



**FIERACAPITAL**

## **Fiera Capital expands distribution reach in U.K. and Europe through new partnership with Bedrock**

Montreal / New York, April 6, 2016 //-- Fiera Capital Corporation (TSX:FSZ) ("Fiera Capital" or the "Firm"), a leading independent asset management firm, is expanding its distribution reach in the United Kingdom and select European markets through a partnership with Bedrock Asset Management Ltd. ("Bedrock"), a recognized European wealth manager and advisory firm.

Under the new exclusive agreement, Fiera Capital is partnering with Bedrock in the launch of a long-only global equity fund, the 20 UGS (UCITS) Funds Fiera Global Equity, where Fiera Capital will act as Investment manager. This strategy will be available to Bedrock clients, through a Luxemburg-based collective investment fund, initially expected to be distributed in Europe. Bedrock, with offices in London, Geneva and Monaco, currently oversees more than US\$9 billion in client assets from high-net-worth families, foundations, endowments and institutions.

"Fiera Capital is pleased to expand its presence in the European market through this partnership with Bedrock," said Jean-Guy Desjardins, Chairman and Chief Executive Officer of Fiera Capital. "We continue to identify and advance opportunities to strategically expand our distribution globally, and being able to offer our global equities expertise to Bedrock's clients aligns well with our respective growth imperatives. It is also a recognition of our long-term investment approach focused on identifying high quality, best-of-breed companies."

Fiera Capital continues to widen its reach in North America and beyond, with mandates and distribution channels in the U.K., South Africa, Japan and Australia. Furthermore, Fiera Capital was named 2015 Global Equity Manager of the Year at the London based Professional Pensions Investment Awards, sponsored by Aon Hewitt, in the U.K. The Firm's global equities team stood out for its one- and three-year performance as well as the growth of its assets under management for the year ending June 30, 2015.

"We are excited to partner with Fiera Capital and offer the firm's global equities expertise to our clients. We are seeing increased demand for global equity offerings and we selected Fiera Capital for their best-in-class discipline and strategy", said Ariel Arazi, Managing Partner of Bedrock.

Thanks to this new partnership, Fiera Capital will also access Bedrock's UCITS platform, the 20UGS Fund, which will enable enhanced distribution of Fiera Capital's global equity capabilities to the European institutional market, commencing in March 2016. Fiera Capital currently manages over C\$100 billion in assets for both high-net-worth and institutional clients.

### **About Fiera Capital Corporation**

Fiera Capital Corporation (the "Firm") 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 December 31, 2015, the Firm had over CAD\$100 billion in assets under management. 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, Bel Air Investment Advisors LLC and Fiera Capital Inc., which are investment advisers registered with the U.S. Securities and Exchange Commission (the "SEC"). Registration with the SEC does not imply a certain level of skill or training. For more information, visit [www.fieracapital.com](http://www.fieracapital.com).

### **About Bedrock**

Bedrock is a global investment and advisory firm with offices in Geneva, London and Monaco. Bedrock was founded in 2004 by a team of industry experts who came out of the Safra Family Office; Maurice Ephrati, David Joory, Sandy Koifman and Ariel Arazi established Bedrock as one of the first independent investment boutiques in the marketplace. The team of about 100 investment professionals currently oversees over US\$9 billion of client assets. Bedrock established the 20UGS brand in 2013 which currently consists of five funds.

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