



Fiera Capital introduces new international equity mutual fund

PROVIDING INDIVIDUAL INVESTORS WITH ACCESS TO FIERA CAPITAL'S
AWARD-WINNING GLOBAL EQUITY PORTFOLIO MANAGEMENT TEAM

/NOT FOR DISTRIBUTION TO U.S. NEWS WIRE SERVICES OR
DISSEMINATION IN THE UNITED STATES/

Montreal, February 15, 2017 – Fiera Capital Corporation (TSX: FSZ) (“Fiera Capital” or “the Firm”) (TSX: FSZ), launches its new Fiera Capital International Equity Fund (the “Fund”). The Fund invests in equity securities of established companies across the world markets, generally excluding North America. Its strategy aims to provide strong risk-adjusted returns in a high-conviction portfolio. The Fund is accessible to investment advisors as well as individual investors.

“We are pleased to introduce this new Fund to the retail market as it complements our existing lineup of foreign equity mutual funds,” said Sylvain Roy, President and Chief Operating Officer of Fiera Capital’s Canadian Division. “It is an attractive solution for investors searching for exposure in developed markets and flexibility to invest in emerging markets. It also allows individual investors to have access to a top-tier manager.”

Fiera Capital’s award winning Global Equity team is led by Nadim Rizk, Senior Vice President and Lead Portfolio Manager, and manages over \$17 billion in assets. The team is responsible for the Fiera Capital Global Equity Fund, the Fiera Capital Defensive Global Equity Fund and the Fiera Capital U.S. Equity and Fiera Capital International Equity mutual funds, for which only the best performing and highest-conviction investment ideas are selected.

Industry recognition

The Fiera Capital international equity strategy (the “Strategy”) was originally launched in January 2010 to both institutional and private wealth clients. The Strategy has a long-standing track record and has provided, since its inception in January 2010, over 4% annualized added value versus its benchmark (as at December 31, 2016). Furthermore, the Fiera Capital Global Equity Fund, with a track record of success over the past five years, is 5-Star Morningstar-rated and was awarded, for the fourth consecutive year, the Fundata FundGrade A+ Award. The Fiera Capital U.S. Equity Fund also received the A+ award for 2016.

Investment Advisors

The Fund is now available through a number of classes including, but not limited to A, F, and hedged classes.

Individual Investors

Individual investors may elect to invest directly in the Fund through our subsidiary, Fiera Capital Funds Inc. (www.fieracapitalfunds.com), in some provinces in Canada. Individual investors can open either an investment account (for savings), a registered, a tax free savings or an In Trust account with as little as CAD\$5,000.

Legal Notice to Investors

The new Fiera Capital International Equity Fund is a mutual fund offered pursuant to a simplified prospectus. The information contained herein is an overview only and is qualified by the more detailed information contained in the prospectus. The prospectus contains important information about the fund, including its investment objective and strategies, investment risks, purchase options, applicable management fees, performance fees, other charges and expenses. The amount of risk associated with any particular investment depends largely on your own personal circumstances including your time horizon, liquidity needs, portfolio size, income, investment knowledge and attitude toward price fluctuations. Investors should consult their financial advisor before making a decision as to whether this fund is a suitable investment for them. Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus carefully before investing. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated.

About Fiera Capital Corporation

Fiera Capital is a leading North American independent asset management firm with more than CAD\$116 billion in assets under management as at December 31, 2016. The Firm provides institutional, retail and private wealth clients with access to full-service integrated money management solutions across traditional and alternative asset classes. Clients and their portfolios derive benefit from Fiera Capital's depth of expertise, diversified offerings and outstanding service. Fiera Capital trades under the ticker FSZ on the Toronto Stock Exchange. www.fieracapital.com

In the U.S., asset management services are provided by the Firm's U.S. affiliates, Bel Air Investment Advisors LLC and Fiera Capital Inc., investment advisers that are registered with the U.S. Securities and Exchange Commission (SEC). Registration with the SEC does not imply a certain level of skill or training. Additional information about Fiera Capital Corporation, including the Firm's annual information form, is available on SEDAR at www.sedar.com

For further information:

Daniel Richard
Senior Vice President, Corporate Communications and Investor Relations
Fiera Capital Corporation,
514-954-6456
drichard@fieracapital.com