

# WHERE FINANCIAL SERVICES LIVE

Welcome to Ontario, a place where finance thrives with the right combination of IT know-how and financial stability to give financial services firms a critical competitive advantage. The commercial capital of a nation that boasts one of the soundest banking systems in the world, Toronto is home to the nation's five largest banks and the Canadian headquarters for more than half of the world's top ten largest banks.

**44k+**

BUSINESS GRADUATES

**44**

UNIVERSITIES AND COLLEGES

**68%**

OF POPULATION COMPLETED  
POST-SECONDARY EDUCATION

## ONTARIO FINANCIAL SERVICES BY THE NUMBERS

**\$63B**

GDP

**12k**

SMBs AND LARGE ENTERPRISES

**365k**

FINANCIAL PROFESSIONALS

**\$2B US**

INWARD FDI OVER THE PAST 10Y

Ontario's financial services companies are concentrated in downtown Toronto, close to IT advisory and other professional services. The city ranks 2nd in North America and 11th globally in competitiveness of global financial centres. Toronto is the headquarters for:

**2 OF THE  
TOP 20**

GLOBAL PENSION  
FUNDS

**3 OF THE  
TOP 5**

LARGEST CANADIAN  
INSURERS

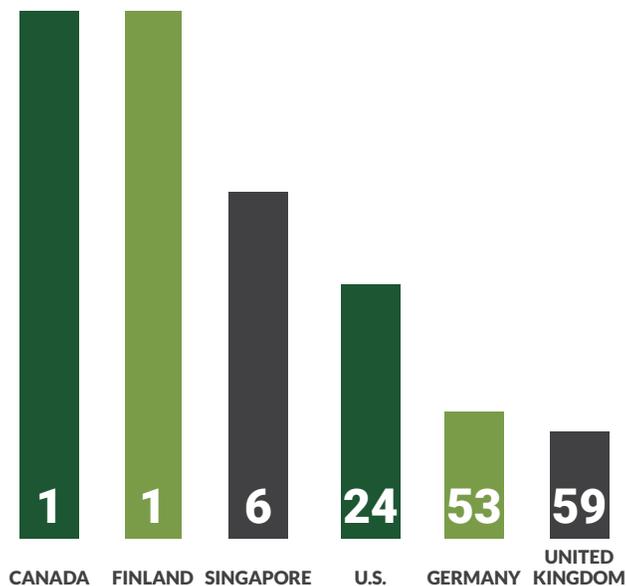
**8 OF THE  
TOP 10**

LARGEST CANADIAN  
ASSET MANAGERS

## ONTARIO: OPEN FOR BUSINESS

Welcome to one of the most stable banking systems in the world. Banks represent the largest portion of Ontario's financial services sector. They account for half of the sector's total GDP and employment. Canada's five largest banks and half of the world's top 10 banks have Canadian headquarters here. PricewaterhouseCoopers (PwC) recently ranked Toronto, Ontario as one of only three cities globally that offers the "economic trifecta" of [low] costs, ease of doing business and economic clout.

### RANKING THE WORLD'S SOUNDEST BANKING SYSTEMS



“What shines through is the talent, coupled with the environment that these academic institutions create. It's so inspiring and we're so lucky to be able to tap into that.”

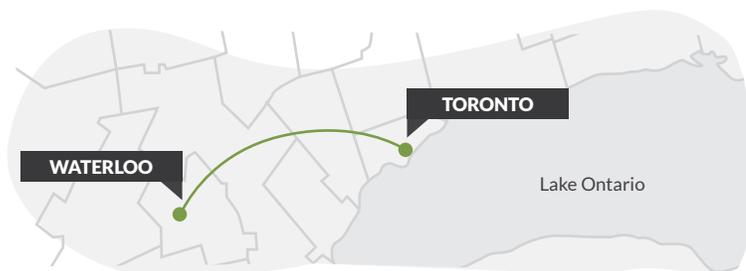
VUK MAGDELINIC, CEO, OVERBOND

### DID YOU KNOW

- Apple, Alphabet, Microsoft and Amazon all do R&D in Ontario.
- Toronto is home to the world's ninth-largest stock exchange.
- Incubators such as MaRS, Communitech and DMZ support fintech start-ups by facilitating partnerships with government, financial institutions and investors.

“[The region] exhibits an enormously strong sense of community that's unique in the world. People work together to make the region better.”

STEVE WOODS, SENIOR ENGINEERING DIRECTOR, GOOGLE



◀ **TORONTO-WATERLOO FINTECH CORRIDOR**  
The Toronto-Waterloo fintech corridor is part of the second largest IT cluster in North America. Located in southern Ontario, just north of the U.S. border, this 100 km stretch has over six million people living and working in the area. With such a robust ecosystem, Ontario is open for business.

For more information about growing your business in Ontario:

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All figures are in Canadian dollars unless otherwise noted. This information is accurate at the time of printing.



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