



A proud graduate gives to the next generation of investors

Concordia University announces major gift from Sebastian van Berkom

Montreal, February 5, 2015



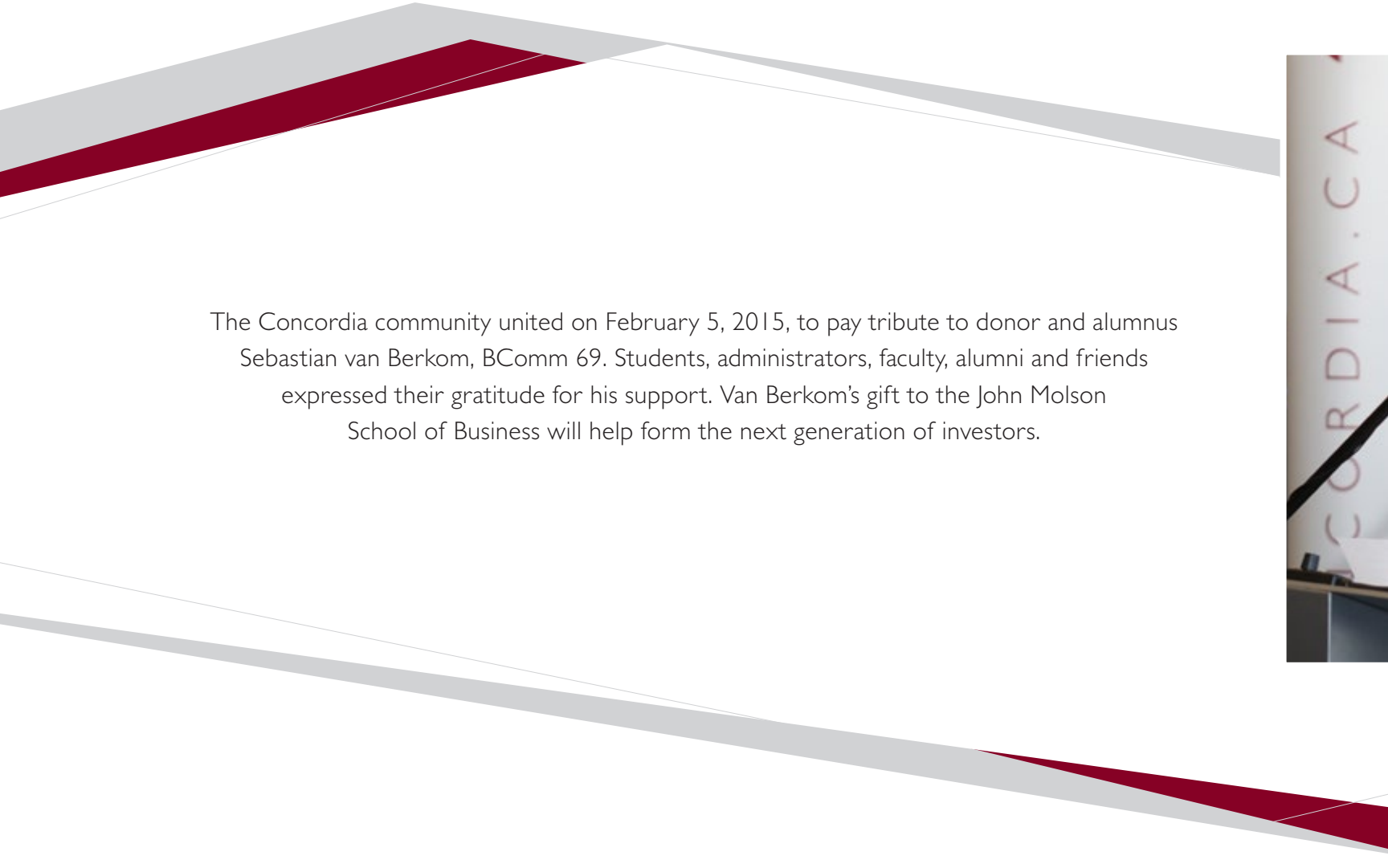
JOHN & MOLSON
SCHOOL OF BUSINESS

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VAN BERKOM AND ASSOCIATES INC
ET ASSOCIÉS INC



The Concordia community united on February 5, 2015, to pay tribute to donor and alumnus Sebastian van Berkom, BComm 69. Students, administrators, faculty, alumni and friends expressed their gratitude for his support. Van Berkom's gift to the John Molson School of Business will help form the next generation of investors.



