

Get Self-started

A BEGINNER'S GUIDE TO SELF-DIRECTED INVESTING

If there was a status update that millennials could associate with their relationship with money, two words come to mind: it's complicated.

At least that's what the overwhelming narrative seems to suggest when describing a generation that has had to overcome great hurdles in order to succeed. The fact of the matter is, millennials care deeply about their money. They are self-starters that choose to live life on their own terms. They are trailblazers that have had to become creative problem-solvers in order to navigate a monetary minefield left behind by their predecessors. And as they progress, they are set to be one of the most powerful generations to make an impact on the economic landscape.

Scotiabank's® self-directed investing platform, **Scotia iTRADE**®, empowers individuals to make the most of their money by overcoming their fears around investing. We are already so many things: artists, entrepreneurs, restaurateurs, business owners. Why not add "trader" to the list?

SCOTIA **iTRADE**
Make it happen.™

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Millennials are on track to inherit the **largest intergenerational transfer of wealth** in Canadian history

If you ask us, the trope of the avocado-loving, entitled millennial is getting tired. Things are changing and as the fiscal landscape continues to evolve, millennials are on track to inherit the largest intergenerational transfer of wealth in Canadian history. According to Strategic Insight, approximately \$1 trillion of wealth will transfer to millennials between now and 2026.

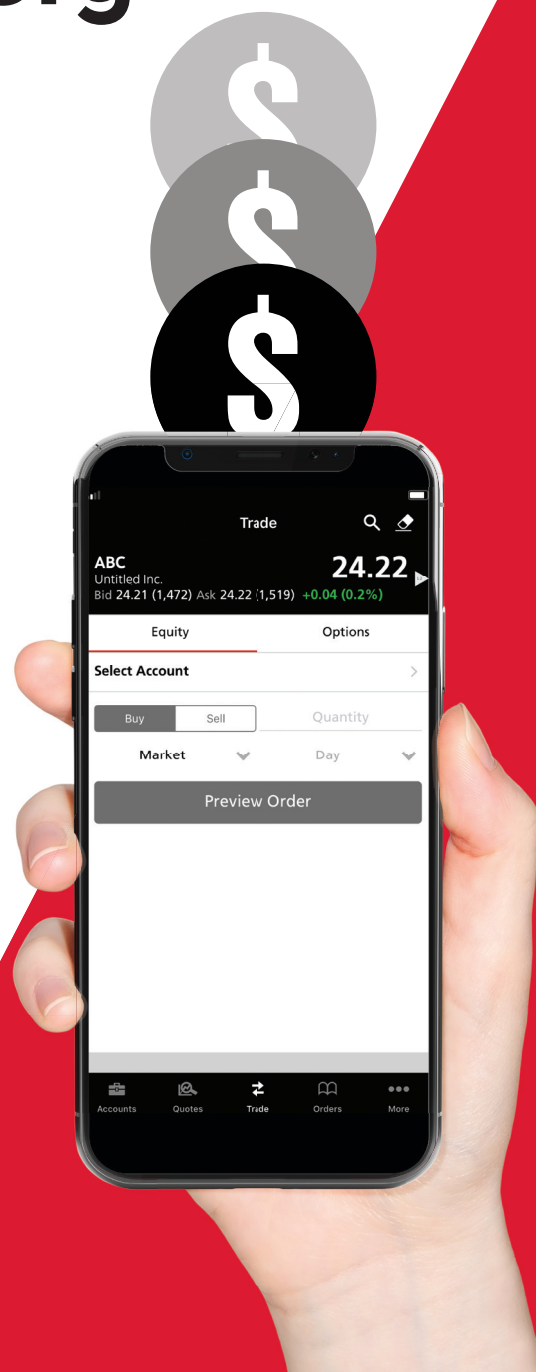
As millennials get older and mature into their careers, they are asking serious questions about their money and how to grow it. One way has been through investing. According to a 2017 study by the Ontario Securities Commission, almost half of all Canadian millennials are investing their money. Of those that don't, more than 60 percent plan on investing in the next five years.

The jury is in. Millennials are acutely aware of their finances and ready to explore new possibilities. It's time to foster a new perspective on money. One that veers away from dated stereotypes and empowers a generation that is about to make a significant impact on the economic ecosystem.

