

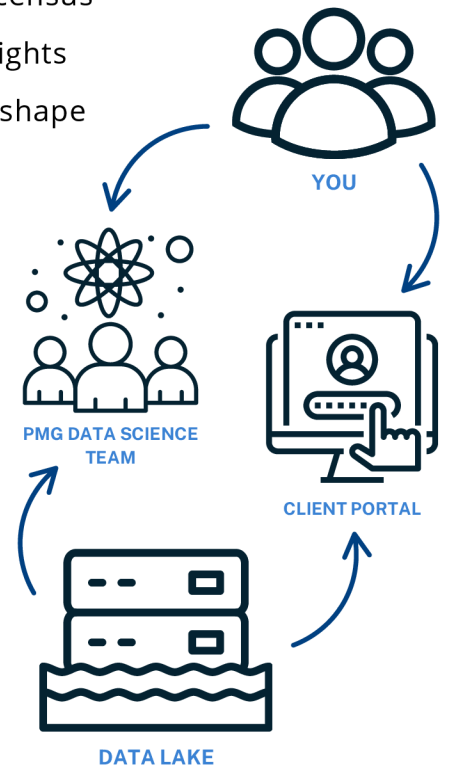
Market Research and Analysis at your fingertips!

PMG's MarketMine subscription provides you comprehensive access to 30 years of market research, including hundreds of studies and detailed census data analysis. By aggregating this data, MarketMine provides deep insights into your market, helping you identify emerging behavioral shifts and shape effective strategies.

The MarketMine Experience

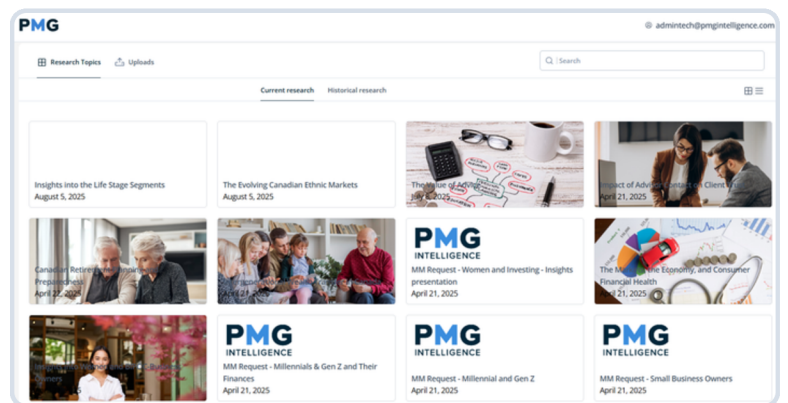
MarketMine supports your research engagement through three core components:

- **Self-Serve Portal** – Instantly access current research and historical reports via our client portal.
- **Dedicated Relationship Manager** – Work with a manager who understands your business and curates insights tailored to your priorities.
- **Collaborative Analysis** – Partner with our analytics team to dig deeper into data and address your most critical questions.



Smart, Easy Access to What You Need

The PMG client portal is designed to make it easy to access the exact information that you want, when you want it. Browse all PMG studies, including custom presentations and analyses created for your organization. With intuitive search, visual categories, and a built-in query feature, finding answers and connecting with our analytics team is quick and easy.



- Deep Insights Reporting • Topical Studies • Enterprise Self-Serve Access
- Customized Analysis • Thought Leadership Insights • Expert Support •

What's being covered in 2026?

This year, quantitative research is being supported with qualitative research across certain topic areas where subscribers can view focus group sessions and in-depth interviews with targeted audiences.

Key focal area this year include:

- Intergenerational wealth transfer in Canada
- Women and investing
- Emerging markets and self-directed investors segmentation
- Gen Z - The new generation of financial consumers
- Life stage segmentation
- Small business owners and self-employed professionals
- The future of advice and financial planning – The impact of AI
- Deepening client relationships - Driving consumer trust, satisfaction, and loyalty

Thought leadership articles *(New)*

- Insights into CRM3
- Insights into financial consumer trust
- Insights into demographic trends
- Insights into financial behaviour/what people do with their money
- Insights into how product is playing a different role
- Insights into the evolving advisor business/considerations for success
- Insights into the demand/requirement for personalization with today's financial consumer
- Insights to the impact of AI on the role of traditional advice

Why
PMG
INTELLIGENCE?

PMG is an accomplished data science and market research consultancy. Our mission is to help business partners bring together various data sources, unique market insights and innovative technologies to drive better business outcomes.

With over three decades of experience in studying human behaviour and market dynamics, we anticipate behavioural changes before they become widespread, giving our clients a competitive edge. Contextualizing data is the backbone of success for every business; unlock your future with PMG and MarketMine.