Sebastian van Berkom, BComm 69, president and CEO of Van Berkom and Associates Inc.



Kim-Dominique Dufour and Melanie van Berkom



From left: Ghislaine van Berkomp, Michel Saucier, Gisèle Saucier, Melanie van Berkomp



Sebastian van Berkom and Caroline Van Vlaardingen, BA 84, reporter, CTV Montreal News



From Van Berkom and Associates Inc.: Ly-Cheng Lim, portfolio administrator; Kim-Dominique Dufour, manager, Accounting and Administration; Lino Cappucci, senior portfolio administrator; Pamela H. Main, manager, Portfolio Administration; Simon Lussier, partner, vice-president, Business Development, Compliance and Operations



Alex Innes, JMSB student and research analyst, Van Berkomp and Associates (VBA) Inc.;
Ammar Ali, partner and senior analyst, U.S. Small-Cap Equities, VBA Inc.



From Van Berkom and Associates Inc.: Rhonda Y. Touchette, BComm 86, research analyst, Canadian Small-Cap Equities; Danielle Ranger, executive administrative assistant, U.S. Small-Cap Equities; Judy M. Grant, BComm 92, research analyst, U.S. Small-Cap Equities



From left: Anne-Marie Croteau, professor, associate dean, External Relations and Business Development, JMSB; Susanne Thorup, advisor, Career Management Services, JMSB; Louise-Anne Côté, manager, Business Development, Career Management Services, JMSB; Mai-Gee Hum, director, Career Management Services, JMSB



Abraham I. Brodt, chair and professor, Department of Finance; Joseph Capano, principal director of development, John Molson School of Business and Special Initiatives



From left: Katherine Yutong Liu, MBA student; Steve Harvey, dean of the John Molson School of Business (JMSB); Sebastian van Berkomp, BComm 69, president and CEO of Van Berkomp and Associates Inc.; Concordia President Alan Shepard; and Bram Freedman, vice-president, Development and External Relations, and Secretary-General, Concordia. Dean Harvey holds a commemorative re-creation of student newspaper *The Georgian*.

A proud graduate invests in his alma mater

A Concordian's \$1 million gift to the John Molson School of Business will pass on wisdom to the next generation of investors

As a young child of Dutch immigrants, J. Sebastian van Berkom, BComm 69, came from humble beginnings. Decades later, he's happily investing a tidy sum in his alma mater.

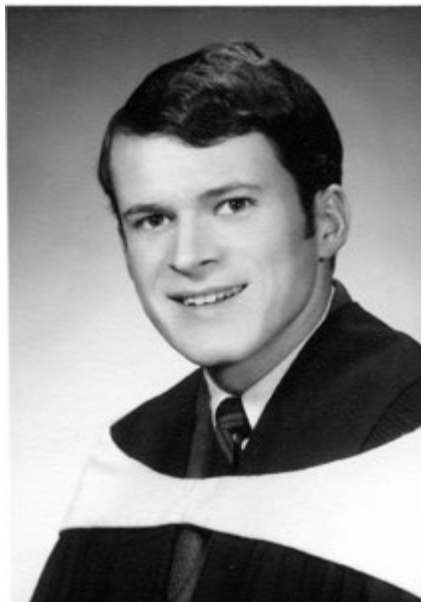
Through a \$1 million donation, the Montreal investment manager will help top-rated John Molson School of Business students manage small-cap portfolios — with real money.

Van Berkom's transformational gift will establish the Van Berkom Small-Cap Investment Management Program, where eight students per year will manage funds with a view to achieving above-average returns long term.

