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PEAK APPOINTS ROBERT RUFFOLO AS VICE PRESIDENT, BUSINESS DEVELOPMENT

Montreal, September 17, 2020 – Robert Frances, President and Chief Executive Officer of PEAK, is pleased to announce the arrival of Robert Ruffolo as Vice President, Business Development.

“Despite the pandemic, PEAK continues to grow steadily. We are very pleased to welcome Robert Ruffolo in this strategic business development position. His expertise and experience will undoubtedly be extremely beneficial to our advisors and the organization,” Mr. Frances said.

Mr. Ruffolo has worked in the financial industry for almost 30 years. During that period, he has developed strong relationships with the industry’s major players, while acquiring impressive experience in senior business development positions at some of Canada’s largest asset management firms.

He obtained a Bachelor of Commerce with a finance major at Concordia University and also holds the CFA designation.

His contribution to the management team will be an undeniable asset for the further recruitment of PEAK Advisors. He will also play a key role in enabling PEAK to continue offering active and effective support to its advisors.

“I’m delighted to be joining the PEAK team, a major player in our industry. PEAK is the true Canadian leader in independent advice and is a firm noted for its integrity and ethics,” Mr. Ruffolo said.

His mandate will be to lead recruiting operations and ensure PEAK Advisors’ successful growth, while contributing to PEAK Financial Group’s strategic development.



About PEAK Financial Group

With more than \$11 billion in assets under administration, PEAK is Canada's leading fully independent multidisciplinary dealer. With operations from coast to coast, PEAK Financial Group has earned the trust of 1,500 independent financial advisors, professionals and employees across Canada. It enables them to successfully serve more than 150,000 investors with impartial financial advice.

For more than 28 years, PEAK Financial Group has been the largest network of Independent Advisors in Quebec and is one of the top five independent multidisciplinary dealers in Canada. PEAK Financial Group comprises PEAK Investment Services, PEAK Financial Services, PEAK Securities and PEAK Insurance Services.

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