

# PHASES & CYCLES<sup>®</sup>

## **Industrial Alliance Securities counts on technical research from Phases & Cycles**

Founded in 1892, Industrial Alliance Insurance and Financial Services Inc. is a life and health insurance company that offers a wide range of life and health insurance products, savings and retirement plans, mortgage loans and a variety of other financial products and services.

The fourth largest life and health insurance company in Canada, Industrial Alliance is at the head of a large financial services group, with operations in all regions of Canada, as well as in the United States. Industrial Alliance's shares are traded on the Toronto Stock Exchange (ticker IAG) and the firm is one of the top 100 publicly-traded companies in Canada.

In 2002, Industrial Alliance made its entry into the domain of full-service brokerage, through a series of acquisitions of existing broker/dealers (all of them IDA member firms). These purchases were part of a growth strategy aimed at increasing the breadth of the distribution channels for its financial services. The organization also strives to equip its advisors with a full range of financial products and services.

In 2007, Industrial Alliance was already well-established, with teams of licensed representatives based in offices across Quebec, with representation in the rest of Canada. The goals of Industrial Alliance Securities include competing actively and successfully against both the bank-owned groups of broker/dealers and contending with the burgeoning independent networks of financial services and securities-licensed representatives from coast-to-coast in Canada.

Phases & Cycles Inc. is an independent technical research organization focused on North American equities. Founded in 1990 by its President Ron Meisels, the firm is rated as one of the leading technical research groups in North America. Phases & Cycles is pleased to be of service to large networks of broker/dealers in Canada, as well as to portfolio management firms and pension funds.

In 2007, as part of its 'toolkit' that it wished to provide its licensed securities advisors, Industrial Alliance met with Ron Meisels and his team in Montreal, to review the details and the depth of the latter's research offerings. Phases & Cycles' relevant and up-to-date market comments, its model portfolio service, and its actionable and executable stock recommendations on the various sectors of North American markets, were all analyzed for content, quality and practical usability by investment advisors looking to provide more value-added advice to their clients. After a series of discussions, test subscriptions and meetings, Industrial Alliance Securities Inc. and Phases & Cycles Inc. concluded a corporate research agreement in late 2007, covering all of the research and personalized service that Phases & Cycles offers its clients. A productive and rewarding business relationship had been launched, to help Industrial Alliance Securities to continue to implement its successful national growth strategy!

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