



GFI Investment Counsel Ltd.

Preserving and growing family capital™

"Our investments continue to be few in number and simple in concept: The truly big investment idea can usually be explained in a short paragraph. We like a business with enduring competitive advantages that is run by able and owner-oriented people. When these attributes exist, and when we can make purchases at sensible prices, it is hard to go wrong (a challenge we periodically manage to overcome)."

Warren Buffett, Chairman's letter to shareholders, 1994

First Quarter 2015 Commentary

Good Opportunities Fund

Dear Valued Client:

The Good Opportunities Fund returned 1.0% over the first quarter of 2015. The Fund closed the quarter with long public equity holdings of 86%. The Fund is short two companies that total 3.3% of assets, and holds 10% in cash.

We recently purchased MSCI Inc. ("MSCI") for the Fund. MSCI provides investment tools including index data and software to institutional money managers across the globe. The company serves 98 of the top 100 global asset managers and earns the majority of its revenues either through a subscription service or as a percentage of the assets from clients using the company's benchmarks.

MSCI exhibits nearly every characteristic we look for in an investment. The use of index benchmarks is always increasing as a growing number of institutions compare their performance to various benchmarks. Those benchmarks are also widely used in the growing exchange-traded funds (ETF) industry. The company, using its namesake, has one of the most recognized brands in the benchmark industry. Additionally, the company sells software systems to clients that provide risk analysis and portfolio analytics.

Over the past several years, MSCI has been hiring additional sales professionals and building out its capabilities, and we expect continued strong revenue growth without the corresponding growth in expenses. This operating leverage should drive future earnings meaningfully higher. ValueAct Capital, a large institutional investor in MSCI, has recently appointed three nominees to MSCI's Board of Directors to ensure that expense discipline and strategic oversight are present at the board level.

The company's recurring revenue business model boasts a client retention rate of 90%. The company's capital allocation is currently focused on share repurchases as well as a small dividend. Given our operating earnings expectation for MSCI, we believe the company can aggressively buy back its own shares and maintain a strong balance sheet. The company earns a return on equity of nearly 20% and has an asset-light business model.

We are excited to own this business over the coming years as the company improves its margins, controls expenses and continues to provide clients with excellent products. We believe MSCI will also earn meaningfully more income in the future.

We are very pleased to announce that Fuyumi Yokura has joined the GFI team. Fuyumi comes to us from a boutique investment bank with a background in compliance and operations. Congratulations are in order for Ram Bindra, who has worked at GFI part-time for the past four years and has graduated from York University. Ram will begin working for our company full-time at the end of April, and the size of our team now stands at eight individuals.

Thank you for your continued support. We are always available if you would like to discuss your investments or any other matter.

Warm regards from the entire GFI team.



Daniel Goodman, CFA
Chief Executive Officer



Effie Wolle, CFA
Chief Investment Officer

A redemption charge may be charged on units tendered for redemption within the first year following their purchase at the rate of 2.5% during the first 90 days, 2% during days 91-180 and 1% during days 181-365. See "Redeeming Units - Short Term Trading Fee" in the Fund's Offering Memorandum.

The above performance figures are net of management fees and performance fees. Please review the Good Opportunities Fund Offering Memorandum for detailed descriptions of strategies, objectives, and risk factors. The above is provided for informational purposes only and is qualified in its entirety by the Fund's Offering Memorandum. Past performance may not be indicative of future results and there is no assurance that any of the Fund's investment objectives will be met.

We have cited a common index used in Canada for general comparison with our fund. However, our fund may not necessarily be representative of the index used and the volatility of our portfolio may vary substantially compared to this index for reasons which include, but are not limited to: (i) our fund may hold or have held a larger percentage of small cap securities and a higher concentration in specific securities and industries; (ii) our fund may use short selling and leverage strategies and hold private investments.

The S&P 500 (CAD) Index measures the total Canadian Dollar return of the broader U.S. economy through changes in the aggregate market value of 500 stocks representing all major industries and assumes reinvestment of dividends.

Please contact us for
more information at:

GoodFunds

2 St. Clair Ave. East, Suite 1204
Toronto, Ontario, M4T 2T5
Tel: 416.488.8825
Toll-Free: 866.955.5300
Email: info@gfiic.com