



PRIVATE WEALTH SYSTEMS
THE PULSE OF YOUR PORTFOLIO

It's all about the Data!

Aggregate / Normalize / Validate / Report / Evolve

Private Wealth Systems
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Family Office Exchange

Industry Trends –Speed, Power, Control!

UHNWI and family offices want active oversight over their wealth

- **Speed** – “I want what I want when I want it.” UHNWI
- **Power** – “I want to see my investments differently at different times.” CEO single family office
- **Control** – “Give me something very powerful but simple to use.” CFO single family office

Industry Trends – Family Offices demand Speed, Power, Control!

All aggregators normalize transaction codes, but don't normalize investments

- 100% Total Wealth View
- Accuracy = Peace of Mind (transaction level accounting)
- Scale – don't want a lot of manual work
- Grow into a system, not grow out of it (partnerships, multi-currency, support increasing complexity)
- Personalized en-mass (each family members wants to see things their way for engagement and relevance)
- Multi-channel (Gen1 wants paper reports, Gen2 wants digital control)
- Fast, actionable and relevant. Near real time up to trade +1
 - For private and public investments
- Inflection Point – moving away from Excel to technology
 - Excel is flexible but lacks safeguards

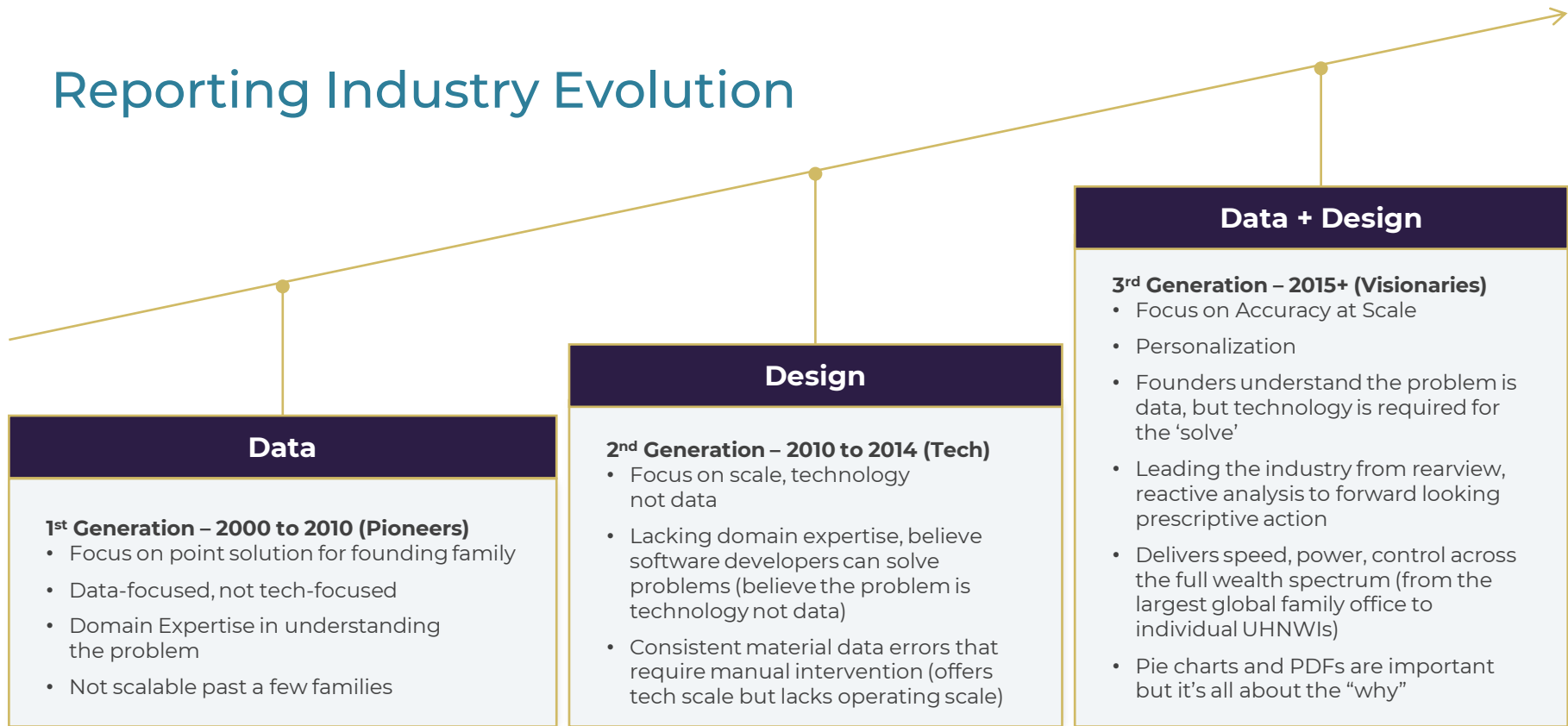
The Performance Paradox

Performance data is readily available but often wrong

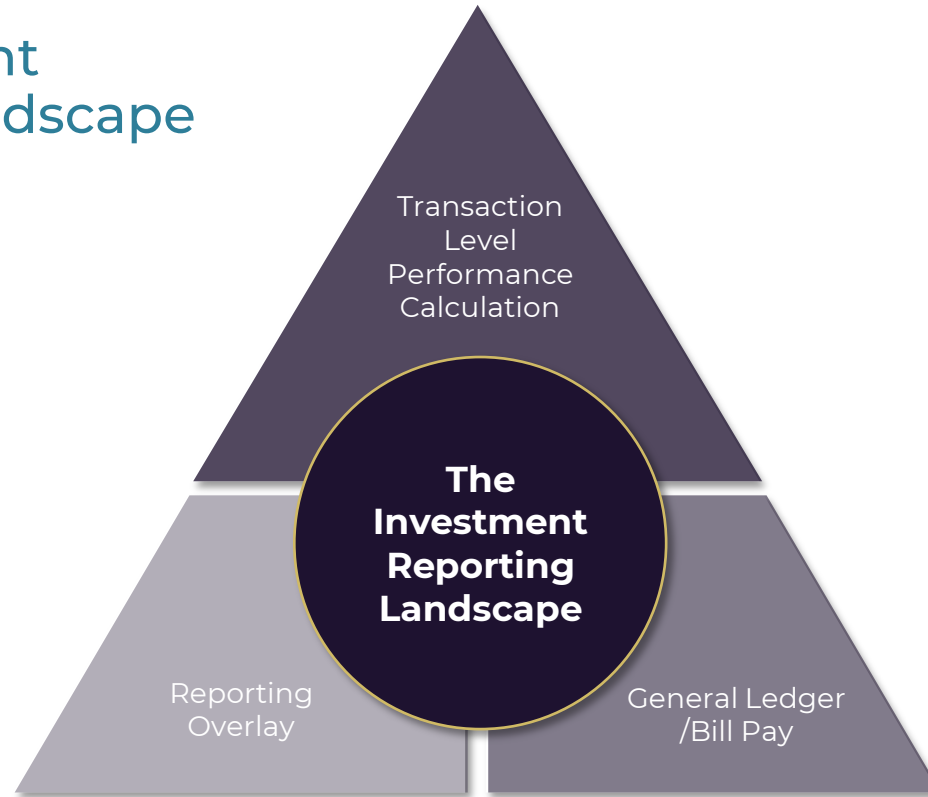
- “Thank you for getting back to me so quickly. That is exactly what we received on the investor statements – [our current system] is off by 230 bps at 13.4% ITD IRR. Good to know someone can get it right.”
- “Modified Dietz [a time weighted return] and Modified IRR are an **ESTIMATE** of the true time weighted rate of return.” Global Investment Performance Standards (GIPS)

