

The RESP that does MORE

2022 Highlights



KALEIDO



A WORD FROM THE CEO

In the midst of a transformation



The year 2022 was a year of constant movement, a year of transformation in which Kaleido launched a brand-new line of financial products while continuing to deploy its family support services.

After discontinuing distribution of its group products on May 1, 2022, Kaleido is proud to offer its customers the IDEO+ line, flexible, individual turnkey RESPs that incorporate environmental, social and governance (ESG) criteria in their investment strategy. The IDEO+ line comes in three options, based on different investor profiles: IDEO+ Conservative, IDEO+ Adaptive and IDEO+ Responsible. This transformation brings to fruition our unique product offering, the **RESP that does more.**

To help families face the challenges of everyday life, the Kaleido package still includes a one-stop family support service with health and wellness resources, tutoring and school support, family coaching, career guidance for teens, and help with family finances.

Kaleido believes that every young person can achieve his or her full potential when given the financial and human resources to do so. In 2022, we took concrete steps to help young people living in hardship realize their dream of a bigger, better future.

In the fall, we adopted our 2022-2027 Strategic Plan, which will complete our customer-focused digital shift and continue our evolution by positioning Kaleido as an undisputed leader in education savings and a true partner to families. The plan powers our mission of “helping each child achieve their full potential by accompanying them on their journey

towards imagining a brighter future” and puts the values that drive us at Kaleido front and centre: **people, responsibility and performance.**

The year was also marked by the teams’ return to work in offices newly refurbished to facilitate collaboration and hybrid-mode work. We developed and offered all employees a flexible attendance formula tailored to accommodate the new geographic and family realities, and feedback from our teams is very positive, as evidenced by **a recent internal survey that ranks Kaleido among the leading employers in the area of engagement.**

Lastly, even though 2022 was a tumultuous year in the financial markets, our seasoned portfolio managers successfully navigated the rough seas, opting for defensive strategies that put us in a good position to take advantage of the changeable conditions and a much-anticipated recovery.

We are grateful to our loyal customers for choosing Kaleido to prepare for our children’s future, and we appreciate their trust.

A handwritten signature in black ink, appearing to read 'Isabelle Grenier'.

Isabelle Grenier, LL.B.
President and Chief Executive Officer



2022 IN FIGURES



Nearly
\$1.8 G
 in assets under
 management

More than **236,000**

RESP beneficiaries

More than **\$51 million**

in EAPs and savings refunds disbursed in 2022

2022: Kaleido launches the IDEO+ RESPs

While the year was marked by several shocks in the stock and bond markets, it also saw the arrival of three new, flexible individual education savings plans: the IDEO+ RESPs.

Returns table

Annualized net return	REFLEX	UNIVERSITAS	INDIVIDUAL
2022	-7.73%	-6.88%	-2.62%
5 years	0.83%	2.00%	3.86%
10 years	1.63%	2.81%	2.48%

Annualized net return	IDEO+ Conservative	IDEO+ Adaptive	IDEO+ Responsible
2022*	-0.04%	-0.37%	3.28%

* The IDEO+ products were launched on May 1, 2022.



