

The HollisWealth brand identity

I would like to take this opportunity to share some information about upcoming changes to the HollisWealth brand identity. As you know, iA Securities became the underlying dealer for HollisWealth with iA Financial Group's acquisition of the business from Scotiabank in 2017.

Beginning in 2020, you will start to notice the gradual retiring of the HollisWealth identity with more prominence given to the iA brand. While the effects of this change are minimal, I wanted to let you know that you will start to see rebranded forms, documents and online platforms, etc. coming from the dealer (iA Securities).

Other than this evolution, there will not be anything new or revised pertaining to your investments or our relationship. Rest assured, I will continue to be your key point of contact overseeing and guiding your wealth portfolio and financial well-being.

For more information

To learn more about the iA Financial Group or iA Securities, I encourage you to review the following videos and brochure:

1. iA Financial Group: Who we are



2. iA Securities: Invested in you



3. iA Securities: Growing your wealth