	PRIVATE WEALTH SYSTEMS	Other Reporting Platforms
INVESTMENT	PERFORMANCE	PERFORMANCE
Investment #1	1.11% Verified	26.40% ! Data Error
Investment #2	6.23 % Verified	-1.7% ! Data Error
Investment #3	15.34% Verified	1.1% ! Data Error
Investment #4	59.42% Verified	41.33% ! Data Error

Reporting Industry Evolution



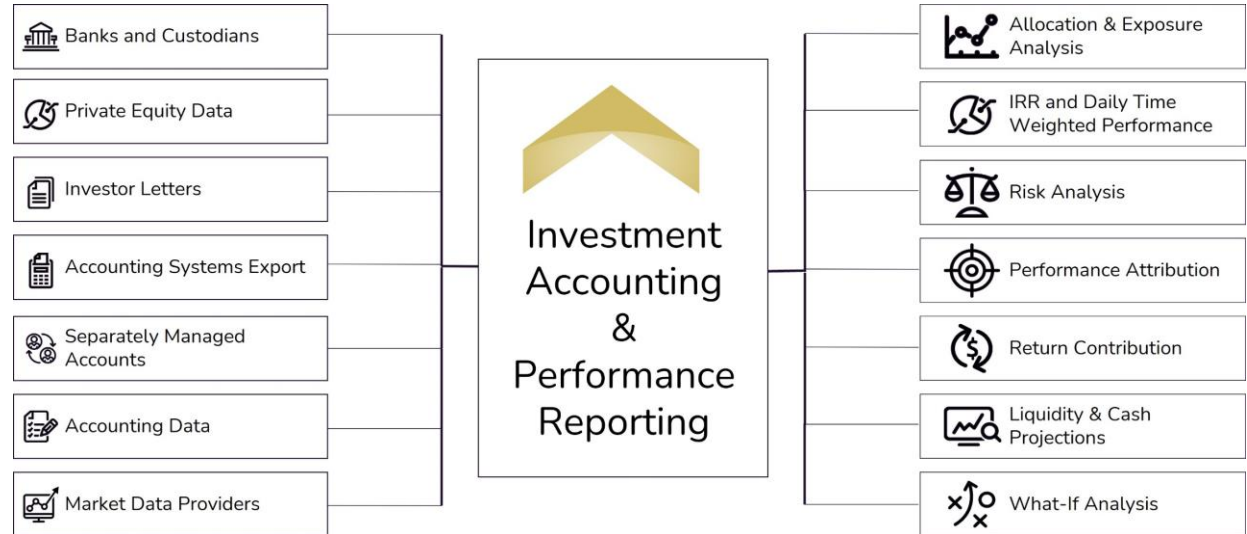
The Investment Reporting Landscape



Total Wealth View – Must be Comprehensive

Aggregate All Asset Classes regardless of custodian, manager, country or ownership structure

- Public Securities
- Private Investments
- Art/Collectibles
- Operating Businesses
- Loans & Notes