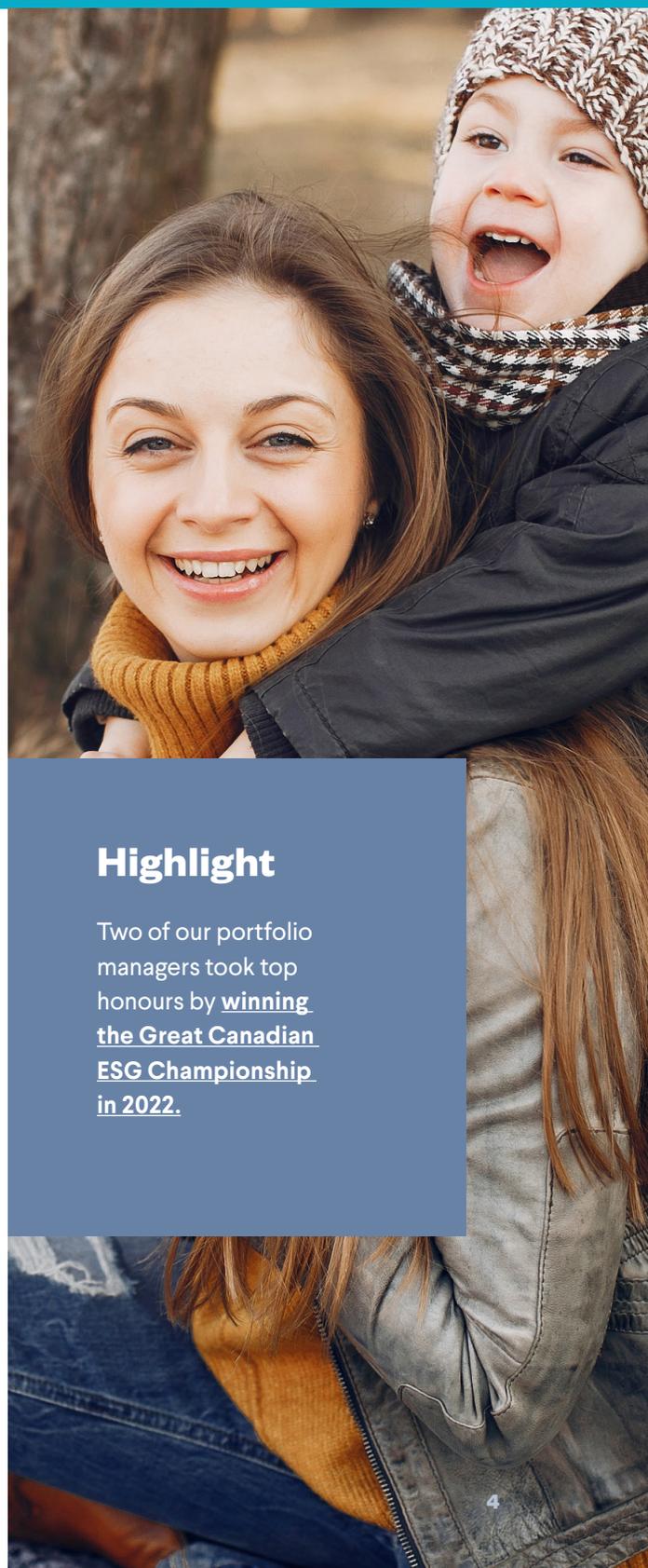
LAUNCH OF THE IDEO+ LINE

A new, flexible, hassle-free product

The year 2022 was a turning point in Kaleido's history, with the arrival of the IDEO+ individual RESPs. Ushered in by an advertising campaign emphasizing expertise, simplicity and guidance, this important change in our business model gives families in Quebec and New Brunswick access to financial products that offer simplicity and flexibility and can be tailored to each investor's profile.

All [IDEO+ RESP](#) customers enjoy the same benefits:

- **Adaptive turnkey management :** Each portfolio's volatility level adjusts automatically for the child's age.
- **Responsible investing:** 100% of the money is invested by portfolio managers that follow environmental, social and governance (ESG) criteria and the UN Principles for Responsible Investment.
- **Family support:** IDEO+ RESP customers still benefit from exclusive no-cost or discounted offers to help them through the challenges of everyday life.
- **More sustainable investments with IDEO+ Responsible:** This portfolio actively combines additional carbon footprint reduction strategies and positive impacts on climate change and children's education.



Highlight

Two of our portfolio managers took top honours by [winning the Great Canadian ESG Championship in 2022.](#)

THE KALEIDO SUPPORT OFFER

Beyond education savings

“The RESP that does more” means that we provide support that goes far beyond education savings. Divided into five themes based on the concerns of families, our exclusive support service includes a multitude of resources and tools in various forms. By surrounding ourselves with qualified partners, we support families through the challenges of everyday life and help each child reach his or her full potential.



Coaching and Family Life

Discounted family coaching consultations, courses given by a psychoeducator at a preferential rate, and free videos to support parents.



Tutoring and Academic Support

Services at preferential rates (tutoring, speech therapy, remedial education and language stimulation) and discounts on summer classes..



Health and Well-Being

Access to the TELUS Health telemedicine service, advice from a nutritionist (videos and tools) and a discount on a subscription to an online fitness platform.



Family Finances

Expert tools and tips for sound management of family finances.



Career Guidance

Resources, tools and podcasts to help young people make career choices.

In 2022...

- Our customers received **over 1,000 hours of tutoring** by our partner Tutorax.
- We launched **season 2 of the career guidance podcast “Futur proche”**, hosted by Valérie Chevalier and presented by the Ordre des conseillers et conseillères d’orientation du Québec and Academos.
- We presented **16 VIP Webinars** for customers who have the HEALTH+ Bundle, on topics such as children’s body image, work-life balance, parental burnout and fitness.
- We **launched a new podcast entitled “À la hauteur de nos tout-petits”**, hosted by Meggie Bélanger, which helps parents of children between 1 and 5 cope with the many challenges of early childhood with care and compassion.

Our support service partners



SUSTAINABLE INVESTMENT

Getting involved for a greener future

We firmly believe that we can build a sustainable future while generating strong, competitive financial returns for our customers. Accordingly, we are committed to investing in companies and projects that create long-term value and embrace environmental, social and governance (ESG) principles.

Our portfolio managers **reduced their carbon footprint by 40.1%** on average compared with their benchmark.

