

Innocap Launches a New and Improved Website A more dynamic look and feel reflecting the firm's vibrancy

Montréal, February 24, 2014 – Innocap Investment Management Inc. ("Innocap"), a strategic alliance between National Bank of Canada and BNP Paribas, is thrilled to announce the launch of its new website aimed at raising industry awareness of its operations. As such, this dynamic site clearly illustrates the firm's role as a dedicated managed accounts infrastructure provider and further clarifies its activities for the industry as a whole.

Innocap is a human-sized company, strong enough to manage major institutional mandates. That said, the redesign of the website is meant to be a reflection of the firm's dynamic operations, highlighting its constant evolution, the scope of its new mandates as well as its charitable involvement.

"Our decision to launch a new website stems from our desire to showcase our strategic realignment and market positioning. Our firm's overall activities are thriving, we are proud of that fact and we want to communicate it," explained François Rivard, Innocap's President and Chief Executive Officer.

The new website was developed to put the firm's employees, services and expertise at the forefront. Visitors will be able to learn more about Innocap's dedicated managed account model, explore the combination of knowledge that builds the firm's in-house expertise and find out how these resources can ease institutional investment decisions.

About Innocap

Innocap, which stands for Innovative Capital, is the result of more than a decade of investments primarily in hedge fund strategies with approximately USD \$2.65 billion in assets under advisory as of July February 24, 2014. Innocap Investment management Inc. acts as the Investment Manager for the Canadian limited partnership structure and as Investment Advisor to Innocap Global Investment Management Ltd, a Maltese company, which manages umbrella investment companies with variable capital and with segregated liability between funds incorporated with limited liability in Ireland and Malta. With its open architecture and thorough knowledge of managed accounts, Innocap offers flexibility to its clients through multi-jurisdictional and multi-administrative structures. Characterized by its specialized legal knowledge and its operational and risk management skills, Innocap facilitates institutional investment decisions via an enhanced investment framework. This managed account infrastructure provides investors with pre- and post-investment monitoring of different risks. For more information, visit Innocap's website at www.innocap.com.

Information

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