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New Halifax investment firm offers unique approach and unbiased view

(Halifax, NS, July 8, 2010) – Keith Dicker, CFA today announced the launch of IceCap Asset Management, an independent investment counselor and portfolio management firm dedicated to providing discretionary management services to individuals, institutions, foundations, trusts and charities in Nova Scotia, New Brunswick and Newfoundland.

“IceCap Asset Management was created to help people better understand the uncertainties of global investment markets and to make them feel more comfortable with their investment portfolios,” says Dicker, President and Chief Investment Officer. “We offer them an unbiased view, a unique investment approach and a more efficient business model than traditional investment managers.”

The company’s investment approach includes traditional strategies of stocks and bonds, as well as commodities, gold, currencies and real estate, which have only recently become available to non-institutional investors. “It’s been our experience that when these newer investment strategies are added to a portfolio, the probability of exceeding client’s investment goals increases,” says Dicker.

IceCap Asset Management’s business model is also unique. It outsources custody and reporting functions to TD Bank and its research function to an independent firm housed with over 40 analysts and strategists. This model enables them to focus exclusively on providing world class investment solutions for their clients, and charge fees less than the industry average.

A Chartered Financial Analyst, Dicker recently returned to Halifax from Bermuda, where he spent the last 10 years as a senior portfolio manager and head of global equities at an offshore bank. He began his career in Halifax as a portfolio manager with a large Canadian bank where he managed high net worth portfolios on a discretionary basis.

“Keith Dicker consistently demonstrates a keen understanding of today’s complex global economy and how best to develop a portfolio strategy around it,” says J. Michael Collier JP, Chairman & Managing Director of Bermuda Commercial Bank, in Hamilton, Bermuda.

Dicker partnered with John Corney, a Personal Financial Planner and Trust Estate Practitioner with 25 years experience in large financial institutions in Atlantic Canada. “I’m excited about working with IceCap Asset Management because it’s progressive in its approach to money management,” says Corney, Senior VP of Client Relations. “The traditional ‘buy and hold’ approach used by the large financial organizations is, in my opinion, old school. Yes, we invest for the long term, but the globalization of investment markets has made them more volatile so investors must incorporate a strategy that minimizes volatility or risk. We accomplish that by using assets that are not in lock step with the stock and bond markets.”

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For a ‘plain language’ commentary on global markets, visit [IceCapAssetManagement Global Markets June 2010 \(pdf\)](#)