

Value Partners Investments Among Canada's Fastest-Growing Firms – Again

September 13, 2018

By Geoff Kirbyson

Value Partners Investments has cracked PROFIT magazine's prestigious list of fastest-growing Canadian companies for the fourth consecutive year.

The Winnipeg-based investment firm grew its revenue by 146 per cent over the last five years to once again qualify for the Growth 500. (The list was known as the Profit 500 until this year.)

Over the past 12 months, Value Partners has also seen its assets under management grow from \$2.3 billion to \$2.7 billion, a jump of \$400 million, or more than 17 per cent. When it started out 13 years ago, the company had zero assets and four employees.

Deborah Aarts, program manager, Growth 500: Canada's Fastest-Growing Companies, said Value Partners is one of the rare companies making a repeat appearance on the list.



VPI President Gregg Filmon

"It is hard for any company to earn a spot on the Growth 500. Given that the program ranks businesses on five-year revenue growth, it's even more difficult for companies to make the ranking for consecutive years.



Companies that earn a spot on the ranking for multiple years warrant special commendation," she said.

Gregg Filmon, president of Value Partners, said while he was pleased to crack the Growth 500 once again, 12-month performance isn't his focus.

"We've always looked at this as, 'how do we become the best investment firm in Canada?' How do we do the best job for clients and how do we structure our company so we can serve more people? Our objective was never to grow one year, it was to build a company that could grow for decades," he said.

Nevertheless Filmon believes Value Partners could remain on the Growth 500 for a number of years to come. Because of the size of the wealth

management industry in Canada and how closely the company works with some of Canada's best financial advisors, there's still a long "runway" of growth opportunities. The goal is to earn the right to manage a larger percentage of the clients' assets, he said. It helps that the VPI Canadian Equity, Income and Canadian Balanced Pools are all at the top of their categories. Indeed, the VPI Canadian Equity Pool, was named the No. 1 fund over five years by Morningstar Canada at the beginning of 2018.

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"To keep growing year after year, you have to do a good job for the clients. We've partnered with great people, we've made a lot of good investment decisions and the result is that our clients have \$800 million more than they invested with us. It's not easy, but it is that simple." he said.

Value Partners is one of 13 Winnipeg-based companies to earn a spot on the Growth 500 this year. Coming in at No. 136 with five-year revenue growth of 642 per cent is Sherpa Marketing, which has worked on marketing and promotional initiatives with Value Partners for more than a decade.

For 30 years, the Growth 500 has been Canada's most respected ranking of entrepreneurial achievement. It is published in Maclean's magazine and at CanadianBusiness.com.

gkirbyson@vpinvestments.ca