



**Press release
For immediate distribution**

With the launch of its new website, Allard, Allard & Associés unveils its new brand image

Montreal, June 22, 2023 – The President of Allard, Allard & Associés, Louis Allard, is pleased to unveil the new brand identity of the firm, which was founded nearly 30 years ago: “With the launch of our new website, we have an opportunity to breathe new life into our brand identity, which reflects our core values and the evolution of the firm. In so doing, we are seeking to reach a wider audience while demonstrating that our investment style has stood the test of time, regardless of market turbulence.”

Our commitment: to be better invested

The firm’s new motto “Be better invested” now appears alongside its logo, which has been given a fresh update. The new brand image is complemented by the classic and timeless typeface of the Helvetica family, as well as by a new palette of fresh, bold colours. “Being better invested is not just about money,” explained Mr. Allard. “It’s also a question of human values. Our team can generate higher returns for our clients because we are truly invested in every decision that we make, each and every day.” Be better invested also means that Allard, Allard & Associés is focused on what really matters to its clients.

Better communication via a new website

Dedicated to offering a better experience to users wishing to access its services, Allard, Allard & Associés is pleased to unveil its bold new website, which is up to date and user-friendly, reflecting the image of the firm’s team. “We aimed to provide investors with an inspiring and streamlined platform. We also wanted to simplify the world of finance so it would be more accessible while meeting the specific needs of our current and potential



clients,” said Stéphanie Robichaud, the firm’s Chief Financial Officer. The new website also includes video appearances by public figures such as Patrick Lalime, Guy Mongrain and Marc Bédard, all of whom are long-standing clients. Their testimonials confirm the unique, personalized and high-performance approach of Allard, Allard & Associés and its team.

About Allard, Allard & Associés

Allard, Allard & Associés is an independent, value-style portfolio management firm founded in 1995. It provides its clients with highly personalized service tailored to their needs. Thanks to the quality of its in-house security selection process, the firm’s Canadian Equity Value strategy has outperformed the market benchmark by over 3.8% since it was created. Upholding environment, social and governance (ESG) factors in the choice of its investments, Allard, Allard & Associés always strives to be better invested for the benefit of future generations.

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Source: Allard, Allard & Associés

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