



Brokerage Services | Toronto, ON | Founded: 1999 | Employees: 437¹ | www.questrade.com

PHONE: 1-888-783-7866

BLOOMBERG: <https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=7818156>

LINKEDIN: <https://www.linkedin.com/company/questrade/?originalSubdomain=ca>

COMPANY OVERVIEW

Questrade is a Toronto based online brokerage firm founded by Edward Kholodenko that provides Canadians with a low cost solution for self-directed securities investing through a proprietary trading platform and a managed investing solution under the product name Portfolio IQ.

SENIOR MANAGEMENT

Edward Kholodenko: President and CEO (1999-Present). Previously: Founder, Textiles Distribution in Eastern Europe (1991-1999). Education: BA Geography, Western University.

Stephen Graham: COO (2016-Present). Previously: CEO, Graham Group (2015-2016); CMO Maple Leaf Foods (2009-2014); EVP, Corporate Marketing and Chief Convergence Officer, Rogers (2006-2009); EVP Retail & Small Business Banking & Corporate CMO. Education BCom, Honors, Finance, Marketing, Queen's University.

Dean Percy: CFO (2001-Present). Previously: Sr, Manager, Audit, Arthur Anderson; Audit Manager, KPMG. Education: BA Accounting, University of Waterloo.

Christine Day: CIO (2011-Present). Previously: Engineering Director, Questrade (2006-2011); Advisor/Board Member, OSC LaunchPad, TMX Group, CIO Canada Telus IT Advisory Board (2016-Present); CEO, Pivotalinks Interactive (2002-2005). Education: BA, University of Toronto (2000); Diploma, Computer Engineering, Sheridan College (2002).

HISTORY

In 1999, Edward founded Quest Capital Group as he was watching the shift from manual to online trading while running a textiles distribution company in Eastern Europe. The company began in a Toronto office, where customers came to use their terminal connected to highspeed internet to execute stock trades. Upon a name change in 2002, Questrade launched their online platform where customers could execute trades anywhere they had internet connection.² After a decade of technology improvements focused on self-directed investing, Questrade launched a robo-advisory solution in 2014 to professionally manage customers' investments.³ Questrade also launched mobile applications in 2017.⁴

Questrade has \$8B in assets under administration and opens 30,000 new accounts annually. It has also been named the 7-time winner of Canada's best managed company.⁵

FUNDING

KEY CORPORATE DEVELOPMENTS

Press releases: <https://www.questrade.com/about-us/press-and-media>

July 14, 2008: [Questrade Acquires eNorthern, solidifying its #1 rank as Canada's fastest growing online brokerage](#)

Nov 17, 2014: [Questrade launches game-changing wealth management services, available for all Canadians](#)

May 26, 2017: [Questrade rolls out new mobile trading application](#)

¹ <https://www.linkedin.com/company/questrade/?originalSubdomain=ca>

² <https://web.archive.org/web/20020330180153/http://questrade.com:80/>

³ <https://www.newswire.ca/news-releases/questrade-launches-game-changing-wealth-management-service-available-for-all-canadians-516420071.html>

⁴ <https://financefeeds.com/questrade-rolls-new-mobile-trading-application/>

⁵ <https://www.canadianbusiness.com/lists-and-rankings/best-managed-companies/platinum-winners/>

BUSINESS HIGHLIGHTS

STRATEGY

Questrade operates on a low cost, technology first business model. targeted towards serious, casual and young investors.⁶ The launch of the robo-advisory solution Portfolio IQ can be viewed as a move up market to compete with existing financial intuitional and new entrants like BMO SmartFolio & Wealthsimple.

PRODUCTS / PRICING

- **Self-Directed Investing:** Questrade offers 5 account types including Retirement, Margin, Entity, and Education, Foreign Exchange and Currencies. These accounts are designed for an individual to create and manage their own investment portfolio. Questrade focuses on a low cost, low commission model for their investment products that include stocks, ETFs, options, FX & CFDs, mutual funds, bonds, GICs, IPOs and precious metals. Trading fees can be as low as 1¢ per share, ETFs can be purchased for as low as \$0 and Options can be traded for \$9.95 +\$1/contract.⁷
- **Portfolio IQ Managed Investing:** Portfolio IQ is Questrade's professionally managed investment solution. Portfolio IQ uses ETFs and offers a step fee structure. The management fee is calculated based on the account balance, ranging from 0.7% for accounts with \$1,000-\$99,999 and 0.35% on accounts over \$1M⁷

TECHNOLOGY

Questrade process all new accounts and trades through their online portal. Account creation can be achieved completely through a series of online forms. Questrade maintains three platforms: Web based Questrade Trading, Android and IOS app, a desktop platform Questrade IQ Edge, and Questrade FX Global. Questrade also offers research investment tools including market intelligence reports, earnings, filters, and screeners. All platforms and tools are developed in house⁸, and Questrade has two patents around displaying and processing securities.⁹

DISTRIBUTION / LOGISTICS

Questrade serves Canadian customers mainly online. They have advisors available for in person meetings in their office at 5700 Yonge St North York, ON M2M 4G8.

MARKETING

At time of writing, Questrade is running national primetime [TV spots](#) that challenge the status quo of investing through traditional banks and financial advisors. This marketing campaign instructs viewers to ask "tough questions about your money" and the consistent marketing message is to retire up to 30% wealthier with Questrade Portfolio IQ¹⁰

COMPETITORS

Many online brokerages exist in Canada and the US. Differentiation is largely based on price, features and user experience. While Questrade's claim is to be the fastest growing brokerage in Canada¹¹, the Globe and Mail ranks Qtrade as the best broker that gives the highest quality experience and tools, with a notable second tier including Questrade and Scotia iTrade.¹²

1. **Qtrade** – (Vancouver, BC) QTrade, backed by Desjardin Group, is a partner to 150 financial institutions offering services in online brokerage, wealth management, asset management, institutional services, correspondent services and insurance.
2. **Scotia iTrade** – (Toronto, ON) Scotia iTrade by Scotiabank, offers online self-directed investing as well as research tools and integration with existing Scotiabank bank accounts.

⁶ <http://www.globeinvestor.com/servlet/ArticleNews/story/GAM/20180217/RBGICARRICKBROKERS>

⁷ <https://www.questrade.com/pricing>

⁸ Interview with account creation customer support, Sam & Austin Baggio 9/27/18

⁹ http://brevets-patents.ic.gc.ca/opic-cipo/cpd/eng/search/results.html?query=questrade&start=1&num=50&type=basic_search&newSearch=0

¹⁰ https://www.youtube.com/watch?v=JlWmk1_1Sw&list=PL4E3463842B01E133&index=2

¹¹ <https://www.newswire.ca/news-releases/nightingale-informatix-corp-retains-questrade-inc-as-market-maker-508822411.html>

¹² <https://www.theglobeandmail.com/globe-investor/online-brokerage-ranking-carrick/article37997437>