Why give to his alma mater? "It's pretty simple," says van Berkom, whose companies Van Berkom and Associates Inc. (Canada) and Van Berkom Golden Dragon Limited (Hong Kong) employ 20 people and manage a portfolio of international small-cap stocks worth \$4 billion. "Sir George accepted me as a student and I've done tremendously well ever since."

Van Berkom has to date donated \$2.3 million to Concordia. "There's only a certain amount of money one needs in life," he says. "After that, I believe in giving back to society."

His gifts at Concordia support the Van Berkom Chair in Small-Cap Equities Endowment, the Van Berkom JMSB Small-Cap Case Competition, the Van Berkom and Associates Inc. Bursary, the Frederick Lowy Scholars Endowment and now the Van Berkom Small-Cap Investment Management Program.



J. Sebastian van Berkom, BComm 69

"Sebastian's latest contribution to the John Molson School of Business builds on a legacy of tremendous generosity towards his alma mater," says Concordia President Alan Shepard. "Students will gain exceptional experience — knowledge that opens doors to careers in global capital markets, thanks to his remarkable gift."

A champion of healthcare and the arts, van Berkom made headlines last November when his \$500,000 gift to the Montreal Museum of Fine Arts enabled the institution

to permanently acquire a popular bright yellow blown-glass sculpture — the Sun — by American artist Dale Chihuly.

The decision, van Berkom says, was a no-brainer. "My father was a commercial artist through whom I learned to love art. I saw this as a great opportunity to save the Sun for the museum and Montrealers."

Back in the 1950s, when van Berkom's family emigrated from the Netherlands, cash flow was tighter. "We were poor," he recalls. "If I needed something I had to make the money myself."

That work ethic resonates with John Molson School of Business Dean Steve Harvey's impression of van Berkom, a man he calls ethical, hardworking and committed.

"Sebastian represents what we want our students to be when they graduate," Harvey says. "He appreciates the support he received at Concordia. One of the best ways to thank his supporters — and to ensure support continues for others — has been for Sebastian to give back."

Van Berkom learned the value of a dollar growing up in Rosemère, Que. He shovelled driveways and delivered newspapers. "I needed money to go to dances on Saturday nights," he says.

As an entrepreneurial undergraduate, van Berkom and classmate Danny Rafman sold shirts in the corridors of the Henry F. Hall Building. Profits from their garments funded van Berkom's commerce degree.

He's grateful to Concordia. "I was a terrible high school student. I did everything but study." Yet the day came, van Berkom recalls, "where I wondered where I was going in life." He applied to Sir George Williams University, one of Concordia's founding institutions.

Gumption won him a place as a marketing major. "The admissions officer said: 'Mr. van Berkom, we're going to give you a chance.' I was ecstatic. "I graduated with top marks. My professor said 'Sebastian, you've got to go to Harvard.' I said 'I don't have the money, I'm going to work.'"

Van Berkom landed a job at DuPont Canada in 1969. Incredibly, he wanted to be president from day one. "I wanted to run the show."

Instead, he left for a marketing job at CN. "I had to find the right place where I could do what I wanted to do — put things together; find a direction." At CN he got wind of an opening at Bell and, by 28, was running the Canadian equity portfolio of the firm's pension fund.

"We worked 18 hour days," van Berkom recalls. It was at Bell where Scott Fraser, a mentor; offered him a partnership in LRM Investment Management. "Scotty really loved the way I chose stocks."

Irrepressible, van Berkom grew frustrated. "We had only \$200 million in assets under management," he says. "I wanted to build this investment counselling firm into something big."

The growth he sought came in the form of Montrusco, an investment management company that grew out of Montreal Trust. "I was one of the founding partners and I did that for seven years," van Berkom recalls. "We grew it substantially. I made a lot of money.

"However, my love for small-cap investing and being a master of my own destiny became so compelling that I quit Montrusco to start Van Berkom and Associates Inc. in 1991 to concentrate my efforts solely on small-caps."

Three years ago, van Berkom founded Van Berkom Golden Dragon Limited, in Hong Kong, to begin investing in Asian small-cap equities.

