

The Technology Foundation That Drives True Peace of Mind

August 2020

Finding the path to balance stability and growth



Safe, secure data aggregation

Bringing the family's growth-sensitive and wealth-preservation assets together in a single place



Maintaining a level of control

Letting go of Excel and still keeping control of a complex portfolio, budgeting, and administrative tasks



Providing a return on technology adoption

Taking a leap of faith to modernize and finding a proven vendor to provide a return on their technology investment

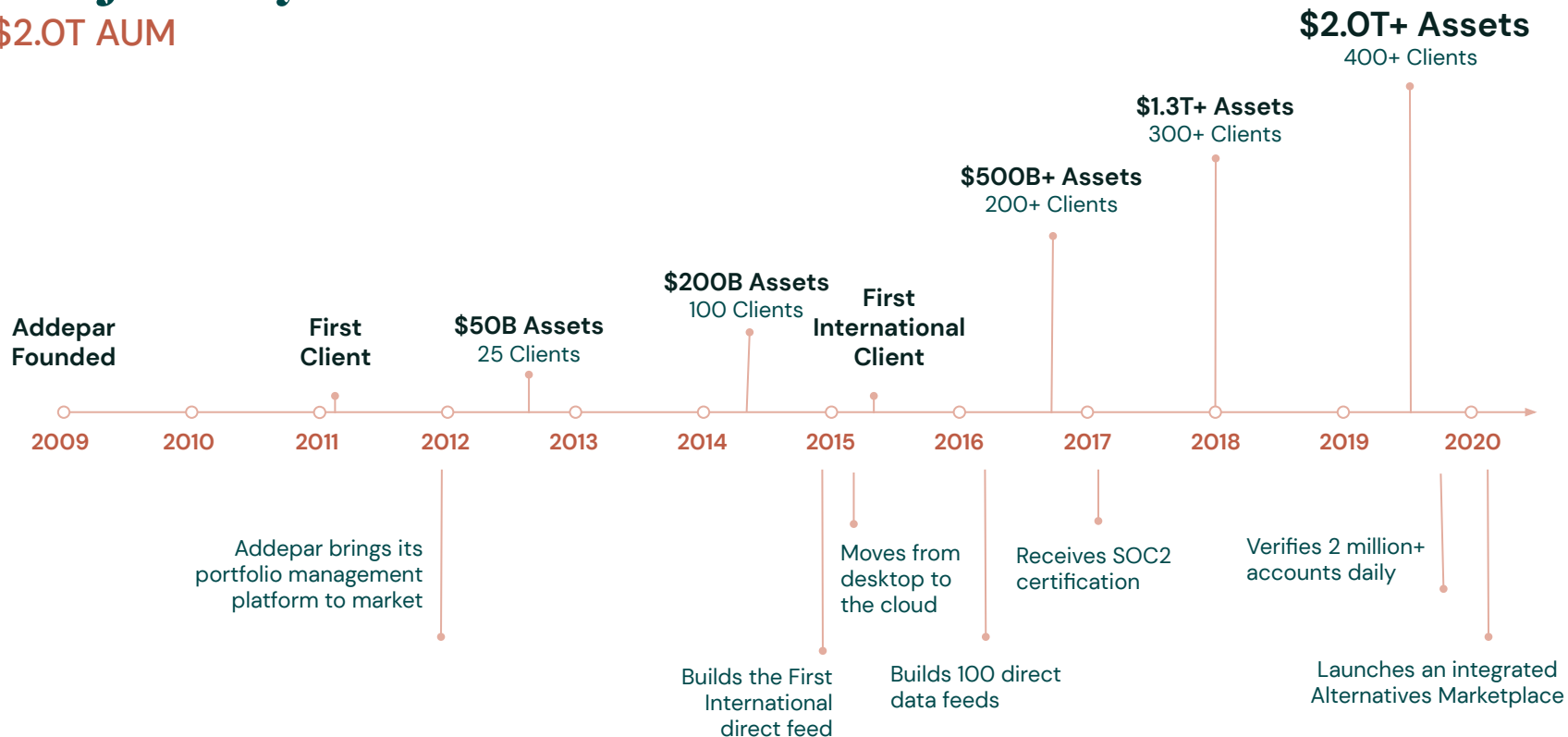
"Family offices embrace and manage risk in their portfolios like no other investor. They need to shift that focus to embracing technology to deliver growth and future sustainability."

