



Edward Kholodenko
President & CEO
Questrade Financial Group

Edward Kholodenko is president and chief executive officer of Questrade Financial Group, an independent multi-service financial group that delivers unparalleled value to its clients. Under Edward’s leadership, Questrade has become a trailblazer in Canada’s financial services industry, spearheading a growing shift to financial technology. This innovative approach to financial services has led his companies to be first-to-market with innovative products and services as well as a leader in the areas of pricing, security, technology, education and client service.

Edward launched the brokerage arm of Questrade Financial Group in 1999. Over the next 19 years, the company continued to grow and diversify by introducing unique products and services, and developing a strong foothold in the online brokerage space and has since expanded to include Questrade Wealth Management Inc., with an actively managed robo advisor service, Questwealth Portfolios™.

Today, Questrade, Inc. is not just the largest (non-bank) online brokerage in Canada, it is also the fastest growing as ranked by Investor Economics for the last three years in a row. In addition, its new Questwealth Portfolios™ offering is quickly becoming the alternative to mutual funds, allowing Canadians to retire up to 30 per cent wealthier.

Questrade, now Canada’s largest fintech, is committed to continue revolutionizing financial services through innovative online solutions. As seen in its “Tough Questions” campaign, Questrade continues to advocate for average Canadian consumers, providing lower cost solutions that can help them “Keep More of Their Money” and earn more for the things that are important to them ... like their family and retirement.

Edward was the recipient of the Entrepreneur of the Year Ontario 2014 services category award, and Questrade has earned numerous awards for its contribution to the industry. In October 2014, Dalbar awarded the firm its highest honour, a seal of excellence, for client account reporting and the company has been designated as one of Canada’s Best Managed Companies for the last seven years in a row.

-30-

Media: For more information, visuals or to arrange an interview or in-studio segment with Edward Kholodenko, please contact Susan Willemsen or Briana Le Goaix at The Siren Group Inc. Tel: 416-461-5270 or mobile: 416-402-4880. Email: susan@thesirengroup.com or briana@thesirengroup.com. Visit www.thesirengroup.com or [Twitter](https://twitter.com/thesirengroup) or [Instagram](https://www.instagram.com/thesirengroup) @thesirengroup.