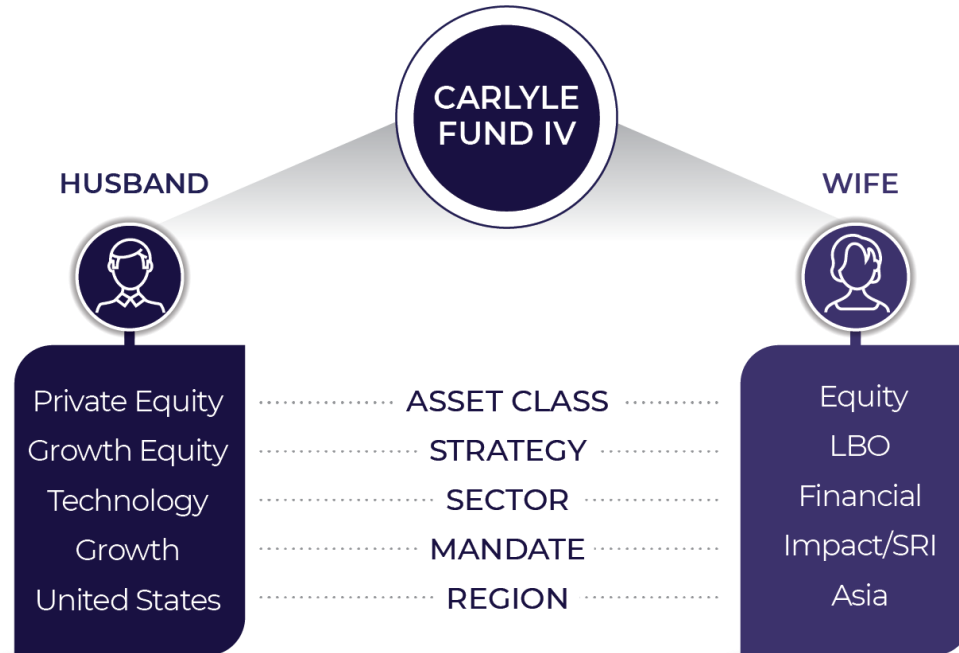
Best Practice – Normalize Investments Accuracy & Scale -

All aggregators normalize transaction codes, but most don't normalize investments

- Normalization provides
 - One Price
 - One Corporate Action
 - The fastest processing times
 - Highest accuracy rates
 - Lowest total cost

Security Name	Data Provider	Data Provider - Identifier	Data Provider - Security ID	Other Family Office Software - Security ID	Private Wealth Systems - Security ID
Alphabet, Inc.	Northern Trust	SEDOL	BYVY8GO	BYVY8GO	3708
Alphabet, Inc.	Schwab	Schwab_Sec_ID	1090068	1090068	3708
Alphabet, Inc.	BTIG	Symbol	GOOGLE	GOOGLE	3708
Alphabet, Inc.	Citigroup	ISIN	US02079K3059	US02079K3059	3708
Alphabet, Inc.	Goldman Sachs	CUSIP	02079K305	02079K305	3708
Alphabet, Inc.	JP Morgan - Singapore	SEDOL	BYVY8GO	BYVY8GO	3708
Alphabet, Inc.	JP Morgan - Europe	ISIN	US02079K3059	US02079K3059	3708

Best Practice – Mass Personalization



Limitless Flexibility- Analyze what you want, how you want

Easily analyze: Managers, Investments, Strategies

- Varying periodicity
- Custom Groupings and Benchmarks
- Include more reports (dashboard, tax lot)
- By Asset Class / Sector / Country / Theme

HAFELFINGER FAMILY
PERIODIC PERFORMANCE: BY ASSET CLASS/SECTOR
DECEMBER 31, 2018 THROUGH DECEMBER 31, 2019

Title	Month Ending 2019-01-31	Month Ending 2019-02-28	Month Ending 2019-03-31	Month Ending 2019-04-30	Month Ending 2019-05-31	Month Ending 2019-06-30	Month Ending 2019-07-31	Month Ending 2019-08-31	Month Ending 2019-09-30	2019-12-31
Hafelfinger Family (Net of Fees)	4.4	1.5	0.9	1.4	-3.3	5.4	-0.1	-1.4	4.3	
Hafelfinger Family (Gross of Fees)	4.4	1.5	0.9	1.4	-3.3	5.5	-0.1	-1.4	4.3	
MSCI World Gross TR	8.6	3.1	1.4	3.6	-5.7	6.6	1.2	-2.7	2.2	
S&P 500 TR	8.0	3.2	1.9	4.0	-6.4	7.0	2.6	-2.7	1.9	
Barclays US Aggregate	1.1	-0.1	1.9	0.0	1.8	1.3	0.1	2.7	-0.5	
65% ACWI/35% Barclays Agg	5.4	1.6	1.3	2.1	-3.4	4.6	0.1	-0.7	1.1	
Cash	-0.2	0.1	0.0	0.2	0.2	0.3	0.1	-0.2	0.2	
Equity	6.7	2.3	1.3	2.2	-5.4	6.1	-0.2	-2.3	2.2	
MSCI World Gross TR	8.6	3.1	1.4	3.6	-5.7	6.6	1.2	-2.7	2.2	
Fixed Income	0.6	0.2	0.5	0.1	0.5	0.5	0.3	0.5	0.0	
Barclays US Aggregate	1.1	-0.1	1.9	0.0	1.8	1.3	0.1	2.7	-0.5	
Alternatives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Hedge Funds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Private Equity	0.4	0.0	-0.3	1.4	0.0	0.0	0.0	0.0	0.0	38
Venture Funds	0.0	0.0	0.0	0.0	0.0	28.5	0.0	0.0	0.0	