2020 Global Family
Office Report

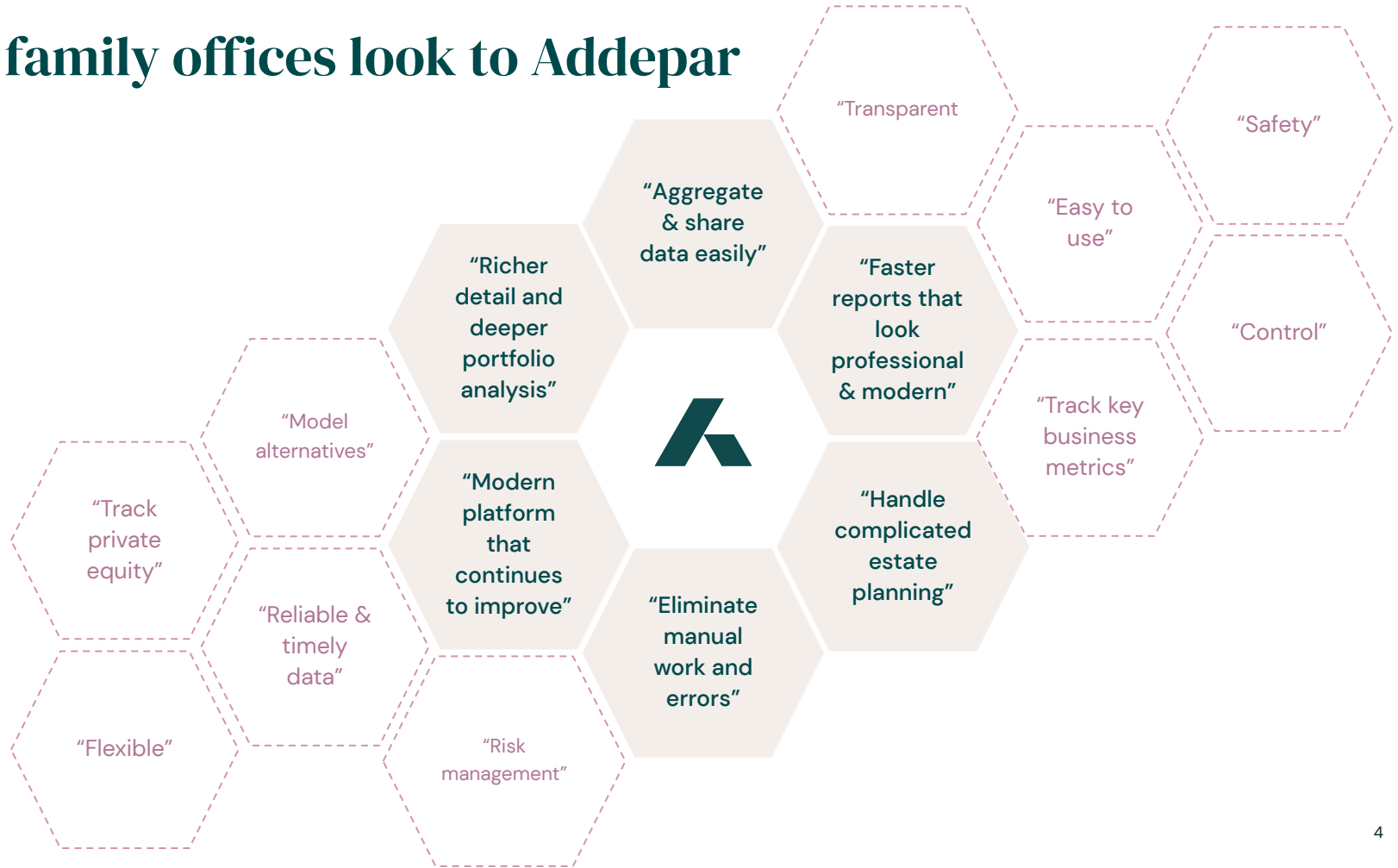


Our journey towards

\$2.0T AUM



Why family offices look to Addepar



The spectrum of family office services

Managed with Addepar



