



CANACCORD GENUITY GROUP INC. ANNOUNCES WEBCAST PRESENTATION TO DISCUSS ITS PROPOSED AND REJECTED OFFER TO ACQUIRE 100% OF THE OUTSTANDING SHARES OF RF CAPITAL GROUP INC.

To provide shareholders and Investment Advisors of RF Capital a forum to further understand our vision for the combined wealth management businesses and the future opportunities for growth and success

TORONTO, March 19, 2021 - Canaccord Genuity Group Inc. (TSX:CF) ("Canaccord Genuity" or the "Company") announces that the Company will be hosting an informational webcast presentation to discuss the merits of the proposal (the "Proposal") made to acquire 100% of the outstanding shares of RF Capital Group Inc. (TSX:RCG) ("RF Capital"). The webcast will provide RF Capital shareholders, its Investment Advisors, other stakeholders and interested parties the opportunity to hear directly from Canaccord Genuity's management team about why we made the Proposal.

Webcast date: Tuesday, March 23, 2021

Webcast time: 4:00 pm Eastern Time.

To join, visit: <https://CGYourPartnersInGrowth.com> or <https://event.on24.com/wcc/r/3084599/EBD7B3C9D88259DA762B7E9785005A49>

To ensure complete anonymity for all participants, online registration will be optional, and questions can be submitted anonymously.

Canaccord Genuity strongly believes its Proposal represents the best opportunity to maximize value for RF Capital shareholders and to provide the optimal platform for Richardson Wealth Investment Advisors and their clients, while at the same time being accretive to the Company's shareholders for reasons which include those summarized below:

A strong and complementary combination. Bringing together two of the largest and longest-standing independent wealth management businesses in Canada would create the preeminent independent wealth management business in Canada with combined assets under administration of \$62 billion, and significant growth potential on a proven platform.

Significant advantages for Investment Advisors and their clients. More than six consecutive years of substantial profitability gains has given Canaccord Genuity a significant head start in advancing its technology and product offering to improve the advisor and client experience. We believe that Richardson Wealth advisors could grow their businesses and service their clients in a more effective way on Canaccord Genuity's platform.

Canaccord Genuity's proven track record of creating substantial value in the wealth management segment. Canaccord Genuity has invested over \$350 million in growing its Wealth Management businesses in Canada, the UK & Crown Dependencies and Australia. Investment Advisors and their clients have had successful experiences transferring to Canaccord Genuity's platform and leveraging the capabilities offered by that platform.

The value proposition is clear. The Proposal represented a 31% premium to the closing price of RF Capital common shares on March 12, 2021 and a 30% premium to the volume-weighted average price for the 20 days ended on that date. It provides RF Capital's shareholders – including Richardson Wealth's Investment Advisors – an opportunity to participate in the ongoing success

of Canaccord Genuity and the additional value of the combined wealth management business in Canada. We believe that substantial synergies and economies of scale would be accretive to Canaccord Genuity's earnings.

Where to find more information:

Investors and other stakeholders are encouraged to visit <https://CGYourPartnersInGrowth.com> for detailed information and updates related to the Proposal.

Canaccord Genuity will be hosting an informational webcast presentation on Tuesday, March 23, 2021 at 4:00 pm Eastern Time. Attendance is open to investors of RF Capital and Canaccord Genuity, analysts, members of the media and other interested parties. To join, visit:

<https://CGYourPartnersInGrowth.com> or

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This press release, the webcast and any information provided at <https://CGYourPartnersInGrowth.com> do not constitute an offer to buy or an invitation to sell, or the solicitation of an offer to buy or invitation to sell, any securities of RF Capital or Canaccord Genuity.

ABOUT CANACCORD GENUITY GROUP INC.

Through its principal subsidiaries, Canaccord Genuity is a leading independent, full-service financial services firm, with operations in two principal segments of the securities industry: wealth management and capital markets. Since its establishment in 1950, the Company has been driven by an unwavering commitment to building lasting client relationships. We achieve this by generating value for our individual, institutional and corporate clients through comprehensive investment solutions, brokerage services and investment banking services. The Company has wealth management offices located in Canada, the UK, Guernsey, Jersey, the Isle of Man and Australia. The Company's international capital markets division operates in North America, UK & Europe, Asia, Australia and the Middle East.

Canaccord Genuity Group Inc. is publicly traded under the symbol CF on the TSX.

CAUTION REGARDING FORWARD-LOOKING STATEMENTS:

This press release may contain "forward-looking information" as defined under applicable securities laws ("forward-looking statements"). These statements relate to future events or future performance and reflect management's expectations, beliefs, plans, estimates, intentions and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts, including the Proposal (and the effects relating or resulting thereto), the business and economic conditions and Canaccord Genuity Group's growth, results of operations, performance and business prospects and opportunities. Such forward-looking statements reflect management's current beliefs and are based on information currently available to management. In some cases, forward-looking statements can be identified by terminology such as "may", "will", "should", "expect", "plan", "anticipate", "believe", "estimate", "predict", "potential", "continue", "target", "intend", "could" or the negative of these terms or other comparable terminology. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and a number of factors could cause actual events or results to differ materially from the results discussed in the forward-looking statements. In evaluating these statements, readers should specifically consider various factors that may cause

actual results to differ materially from any forward-looking statement. These factors include, but are not limited to, market and general economic conditions, the nature of the financial services industry and the risks and uncertainties discussed from time to time in the Company's interim condensed and annual consolidated financial statements, its annual report and its annual information form ("AIF") filed on www.sedar.com as well as the factors discussed in the sections entitled "Risk Management" and "Risk Factors" in the AIF, which include market, liquidity, credit, operational, legal and regulatory risks. Material factors or assumptions that were used by the Company to develop the forward-looking statements contained in this press release include, but are not limited to, those set out in the Fiscal 2020 Outlook section in the annual MD&A and those discussed from time to time in the Company's interim condensed and annual consolidated financial statements, its annual report and the AIF filed on www.sedar.com. The preceding list is not exhaustive of all possible risk factors that may influence actual results. Readers are cautioned that the preceding list of material factors or assumptions is not exhaustive. Although the forward-looking statements contained in this press release are based upon what management believes are reasonable assumptions, there can be no assurance that actual results will be consistent with these forward-looking statements. The forward-looking statements contained in this press release are made as of the date of this press release and should not be relied upon as representing the Company's views as of any date subsequent to the date of this press release. Except as may be required by applicable law, the Company does not undertake, and specifically disclaims, any obligation to update or revise any forward-looking statements, whether as a result of new information, further developments or otherwise.

Client assets include assets under administration ("AUA") and assets under management ("AUM") which are non-IFRS measures that are common to the wealth management business. Client assets reflect the market value of securities and funds managed and administered by the Company from which the Company earns commissions and fees. This measure includes funds held in client accounts as well as the aggregate market value of long and short security positions. The Company's method of calculating AUA and may differ from the methods used by other companies and therefore may not be comparable to other companies. Management uses these measures to assess operational performance of the Canaccord Genuity Wealth Management business segment. The value of AUA and AUM will change with changes in market values and foreign exchange rates.

FOR FURTHER INFORMATION:

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www.cgf.com/investor-relations