

# Our values

Three key values drive Canaccord employees and management, whether we are relating to our shareholders, clients, intermediaries, partners, suppliers or colleagues. They support our unwavering commitment to our brand promise: that we will build our clients' wealth with confidence. As one of our CGWIL family you should always be:

## Accountable

We take responsibility for carrying out our roles efficiently and enthusiastically to meet and exceed the expectations of our clients, colleagues and intermediaries, and deliver results:

- We are trustworthy, dependable and diligent
- We keep promises and maintain our clients' confidence
- We anticipate problems and come up with solutions
- We do our best with the resources we've got and don't moan or blame others
- We take responsibility for our own (and other people's) issues
- We admit and learn from our mistakes
- We always go the extra mile.

## Aligned

We all work hard to keep our brand promise and live by our brand values. By being aligned with our colleagues, we can focus on delivering better outcomes and a brilliant experience for our clients by:

- Taking the time to understand our clients' needs and aligning our actions with them
- Understanding each other's roles and issues when we're working together to serve our clients
- Becoming more efficient, effective, productive and streamlined, making it easier and quicker to get things done and eliminating duplication
- Working seamlessly together across teams
- Finding new opportunities and better ways of working for our clients and our business
- Behaving acceptably at all times and treating our clients and colleagues fairly and with respect
- Communicating clearly.

## Approachable

We encourage a friendly dialogue with our clients, intermediaries and colleagues by:

- Always being warm, helpful and easy to work with
- Making time for people who want to talk to us
- Being genuinely interested in whatever they have to tell us
- Empathising, connecting and engaging with them
- Actively asking questions, listening and paying attention
- Willingly and openly sharing our knowledge and expertise.