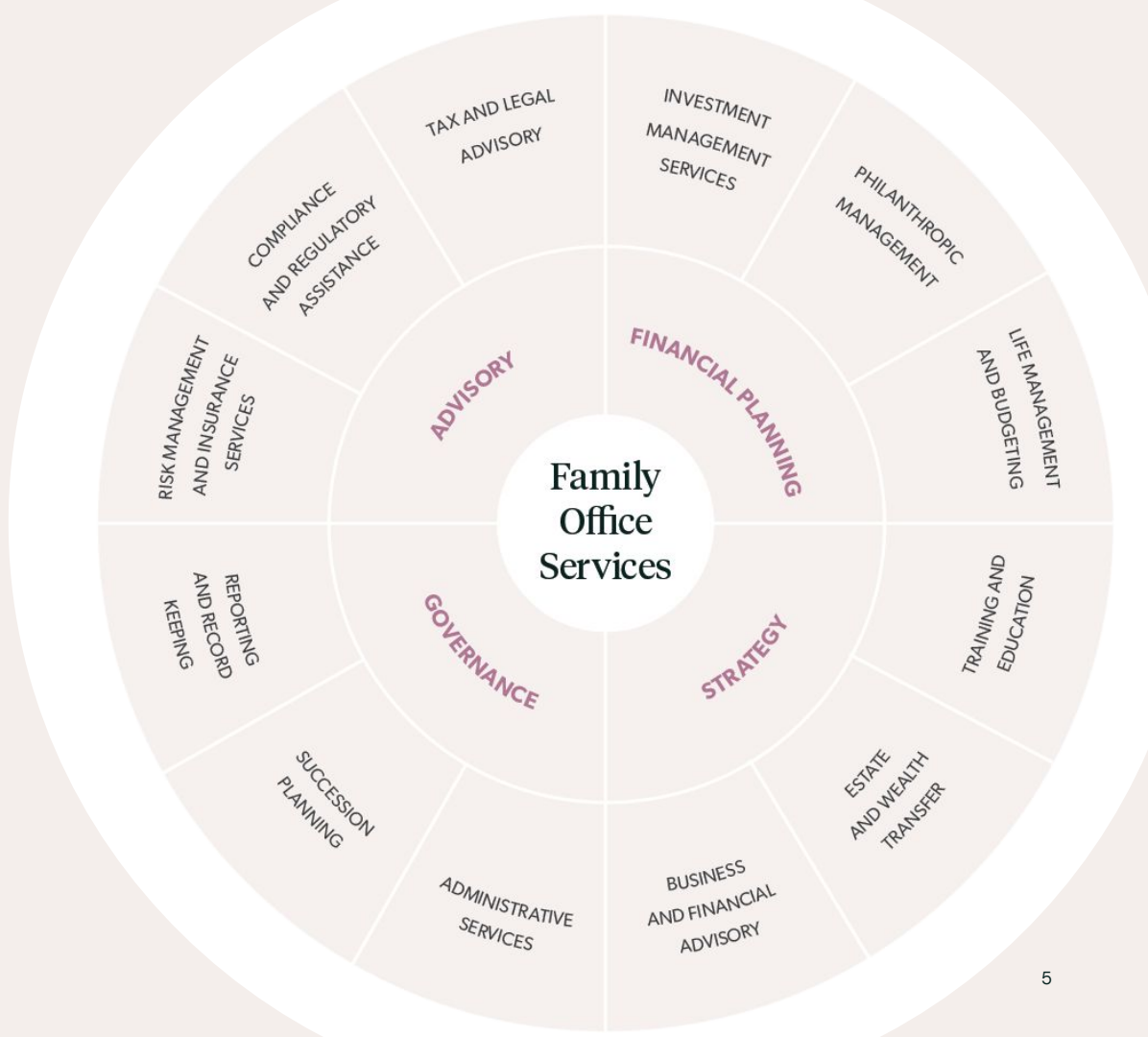
Wealth Preservation

Cash flow modeling, budgeting, and payroll related services



Growth

Investment-related services, manually tracking and reporting on a complex portfolio



