

THINKING OF LAUNCHING AN ETF?

WE OFFER **CANADA'S ONLY** ETF PARTNERSHIP PLATFORM

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LongPoint ETFs

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BUILT FOR ASSET MANAGERS. POWERED BY PARTNERSHIPS.

- ETFs are fast becoming the vehicle of choice for investors.
- LongPoint is a 100% Canadian owned and operated ETF firm that helps asset managers efficiently launch ETFs in Canada.
- LongPoint is generally responsible for all day-to-day operations, compliance, governance and managing service providers.
- Partners can leverage LongPoint's infrastructure, resources, and ETF expertise so you can focus on strategy, sales, and marketing.

“

We have built a specialized ETF company that is unique to the Canadian ETF marketplace.

Our goal is to build distinct families of exceptional proprietary and partnership ETFs to empower Canadian investors.

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STEVE HAWKINS
CHIEF EXECUTIVE OFFICER

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WHY PARTNERSHIP ETFs?



Optimize strengths

Partner firms have established successful investment strategies with strong sales and marketing capabilities, but limited resources to build out an ETF infrastructure.



Save money

Depending on partner firm registration in Canada, the operational set up can be very prohibitive financially.



Save time

Regulatory Registrations, ETF legal setup, capital markets network, IRC setup, etc. can be very time consuming and may take years.



Branding

The name and ticker of the ETF can be decided by the partner firm, helping build brand awareness.

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WHY PARTNER WITH LONGPOINT ETFs?

Local expertise

Each senior team member brings 15+ years of Canadian ETF experience along with a strong local network to launch with confidence.

Branding

Partners choose the ETF name, logo and ticker; boosting brand visibility, ensuring alignment with their identity and strengths.

Flexibility

LongPoint tailors the model to fit your business—across investment fund management, portfolio management, sub-advisor roles—while both firms are recognized as co-promoters.

Time to market

Go from concept to market in 3 months with LongPoint's proven experience and efficient processes. Avoid the potential delays from lengthy registration processes and building your own infrastructure.

Pricing

Our partnership model is cost-effective to set-up and launch the ETF and gives you greater participation in the ETFs success.

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FIVE PILLARS OF A LONGPOINT PARTNERSHIP



STRATEGY & PRODUCT

- Advise on ETF design
- Focus on unique mandates
- Tradability and liquidity



MANAGEMENT & OPERATIONS

- ETF administration
- Financial reporting
- Operational activity



REGULATORY & COMPLIANCE

- Maintain registrations
- Oversee compliance
- Manage IRC



PORTFOLIO MANAGEMENT & TRADING

- Ongoing trading
- Capital activity
- ETF liquidity



CAPITAL MARKETS MONITORING

- Maximize liquidity
- Effective bid-ask spreads
- Positive client experience



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IDEAL PARTNERS



Firm structure

Asset Managers with an established track record or unique to the market thesis with a clear marketing and sales strategy to raise assets.



Capital and Commitment

Strong partners can raise successful capital/AUM and have a long-term vision for ETF growth and sustainability.

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TIMELINE TO LAUNCH

1 – 2 Weeks + Client Onboarding

- Assess strategy viability
- Term Sheet/Definitive Agreements
- Engagement of third-party partners

1 – 2 Weeks Launch

- LongPoint ensures operational readiness
- ETF is seeded with designated broker
- Successful exchange listing
- Data vendor coordination
- Add to LongPoint website

2.5 – 4 months* Pre-Launch

- Draft and file preliminary, prospectus
- Draft and file other material documents
- Operational framework setup: custodian, fund accounting, portfolio trading, other third-party partners
- Index creation, if needed

Ongoing Live on Exchange

- Portfolio management
- Regulatory filings
- Financials
- NAV and capital activity monitoring
- Capital Markets interactions

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THE ETF ICEBERG



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OUR PARTNERS



TSX TRUST



FASKEN



**Partner with LongPoint for a smooth ETF launch—
experience, expertise, and a dedicated team
committed to your success.**

Ready to start?

We're here to make it happen!

LET'S TALK!



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