The future? "My dream is to build a global small-cap equity management firm," van Berkom says adding that he plans to retire at 80. "Eighty is the new 60. I think if you stop working you die."

Related links:

- Concordia's John Molson School of Business: www.concordia.ca/jmsb
- Van Berkom and Associates Inc.: www.vbassociates.com
- Van Berkom JMSB Small-Cap Case Competition concordia.ca/jmsb/programs/graduate/mba/beyond-the-classroom/van-berkom
- Van Berkom Chair in Small-Cap Research Equity: concordia.ca/jmsb/faculty/lorne-switzer



From Georgian roots

Hard-working grad sees his values reflected by Concordia

J. Sebastian van Berkom's affection for Concordia runs deep. "If I think of the university I joined, it matches my values of today," van Berkom says. "When I see how Concordia has grown, how many donors have come together and have helped this university, I'm astounded."

The 68-year-old is equally effusive about his faculty, "JMSB is one of three or four top business schools in Canada — a great source of new talent for us at Van Berkom as well as for the Montreal community."

As for van Berkom's personal success, he cites good old-fashioned hard work. "When I was young, my family started from scratch and I worked like hell."

Van Berkom's work ethic and values are a powerful philanthropic combination.

The Montreal Museum of Fine Arts, the Canadian Cancer Society, Montreal Children's Hospital Foundation, Parkinson Society Quebec and the Montreal Neurological Institute are some, but not all, of the charitable organizations he supports.

With his stated retirement a dozen years off, van Berkom remains a prudent planner. He sees his future philanthropic initiatives as an opportunity to organize himself better so that he can give money away, "in a disciplined manner."



The 1966-67 Sir George Williams University Junior Varsity hockey team, including Sebastian van Berkom, seen in the front row, second from left

The Van Berkomp Small-Cap Investment Management Program

Enterprising students will seek above-average returns while investing real money in North American small-cap stocks

Concordia will launch the Van Berkomp Small-Cap Investment Management Program in 2016, thanks to a \$1 million gift from alumnus and investment manager J. Sebastian van Berkomp.

Eight JMSB graduate students per year will benefit from the program, which will run 18-24 months.

"I want to give students the same kind of experience I had but in my way of doing things with my kind of stocks," van Berkomp says.

Students will manage a portfolio of small-cap stocks with the aim of achieving investment returns that exceed a North American benchmark.

A small-cap is a company with a market capitalization of between \$75 million and \$1.5 billion.

A director, an advisory board as well as senior investment management professionals will oversee the program direction.





A framed re-creation of former student newspaper *The Georgian*, featuring a lead story on the Sebastian van Berkomp gift, was presented to the alumnus as a small token of gratitude.



