CIRI Enhances Investor Relations Certification Program Through Partnership
with Rotman School of Management

Toronto, Canada – The Canadian Investor Relations Institute (CIRI) continues to increase the stature of the investor relations profession by ensuring the investor relations certification program evolves and adapts with the profession.

CIRI's mandate is to contribute to the transparency and integrity of the Canadian capital markets by advancing the practice of investor relations, the professional competency of its members and the stature of the profession. Recognizing that there is an ongoing need for formal education in the field of investor relations, CIRI remains committed to the certification program that covers all relevant areas of this multi-disciplinary role including capital markets, corporate governance, securities law, finance and communications.

"The investor relations profession has seen tremendous shifts since we first introduced the Certification Program with increased shareholder activism, new and revised regulations, greater use of AI in investment decision-making and growing investor interest in ESG, to name a few. By partnering with Rotman, a top-ranking business school for executive development in Canada, we have an opportunity to refresh the program to meet the evolving needs of IROs," said Yvette Lokker, President and CEO of CIRI.

"With this initiative, CIRI continues to demonstrate great leadership in our profession. Clearly defining the widely varied and expanding knowledge and skills required by successful investor relations officers will help to create greater awareness of the important role that we play in the capital markets," said Denis Jasmin, Chair, CIRI Board and Vice President, Investor Relations, SNC-Lavalin.

CIRI has partnered with the Rotman School of Management at the University of Toronto, one of the world's most innovative business schools. This 10-month program will be delivered through a combination of online and face-to-face classes. Once individuals have successfully completed the program, they will write an examination offered through CIRI to become a Certified Professional in Investor Relations (CPIR). The next program will commence in January 2020.

"With the investor relations industry facing rapid transformations, ongoing learning and development is more crucial than ever before. Rotman recognizes that investor relations professionals play a key role in ensuring the fairness and efficiency of capital markets and is delighted to support their commitment to professional excellence," says Stephanie Hodnett, Executive Director of Rotman Executive Programs.

About CIRI

CIRI is a professional, not-for-profit association of executives responsible for communication between public corporations, investors and the financial community. CIRI contributes to the transparency and integrity of the Canadian capital markets by advancing the practice of investor relations, the professional competency of its members and the stature of the profession. With close to 500 members and four Chapters across the country, CIRI is the voice of IR in Canada. For further information, please visit CIRI.org.

About Rotman School of Management

The Rotman School of Management is part of the University of Toronto, a global centre of research and teaching excellence at the heart of Canada's commercial capital. Rotman is a catalyst for transformative

learning, insights and public engagement, bringing together diverse views and initiatives around a defining purpose: to create value for business and society. Its executive education arm, Rotman Executive Programs, is ranked #1 in Canada and #14 globally for their open enrolment programs by the Financial Times (2019). For more information, visit www.rotmanexecutive.com.

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