



STRUCTURED NOTES INTRODUCTION VIDEO

Descriptive transcript

[This video uses animation to illustrate spoken content. A portfolio appears.]

Traditional investing usually begins with creating a portfolio based on your investment objectives and risk tolerance.

[The portfolio morphs into a line graph measuring the success of a portfolio against a market benchmark, with the portfolio performing better.]

Success is then measured in terms of how well these investments perform as compared to an external market benchmark.

Outperforming an index is great

[A bell appears and shakes as it rings.]

but when the bell rings at the end of the day,

[A measuring ruler appears with markings and random numbers.]

you're measuring success against an arbitrary number.

[One by one a house, graduation cap, and airplane slide on-screen, each above a box with a pie chart. The pie charts transition into a check mark.]

Shouldn't success be measured by how well your investments are helping you meet your specific financial goals instead of beating a benchmark?

[The CIBC logo appears.]

Welcome to a goals-based approach to investing with CIBC Structured Notes.

[Lines appear and form a simple map with a destination marker.]

These innovative and flexible investment solutions put YOU in the driver's seat.

[Text reads:]

CIBC Structured Notes can be tailored to your specific time horizon, cash flow needs and risk tolerance –

[A target marker appears with a checkmark in the middle. A house, graduation cap, and airplane all appear around it.]

all with the aim of increasing the probability of meeting your unique investment goals.

[The CIBC logo appears.]

CIBC Structured Notes.

Where your financial goals are the benchmark.