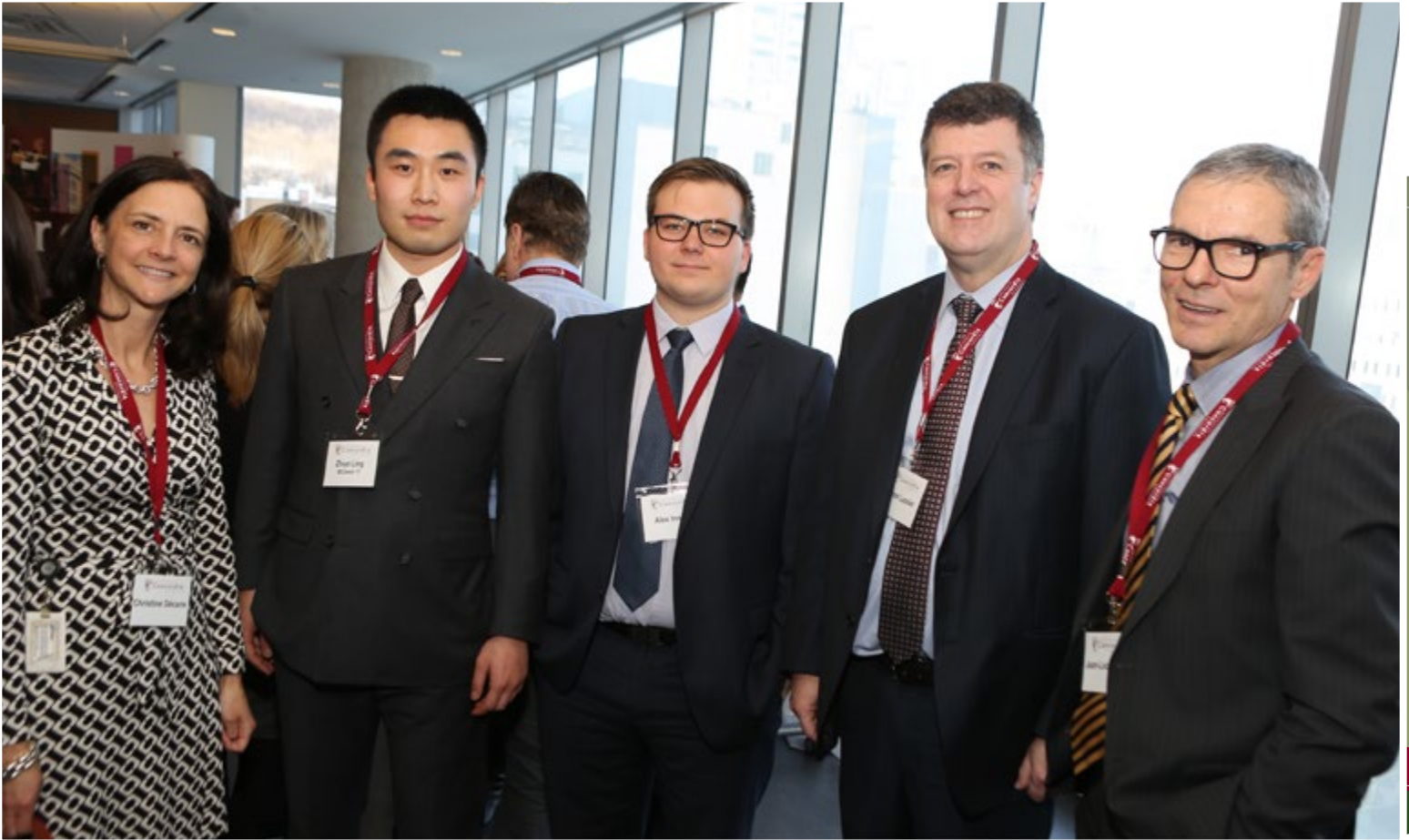
Sebastian van Berkomp (right) with former colleague and investment mentor, Scott Fraser (left)



Concordia President Alan Shepard and Jeffrey Lindell, BComm 06, MBA and CFA candidate



Bram Freedman: "Today, we welcome a great friend and alumnus of Concordia."



Christine Décarie, senior vice-president, Investors Group; Zhuo Ling, BComm II, senior analyst, Asia Small-Cap Equities, Van Berkomp and Associates (VBA) Inc.; Alex Innes, JMSB student and research analyst, VBA Inc.; Simon Lussier, partner, vice-president, Business Development, Compliance and Operations, VBA Inc.; Jean-Luc Gravel, executive vice-president, Stock Markets, Caisse de dépôt et placement du Québec

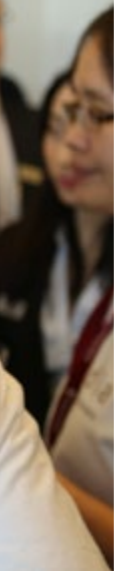


Katherine Yutong Liu, MBA student: "Students need tools to succeed. Thank you, Mr. van Berkom."



Danielle Champagne, foundation director,
Montreal Museum of Fine Arts





Private support allows Concordia's John Molson School of Business to continue providing a high-quality learning and research environment that inspires students to reach their potential and advance society.

Thank you Sebastian!

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- Discover what Concordia achieved first in Montreal, Quebec, Canada and the world at concordia.ca/concordiafirsts.



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