

INVESTOR IDEAS: CANADIAN EQUITY FUNDS

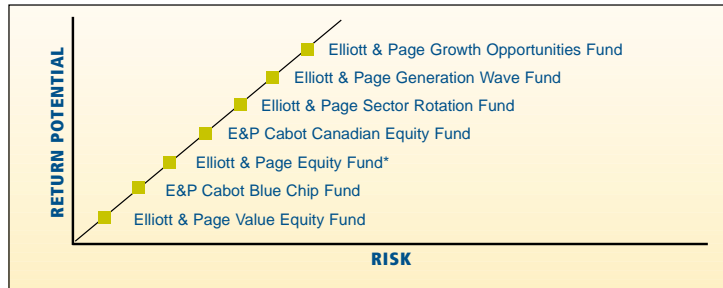
Finding investment opportunities and rewards in your own backyard



Elliott & Page offers seven Canadian equity mutual funds to assist you in realizing your present and future investment goals. Suitable for registered plans (RRSPs, RRIFs etc.) or non-registered accounts, our Canadian Equity Fund line-up provides you with the foundation to 'live your whole life'.

LIVE YOUR WHOLE LIFE

An investment for your individual needs at every stage of your life



Canadian Equity Line-up

Elliott & Page Value Equity Fund:

- The portfolio managers use a value investing style to manage the investments in the Fund, and emphasize large capitalization companies.

E&P Cabot Blue Chip Fund:

- The Canadian portion of this Fund (75%) invests in the E&P Cabot Canadian Equity Fund.
- The Fund maximizes foreign content, up to the government legislated limit of 25% (30% in Jan. 2001), primarily in international corporations with large capitalizations.

Elliott & Page Equity Fund:

- A combination of growth and value style investing is employed to manage the investments in this Fund.

E&P Cabot Canadian Equity Fund:

- The portfolio managers use a growth investing style to manage the investments in the Fund, and primarily invest in large capitalization companies.

Elliott & Page Sector Rotation Fund:

- The portfolio managers combine a sector rotation investment style with a thorough and exhaustive bottom-up approach to stock selection.
- The managers identify the sectors and industries of the market which they believe will benefit from forecasted economic trends.

Elliott & Page Generation Wave Fund:

- This Fund aims to take advantage of the benefits of demographic trends and technological shifts which are expected to take place in the 21st century.
- Accordingly, the portfolio managers will invest in market sectors and companies poised to benefit from favourable trends.

Elliott & Page Growth Opportunities Fund:

- A growth style is used to manage the investments in this Fund, with an emphasis on companies with small to medium capitalizations.

*Elliott & Page Equity Fund was capped on December 31, 1998. No new subscriptions, except for existing pre-authorized chequing plans.

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TIPS

- 1) Currently, 75% of all registered plans (RRSPs, RRIFs) must be Canadian content (70% in January 2001). Elliott & Page offers seven Canadian equity funds from which to choose for your portfolio.
- 2) With over 650 Canadian equity mutual funds available, it is often difficult to determine which funds are appropriate for your portfolio. Look for factors contributing to stability and consistency such as the tenure of the portfolio managers and consistency of investment style. Carefully examining the characteristics of the Fund and determining its fit with your investment objectives will help you and your financial advisor to choose the right investment for you.

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated.

Elliott & Page Mutual Funds
393 University Avenue, 21st Floor
Toronto, ON M5G 1E6

CLIENT SERVICE
1 888 588-7999

E-MAIL
info@elliottandpage.com

www.elliottandpage.com

Elliott & Page's comprehensive line-up of Canadian equity funds provides diversification opportunities

COMPANY SIZE	SMALL			Growth Opportunities
	MID			
	LARGE	Value Equity	Equity,* Sector Rotation, Generation Wave	E&P Cabot Cdn. Equity, E&P Cabot Blue Chip
		VALUE	BLEND	GROWTH
		STYLE		

Definitions of investment styles

- **Value:** A value fund invests in companies trading at a price which is low compared to their perceived potential value. These are companies which may be currently unpopular in the marketplace, but the expectation is that the stock price will eventually rise to reflect the true value of the company.
- **Growth:** Growth funds invest in companies with a history of rapid growth in sales and earnings. While you might be paying a premium for the company, the expectation is that the upward growth trend will continue and, as a result, the stock price will do the same.
- **Blend of Styles:** As the name implies, this investment style is a blend of value and growth.

What you want to know

Why is it important to diversify by investment style?

Investment styles can have a considerable impact on a fund's performance. 'Value' investing was the preferred style in the early to mid 1990s, while 'growth' investing became the favoured style in the last few years of the decade. Diversifying your portfolio by investment style may help boost performance and minimize risks.

Elliott & Page's seven Canadian equity funds provide you with the opportunity to diversify by investment style.

Why would I choose to invest in Canadian mutual funds when U.S. and international stock markets have consistently outperformed the Canadian market?

This common perception is in fact untrue. Stock markets all over the world have taken turns performing well in one year, only to underperform in other years. Each country and region has unique economic and political factors contributing to the state of their economies. While the U.S. market dominated most of the 1990s, the decade finished off with Canada being the top performing market.

Diversifying by geographical region may also help boost returns in your investments and minimize risks in your portfolio.

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