Sure, investing can be intimidating. **Scotia iTRADE** is committed to charging forward by demystifying the world of investing and offering the resources and tools to inspire confidence in our conversations around money. Through Scotia iTRADE's self-directed investment platform, individuals have everything they need at their fingertips through a seamless, easy-to-use, and tailored interface that's perfect for anyone, from the budding trader to seasoned pro.

In the next few pages, meet Scotia iTRADE's roster of talented multi-hyphenates and learn how they're using the platform to take control of their finances. From artist to entrepreneur, they're a group of ambitious millennials who embody a diversity of roles — trader now being one of them.

Today, none of us are just one thing. We are business owners, creatives, advisors, freelancers, and self-starters. With Scotia iTRADE, each of us can also be traders. Are you ready to start your journey?



MILLENNIALS & MONEY

Millennials are individuals born between **1981 and 2000**

Millennials embrace entrepreneurship at **twice the rate** of the Canadian average. (Source: Angus Reid, 2013)

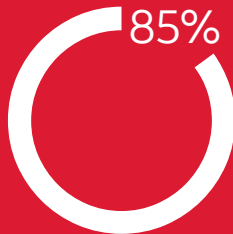
The majority of millennial small business owners plan to scale



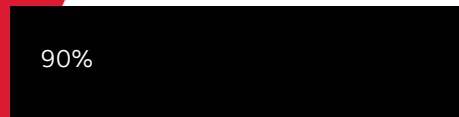
30% of millennial entrepreneurs have a business that was **born out of a passion**. (Source: Startup Canada, 2016)



75% aim to disrupt their industries



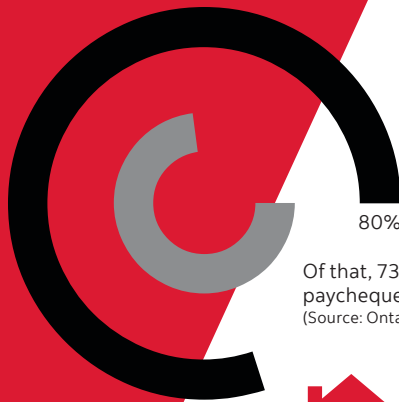
85% of millennial small business owners are willing to **take financial risks to grow** their business. (Source: Startup Canada, 2016)



90% believe their offering is superior to their competition



94% want to grow their business in the next year



80% of millennials have savings.

Of that, 73% set money aside monthly or with each paycheque into their savings or investments. (Source: Ontario Securities Commission, 2017)



OWN A HOME FASTER THROUGH SELF-DIRECTED INVESTING

33% of millennials are homeowners.

56% of millennial non-homeowners say **saving for a home is a top three** financial priority.

Homeownership rates are **higher among investors** (46%), older millennials between 31-36 (52%), and those with higher incomes of \$60k+ (55%).

(Source: Ontario Securities Commission, 2017)

1 in 2

millennials are investing.

Of those, **41%** have portfolios

between **\$25k - \$100k**

6 in 10

non-investor millennials don't understand enough about investing.

However

2 in 3

non-investor millennials say they will likely start investing in the next five years.

(Source: Ontario Securities Commission, 2017)

SCOTIA **iTRADE**

Make it happen.

“ Five easy steps to secure your financial future through self-directed investing ”



PLAN

Explore the benefits of investing and create a personal investment plan. What are the goals that you want to achieve?



EXPLORE

Discover the different account and investment types to find the ones that align with your financial objectives and risk tolerance.



RESEARCH

Learn why research, tools, and analysis are all fundamental to your investment approach.



TRADE

Find out what you need to know about placing trades.



MONITOR

Learn how to manage your investment portfolio and the benefits of rebalancing.

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This platform gives me the ability to take control of my own finances.

Entrepreneurs know what it means to take risks. It's built into their very DNA. And when it pays off, the rewards can be great. Just ask Brandon Olsen. The Toronto-based owner of Chocolates by Brandon Olsen (CXBO) and French-inspired restaurant La Banane, Olsen runs a tight ship in order to ensure the success of his businesses. Now, he's translating that same ethos over to his personal life and trying his hand at self-directed investing.

What is the biggest lesson that you have learned from being an entrepreneur?

I think the biggest lesson is that there is no end to a lesson. As an entrepreneur, I'm constantly learning things that I didn't think I would need to know, or things that I knew but am learning on a bigger level. You never stop learning, and I like that. I need it, I strive for it, and I look forward to it.

What are some of the biggest challenges that you have come across navigating your own finances?

