



Ontario  
Securities  
Commission

Commission des  
valeurs mobilières  
de l'Ontario

P.O. Box 55, 19<sup>th</sup> Floor CP 55, 19e étage  
20 Queen Street West 20, rue queen ouest  
Toronto ON M5H 3S8 Toronto ON M5H 3S8

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**IN THE MATTER OF THE SECURITIES ACT,  
R.S.O. 1990, c. S.5, AS AMENDED**

**- AND -**

**IN THE MATTER OF PRO-FINANCIAL ASSET MANAGEMENT INC.**

**NOTICE OF HEARING  
(Subsections 127(1), (7) and (8))**

**WHEREAS** on May 17, 2013, the Ontario Securities Commission (the “Commission”) issued a temporary order (the “Temporary Order”) pursuant to subsections 127(1) and 127(5) of the *Securities Act*, R.S.O. 1990, c. S.5, as amended (the “Act”);

**AND WHEREAS** the Temporary Order: (i) ordered the registration of Pro-Financial Asset Management Inc. (“PFAM”) as a dealer in the category of exempt market dealer suspended; (ii) imposed terms and conditions on the registration of PFAM as an adviser in the category of portfolio manager and to PFAM’s operations as an investment fund manager; (iii) ordered a copy of the Temporary Order to be prominently posted by PFAM on the home page of its website; and (iv) ordered the Temporary Order to take effect immediately and to expire on the fifteenth day after its making unless extended by Order of the Commission;

**TAKE NOTICE THAT** the Commission will hold a hearing (the “Hearing”) pursuant to section 127 of the Act at the offices of the Commission at 17<sup>th</sup> Floor Hearing Room, 20 Queen Street West, Toronto, Ontario, on Thursday, May 30, 2013 at 10:00 a.m. or as soon thereafter as the hearing can be held;

**TO CONSIDER** whether, in the opinion of the Commission, it is in the public interest, pursuant to subsections 127(1), (7) and (8) of the Act, for the Commission to issue an order to:

- (a) extend the Temporary Order; and
- (b) to make further orders as the Commission considers appropriate.

**BY REASON OF** such allegations and evidence as counsel may advise and the Commission may permit;

**AND TAKE FURTHER NOTICE** that any party to the proceedings may be represented by counsel at the hearing;

**AND TAKE FURTHER NOTICE** that upon failure of any party to attend at the time and place aforesaid, the hearing may proceed in the absence of that party and such party is not entitled to any further notice of the proceedings.

**DATED** at Toronto this 23<sup>rd</sup> day of May, 2013

*“Josée Turcotte”*

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*for:* John Stevenson  
Secretary to the Commission

TO: Pro-Financial Asset Management Inc.

c/o Counsel for the Respondent  
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