



CIBC GLOBAL ASSET MANAGEMENT
EXCHANGE TRADED FUNDS

What does it mean to invest with conviction?

High-conviction investing, two paths, one philosophy.



Not all great businesses are built the same way.

Some businesses disrupt the future. Others are built to thrive through decades of change.

The Counterpoint Global CIBC ETFs are built on a single but powerful philosophy — that a small number of truly exceptional businesses, identified through rigorous fundamental research and held with conviction, have the potential to deliver extraordinary long-term value.

This is not about owning the market. It is about knowing exactly what you own and why.

A closer look at our two strategies

Growth and permanence

Our philosophy comes to life through two distinct but complementary strategies — **Growth and Permanence**. Whether you are seeking the potential of tomorrow's leading businesses or the resilience of today's most enduring ones, both approaches are managed by the same experienced team and rooted in the same long-term, bottom-up, highly active investment philosophy and process — designed to earn a meaningful place in your portfolio.

Growth

Simply put, one way to build wealth is by identifying exceptional companies early in their life cycle — before the broader market fully appreciates their potential. That is the foundation of our Growth strategies.



Permanence

The other is owning proven, high-quality businesses with durable competitive advantages at attractive valuations — the focus of our Permanence suite and a more Buffett-like approach to long-term investing. Read on to explore both strategies in depth and discover which one is right for you.



High Conviction Growth Strategy

Growth: Investing in companies shaping the future

Some businesses don't just participate in the future — **they create it**. These are companies at the forefront of change — building new markets, challenging established industries, and compounding value at a pace that traditional portfolios rarely capture.

They are not chasing trends. They are driving them.

Growth is about identifying these businesses early before the broader market fully understands their potential.

Finding them requires more than screening for revenue or earnings. It requires deep research, intellectual curiosity, and the conviction to hold when others hesitate.

Counterpoint Global has a long history of identifying transformative companies early in their lifecycle — including investments in Apple (2004), Amazon and Alphabet (2005), Meta Platforms (2012 pre-IPO), and Tesla (2013) before they became some of the largest companies in the world and known as part of the Magnificent 7.

Why it matters to you

The most powerful investment decisions are rarely obvious at the time. They require seeing what others miss — and having the conviction to act on it before consensus forms. This is not about chasing performance. This is about continuous ownership of **businesses shaping the future**.

For investors who want to participate in the long-term potential of tomorrow's leading businesses, the Growth strategy offers something distinct:



Early identification of exceptional companies, before they become household names.



Highly active portfolios built around the team's best ideas.



Patient, long-term ownership, capturing the full arc of a business's growth, not just a moment in time.

What we look for

The Growth strategy seeks businesses that demonstrate:

Quality	What it means in practice
Large end-market opportunity	Businesses operating in large and expanding markets with long runways for growth.
Sustainable competitive advantage	Businesses with unique business models and durable moats that competitors struggle to replicate or disrupt.
Strong management teams	Leaders with vision, integrity and a long-term ownership mindset.
Reinvestment opportunity	The ability to deploy capital at high rates of return over time.

The investor this strategy is built for

The Growth strategy resonates most with investors who:

- Believe the most transformative businesses of the next decade are being built today
- Value rigorous, bottom-up fundamental research and differentiated thinking
- Want active, high-conviction exposure to companies with significant long-term growth potential
- Are comfortable with **concentration** in exchange for the potential of meaningful outperformance
- Think like owners, not traders

Our conviction

For our Growth-focused ETFs, conviction is the belief that exceptional businesses identified early — often before the market fully understands their potential — can create extraordinary long-term value through continuous ownership.

CCUL

Counterpoint Global CIBC U.S. Large Cap Growth ETF

High-conviction large cap US equity exposure.

Risk rating: Medium

Management fee: 0.50%

Typical holdings: ~25-50

CCUS

Counterpoint Global CIBC U.S. Small Cap Growth ETF

High-conviction small cap US equity exposure.

Risk rating: Medium to high

Management fee: 0.60%

Typical holdings: ~35-95



High Conviction Permanence Strategy

Permanence: Investing in businesses built to endure

Not all great businesses are built the same way. Some thrive by disrupting — moving fast, capturing new markets, and redefining industries. Others endure — quietly compounding value year after year, weathering economic cycles, and emerging stronger on the other side.

Permanence is about the second kind of business.

These are companies that have demonstrated something rare and genuinely difficult to replicate — the ability to remain relevant, resilient, and competitively advantaged across decades, not just quarters.

Relative to the Growth strategies, Permanence operates within a narrower opportunity set focused primarily on established businesses. These companies tend to be more insulated from disruption and may provide a lower-volatility experience, while still seeking meaningful long-term outperformance.

Why it matters to you

Markets will always have moments of uncertainty. The question is not whether volatility will happen it is whether your portfolio is built to withstand and take advantage of it. This is not about playing it safe. It is about owning high-quality businesses with durable competitive advantages that can compound value consistently over time — even through periods of uncertainty and market volatility.

For investors who want meaningful growth without abandoning the principles of quality and durability, the Permanence strategy offers something distinct:



Businesses that have already proven themselves across different market environments.



Conviction rooted in long-term fundamentals — not market momentum.



Long-term continuous ownership of businesses built to endure across cycles.

What we look for

The Permanence strategy seeks businesses that demonstrate:

Quality	What it means in practice
Durable competitive advantage	A defensible position that is difficult for competitors to replicate.
Insulated from disruption	Business models positioned to remain durable and competitively advantaged over time.
Adaptability	The ability to evolve without losing what makes them exceptional.
Long-term value creation	A demonstrated ability to create value consistently across decades — not quarters.

The investor this strategy is built for

The Permanence strategy resonates most with investors who:

- Think in **decades, not quarters**
- **Want high conviction exposure to established, high-quality businesses at the core of their portfolio**
- Are looking for a complement **to passive and growth-oriented strategies**, and are interested in unique, diversified ideas that emphasize quality and long-term fundamentals
- Believe that **the best businesses are worth owning for a long time**

Our Conviction

For our Permanence-focused ETFs, conviction is not about chasing what is new — it is about recognizing what endures. The belief that exceptional businesses, identified through rigorous fundamental research and owned continuously over time, are built to create value across cycles — not just capture a moment in time.

CCGP

Counterpoint Global CIBC Global Permanence ETF

High-conviction global equity exposure to businesses that have demonstrated resilience through different market cycles.

Risk rating: Medium

Management fee: 0.60%

Typical holdings: ~30-60

CCIP

Counterpoint Global CIBC International Permanence ETF

High-conviction international equity exposure to businesses that have demonstrated resilience through different market cycles.

Risk rating: Medium

Management fee: 0.60%

Typical holdings: ~30-60



Want to go deeper?

Ask your financial professional for more information about Counterpoint Global CIBC ETFs, or visit cibc.com/etfs.

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The fund pays a management fee and fixed administration fee to the Manager in respect of ETF series. The fund also pays fund costs and transaction costs. For more information about the fees and costs of the fund, please read the prospectus.

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