I wish I knew more about how to manage my personal finances earlier in life. If I knew how to invest, it would have been easier to open up my businesses. I would have had a better personal financial situation to invest into my company. As an entrepreneur, you lay it all on the line.

Did you have any apprehensions about trading before you started using Scotia iTRADE?

For me, there was a fear of the unknown. You ask yourself what you are investing in, what you are buying, and what the companies represent. As an entrepreneur, you learn to believe in yourself, and that's what Scotia iTRADE has taught me. This

platform gives me the ability to take control of my own finances.

What have you enjoyed about it?

As a new investor, Scotia iTRADE gives me confidence by giving me the verbiage or communication to feel comfortable with investing my money. It also gives me alerts from my watchlist of companies that I may want to invest in. So it allows me to observe and sends alerts to my phone when a stock reaches a specific price, volume, and more. Also, as I get more acclimated and understand how to make better decisions, I can keep more of the earnings in my pocket. I'm not paying someone to watch my portfolio and can see more of that money in my pocket.

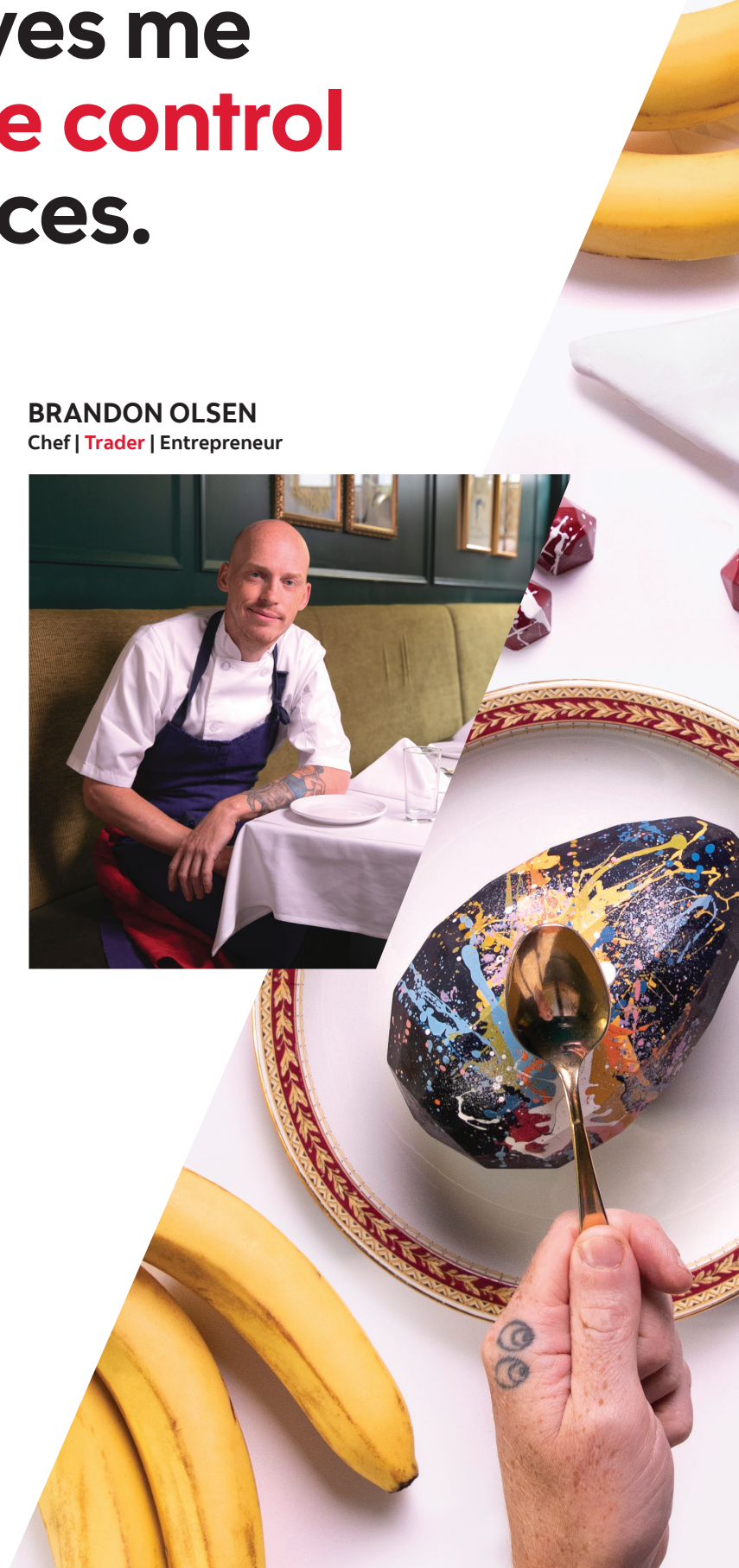
What kind of person would benefit most from using Scotia iTRADE?

