

Ranked #1, 2 years in a row
for Advised Investor Satisfaction according to the
J.D. Power 2025 Canada Investor Satisfaction Study.



We did it again!

National Bank Financial – Wealth Management (NBFWM) ranked highest in the J.D. Power 2025 Canada Investor Satisfaction Study. Out of 15 full-service firms in Canada, we scored 72 points higher than the segment average.

NBFWM is the Leader in Advised Investor Satisfaction

We've worked hard for this achievement. At NBFWM, we place immense value on the long-term relationships we've built with our clients, relationships that are grounded in trust, integrity, and personalized service. Our commitment goes beyond merely providing financial guidance; it's about deeply understanding our clients' needs and goals, as well as supporting the communities we proudly serve.

“

*Being ranked first in Canada once again is a strong testimony to our collective efforts.
This success is well-earned, reflecting the many years of dedication and
excellence shown by all our teams.*

”

– Jonathan Durocher, President, NBFWM

People first

Each one of our clients benefits from our flexible, personalized, comprehensive and intergenerational advisory approach. We understand that every situation is unique—there are no cookie-cutter solutions to achieving your life goals. Our client-centric mission is what propels us—today, tomorrow and for the years to come.

PERSONALIZED RELATIONSHIPS THAT LAST. THAT'S NBFWM.



**NATIONAL BANK
FINANCIAL**

WEALTH MANAGEMENT

National Bank Financial received the highest score in the J.D. Power 2024 Canada Full-Service Investor Satisfaction Study and in the advised segment of the J.D. Power 2025 Canada Investor Satisfaction Studies, which measures the satisfaction of investors who may engage with any financial advisor(s). For J.D. Power award information, visit [jdpower.com/awards](https://www.jdpower.com/awards). National Bank Financial - Wealth Management (NBFWM) is a division of National Bank Financial Inc. (NBF), as well as a trademark owned by National Bank of Canada (NBC) that is used under license by NBF. NBF is a member of the Canadian Investment Regulatory Organization (CIRO) and the Canadian Investor Protection Fund (CIPF), and is a wholly-owned subsidiary of NBC, a public company listed on the Toronto Stock Exchange (TSX: NA).