



Fiera Capital enters Asia-Pacific market

MONTREAL, November 9, 2015/CNW Telbec/ - Fiera Capital Corporation (TSX: FSZ) ("Fiera Capital" or the "Firm"), a leading independent asset management firm, is expanding its distribution reach into the Asia-Pacific market through a partnership with Nissay Asset Management Corporation ("Nissay AM"), the investment management arm of Nippon Life Insurance Company.

Under this new agreement, Fiera Capital is partnering with Nissay AM in a sub-advisory capacity, commencing with the launch of a long-only global equity ex-Japan strategy that will be available to Nissay AM clients through a Jersey based collective investment fund. Nissay AM holds the largest share of assets under management in the private pension market in Japan.

"Fiera Capital is pleased to enter the Japanese market in collaboration with Nissay Asset Management, a respected partner who will contribute to our continued organic growth. This opportunity in the Asian institutional market demonstrates that our proven strategies are making their mark on a global scale," stated Richard Nino, Executive Vice President, Institutional Markets, Fiera Capital Inc.

Long-term investors in Asia-Pacific are looking to diversify their portfolios with high-quality global equities. The launch of this new fund by Nissay AM in collaboration with Fiera Capital addresses this demand.

"We are very proud to partner with Fiera Capital and introduce them to the Japanese pension market. We are seeing a growing need for global mandates and investors who consistently seek equity products with attractive characteristics. We are confident in the expertise, rigor and ability of the firm's investment teams to select first-class companies that will meet the needs of Japanese pension funds," added Kiyoshi Ujihara, President and Chief Executive Officer of Nissay AM.

The Japanese pension market is the third largest in the world. Increased exposure to domestic and international equities creates new business opportunities for asset managers looking to address the evolving needs of Japanese institutional investors.

About Nissay Asset Management Corporation

Nissay Asset Management Corporation (Nissay AM) is an active investment manager and the strategic asset management arm of Nippon Life Insurance Company, one of the most experienced and "pioneering" institutional investors in Japan. Through discretionary management, advisory services and investment trust products, Nissay AM provides high-quality asset management services for both corporate and individual customers. Nissay AM offers a

range of solutions that include equity, fixed income, alternative and others. As of March 31, 2015, total assets under management were approximately 8.6 trillion yen.

About Fiera Capital Corporation

Fiera Capital Corporation is a leading North American independent asset management firm listed on the Toronto Stock Exchange. The firm offers a wide range of traditional and alternative investment solutions, including depth and expertise in asset allocation. At September 30, 2015, Fiera Capital's AUM was CAD\$89 billion. The firm delivers distinctive investment management capabilities to institutional, private wealth and retail clients in Canada. In the U.S., asset management services are provided by its U.S. affiliates, which are investment advisers registered with the U.S. Securities and Exchange Commission. For more information, visit www.fieracapital.com.

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