Enhancing the value you provide

Reporting & Record Keeping

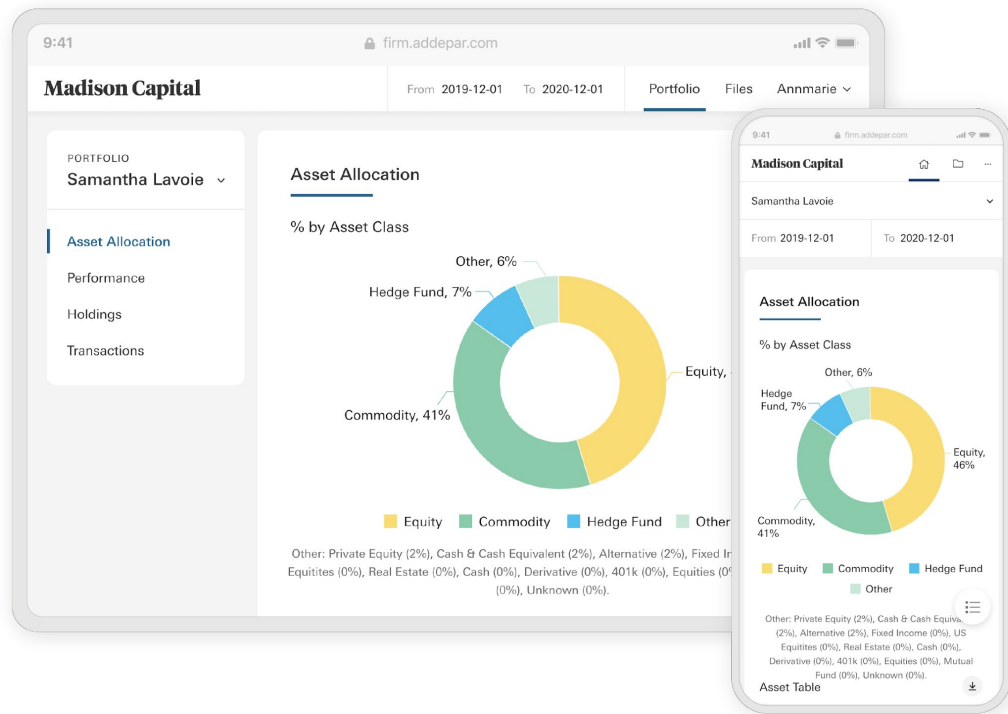
- Consolidate all family assets
- Standard and customized reporting
- Real-time portfolio insights

Investment Management

- Provide portfolio insights
- Analyze ownership and exposure
- Compare allocation and benchmark performance against your peers

Risk Management

- Portfolio risk analysis and measurement
- Data security and confidentiality



Technology stack for single family offices

Data Management

Consolidated
Reporting

Portfolio
Analysis

Client Portal
& Mobile

Cash Flow
Modeling

Accounting
& Tax

Bill Pay
& Expense Mgt

Portfolio Management



Native solutions and partnering with best-of-breed partners

Data Management

Consolidated
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Portfolio
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Client Portal
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Cash Flow
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Accounting
& Tax

Bill Pay
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Portfolio
Management

