



Apex Capital Management now operating under Fiera Capital

New York and Dayton, OH – June 21, 2017 – Fiera Capital Inc. (“Fiera Capital” or the “Firm”), an affiliate of Fiera Capital Corporation (TSX: FSZ), a leading independent asset management firm, is pleased to announce that Apex Capital Management (“Apex”) now operates under the Fiera Capital name as of today. Apex was acquired by the Firm in 2016 and has been a key component in growing Fiera Capital’s presence in the U.S. institutional and sub-advisory markets.

The retirement of the Apex Capital Management name is the culmination of a process set in motion, when Apex officially joined Fiera Capital. Headquartered in Dayton, Ohio, Apex Capital Management is a U.S. growth equity manager, specializing in SMID-Cap Growth and Small-Cap Growth equities, whose client base is comprised of institutional clients including public pension funds, defined contribution plans, foundations, endowments, corporations, government entities, and other organizations. Apex also works with investment advisors with large high-net-worth and institutional relationships (via SMAs, UMAs, wrap programs, and a SMID-Cap Growth mutual fund).

“Apex brings to Fiera Capital complementary strategies as well as long-term investment performance records and reputations for strong client service”, said Benjamin Thompson, President and Chief Executive Officer of Fiera Capital’s US division, Fiera Capital Inc. “Although the name will change, the team will continue striving to offer clients the distinctive investment management approach and high caliber service that they have become accustomed to.”

“The name change is the capstone to our integration with the Fiera Capital team. We are proud to be part of such an entrepreneurial, client-focused firm,” said Nitin N. Kumbhani, founder of Apex and Fiera Capital’s U.S. Division Vice Chairman and Chief of Growth Equity Strategies as well as a Member of the Board of Directors of Fiera Capital Corporation.

About Fiera Capital Inc.

Fiera Capital Inc. is an affiliate of Fiera Capital Corporation. Fiera Capital Inc. offers thoughtful investment solutions in the US for high net worth individuals and institutions across a spectrum of traditional, non-traditional, and bespoke investment strategies. Its mission is to provide clients with the highest quality of customized service and performance through a culture of integrity, teamwork, excellence, and innovation. www.fierausa.com

Fiera Capital Inc. is an investment adviser registered with the SEC. Registration with the SEC does not imply a certain level of skill or training. Fiera Capital Inc. is indirectly wholly-owned by Fiera Capital Corporation, which is listed on the Toronto Stock Exchange. Fiera Capital Corporation does not provide investment advisory services, or offer investment funds, in the

United States or to U.S. persons. Fiera Capital Inc. uses the resources of Fiera Capital Corporation acting in its capacity as Fiera Capital Inc.'s "participating affiliate," in accordance with applicable guidance of the staff of the SEC. These resources will specifically include, without limitation, the use of certain investment personnel. All such personnel of Fiera Capital Corporation will be treated as persons "associated with" Fiera Capital Inc. (as that term is defined by the Investment Advisers Act of 1940, as amended) in connection with the provision of any investment advisory services provided by such team members to U.S. clients.

About Fiera Capital Corporation

Fiera Capital is a leading independent asset management firm with more than CAD\$122 billion in assets under management as at March 31, 2017. The Firm provides institutional, retail and private wealth clients with access to full-service integrated money management solutions across traditional and alternative asset classes. Clients and their portfolios derive benefit from Fiera Capital's depth of expertise, diversified offerings and outstanding service. Fiera Capital trades under the ticker FSZ on the Toronto Stock Exchange. www.fieracapital.com

In the U.S., asset management services are provided by the Firm's U.S. affiliates, Bel Air Investment Advisors LLC and Fiera Capital Inc., investment advisers that are registered with the U.S. Securities and Exchange Commission (SEC). Registration with the SEC does not imply a certain level of skill or training. Further, Charlemagne Capital (UK) Limited and Charlemagne Capital (IOM) Limited are both registered as investment advisers with the SEC. Charlemagne Capital (UK) Limited is authorized and regulated by the Financial Conduct Authority in the United Kingdom and Charlemagne Capital (IOM) Limited is licenced by the Isle of Man Financial Services Authority. Additional information about Fiera Capital Corporation, including the Firm's annual information form, is available on SEDAR at www.sedar.com.

Fiera Capital Corporation and Advisory Services in the U.S.

Investment advisory services for U.S. persons are provided by Fiera Capital Inc., a Delaware corporation registered as an investment adviser with the U.S. Securities and Exchange Commission (the "SEC"). In connection with providing services to certain U.S. clients, Fiera Capital Inc. uses the resources of Fiera Capital Corporation acting in its capacity as Fiera Capital Inc.'s participating affiliate in accordance with applicable guidance of the staff of the SEC. A "participating affiliate" arrangement permits a non-U.S. affiliate of an SEC-registered investment adviser to provide investment advisory services through such SEC-registered adviser to U.S. clients without requiring the non-U.S. affiliate separately to register with the SEC as an investment adviser. These resources will specifically include, without limitation, the use of certain investment personnel. All such personnel of Fiera Capital Corporation will be treated as persons "associated with" Fiera Capital Inc. (as that term is defined by the Investment Advisers Act of 1940, as amended) in connection with the provision of any investment advisory services provided by such team members to U.S. clients. Fiera Capital Corporation does not provide investment advisory services, or offer investment funds, in the United States or to U.S. persons. Registration with the SEC does not imply a certain level of skill or training.

Forward-Looking Statements

This document may contain certain forward-looking statements. These statements relate to future events or future performance, and reflect management's expectations or beliefs regarding future events, including business and economic conditions and Fiera Capital's growth, results of operations, performance and business prospects and opportunities. Such forward-looking statements reflect management's current beliefs and are based on information currently available to management. In some cases, forward-looking statements can be identified by terminology such as "may", "will", "should", "expect", "plan", "anticipate", "believe", "estimate", "predict", "potential", "continue", "target", "intend" or the negative of these terms, or other comparable terminology.

By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and a number of factors could cause actual events or results to differ materially from the results discussed in the forward-looking statements. In evaluating these statements, readers should specifically consider various factors that may cause actual results to differ materially from any forward-looking statement.

These factors include, but are not limited to, market and general economic conditions, the nature of the financial services industry, and the risks and uncertainties detailed from time to time in Fiera Capital's interim and annual consolidated financial statements, and its Annual Report and Annual Information Form filed on www.sedar.com. These forward-looking statements are made as of the date of this document, and Fiera Capital assumes no obligation to update or revise them to reflect new events or circumstances, except as required by applicable law.

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