



Commitments & Responsibilities

B&R Securities Ltd. was founded with the intent of helping individuals attain a greater degree of financial freedom and is fueled by a passion to achieve this ambitious goal. We are dedicated to providing our Clients with accurate, timely and reliable investment and trading advice. At B&R Securities Ltd. we firmly believe that our success is directly tied to our Clients' success. To that end, we base all our corporate decisions and plans around a simple triad – Innovation, Satisfaction and Growth.

Innovation...

B&R Securities Ltd. was founded by individuals who embrace continued education and are always looking for new and different ways of doing things. This spirit is reflected in the numerous unique and proprietary strategies employed by our analysts in uncovering the best trading opportunities for our Clients.

We understand that the markets are dynamic and require flexible and varied trading styles and methodologies. Our spirit of innovation allows us at B&R Securities Ltd. to remain at the cutting-edge of technical analysis and offer our Clients new and exciting ways to profit from the constantly changing market landscape.

Satisfaction...

This really has two meanings for us at B&R Securities Ltd. First, it represents the satisfaction we take in providing each of our Clients with the very best in trading and investment advice. This includes pinpointing high-profit low-risk opportunities and then working with our Clients to decide how s/he may best leverage and manage the trade. We strive to maintain one of the highest accuracy ratings in the industry while still presenting many timely trading setups.

The second, and more important, meaning of satisfaction lies in how our Clients feel about our performance and the services we provide. At B&R Securities Ltd. we place tremendous value on the feedback we receive from our Clients. We consistently seek feedback through forms on our website, email, fax, phone and standard “snail” mail. In the end, we believe that the satisfaction of our Clients is just as good an indicator of our success as any of our profit/loss or ROI figures.

Growth...

The hallmark of any successful company is its ability to grow and expand. At B&R Securities Ltd. we recognize that with increased growth comes increased revenue and the opportunity to expand and improve upon our existing products and services. We will have the resources to pioneer new systems and provide even more insightful advice to our Clients. Ultimately, our growth will hinge on the satisfaction of our Clients and our continued ability to develop new and innovative analysis techniques.

Promise to Shareholders...

Through our commitment to innovation, satisfaction and growth, we feel B&R Securities Ltd. is not only a viable but a lucrative investment opportunity.

At B&R Securities Ltd. we employ fair and ethical business practices and no-nonsense bookkeeping. Each resolution passed by the Board of Directors is signed by the CEO and the Secretary or CFO each of whom affirm the intention of the resolution to be in the best interest of the Shareholders and stand ready to be accountable to that promise. Changes in policy and operations are signed by the President and the appropriate Vice-President both of whom also affirm such changes to be in-line with the Corporate Vision as decided upon by the Board of Directors on behalf of the Shareholders. Furthermore, all of our records are kept in strict compliance with all Canadian federal and Alberta provincial regulations as well as guidelines set forth by industry regulatory organizations. To ensure this, we retain the services of a fully licensed and qualified CMA and CPA. In addition, we are audited annually as required by the laws of the Province of Alberta. We take tremendous pride in running B&R Securities Ltd. in an open and accountable fashion.

It is by coupling this accountability with an unwavering commitment to serving our Clients that B&R Securities Ltd. offers Shareholders phenomenal growth potential in a company poised to become one of the true leaders in its field.

Promise to Our Clients...

At B&R Securities Ltd. we aspire to exceed the expectations of our Clients both in performance and satisfaction. This means offering only the highest levels of service and always being honest and direct with our Clients. We go to great lengths to ensure that any concerns are addressed and that someone is always available for our Clients to contact. We welcome the opportunity to speak with current and potential Clients and are proud of the fact that real people answer our phones instead of automated answering services. In addition, all email is read and replied to within forty-eight hours and is signed in “digital-ink” by the person replying. While the trend may be for financial institutions to distance themselves from their Clients, B&R Securities Ltd. proudly continues to do the exact opposite.

B&R Securities Ltd. is also committed to working with each Client individually to determine how best to advise him or her. Each person’s available investment capital and tolerance for risk is unique, therefore we understand that certain trades are best suited to “aggressive” traders while others will fit a more “conservative” trader. As such, our analysts work to find trades that fit the personality of our Clients and help them take full advantage of each opportunity. Regardless of how aggressive a trade may be however, each recommendation is backed by solid research and based on our unique and proven methodologies. Our analysts strive to point out only the highest probability trades with the lowest possible risks. B&R Securities Ltd. guarantees that we will never recommend a trade where there exists a conflict of interest or where we know there to be significant danger of a crash or adversely runaway market. Our primary goal is to help our Clients make money and realize the value of retaining our advisory services.

Promise to Our Employees...

As with all companies, our single greatest strength at B&R Securities Ltd. is our dedicated and talented staff. Both our trading and administrative teams are committed to making sure our Clients are satisfied and that the company achieves its goals and lives up to its promises. Naturally, we recognize that our innovation and passion stems from our people and, therefore, we extend to them the greatest levels of respect, trust and gratitude. We work hard to establish a mutual commitment between the company and our staff because ultimately they are the driving force and the essence of what fuels everything we do at B&R Securities Ltd.

Our Core Values...

It is our firm belief that our ethics shape what we ultimately become and, therefore, all employees and representatives of B&R Securities Ltd. are held to the highest ethical standards. This means everyone at B&R Securities Ltd. must at all times:

- be honest and direct in all dealings on behalf of the company
- follow the law at all times
- fully disclose any and all risks to Clients
- avoid any conflicts of interest
- keep all confidential information secure
- treat everyone with dignity and respect regardless of age, race, religion, sex or ethnic background

Protecting Your Privacy...

Privacy is the very foundation of trust in the financial world and as such B&R Securities Ltd. believes in keeping our Client's information confidential, secure and in conformity with the rules and procedures outlined in our Privacy Policy. For detailed information on our privacy practices and procedures, please refer to our 2004 Privacy Policy located at www.BRSecurities.com/privacypolicy2004.html or contact us for a printed hardcopy.

This document outlines the promises that all of us at B&R Securities have committed ourselves to and will serve as the benchmark by which we will be measured. Furthermore, I personally guarantee that the commitments, promises and responsibilities outlined in this document will be adhered to and guide every decision made at B&R Securities Ltd. I have no doubt that in the coming years we will surpass these benchmarks as we continue to be fueled by the passion and drive that will undoubtedly classify us as a leader in the financial services industry.



Asif Bacchus
President & CEO

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Please visit our website at <http://www.BRSecurities.com> for product, service, corporate, financial and shareholder information.

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