Addepar

Core Platform Capabilities

Integration Partners



A wide range of single family offices are successful with us

40%

Of Total Clients

96%

Client Retention Rate

43%

Client Growth Rate

\$400B

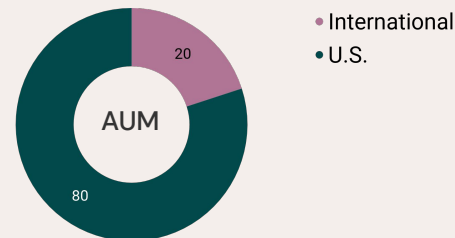
Platform AUM

Flexibility to
support any
family office

\$20B+



\$100M



Portfolio composition

Avg. SFO on Addepar

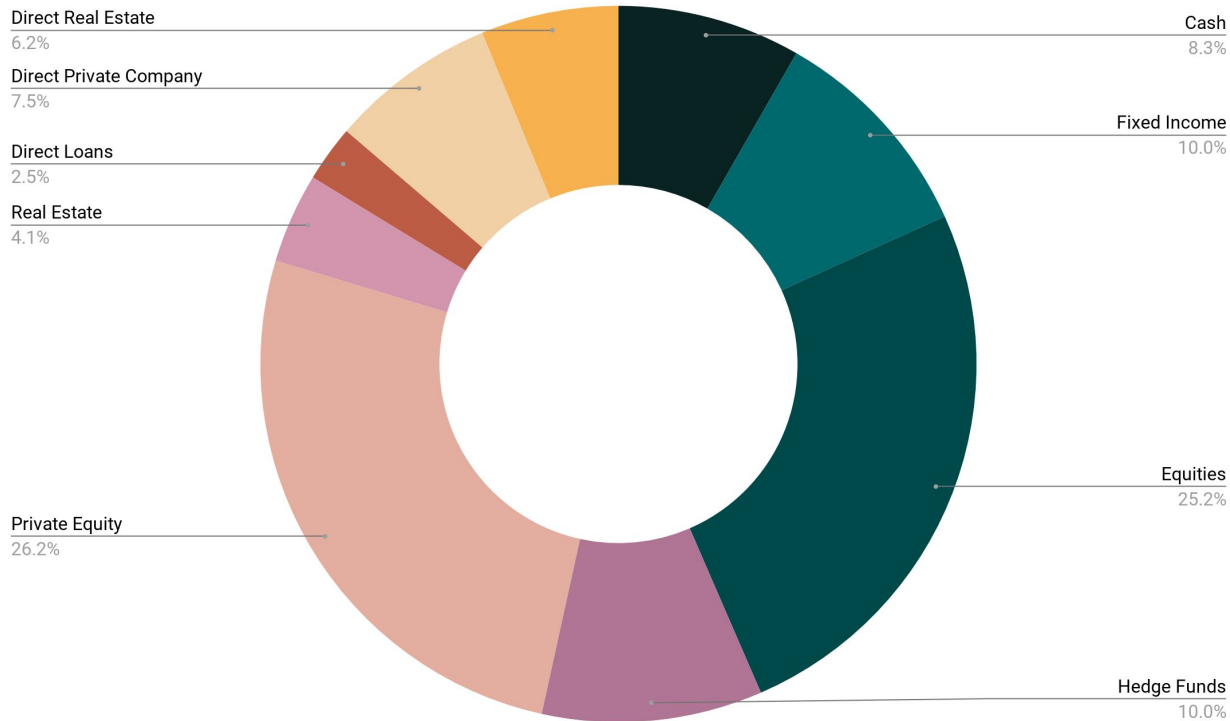
4 custodians, 60 accounts

200+ alternative investments

~2000 assets across 6 currencies

40+ custom attributes


















60+ legal entities such as trusts, holding companies



Analysis based on Addepar platform data as of 3/31/20.

Excludes mixed allocation vehicles, collectibles, private operating companies, and unclassified assets. Excluded concentrated positions >\$1bn.

How single family offices use our platform

WHAT	WHY	WHO
Reports	Generate customized reports to communicate complex information	  
Views	Analyze ownership structure and performance	 
Files	Store, manage and share documents and records	 
Analysis	Assess performance, risks, exposures, allocations, etc	   
Portal & Mobile	Real-time access to portfolio information, reports, files and views	 
Marketplace (NEW)	Access, evaluate and transact alternative investments	   



Wealth Owner



Executive



Investment
Management



Operations



Accounting

Your evaluation journey



Client Discovery

Discover client pain points and product needs

Customized Product Demo

Overview of Addepar solution and impact

Solution Proposal

Present comprehensive solution tailored to your needs

Solution Alignment

Address technical concerns and outstanding questions

SOW & Pricing Discussion

Formal discussion on service coverage and pricing

Evaluation Checklist

Check progress and manage milestones

Contract

Legal review and contract

Implementation Planning

Internal alignment and implementation planning

DISCOVER
(1-2 weeks)

VALIDATE
(2-3 weeks)

PROPOSAL
(1-2 weeks)

APPROVAL
(1 week)

