

# Rally Total Impact Fund

A global multi-asset-class impact fund, aligned to the United Nations' Sustainable Development Goals

## FUND SUMMARY

### Generating a Measurable Impact Alongside a Financial Return

Rally Assets created this fund in response to a) its belief that companies that embed sound practices related to people, the environment, supply chain and community will deliver superior financial returns over the long term and contribute to social and environmental benefit; and b) the limited options for investors to allocate capital into investment opportunities that can deliver measurable positive impact and acceptable financial returns on a risk-adjusted basis.

### KEY INVESTMENT HIGHLIGHTS

- **Mandate:** The fund goes beyond ESG (using environmental, social and governance factors to evaluate risks) and responsible investing (avoiding harmful investments) to target impact investments that contribute to measurable positive outcomes for society and the environment.
- **Focus on Impact and Returns:** Implements a rigorous approach to first identify high-impact opportunities that contribute to the UN's Sustainable Development Goals (SDGs) then applies traditional fundamental analysis and due diligence to select investments that optimize the portfolio's impact and risk-adjusted returns.
- **Total Portfolio Approach:** Composed of public and private investments that deepen the overall impact achieved while simultaneously providing liquidity and reducing portfolio volatility through asset allocation and diversification.
- **Global Exposure:** Invests across global markets to generate impact that tackles critical global issues.
- **Active Strategy:** Takes an active role in security selection and in engaging with companies and funds.
- **Impact Measurement:** Uses Rally's proprietary impact measurement and management framework.

INVESTOR PROFILE	REGIONAL EXPOSURE	KEY INFORMATION																																							
Accredited investors seeking: <ul style="list-style-type: none"> <li>• To direct their capital towards investments that create positive impact</li> <li>• A total portfolio approach to produce an attractive risk-adjusted return</li> <li>• Access to global public and private investments</li> <li>• Investments that may have lower volatility relative to traditional equity indices</li> <li>• Impact reporting</li> </ul>	<table border="1"> <tr> <td>North America</td> <td>57%</td> </tr> <tr> <td>Europe</td> <td>29%</td> </tr> <tr> <td>Asia</td> <td>6%</td> </tr> <tr> <td>Latin America</td> <td>6%</td> </tr> <tr> <td>Other</td> <td>1%</td> </tr> </table>	North America	57%	Europe	29%	Asia	6%	Latin America	6%	Other	1%	<table border="1"> <tr> <td>Manager</td> <td>Majestic Asset Management</td> </tr> <tr> <td>Investment Advisor</td> <td>Rally Assets Inc.</td> </tr> <tr> <td>Fund Administrator</td> <td>SGGG Fund Services</td> </tr> <tr> <td>Fund Auditor</td> <td>KPMG</td> </tr> <tr> <td>Trustee</td> <td>TSX Trust Company</td> </tr> <tr> <td>Custodians and Brokers</td> <td>Interactive Brokers, Aviso</td> </tr> <tr> <td>Fund Status</td> <td>Offering memorandum, exempt market, continuous offering</td> </tr> <tr> <td>Liquidity</td> <td>Quarterly liquidity</td> </tr> <tr> <td>Fund Style</td> <td>Impact investing</td> </tr> <tr> <td>Number of Holdings</td> <td>35</td> </tr> <tr> <td>Target Return</td> <td>Net 5% annualized over the long term</td> </tr> <tr> <td>Minimum Investment</td> <td>\$25,000</td> </tr> <tr> <td>Subsequent Investment</td> <td>\$5,000</td> </tr> <tr> <td>Launch Date</td> <td>June 30, 2020</td> </tr> </table>		Manager	Majestic Asset Management	Investment Advisor	Rally Assets Inc.	Fund Administrator	SGGG Fund Services	Fund Auditor	KPMG	Trustee	TSX Trust Company	Custodians and Brokers	Interactive Brokers, Aviso	Fund Status	Offering memorandum, exempt market, continuous offering	Liquidity	Quarterly liquidity	Fund Style	Impact investing	Number of Holdings	35	Target Return	Net 5% annualized over the long term	Minimum Investment	\$25,000	Subsequent Investment	\$5,000	Launch Date	June 30, 2020
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Allocation and regional/theme exposure numbers assume private investment commitments have been fully called. The fund uses a combination of cash equivalents and liquid securities to manage any uncalled capital commitments in order to optimize the funds impact and performance.

## HOLDINGS OVERVIEW

### TOP 10 PUBLIC HOLDINGS

Holding	Theme	Investment Area	%
Addenda Impact Fixed Income Pooled Fund	Multiple	Multiple	12.31%
iShares Global Green Bond ETF*	Addressing Climate Change	Multiple	3.89%
Vaneck Green Bond ETF*	Addressing Climate Change	Multiple	3.88%
Trane Technologies plc	Addressing Climate Change	Energy Efficiency	2.15%
Danone SA	Sustainably Meeting Basic Needs	Sustainable, Nutritious and Humane Food Systems	2.12%
Hannon Armstrong Sustainable Infrastructure Capital Inc	Addressing Climate Change	Sustainable and Renewable Power	2.10%
Mowi ASA	Sustainable Use of Natural Capital	Sustainable Agricultural Practices	2.08%
AMN Healthcare Services Inc	Sustainably Meeting Basic Needs	Healthcare, Personal Care and Medical Equipment	2.06%
Trex Co Inc	Sustainable Use of Natural Capital	Renewable and Sustainably Sourced Materials	2.04%
Vestas Wind Systems A/S	Addressing Climate Change	Sustainable and Renewable Power	2.03%

\* ETFs are used for portfolio risk control, private funds capital call management and other cash management purposes, while providing global green bond exposures. Position size may fluctuate within each reporting period. The ETF selection process is the same as the equity selection process and includes an impact assessment.

