

Fiera Capital Announces Portfolio Management Transition as Part of Long-Term Transition Plan

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Montreal, Dayton, September 13, 2021 – Fiera Capital Corporation (TSX: FSZ) ("Fiera Capital" or the "Company"), a leading independent asset management firm, today announced that Nitin Kumbhani will be transitioning from his role as Chief of Growth Equity Strategies to serve as an advisor to the Company through the end of 2021, 34 years after founding Apex Capital Management ("Apex") and steering its acquisition by Fiera Capital in 2016.

In 2018, Sunil Reddy, Senior Vice President, Portfolio Manager, was named as the designated successor to Nitin. Since then, Nitin has worked closely with Sunil to gradually delegate his leadership and investment management responsibilities. He will remain engaged through the end of the year to ensure a seamless transition.

"These changes simply crystallize our carefully thought-out transition plan," explained Nitin Kumbhani. "Bringing along the next generation of leaders to ensure clients keep receiving the same level of service is one of the most important lessons of stewardship. We have assembled a very strong team of investment professionals and I'm excited for Sunil to assume this role going forward."

"Sunil has demonstrated the passion and vision to lead the Growth team effectively in the years ahead," added Jean-Guy Desjardins, Chairman of the Board and Chief Executive Officer. "His extensive investment and leadership experience align with our mission of delivering investment excellence to our clients while continuing to expand our global reach. We appreciate Nitin's contributions, and we look forward to benefitting from his continued counsel."

"I have had the privilege of working alongside Nitin for many years, and I am honoured to step in as the next leader of the Growth team," said Sunil Reddy. "He has done a tremendous job of putting together a team that will allow us to keep building on our strong heritage and operate at the same high-level our clients have experienced."

Sunil brings over 30 years of investment management experience to Fiera Capital. His background includes stints in portfolio management, equity analysis and in corporate debt underwriting, trading, and syndication roles. Sunil joined Apex from Fifth Third in 2008 where he co-managed the Fifth Third Quality Growth Fund and was the sole manager for the Fifth Third Technology Fund. He was also an integral member of the Growth team covering the technology and financial sectors.

Sunil is a Chartered Financial Analyst. He has an MBA from Weatherhead School of Management – Case Western Reserve University and an undergraduate degree in Electrical Engineering from The Ohio State University.

About Fiera Capital Corporation

Fiera Capital is a leading independent asset management firm with a growing global presence and approximately C\$179.5 billion in assets under management as of June 30, 2021. The Company delivers customized and multi-asset solutions across public and private market asset classes to institutional, financial intermediary and private wealth clients across North America, Europe and key markets in Asia. Fiera Capital's depth of expertise, diversified investment platform and commitment to delivering outstanding service are core to our mission of being at the forefront of investment management science to create sustainable wealth for clients. Fiera Capital trades under the ticker FSZ on the Toronto Stock Exchange. www.fieracapital.com

Headquartered in Montreal, Fiera Capital, with its affiliates in various jurisdictions, has offices in over a dozen cities around the world, including New York (U.S.), London (UK), and Hong Kong (SAR).

Fiera Capital Corporation does not provide investment advisory services, or offer investment funds, in the United States or to U.S. persons. In the U.S., asset management services are provided by the Company's affiliates who are investment advisers that are registered with the U.S. Securities and Exchange Commission (SEC) or exempt from registration. Registration with the SEC does not imply a certain level of skill or training. For details on the particular registration of, or exemptions therefrom relied upon by, any Fiera Capital entity, please consult this webpage.

Additional information about Fiera Capital Corporation, including the Company's annual information form, is available on SEDAR at www.sedar.com.

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