

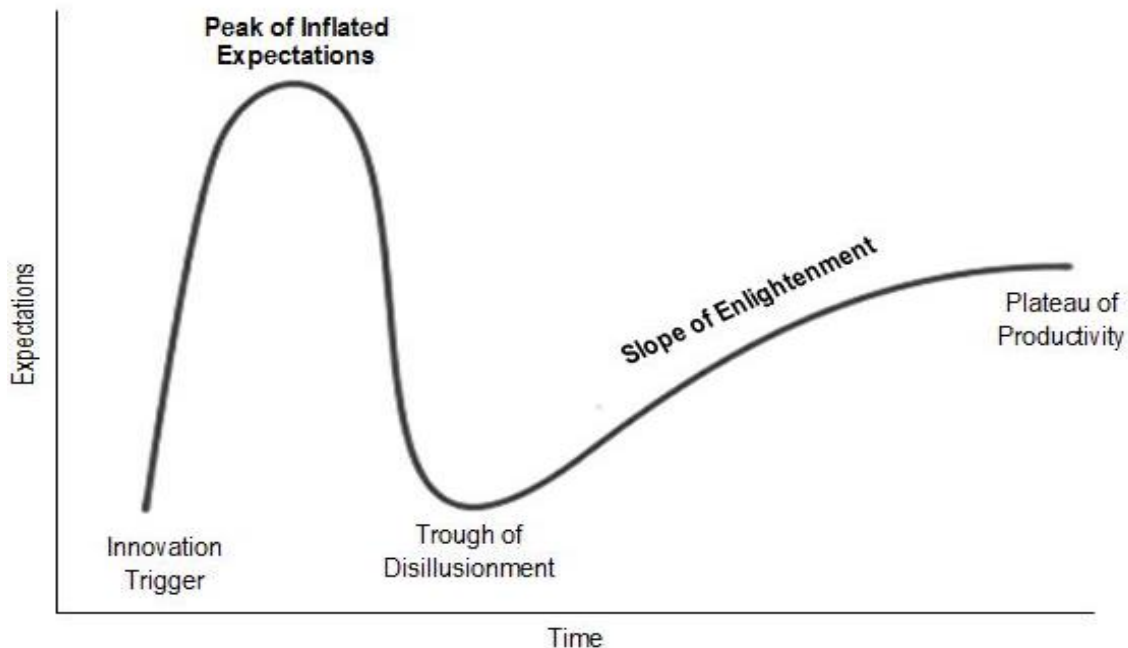
## The Sionna Hype Cycle of Investment Products

Over the years, we have watched the annual [Gartner Hype Cycle](#) forecasts with interest. For those that are not familiar with it, the Gartner Hype Cycle outlines extreme peaks and troughs that can occur with new technology trends. It demonstrates how hype can build and eventually collapse under the weight of over-inflated expectations, until finally the collective wisdom settles into a more balanced reality about the growth of a new product or concept.

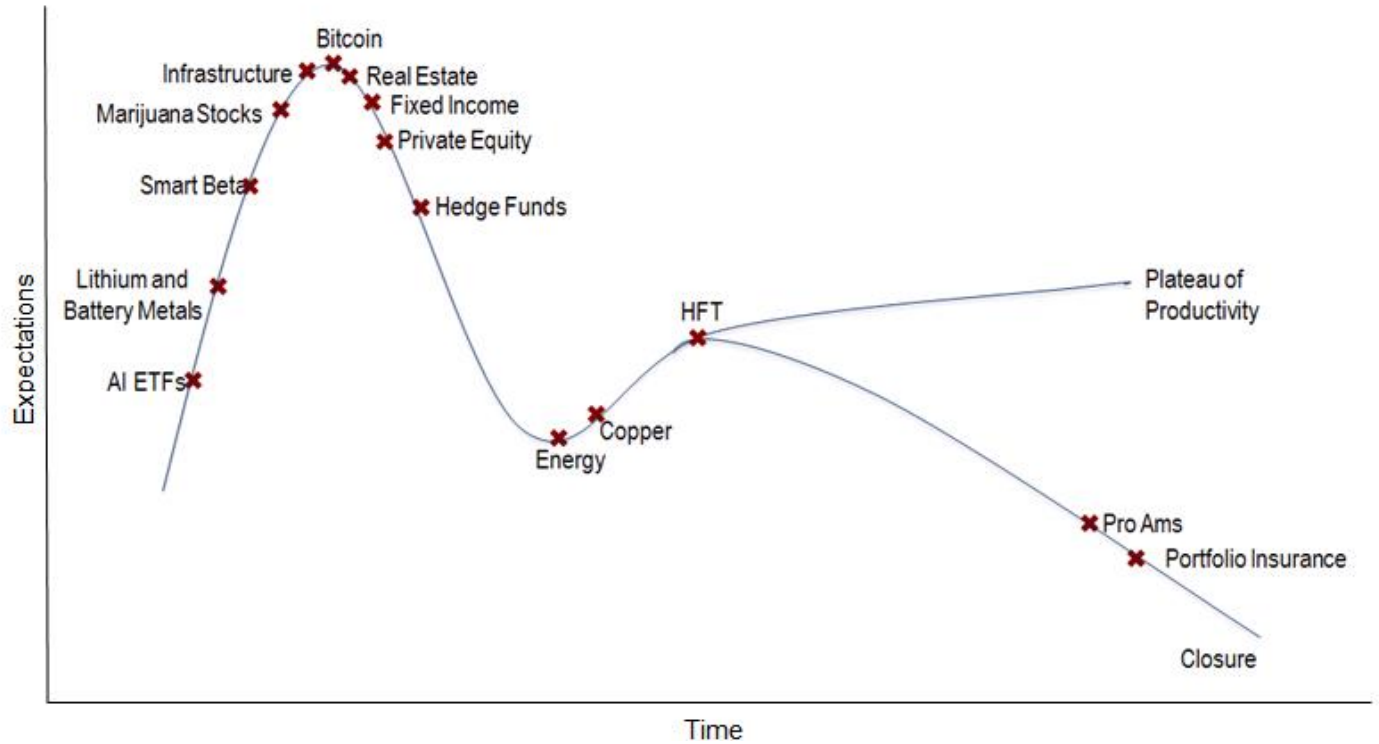
As the hype for the new and novel seemed to gather steam this fall, we developed our own “cheeky” version – the Sionna Hype Cycle of Investment Products – in tribute to Gartner’s innovation. We shared our idea with some clients and colleagues in the industry to create a guesstimate of where various investment products sit on the hype cycle.

We thought you might find it interesting.

### Gartner Hype Cycle



**Sionna Hype Cycle of Investment Products**



Kim Shannon, CFA, MBA  
President and Co-CIO  
Sionna Investment Managers



Sionna Investment Managers 8 King Street East, Suite 1600 Toronto, Ontario M5C 1B5  
For further information, please email Kelly Battle at [kelly.battle@sionna.ca](mailto:kelly.battle@sionna.ca) or call (416) 203-2732

The contents of this document are not intended to serve as advice, recommendations or an offer to sell any product or service. This communication is for information only and should not be regarded as a sales communication. Readers should seek qualified professional advice before acting on any information provided in or through this document.