjoyed a number of firsts, from that first launch in 1990 to being the first to launch a psychedelic ETF, the first crypto-asset ETFs and the world's first covered-call ETFs.



State Street, in its recent report on active ETFs, noted Canada leads the active ETF market in terms of adoption. The firm wrote that as of March 31, active ETFs account for over 27 per cent of the overall ETF assets under management (AUM) in Canada. Canada has some of the most ETF-friendly regulations, State Street says, including the ability to launch ETFs as a share class of a mutual fund; no daily holdings requirement, and selective disclosure to a lead market maker, but not the broader marketplace.

State Street suggests that this regulatory flexibility provides managers with greater confidentiality about their strategies and options to enter the ETF market.

Assets in the Canadian market stand at USD271 billion in roughly 1346 ETFs and the firms that represent these funds were well represented in these awards and in our awards event.

Many congratulations to all our winners. Our data for ETF issuers was produced by our data partners, Trackinsight, and none of these awards are designed to be used for making investment decisions. ■



Celebrating a collaborative culture

National Bank of Canada | Best Overall ETF Liquidity Provider/Market Maker in Canada |
Best Market Maker/Authorised Participant – Equity ETFs in Canada |
Best Market Maker/Authorised Participant – Fixed Income ETFs in Canada |
Best Institutional ETF Broker in Canada | Best ETF Research Provider in Canada

In this Q&A interview, firstly, Daniel Straus, Managing Director, ETFs & Financial Products Research, National Bank of Canada Financial Markets, explains why his firm's research division is an important part of their award-winning team across the board, and then Frederic Viger, Managing Director, Co-Head of Institutional Sales ETFs – Equity Derivatives, adds his comments on the firm's further wins.

Why do you think you won this award for Best ETF Research Provider in Canada?

Daniel Straus: This award for Best ETF Research Provider in Canada reflects the cross-disciplinary collaborative environment that is part of the culture at National Bank of Canada Financial Markets. Our research team is one leg of the full-service table of ETF industry offerings. We work alongside Canada's most active and efficient market makers, but we also lend our expertise to providers large and small; we have experts to assist in product development and structuring, trading, market making, and yes, independent ETF research that our full-time team of analysts and associates is privileged to publish. We seek to add value to all ETF market participants, be they investors, advisers, or fund providers, and we do this with a spirit of intellectual honesty and objectivity. The goal is always to help the client first.

What is the size and scale of your business at the moment?

Daniel Straus: I sit on a team at National Bank that is purely a research operation. We have the highest respect for the traders and money managers who are in the trenches implementing ideas with "real money" every day, but our position as brain trust within National Bank's research department lets us crunch numbers and sift data, like the nerds we are. We cover all 1,346 ETFs in Canada (at last count) amounting to CAD340 billion in assets under management, as well as the 3,000 ETFs in the US with USD7 trillion in assets.

Frederic Viger: For nearly 20 years we have focused on building a comprehensive full-service ETF offering to support ETF issuers, advisors, retail investors, and institutional money managers. We are successfully accomplishing this through a relentless pursuit of superior technology and development of our talented personnel. As a result, we have maintained top share of secondary market ETF volume and we are the Designated Broker on more than any other market maker in Canada. Furthermore, we house the top ETF research team in the industry, which boasts a broad following by investors, advisors and various media outlets.

The awards received reflect the cross-disciplinary collaborative environment that is part of the culture at National Bank of Canada. We have retained the industry's top experts in various areas related to ETFs including our team of technology specialists, as well as our nimble trade support and operations teams that have been able to adapt to the fast-changing ETF market and regulatory environment. In addition, our prime brokerage and retail structuring teams have been instrumental in driving idea generation with issuers looking to innovate.

Being awarded five ETF Express awards further inspires us to help grow the ETF ecosystem in Canada.

As the top ETF desk in the country, we seek to add value to all ETF market participants and we do this with spirit of intellectual honesty and objectivity. The goal is always to help clients first. ■





NATIONAL BANK

FINANCIAL MARKETS



National Bank Financial Markets offers a complete suite of products and services to corporations, institutional clients, and public-sector entities. We devote our energies to deliver comprehensive advisory services and research or capital markets solutions to support our clients in achieving their goals and growth.

How do we stand out?

- Entrepreneurial culture with partnership mindset
- Strategic partner for our clients
- Our structure is meant to foster agility, promote flexibility, and encourage creativity
- Recognized track record of innovation
- Inclusive workshops through recruitment, coaching and retention of talent
- Sound approach to risk and cost management embedded at all levels

nbfm.ca

State Street brings best practice support to its ETF clients

State Street | Best ETF Administrator – Equity ETFs in Canada |
 Best Overall ETF Administrator in Canada |
 Best ETF Administrator – Fixed Income ETFs in Canada



Jeffrey Sardinha, Managing Director – Head of ETF Solutions – Americas, State Street, answers our Q & A interview on the firm's wins in the ETF Express Canadian awards.

Why do you think you won this award?

Short answer is we pride ourselves on being a leader. We have supported

ETFs for 30 years and have seen each and every successful innovation and attempted innovation. We have lived each new milestone and tail event. We get ETFs. We focus on key themes like Innovation, Best Practice, Technology, People, and being a trusted Thought leader.

Our scale and expertise get us a front row seat on market trends which are then translated into service innovation and enhancements. Considering we support every major market with a single suite of proprietary technologies we typically have capability in a market prior to the trend hitting that market. Our continued history of ETF firsts prove that our strategy is a competitive advantage for State Street and more importantly for clients of State Street.

At State Street we took it a step further with the acquisition of Charles River Development, adding front office capabilities to our already top tier middle and back office capabilities. Creating the first real front to back offering all under one roof. We are starting to see the benefits of our ALPHA offering with more efficient, timely data which is important considering where we think this industry is headed.

