

NOTICE / NEWS RELEASE

For immediate release

**Enforcement Notice
Hearing
18-0071**

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IN THE MATTER OF François Côté and Jean-Rock Côté – Settlement Hearing

April 5, 2018 (Montréal, Québec) — A hearing has been scheduled before a Hearing Panel of the Investment Industry Regulatory Organization of Canada (IIROC) to consider whether the panel should accept a Settlement Agreement entered into between IIROC staff and François Côté and Jean-Rock Côté.

The Settlement Agreement concerns an allegation that François Côté and Jean-Rock Côté engaged in unauthorized trading in a client's account.

The hearing is not open to the public, but will become open in the event that the panel accepts the agreement. If the agreement is accepted, the Panel's decision and the Settlement Agreement will be made available at www.iiroc.ca.

Documents related to ongoing IIROC enforcement proceedings – including Reasons and Decisions of Hearing Panels – are posted on the IIROC website as they become available. Click [here](#) to search and access all IIROC enforcement documents.

Hearing Date: May 8, 2018, at 9:30 p.m.

Location: IIROC – Carmen Crépin Room
525, Viger Avenue West, Suite 601
Montréal, Québec



IIROC formally initiated the investigation into François Côté's and Jean-Rock Côté's conduct in September 2016. The conduct occurred while they were both Registered Representatives with the Sherbrooke branch of Industrial Alliance Securities Inc., an IIROC-regulated firm. François Côté and Jean-Rock Côté are no longer registrants with an IIROC-regulated firm.

The Notice of Application announcing the settlement hearing is available at:
http://www.iroc.ca/Documents/2018/DC09F9DF-81EF-4EDC-A1E1-E5A993BF2828_en.pdf

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IIROC is the national self-regulatory organization which oversees all investment dealers and their trading activity in Canada's debt and equity markets. IIROC sets high quality regulatory and investment industry standards, protects investors and strengthens market integrity while supporting healthy Canadian capital markets. IIROC carries out its regulatory responsibilities through setting and enforcing rules regarding the proficiency, business and financial conduct of dealer firms and their registered employees and through setting and enforcing market integrity rules regarding trading activity on Canadian debt and equity marketplaces.

IIROC investigates possible misconduct by its member firms and/or individual registrants. It can bring disciplinary proceedings which may result in penalties including fines, suspensions, permanent bars, expulsion from membership, or termination of rights and privileges for individuals and firms.

All information about disciplinary proceedings relating to current and former member firms is available in the [Enforcement](#) section of the IIROC website. Background information regarding the qualifications and disciplinary history, if any, of advisors currently employed by IIROC-regulated firms is available free of charge through the [IIROC AdvisorReport](#) service. Information on how to make investment dealer, advisor or marketplace-related complaints is available by calling 1 877 442-4322.