SFO

Client Profile Questionnaire

Complete the Client Profile Questionnaire

Solution Evaluation

Access and confirm solution presented meets the needs

Proposal Evaluation

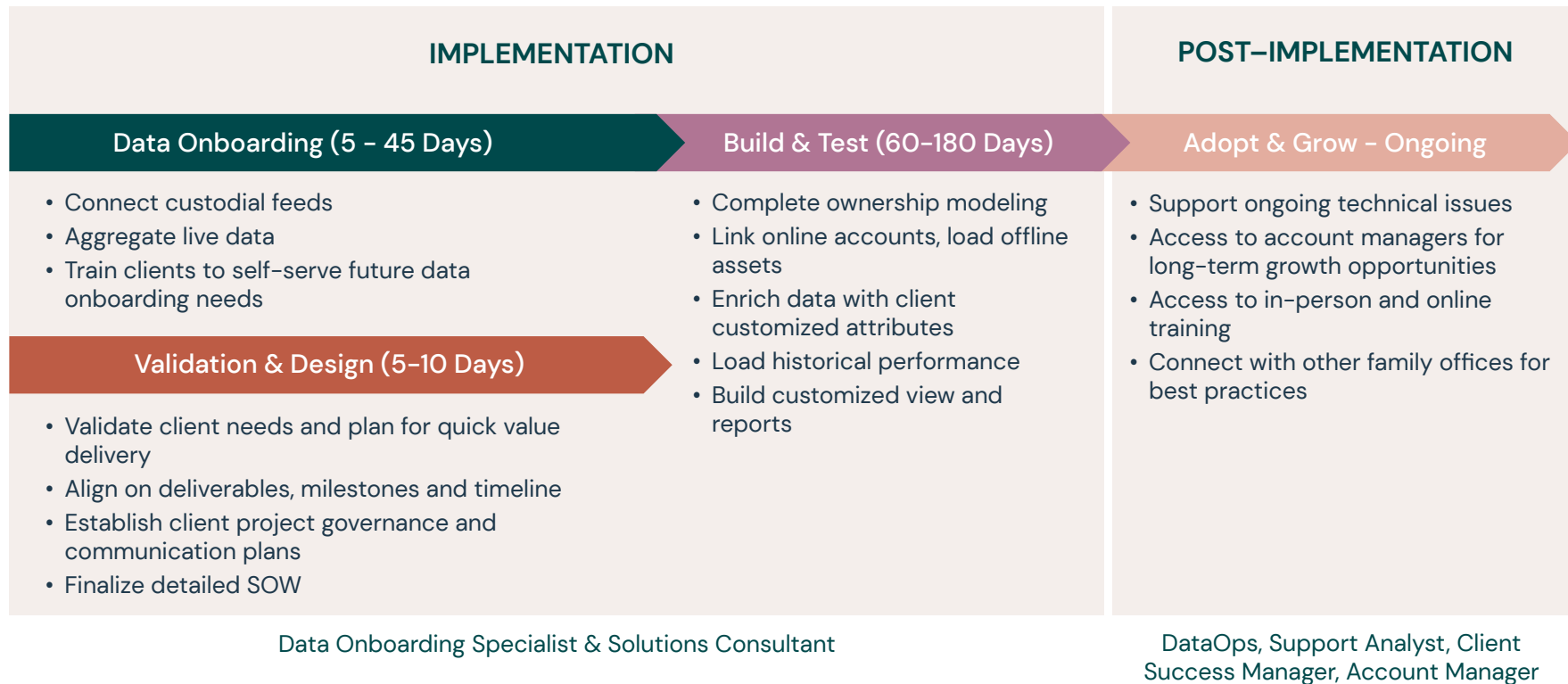
Evaluate price relative to value, agree commercials, and confirm timeline

Review & Approval

Review and sign contract; confirm internal team resource, and engage with Addepar implementation team



