



Media Release

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Ellement Consulting Group merges with API Asset Performance Inc. increasing national servicing capabilities

WINNIPEG, Manitoba, July 1, 2015 – Ellement Consulting Group and API Asset Performance Inc. are pleased to announce they have merged operations. The new firm structure will see the ownership base broadened with the intention of keeping the firm owned and operated by its professionals.

“When the opportunity arose to partner with API the timing was ideal. The merger of the two firms with complementary services results in a more robust company better able to meet our clients’ needs by providing a comprehensive range of services,” said founding partner, Dennis Ellement.

“The merger of API and Ellement brings together two strong, independent, deeply talented, organizations with similar financial and client-focused goals. It was the right time, the right company, and the right opportunity for API to provide our clients with a seamless amalgamation of our skills, resources and services,” said Vaino Keelmann of API.

“It’s a wonderful opportunity to further grow the business and offer a broader set of services to our clients,” said Ron Kruschen of API.

Once the merger is fully transitioned, the firm will operate under the brand of the Ellement Consulting Group and will have 35 professionals and staff servicing clients nationally throughout Canada with offices in Vancouver, Winnipeg, and Toronto.

The merger combines the experience, expertise and resources of two independently owned Canadian firms. An increase in economies of scale, efficiency and personnel, as well as a larger pool of consulting talent supports the client-focused service philosophy shared by both companies. It follows a lengthy association between the two privately held companies who share both mutual clients and a long-standing respect for their collective shareholders.

Ellement Consulting Group is a private, employee-owned consulting firm that has been providing pension and benefit programs, actuarial and administrative services, and investment consulting to clients across Canada since 1996. Our clients come to us looking for professional and experienced consulting and exceptional servicing capabilities with the majority of our business being acquired through referral. For more information on the Ellement Consulting Group please visit www.ellement.ca.

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