



New Partnership Aims to Better Serve the Impact Sector in Canada

Toronto/Montréal – January 29, 2024 – Today, Rally Assets and Millani Inc. announce a partnership that enables the two companies to increase support to Canada’s impact sector.

With this partnership, Rally Assets will focus all its efforts on its growing group of asset management clients and will no longer provide stand-alone advisory services; while Millani, as a Rally-Certified Advisory Partner, will further expand on its long-standing ESG and sustainable finance expertise and add depth to its current impact advisory services.

“Canada’s impact investment sector is much bigger and more sophisticated than it was when we started in 2010, and interest in it just keeps on growing. We want to support sector growth but recognize there is a limit to what we can do on our own; we need partners” says Kelly Gauthier, President of Rally Assets. “We’re so pleased to partner with Millani, a company that shares our values and, like us, is committed to bringing impact services to Canadian investors and companies.”

Millani will continue to work closely with Rally to integrate its impact methodology, tools and knowledge-base into its own impact services. This process allows Millani to continue to deliver industry-leading advisory work to its clients, complementing ESG integration efforts with impact strategies, policies, governance and operational structures.

“We’re very excited to combine our fifteen-year track record in ESG and capital markets with the deep impact expertise of Rally Assets,” says Milla Craig, CEO of Millani. “This is the next step in the evolution of responsible investment and will allow our clients to remain at the forefront of the market. Competitive returns and measurable social and environmental impact of investors and corporations can now go ‘hand in hand’—all that our clients need is the expertise to bring them together.”

About Rally Assets

Rally Assets is an impact investment management firm. The firm helps investors generate positive social and environmental impact alongside a financial return. Rally creates impact funds and other portfolios to enable foundations, other institutional investors, family offices and individual accredited investors to invest in alignment with their values. Through its joint venture in Realize Capital Partners, Rally is a fund-of-funds manager for the Government of Canada’s Social Finance Fund. Rally is a Portfolio Manager and Exempt Market Dealer registered in Alberta, British Columbia, Ontario and Quebec with the respective provincial securities commissions. Rally is a certified B Corporation.

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About Millani Inc.

Millani provides responsible investing and corporate sustainability advisory services, including ESG integration and impact, to both investors and companies.

For the past 15 years, Millani has become the partner of choice for institutional investors and corporations alike. By providing advisory services on integrating material ESG issues into investment strategies and decision-making processes, Millani helps reduce risks, increase returns and create value. Millani also regularly develops leading thought leadership on investor and disclosure trends. The firm leverages this expertise and experience to help corporations, both public and private, create strategies, engage with stakeholders and strengthen their disclosures, supporting the organizations in their access to capital and optimization of market value.

Millani's success is founded on a bespoke, client-centric approach that focuses on material issues, practical implementation, and independent advice. Our extensive capital market experience and unparalleled expertise in ESG, and its connection to value creation, position Millani at the nexus between investors and companies—making us unique in the Canadian market.

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