### PRIVATE HOLDINGS

Holding	Theme	Investment Area	%
AiiM Partners Fund	Sustainably Meeting Basic Needs	Sustainable, Nutritious, and Humane Food Systems	10.32%
	Empowering the Structurally Excluded Sustainable use of Natural Capital	Representation and Empowerment Sustainable Agricultural Practices; Water Resource Efficiency and Sustainability	
AreaOne Fund IV	Sustainably Meeting Basic Needs	Sustainable, Nutritious, and Humane Food Systems	7.69%
	Sustainable Use of Natural Capital	Sustainable Agricultural Practices	
Raven Indigenous Fund	Empowering the Structurally Excluded	Representation and Empowerment	3.85%
Deetken Ilu Women's Empowerment Fund	Empowering the Structurally Excluded	Representation and Empowerment	3.83%

## FUND COSTS AND FUNDSERV CODES

	Management Fee*	Fundserv	
Series A	2.45%	MAJ620	*The management fee is the investment advisor fee plus the manager fee. Please see the Offering Memorandum for details.
Series F	1.45%	MAJ621	
Series I	TBD	MAJ622	

## IMPACT OVERVIEW

### Impact Aligned with the SDGs

The SDGs are a shared blueprint for peace and prosperity for people and the planet. They help investors identify areas where capital is needed to address the world’s biggest problems and have become a universal framework for impact reporting. Rally translates the 17 SDGs into five investable themes, each containing several investment areas, as outlined below.

### Revenue and Operational Impact

Rally’s impact framework examines both what a company does, and how it goes about doing it. Rally’s examination of operations includes relevant and material ESG factors like policies, practices and procedures as well as operational impact outcomes, like the creation of quality jobs or the carbon intensity of operations.

### Integrated Portfolio Reporting

On a quarterly basis the fund will report financial return and impact – showing the breadth and depth of the portfolio’s alignment to the SDGs and Rally’s themes.

#### THEMATIC APPROACH

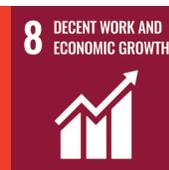
##### SUSTAINABLY MEETING BASIC NEEDS 21%

Access to resources for long-term human well-being. Investment areas include sustainable, nutritious and humane food systems; healthcare, personal care and medical equipment; and disease prevention and response.



##### EMPOWERING THE STRUCTURALLY EXCLUDED 19%

Reversing structural inequalities. Investment areas include gender and minority representation and empowerment; accessible and affordable educational services; and access to the digital economy.



##### ADDRESSING CLIMATE CHANGE 29%

Altering the energy economy and replenishing carbon stores. Investment areas include sustainable and renewable power; energy efficiency; and sustainable transport and logistics.



##### SUSTAINABLE USE OF NATURAL CAPITAL 22%

Conserving, restoring and preserving natural resources. Investment areas include renewable and sustainably sourced materials; sustainable agricultural practices; and water and resource efficiency and sustainability.



##### SOCIAL INFRASTRUCTURE 9%

Building the foundations for a more just and resilient society. Investment areas include democratized employment; payments infrastructure and fraud prevention; and communications infrastructure.



## ABOUT RALLY ASSETS

Rally Assets is an impact investment management and advisory firm. It works with corporate and institutional investors, foundations, family offices and philanthropists to deliver specialized solutions that help its clients create positive social and environmental impact without compromising financial returns. Since its start in 2010 as Purpose Capital, it has been a trusted leader in the sector.

**Upkar Arora, FCPA,  
FCA, ICD.D**  
**Chief Executive Officer**

As CEO and an impact investor, Upkar brings sophisticated expertise in business, capital markets and finance from working with companies of all sizes, at different stages, sectors and geographies. Over the past 35 years, he has been engaged in innovative debt, equity and hybrid finance solutions in the public and private markets and complex mergers, acquisitions, restructurings and dispositions in excess of \$20 billion.

**Marc Foran, MBA, CFA**  
**Chief Investment Officer**

With 18 years in the financial services industry, Marc has built diverse expertise in managing global portfolios of public stocks, fixed income, alternative assets and private equity investments. He is the portfolio manager for all Rally funds. Prior to being Rally's CIO, Marc was a portfolio manager with British Columbia Investment Management Corporation's \$1.5 billion Global Thematic Fund.

**Kelly Gauthier, MBA**  
**Managing Director  
and Partner**

Kelly oversees Rally's advisory services and leads its client delivery team. For 17 years she has worked with a range of asset owners to design and implement their approach to responsible investing and impact investing. Before joining Rally, Kelly was with Mercer in the responsible investing team. Kelly is a board member of the Responsible Investment Association and Access Community Capital Fund.

*Rally is a Certified B Corporation. Certified B Corporations meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose.*



**ADDITIONAL RISKS:** The following "Fund-Specific Risk Factors" are applicable to the fund (directly or indirectly through its exposure to the underlying funds): Limited History, Possible Negative Impact of Regulation of Alternative Funds; Limited Ability to Liquidate Investment; Impact Measurement Risk; Equity Securities; Fixed Income Securities; Public Debt Risk; Exchange-Traded Funds, Exchange-Traded Notes and Other Exchange Traded Products; Investment in Other Funds; Micro, Small and Medium Capitalization Companies; Derivatives Trading; Options; Trading on Foreign Exchanges; Trading on Foreign Exchanges; Foreign Investment Risk; Currency Risk; Series Risk; Leverage; Concentration; Performance Fees; Hedging; Liquidity Risk; Real Property Risk; Lending Risk; Short Sale Risk; Infrastructure Industry Risk and Modeling Risk.

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