Lastly, our ETF team is second to none. Having a unique global and market specific product team focused solely on the growth, expansion, and support of an ETF allows us to support the best interests of the industry and our clients. We do that by educating the marketplace on key trends, best practice, and considerations via thought leadership papers, podcasts, panel discussions, surveys, and webinars.

What is the size and scale of your business at the moment?

State Street is the largest third-party ETF administrator/Custodian globally and the only administrator supporting



Robyn Thompson & Jeffrey Sardinha collect State Street's awards

clients in every major ETF market. We are entrusted with over 48 per cent of the world's ETF assets. In Canada that number exceeds 73 per cent of the Canadian ETF market's assets.

What trends have you seen over the past year?

Active ETFs were a key trend in 2022 and continue this year. In 2022, half the flows in Canada went to actively managed ETFs from a baseline of 27 per cent of assets. Similar flow statistics are occurring all over the globe.

We see a mix of regulatory tailwinds like CRM2 (Client Relationship Model 2) in Canada, fee pressures globally, and a growing number of options from leading Active managers launching ETFs helping spur growth.

Where do you see the ETF industry going in terms of trends over the coming year?

Keeping with the active theme I think actively managed ETFs will continue to increase the outsized portion of flows they have been receiving. In markets like Canada, I think that outsized portion will be larger than most.

We will see an increase in ETF as a share class of an existing product in Canada while south of the border the US is just getting started and has seen its first filing for an actively managed ETF share class.

Fixed Income can now compete without zero-interest rate policy hanging over it. We should expect an increased percentage of flows and launches into fixed income to take advantage of the rate environment and an ETFs natural ability to provide simple access to complex fixed income strategies. ■

Innovating Together

State Street is proud to be named a winner in three categories at this year's ETF Express Canadian Awards.



etfexpress
CANADIAN AWARDS 2023

- **Best ETF Administrator –
Equity ETFs in Canada**
- **Best Overall ETF Administrator
in Canada**
- **Best ETF Administrator –
Fixed Income ETFs in Canada**

**For more information visit
statestreet.com/etfservicing**

STATE STREET®

CIBC Mellon at the forefront

CIBC Mellon | Best ETF Custodian in Canada |
Best ETF Platform in Canada

Ronald C. Landry, Head of Product and Canadian ETF Services, CIBC Mellon engaged in this Q&A interview with ETF Express

Why do you think you won this award?

CIBC Mellon has a strong history as an ETF services and investment operations provider here in Canada. We have proudly been at the forefront of serving ETF providers since 2009.

This award is a testament to our ability to adapt to the ever shifting and innovative nature of the ETF market here in Canada. As a market leader in our space, we know the value of cutting-edge technology and the importance of client service. When our clients approach us to launch a new product, we've always adapted to meet those demands. Investors seek funds that meet the highest standards for resilience, timeliness and conviction, and we continue to assist our clients in building for future growth by offering market-leading platform and capabilities.

CIBC Mellon provides a wide range of ETF product types, including equity, fixed income, derivative-based products and hard commodity and currency funds. Over the past decade, our organisation has achieved numerous milestones in the ETF space. We were the first service provider to join Canadian ETF Association (CETFA) and are the only service provider represented on CETFA's board of directors. Additionally, we were also the first service provider to the following ETF categories: cannabis, cryptocurrency, psychedelic, actively managed, high interest savings account, multi-class.

What is the size and scale of your business at the moment?

Our business has experienced significant growth in terms of both size and scale since entering the space. With robust infrastructure and dedicated ETF service teams across our business units we are able to cater to a wide range

of clients and products in order to be able to handle a substantial volume of transactions efficiently.

What trends have you seen over the past year?

The Canadian market's unique blend of high governance and high innovation makes it an excellent market for new structures and ideas that also require a trust premium. Canadian ETFs have brought in CAD15.3 billion this year, with fixed-income funds accounting for CAD9.2 billion.

Higher yielding products that have a shorter duration, such as high-interest saving accounts or money markets products, have been at the forefront from a trend perspective.

It's also worth noting that the integration of innovation and governance also extends to the way the regulators and government entities have approached new asset classes, new instruments, and new markets. While the world focuses considerable attention on digital assets, we continue to support our clients as they bring new and innovative strategies to market.

From an industry perspective, Canadian and US market stakeholders including US and Canadian central depositories, the Canadian Capital Markets Association (CCMA), and industry participants including CIBC Mellon are all preparing to shorten the settlement cycle in Canada to T+1, the day after trade date. This change has wide-ranging implications. For starters, an accelerated settlement cycle requires market participants to review their operations, technology, procedures, and processes.

Where do you see the ETF industry going in terms of products over the coming year?

As we look ahead to next year, the ETF industry in Canada is poised for continued growth and forward-thinking solutions. With the increasing popularity of ETFs as investment vehicles, we anticipate several key trends and developments.

We expect to see an expansion in thematic ETFs. These funds focus on specific sectors, themes or investment strategies and allow investors to align their portfolios with their interests or capitalize on emerging trends. As ESG has been a driver in the space, we anticipate continued growth in thematic ETFs that target sustainable sectors or companies with strong appetite for ESG practices. ■





Leading the way for Canada

CIBC Mellon's innovative and cutting-edge ETF services lead the firm to win **Best ETF Custodian in Canada** and **Best ETF Platform in Canada** according to ETF Express.

CIBC Mellon is a leading Canadian provider of integrated services for exchange-traded fund (ETF) providers. We deliver local market expertise, access to global resources and advanced technology developed to meet the evolving servicing needs of ETF sponsors in Canada.

For more information on our service offerings, contact:

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