ANALYZE PERFORMANCE BY:

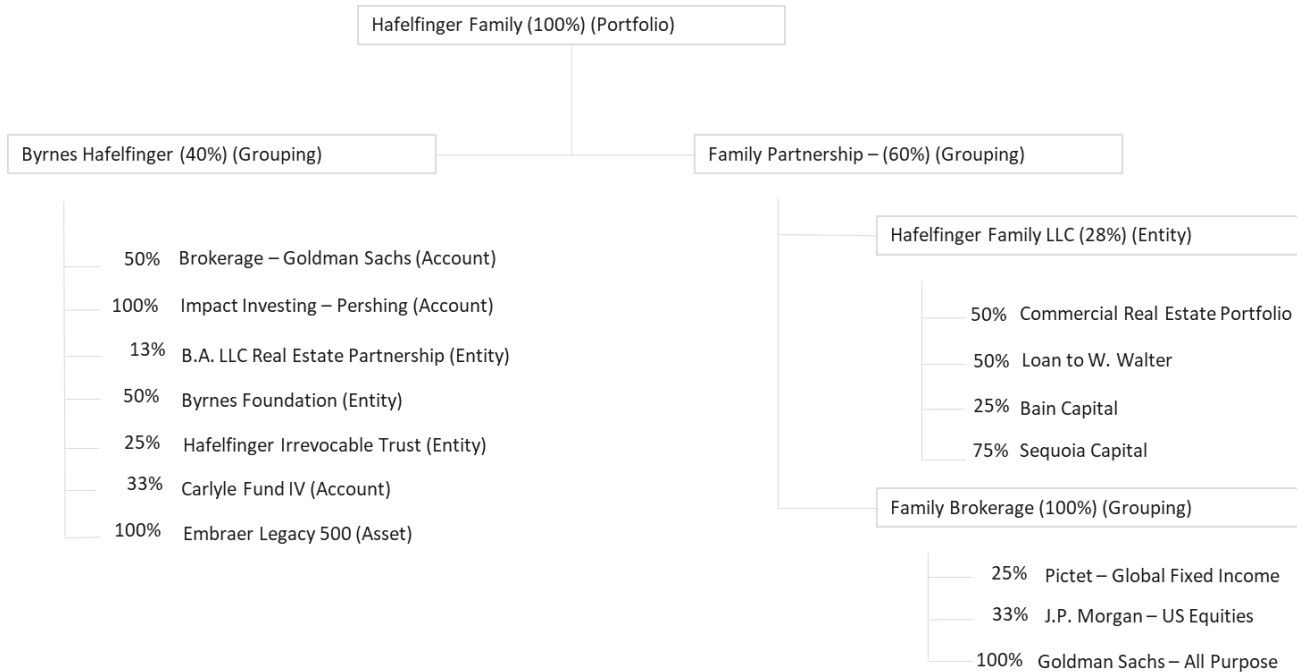
- Entity
- Account
- Security
- Manager
- Asset Class
- Sector
- Country
- Theme
- Style
- Strategy
- Custom Grouping
- Custom Benchmarks
- Net/Gross of Fees
- Daily
- Weekly
- Monthly
- YTD, MTD, QTD, 1Yr, 3Yr, Inception