I think Scotia iTRADE is a good fit for anybody. You don't need to be a business owner. You don't need to be a CEO. You can be anyone. It's really good for people who want to take control of their finances and understand them more than just relying on someone to do it for you. It's easier than you think it is.

Given your hectic schedule, have you had any challenges incorporating it into your daily activities?

I get really overwhelmed sometimes as an entrepreneur. With Scotia iTRADE, it may seem intimidating, but when you get into it, it's actually very manageable and has given me the confidence that I needed in myself that I'm going to do something the right way, instead of just throwing my money away. I understand it and my brain can process everything without getting flustered.

BRANDON OLSEN Chef | **Trader** | Entrepreneur





Get self-started with
\$9.99 pricing when you
open a Scotia iTRADE[®]
account today.*

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Make it happen.™

* To qualify for commissions of \$4.99 flat per Canadian or U.S. equities trade and \$4.99 + \$1.25/contract for each options trade, you must execute at least 150 commission-generating trades within a calendar quarter. Accounts with less than 150 commission-generating trades within a calendar quarter will qualify for commissions of \$9.99 flat per Canadian or U.S. equities trade and \$9.99 + \$1.25/contract for each options trade. Commission-generating trades are buys and sells of: Equities, Options and Fixed Income Instruments subject to commissions. Buys and Sells of GICs, ETFs and mutual funds that do not generate a commission, Canada Savings Bonds and Provincial Savings Bonds, are examples of trades that are not commission-generating. New qualification status will be effective on the same business day the requirement for a specific number of trades has been satisfied. You will also qualify in the calendar quarter subsequent to the quarter when new qualification status became effective (the "Subsequent Quarter"). If the requirements for a specific number of trades are satisfied in the Subsequent Quarter, you will retain your qualification status in the quarter following the Subsequent Quarter. Otherwise, you will need to re-qualify after the end of the Subsequent Quarter. Fees for U.S. transactions are charged in U.S. dollars.

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AMY SHIO
Artist | **Trader** | Creative Consultant

Pursuing your passion takes courage, that's true. But it should also involve a plan, especially when it comes to managing your money. Amy Shio is an expert on the matter. An artist and creative consultant living in Toronto, Shio worked in investment banking, helping syndicate deals into the market for her clients. After ten years, she decided to leave Bay Street in order to focus on her art and cultivate her lifestyle brand, LesBest, full-time. That's not to say she ever lost a grasp on her finances. Here, the ex-financier describes how she's keeping one foot in the business world through self-directed investing and trading to complement her new independent lifestyle.

You have a background in finance and now work as a creative consultant. Have you always had that self-motivated initiative?

Yes, I think it comes from having immigrant parents and their journey into business. My brother and I, we didn't really have normal summers or weekends. We always worked at our family store ever since we were little. I think for me, seeing them be their own bosses and self-starters without having anyone really tell them what to do in a new country where the language was foreign was always something that I admired and understood.

Given your familiarity with the business landscape, did you feel comfortable getting into trading and investing?

Jumping into the world of investing can be intimidating for people. The cool thing that I learned about Scotia iTRADE is that there is a lot of information within the direct investing platform that made it easy for me to

understand how to invest my money with confidence. There's news that's refreshed by the minute, as well as commentary, videos, and webinars. You also have access to research reports, which I remember from working in banking, is something that you have to pay for. There's a lot of tools that can personalize your experience based off of how much or how little you know.

Why is Scotia iTRADE a good fit for you?

I feel like it's for people who view themselves as not just one thing. You can be so many things and wear all the hats without feeling intimidated by it. Each of us can be a trader with the platform.

How does it work with your lifestyle?

One thing that is really cool about the platform is that if you place an order after the market closes, and change your mind before it is filled, you can cancel your order without any issues. It's completely versatile and on-demand. They also have a mobile app, which is cool. A lot of us have multi-faceted jobs where we aren't always sitting at a desk. You can check your investments and make trades on the go. Having it at your fingertips is pretty cool.

What does financial confidence mean to you? Do you have any advice for others looking to get into trading?

