

## Canaccord Genuity Wealth Management Canada Launches Digital Strategy Powered by Hootsuite

*Canaccord Genuity Wealth Management Canada leverages Hootsuite technology to empower advisors to connect with clients and grow their businesses using social media*

**VANCOUVER / TORONTO – September 29, 2016** - [Canaccord Genuity Wealth Management Canada](#), a leading independent, full-service financial services firm, has selected [Hootsuite](#), a widely used platform for managing social media, to support its commitment to leadership and innovation in wealth management. The wealth management firm will use Hootsuite to empower its advisors, making it possible for them to engage in real-time interactive conversations with clients and investors on social media.

Hootsuite is designed to ensure compliance with Canadian regulatory requirements and securities legislation. The solution will allow Canaccord Genuity Wealth Management Canada to ensure communication is compliant with all supervision and retention requirements.

“We’ve long seen online engagement as a tremendous opportunity,” said Stuart Raftus, president of Canaccord Genuity Wealth Management Canada. “The challenge has been how to be responsive in real-time, while remaining compliant. We are confident that this industry-leading initiative by Canaccord Genuity Wealth Management Canada and Hootsuite satisfies that goal.”

“This technology gives our advisors the confidence to deepen relationships and grow their networks online by connecting, listening and engaging, knowing that the technology manages any compliance and regulatory concerns,” said Alley Adams, manager of digital strategy at Canaccord Genuity Wealth Management Canada.

“The financial services industry is based on trust and rooted in strong relationships. In today’s digital world, relationships are forged and nurtured on social media,” said Amy McIlwain, global principal of financial services at Hootsuite. “Canaccord Genuity Wealth Management Canada recognized this shift in communication and is embracing social media as a way to connect with clients. This is one of the reasons that we are thrilled to support their leadership team as they embrace social throughout their organization.”

Hootsuite helps financial services organizations execute compliant business strategies for social media, and enable more than 2500 enterprise organizations to scale social media activities across multiple teams, departments and business units. The versatile platform also supports a

thriving ecosystem of more than 250 technology integrations, allowing financial services firms to extend social media into existing systems, workflow and programs.

### **ABOUT CANACCORD GENUITY WEALTH MANAGEMENT**

Canaccord Genuity Wealth Management operations provide comprehensive wealth management solutions and brokerage services to individual investors, private clients, charities and intermediaries through a full suite of services tailored to the needs of clients in each of its markets. The Company's wealth management division now has Investment Advisors (IAs) and professionals in Canada, the UK, Jersey, Guernsey, the Isle of Man and Australia.

### **ABOUT CANACCORD GENUITY GROUP INC.**

Through its principal subsidiaries, Canaccord Genuity Group Inc. (the Company) is a leading independent, full-service financial services firm, with operations in two principal segments of the securities industry: wealth management and capital markets. Since its establishment in 1950, the Company has been driven by an unwavering commitment to building lasting client relationships. We achieve this by generating value for our individual, institutional and corporate clients through comprehensive investment solutions, brokerage services and investment banking services. The Company has offices in 10 countries worldwide, including wealth management offices located in Canada, the UK, Guernsey, Jersey, and the Isle of Man and Australia. Canaccord Genuity, the international capital markets division, operates in Canada, the US, the UK, France, Ireland, Hong Kong, China, Australia and Dubai. To us there are no foreign markets.™

Canaccord Genuity Group Inc. is publicly traded under the symbol CF on the TSX.

### **ABOUT HOOTSUITE**

Hootsuite is the most widely used platform for managing social media, loved by over 14 million people around the globe and trusted by more than 800 of the Fortune 1000. With Hootsuite, brands harness the power of social. Our platform brings together your social networks and integrates with hundreds of business applications. It's the place to build customer relationships, listen to the needs of the market and grow your revenue. To learn more, visit [www.hootsuite.com](http://www.hootsuite.com).

### **More Information:**

- Hootsuite for Financial Services: <https://hootsuite.com/financial-services>
- Media Kit: <http://media.hootsuite.com/media-kit>

### **FOR FURTHER INFORMATION CONTACT:**

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