

Long-term goals meet long-term thinking

Event summary

The Mackenzie Ivy Team has a long track record of carefully growing clients' capital and is well known for their defensive attributes. The team invests in a relatively concentrated portfolio of high-quality businesses, applies a long-term mindset and incorporates a strict valuation discipline to avoid overpaying. This allows them to build conviction in the businesses they own and results in Ivy strategies that can help clients achieve their financial goals.

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Why it matters:

Time-tested Ivy philosophy:

- The Mackenzie Ivy Team's consistent philosophy over the past 30+ years is that a concentrated portfolio of high-quality businesses, bought at reasonable prices, will deliver strong risk-adjusted returns over a business cycle and will dampen the impact of market downturns along the way. In simple terms, the philosophy could be described as "quality at a reasonable price".
- The team's primary goal is to help clients achieve their long-term financial goals by carefully growing their capital and focusing on returns over a full market cycle.

Building conviction is critical:

- By limiting the number of holdings, the team can allocate more time to deepen their understanding of the businesses they own and the industries in which the businesses operate.

- Ivy follows a research-intensive bottom-up approach to investing. They approach their investments with an owner's mentality. Part of the investment process is to identify businesses with strong corporate cultures that reinforce its competitive edge.
- The team has access to CEOs and senior executives of the businesses in which they invest. They also consult expert networks to better understand how the industry and business work and to obtain deeper insights into each company's culture, strengths and risks.
- By investing in high-quality businesses that they truly understand, the team can have greater confidence in the likelihood of success and allocate more capital to their best ideas.

Helping clients sleep at night:

- Ivy has a well-established track record of resilience and relative outperformance in turbulent markets, while carefully growing clients' capital over time.
- The team believes that careful growth over time and downside protection enables clients to stay the course through turbulent markets so they are able to realize the long-term returns of the fund.

Looking through uncertainty:

- As we start 2025, there are concerns in the macroeconomic environment around topics including but not limited to tariffs, sticky inflation, geopolitical risks and technological disruption. Uncertainty is high. The team is well positioned to capitalize on market dislocations due to the combination of quality, valuation margin of safety and diversification.
- The resilient nature of the Ivy funds allows the team to focus on long-term drivers of value without being distracted by short-term predictions

What advisors can do about it:

- Invest capital for clients who are looking for all-weather global or Canadian equity portfolios that aim to carefully grow capital over the long term, with a smoother path of returns. Attempting to time market downturns and recessions is difficult, if not impossible; an allocation to an Ivy fund could be a beneficial strategy to mitigate the negative impact of market drawdowns.
- Mackenzie Ivy Foreign Equity Fund and Mackenzie Ivy Canadian Fund are classified as low-to-medium risk funds. Their track record of top-quartile performance in every major market drawdown over the past few decades make them attractive portfolio additions.
- For clients who have a moderate risk tolerance, the funds provide downside protection while maintaining long-term capital growth towards their financial goals.
- Complement and diversify clients' portfolios by allocating to Ivy funds, which are relatively concentrated, defensively positioned and typically have lower correlation to the broad market and peer funds.



For more information about the Mackenzie Ivy Team, please speak to your Mackenzie sales team.

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