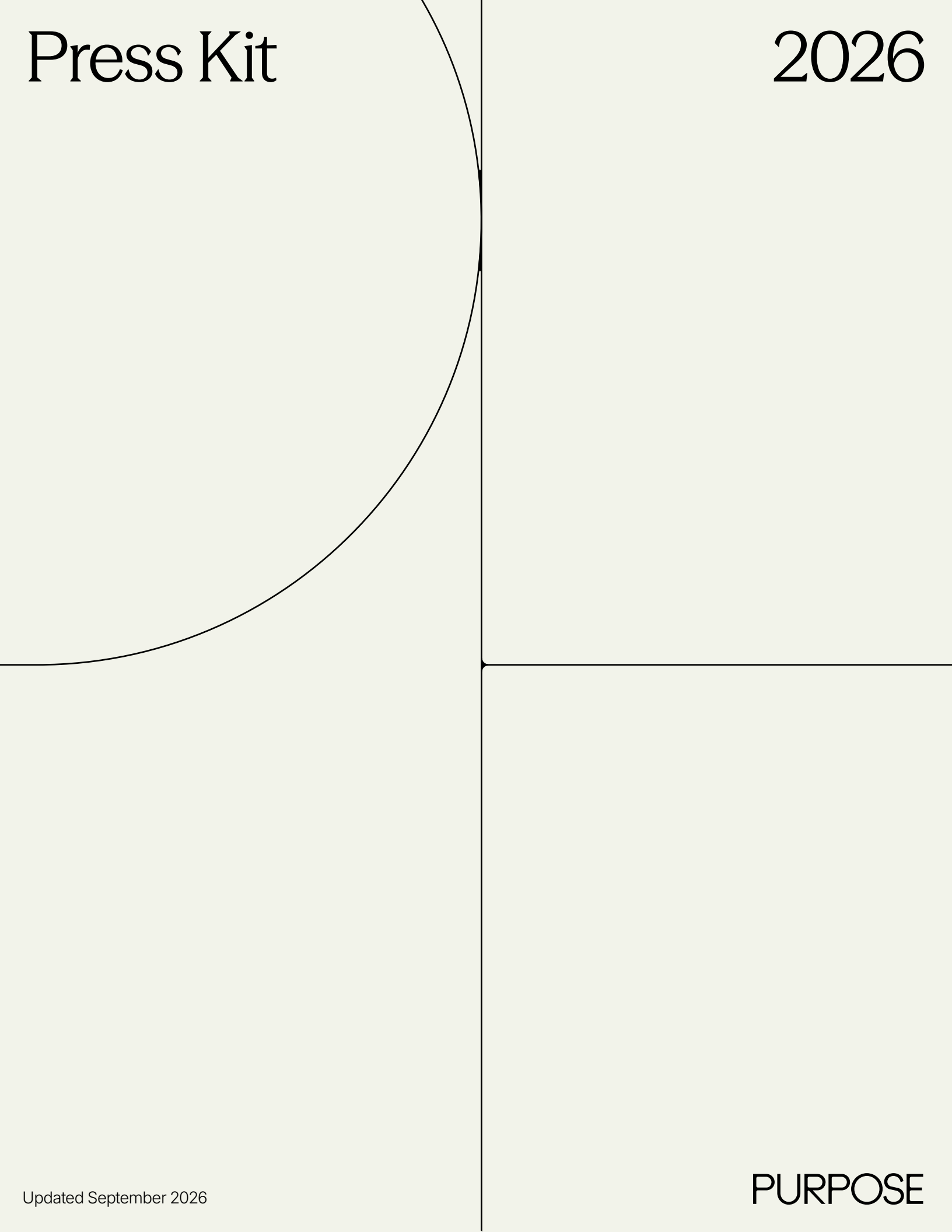




Purpose Unlimited (Purpose) is a Canadian financial services company built on one belief: financial services can do more when they start with people. Purpose gives advisors, investors, and entrepreneurs the tools, clarity, and confidence to step into the center of their own financial future – not wait on the sidelines of someone else’s system. Our businesses span asset and wealth management and small business financing, including Purpose Investments, Purpose Advisor Solutions, Steadyhand, Harness Investment Management, Foundation Wealth Partners, and Driven by Purpose.

For more information, visit purpose.ca.

Purpose believes that Canadians deserve better conditions for wealth creation, not just more products, but a system designed for them.

Canadians have more access than ever, but access does not equal agency. The system has not given people the support they need to understand what fits, and advisors face the same gap.

Purpose is designing the conditions for wealth to compound through partnership, stewardship, and agency. Each brand in our ecosystem carries distinct capabilities that stack and layer.

Through our Shape Wealth Together promise, we’re moving Canadians from access to agency, from financial information to fit, from passive observers to active participants.





Som Seif, Founder & CEO

Som studied Engineering at the University of Toronto, which taught him how to solve complex problems, learn quickly, and embrace failure. He got his start in investment banking at RBC, where he gained a keen understanding of the Canadian business landscape and realized that his passion lies in building businesses, rather than simply advising them. He went on to help launch one of the first ETFs in Canada at Claymore, which became the second-best performing Canadian equity fund in the country.

Som believes default settings build default futures, and that the financial industry's job is not to chase markets or sell products but to help people achieve real outcomes, with confidence, over the course of their lives.

Som is happy to share his perspectives on wealth creation, building unique products, tokenization, AI's role in financial infrastructure, and his broader conviction that an ambitious, effective financial system leads to a more prosperous economy and more prosperous Canadians. As a founder himself, and an active supporter of Build Canada, a movement that connects and amplifies high-agency builders, Som is also always willing to discuss entrepreneurship, team building, and the power of strong teams.

Our wealth creation ecosystem

PURPOSE

Purpose was built on a simple belief: financial services can do more when they start with people. Since 2013, we have kept opening new paths for investors, advisors and entrepreneurs to create wealth on their own terms.

PURPOSE

ADVISOR SOLUTIONS

Purpose Advisor Solutions gives independent advisors the technology, operations, compliance support, coaching and investment capabilities to launch, run and grow a modern practice.

PURPOSE

INVESTMENTS

Purpose Investments is a modern asset manager offering ETFs, mutual funds, private assets, cash and income solutions, and digital assets.

Logos, images & videos

Harness
INVESTMENT
MANAGEMENT

Harness works with wealth advisors to deliver discretionary portfolio management and curated investment strategies to their clients.

Steadyhand

Steadyhand pairs low-fee funds with clear, personalized advice for Canadians building wealth or preparing for retirement.

 **Foundation
Wealth Partners**

Foundation Wealth Partners is an independent partnership of portfolio managers and financial planners that combines local relationships and personalized advice with the infrastructure, registration and shared support needed to serve clients and build enduring practices.

DRIVEN

Driven by Purpose completes the system. It delivers capital at the speed the opportunity demands and financing that allows builders to keep building on their own terms, not the institution's timeline.

Purpose is the owner of these assets and will be best positioned to select the appropriate imagery, logos and videos to share within the kit for viewing/downloading.

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