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**CANACCORD GENUITY GROUP INC. ANNOUNCES \$60 MILLION PRIVATE
PLACEMENT OF 6.50% CONVERTIBLE UNSECURED SENIOR
SUBORDINATED DEBENTURES**

Proceeds to be used to fund growth in Wealth Management business in Canada

Toronto, September 21, 2016 - Canaccord Genuity Group Inc. (TSX:CF, the Company”) is pleased to announce that it has entered a private placement agreement with a large Canadian asset manager, pursuant to which it has agreed to purchase convertible unsecured debentures of Canaccord Genuity Group Inc. in an aggregate principal amount of \$60 million. The debentures will be placed at a price of \$1,000 per debenture.

The debentures will bear interest at a rate of 6.50% per annum, payable semi-annually on the last day of June and December each year commencing December 31, 2016 with a maturity date of December 31, 2021. The debentures will be convertible at the holder's option into Canaccord Genuity Group Inc. common shares at a conversion price of \$6.50 per share. The debentures will mature on December 31, 2021 and may be redeemed by Canaccord Genuity Group Inc., in certain circumstances, on or after December 31, 2019.

The Company intends to use the net proceeds to finance growth in its wealth management business in Canada through the recruitment of Investment Advisors and for general corporate purposes. As a leading independent global capital markets and wealth management firm, the Company continues to attract established Investment Advisors to its platform and enjoys a unique opportunity to deliver on its stated corporate objective of growing assets under management to both increase and enhance the stability of its earnings.

“The proceeds from this placement will directly support our growth plans for our Canadian wealth management business and creates an opportunity to recruit Investment Advisors, increase assets under management and improve the profitability of that business,” said Dan Daviau, President & CEO of Canaccord Genuity Group Inc.

Closing is subject to regulatory approval including approval of the TSX and of securities regulatory authorities, including Investment Industry Regulatory Organization of Canada, the Financial Conduct Authority and the securities regulators in each of the Channel Islands and the Isle of Man in relation to the rules concerning the issue of subordinated debt or the acquisition of “significant equity interests” or control, as defined in the applicable rules and legislation, of subsidiaries of the Company.

This press release does not constitute an offer to sell or the solicitation of an offer to buy any securities in any jurisdiction. The debentures being offered, and the common shares issuable upon the conversion or redemption of the debentures, have not been and will not be registered under the U.S. Securities Act of 1933 or state securities laws. Accordingly, the debentures may not be offered or sold to U.S. persons except pursuant to applicable exemptions from registration.

CAUTION REGARDING FORWARD-LOOKING STATEMENTS:

This press release may contain “forward-looking statements” (as defined under applicable securities laws). These statements relate to future events or future performance and reflect management’s expectations, beliefs, plans, estimates, intentions and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts, including business and economic conditions and Canaccord Genuity Group’s growth, results of operations, performance and business prospects and opportunities. Specifically, this press release contains forward-looking statements with respect to the closing of the debenture offering and the anticipated use of proceeds of the debenture offering. Such forward-looking statements reflect management’s current beliefs and are based on information currently available to management. In some cases, forward-looking statements can be identified by terminology such as “may”, “will”, “should”, “expect”, “plan”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, “continue”, “target”, “intend”, “could” or the negative of these terms or other comparable terminology. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and a number of factors could cause actual events or results to differ materially from the results discussed in the forward-looking statements. In evaluating these statements, readers should specifically consider various factors that may cause actual results to differ materially from any forward-looking statement. These factors include, but are not limited to, market and general economic conditions, the nature of the financial services industry, the failure or delay in satisfying any of the conditions to the completion of the debenture offering and the risks and uncertainties discussed from time to time in the Company’s interim condensed and annual consolidated financial statements, its annual report and its annual information form (“AIF”) filed on www.sedar.com as well as the factors discussed in the sections entitled “Risk Management” and “Risk Factors” in the AIF, which include market, liquidity, credit, operational, legal and regulatory risks. In addition, there may be circumstances that are not known to the Company at this time where the use of the net proceeds of the debenture offering for purposes other than those currently intended is advisable or in the best interests of the Company. Material factors or assumptions that were used by the Company to develop the forward-looking statements contained in this press release include, but are not limited to, the assumption that the Company will satisfy all conditions to completion of the debenture offering, those set out in the Fiscal 2017 Outlook section in the annual MD&A and those discussed from time to time in the Company’s interim condensed and annual consolidated financial statements, its annual report and the AIF filed on www.sedar.com. The preceding list is not exhaustive of all possible risk factors that may influence actual results. Readers are cautioned that the preceding list of material factors or assumptions is not exhaustive. Although the forward-looking statements contained in this press release are based upon what management

believes are reasonable assumptions, there can be no assurance that actual results will be consistent with these forward-looking statements. The forward-looking statements contained in this press release are made as of the date of this press release and should not be relied upon as representing the Company's views as of any date subsequent to the date of this press release. Except as may be required by applicable law, the Company does not undertake, and specifically disclaims, any obligation to update or revise any forward-looking statements, whether as a result of new information, further developments or otherwise.

ABOUT CANACCORD GENUITY GROUP INC.:

Through its principal subsidiaries, 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, 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.TM

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

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