ESG Defining Impact

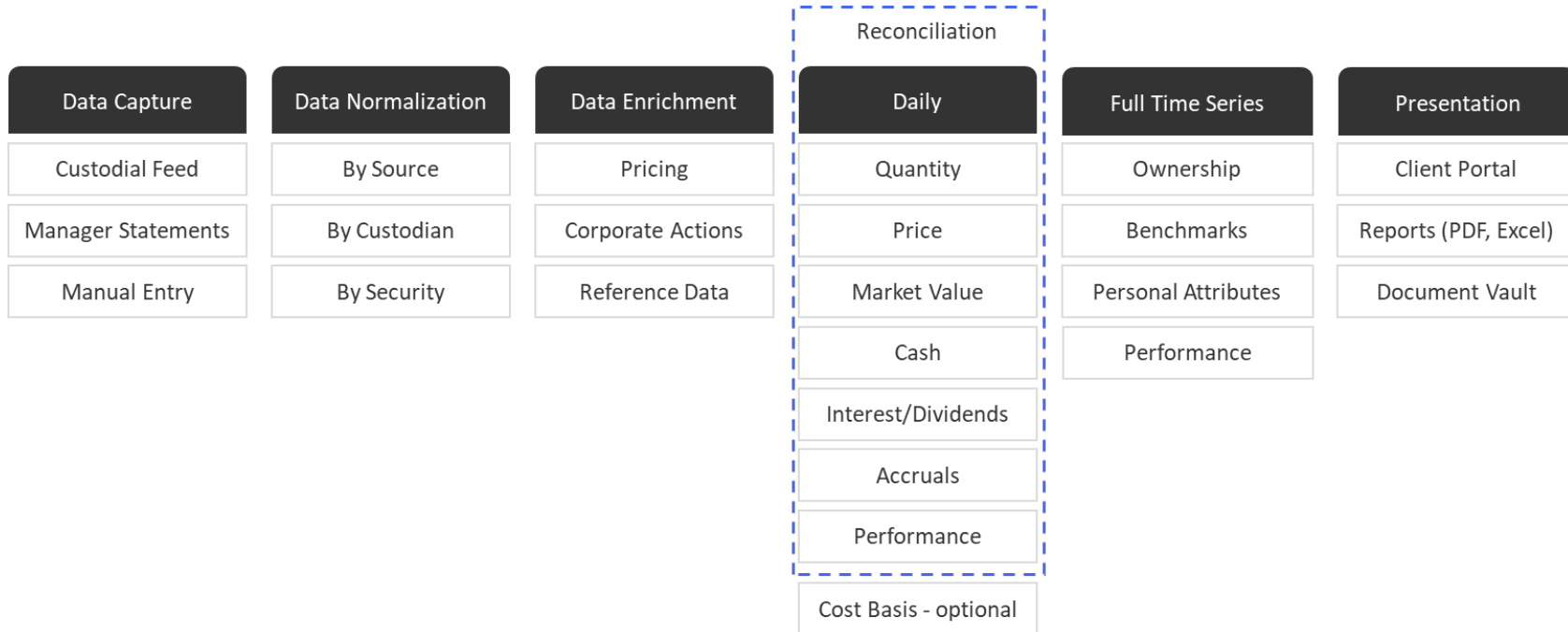
Select model

Actions	Level	Attribute
:: + -	1 ▾	Socially Responsible Investing ▾
:: + -	2 ▾	Climate ▾
:: + -	3 ▾	Water ▾
:: + -	4 ▾	India ▾
:: + -	2 ▾	Finance ▾
:: + -	3 ▾	Micro-Finance ▾
:: + -	1 ▾	Select attribute ▲
		🔍 Search
		Bio Diversity
		Climate
		Education

Supporting Complex ownership structures



Data Data everywhere ...





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