

# THE WORLD IS EVOLVING. LET'S LEAD OUR INDUSTRY FORWARD.

Phones have transformed from rotary dials to smart devices.  
Cars advanced from crank-start to self-driving electric vehicles.  
Music transitioned from vinyl to streaming platforms.  
Computers evolved from giant machines to tiny, advanced AI systems.  
Yet, some portfolios have followed the same blueprint for decades.

Isn't it time we rethink how we invest?  
Move beyond the traditional 60/40 to something better.  
A more fortified portfolio that includes alternative investments.  
40% equities, 30% fixed income, 30% alternatives.  
Built to protect. Built to grow. Built for every market.

Let's embrace alternative investments not as a hedge, but as a core strength.  
Uncorrelated assets have offered more resilience and more stability.  
It's time to build differently. Think smarter.  
Be ready for whatever comes next.  
With a mission to give investors what they need most – greater certainty.

To the thousands of advisors, asset managers, institutions, associations,  
and portfolio managers who recognize the power of alternative investments  
are driving the future of investing – thank you.

Thank you for never settling, always moving forward.  
Not taking the market for granted.  
Looking beyond returns to identify risks,  
And with risks finding possibility.  
Building better portfolios investors deserve.  
And most importantly for never losing sight of the bear.

To those of you who are ready to be part of something bigger,  
To rethink how we invest,  
Now is the time to build portfolios from the **Bear Up**.

## JOIN US.

**David Picton**  
President and CEO, PICTON Investments