We **exclude the tobacco and arms industries** from our portfolios.¹

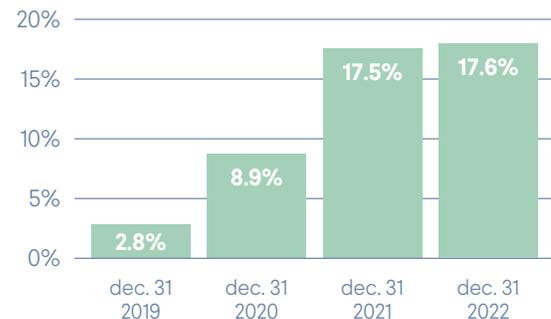
We entrust **100% of our assets** to managers who include ESG factors in their management strategy.

Our portfolio managers collectively exercised our voting rights at **87 shareholder meetings**.²

1. Military or offensive weapons, i.e., weapons that are primarily used to cause injury to individuals.
2. Some portfolio managers may have exercised our voting rights at one or more of shareholder meetings.

Proportion of green bond assets

We continue to invest in green bonds to help create a better future for future generations.



Our sustainable portfolio managers



SOCIAL INVOLVEMENT

Youth, always central to our mission

Every day, we work on fulfilling our mission of helping each child achieve their full potential by accompanying them on their journey towards imagining a brighter future. In addition to offering families an attractive savings vehicle, we are committed to supporting causes that benefit young people. Here are some of the causes we contributed to in 2022.

20 years for **educaide**

For the past 20 years, Educaid has been helping young people to stay in school so that they can reach their full potential and play an active part in building the society they aspire to live in. It was founded by some Kaleido executives in 2002 after they noticed gross disparities in access to education and academic achievement. Since then, the charity has helped thousands of young people with limited financial means.

More than \$3 million has been awarded to youth from disadvantaged backgrounds over the past 20 years.

- In the fall of 2022, Educaid launched the Parcours Hubble, which provides Secondary 4 scholarship recipients with personalized coaching to help them take charge of their future.
- In all, 464 young people received perseverance scholarships worth a total of \$232,000.
- Educaid scholarship recipients' graduation rate is 89%, 15 percentage points higher than a comparable group that did not receive Educaid support.

Major contributions to support academic achievement

At Kaleido, we believe that every child can reach his or her full potential if given the means to do so. We have therefore chosen to **support Laval University and Cégep de Sainte-Foy by making a major donation to assist them in their mission.** The donation to Laval University helped support students living in financial hardship so that they could continue their university studies. The donation to Cégep de Sainte-Foy was used to create a financial education investment fund. We are also working with Educaid on the **Relance scolaire** campaign, which funds projects from vocational training centres to encourage young people to stay in school or return to school.

Jean Marchand recognized by the National Assembly

In June 2022, Jean Marchand, founder of Kaleido and co-founder of Educaid, received a medal from the National Assembly for his involvement in the academic success of thousands of young people.

Mr. Marchand has dedicated the last 50 years to founding two organizations that work to prevent young people from dropping out and provide financial assistance to help them pursue their education.



The mission of Forces Avenir is to recognize, honour and promote student engagement in

projects that contribute to the development of socially conscious, responsible, active and steadfast citizens. Since commitment to young people is also an integral part of its mission, Kaleido is proud to support Forces Avenir by joining the college program as a major partner for the next 10 years.

- > Scholarships worth a total of \$60,000 were awarded to college students in 2022.

alloprof Alloprof, an organization whose objective is to support students in their educational journey, celebrated its 25th anniversary in 2022. In the last quarter-century, **Alloprof has helped more than 1 million students and provided 290 million educational support services.** As academic success and perseverance are central to our mission, we are proud to have renewed our commitment to Alloprof for the next three years. Here are some statistics on Alloprof's support for young people in 2022:

- > 60 million telephone, online and text support services were provided
- > 550,000 students received free homework help





**Fondation pour
l'alphabétisation**

Kaleido is pleased to support the Literacy Foundation, which helps prevent illiteracy and dropping out. By mobilizing an extensive community of actors from all walks of life, the organization has donated more than 1 million books to children from disadvantaged backgrounds since the inception of the Gift of Reading program.

- Thanks to the generosity of many donors, 147,933 new books were distributed to children living in underprivileged areas during the 24th edition of The Gift of Reading.
- Volunteers contributed over 400 hours to The Gift of Reading.
- The Adult Learnline education referral and support service provided a total of 5,541 responses.

About Kaleido

We help each child achieve their full potential by accompanying them on their journey towards imagining a brighter future. Kaleido Growth Inc. (Kaleido) acts as a promoter and distributor of scholarship plans and manages the assets held in those plans. A pioneer in its field, Kaleido helps families in Quebec and New Brunswick give their children a leg up on future success. As of December 31, 2022, Kaleido had over \$1.8 billion in assets under management on behalf of more than 236,000 young people. Every day, its 200 employees and representatives create brighter opportunities for youth through education savings and family support services.

1035 Wilfrid-Pelletier Avenue
Suite 500
Quebec City, Quebec G1W 0C5

1 877 410-REEE (7333)
info@kaleido.ca
kaleido.ca



KALEIDO