Financial confidence means that I'm aware of what I have and what I can do with my money. If you care about your financial future and don't want your money to just sit around, I'd try Scotia iTRADE. It's very intuitive and has all the information that someone would need to invest their money with confidence in one platform.

Financial confidence means that I'm aware of what I have and what I can do with my money.

My biggest financial concern is understanding what to do with my money.

The tale of the struggling artist is one as old as time, but in the Instagram age there's a growing contingent of creatives that have seized opportunity for themselves. Tristan O'Brien is one of them. After failing photography in school two separate times, O'Brien never planned on a career in the field, but today has worked with giants like Nike, Canon, and the Toronto Raptors thanks to his sharp eye for detail and savvy use of social media. Here, the creative director shares his experiences on building his business and how he took control of his financial future by taking his first steps into self-directed investing.

You didn't take the traditional path to success. Have you always been a self-starter or is that something that you've grown into?

I've always been a self-starter. Even when I was in high school, I had a couple of startups with my friends that involved everything from a clothing line to an online publication. I definitely think that getting into photography is what really ignited it in me and kicked me into gear. [I thought to myself,] "Okay, I really need to put a lot of effort into this. I need to push harder and take the initiative to reach out to clients. I need to put myself out there." [Photography] was the first time for me where I was able to make things tangible.

As an artist and creative, what are some of the biggest challenges that you've come across while navigating your financial landscape?

A big issue for me was just trying to figure out how much I should charge. What was I worth? It's a very daunting thing when you're doing something that makes you money, and it slowly becomes your career, but you still don't have a firm grasp on what the going rate is. I would have loved some

information back then on rate cards, how to make one, and, overall, how to value myself.

Before you started using Scotia iTRADE, what were some of the apprehensions you had about trading and self-directed investing?

When Scotia iTRADE reached out to me to take part in the campaign, the first thing I said was, "I just want you to know that I'm the worst person when it comes to saving money." But now I'm making a good amount of money doing what I do. My biggest financial concern is understanding what to do with my money. How do I save my money? How do I invest it wisely?

Since you've started using the Scotia iTRADE platform, what features have helped you become more comfortable with trading?

One thing I absolutely love is being able to have your actual account, and then a separate practice account where you don't lose any money and can learn from your experiences without risk. I love that feature because it's something that I've always believed in with photography — that mistakes are the best things that can happen to you. Every time you fail, you're going to learn. [Mistakes] propel you to get better at whatever it was that you just failed at. It's more of a learning experience than a loss.

What kind of individuals do you think Scotia iTRADE is optimal for?

I think it's perfect for people like myself. It's very empowering for younger people. I'm 28 now and I've never thought about investing, but this introduction has made me think this is something that I'll definitely explore down the road. I've been recommending it to all of my friends.

TRISTAN O'BRIEN
Photographer | **Trader** | Creative Director



Resources

GETTING STARTED ON YOUR TRADING JOURNEY?

YOU'VE PROBABLY GOT QUESTIONS. CHECK OUT THESE HANDY SITES TO GET THE ANSWERS YOU NEED TO START BUILDING FINANCIAL CONFIDENCE.



Scotia iTRADE U
Easy access to a vast range of free educational tools and resources



THE KNOWLEDGE NAVIGATOR

Purchasing a new home? Saving away for retirement? Whatever your financial goals may be, use this handy tool to access webinars, articles, infographics and more to make saving easier.



WEBINARS

Access a diverse range of topics to enhance your skills, regardless of whether you're a first time investor or experienced trader. From live events to recorded webinars, there's always new investment trading topics to discover. Plus, they're free for everyone to use.

Public Tools



MONTREAL EXCHANGE

Canada's oldest exchange, the Montreal Exchange (MX) is a fully electronic exchange devoted to developing the Canadian derivative markets. Use it to peruse a selection of guides and educational tools to gain a better understanding of the investing landscape.



OSC GET SMARTER WITH YOUR MONEY

A tool provided by the Ontario Securities Commission (OSC), Get Smarter With Your Money provides unbiased and independent financial tools to help you make better decisions around your hard-earned money.



RESOURCE CENTRE

Consider this your home base for everything you need to know about trading and self-directed investing. From videos on how to place your first trade to tips on sustainable investing, gain access to all the information you need.



ASK THE EXPERT

With decades of experience in financial services, Scotia iTRADE's industry partners can help you get a better understanding of something that's confusing you, or to learn about a topic you are curious about.



LEARN MORE

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