Your journey to success



Power better decisions with modern technology



All your data at your fingertips



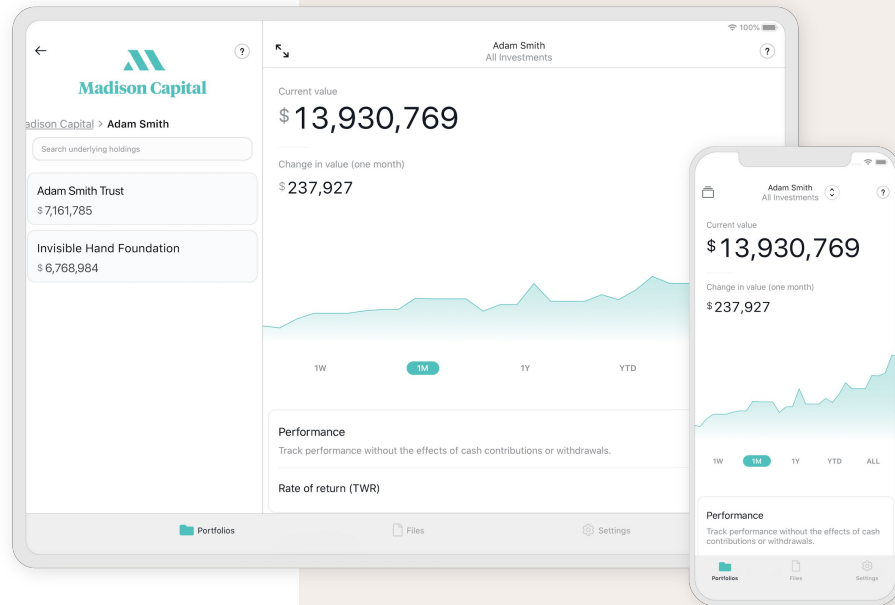
Better decisions build on family priorities



Custom communication across generations



Extended community and support



Appendix

Trusted by single family offices like yours



"Addepar removed the massive challenges we faced before. We can now run a performance report across any entity, make templates for efficiency, or customize an ad hoc report whenever we want, it's very easy."

"I'm a huge advocate for Addepar because it fits so well with how we operate. We're a small shop and we want to stay lean. We're able to look at the whole portfolio and all the elements of it very efficiently in Addepar."

"The flexibility of the system allows us to go through those complexities and figure out a way that it will work for us and still enable us to do the reporting for a wide variety of viewpoints."

The right solution for your operation?



Accounting-focused

SFOs mainly focused on budgeting and payroll related services



In between

SFOs involved in both investment and budgeting services.



Investment-focused

SFOs mainly focused on investment-related services, manually tracking and reporting on a complex portfolio

Let us better understand your needs



Diversified investment portfolios



Complex ownership structure



Excel as the main tool



Resource utilization

Introducing Marketplace

Open to Addepar Clients

Platform of Partners

Explore a diverse list of financial products across a range of providers all in one platform.

Integrated Investment Workflow*

- Access investment information and secondary market price transparency
- Leverage digital investor profiles and order tracking tools across products and providers
- Reduce manual data entry with a transaction feed into Analysis & Reporting.

ADDEPAR MARKETPLACE

Brokerage services provided by Acervus Securities, Inc., an SEC registered broker-dealer and member FINRA / SIPC. For additional details, refer to the Acervus Securities Addendum to your services contract. For more information, check the background of Acervus Securities on FINRA's Brokercheck.

Financial Products

Cash Equivalents

Hedge Funds

Private Equity

Secondary LP Fund Interests

Secondary Private Company Securities

Secondary Private Company Securities BETA

Select a product for details. Want to initiate a transaction? Click Review Offering.

FINANCIAL PRODUCT *	PRICE PER SHARE (USD)	PRICE PER SHARE AT LAST VALUATION (USD)	DISCOUNT / PREMIUM TO LAST VALUATION (%)	LAST VALUATION (USD)	LAST VALUATION DATE	MINIMUM
Ahmeek Millers Landing	\$7	\$10	-33.98%	\$674,375,000	12-21-2015	
Allegre Baxterville	\$14	\$24	-41.76%	\$2,738,029,700	03-12-2020	
Bowbells Hurlock	\$4	\$6	-27.74%	\$1,367,434,000	11-16-2018	
Carbon Cliff Roslyn Harbor	\$8	\$7	14.75%	\$3,268,095,000	04-24-2019	
Chamberlayne Northwest Harbor	\$0	\$0	-44.96%	\$552,531,285	06-12-2019	
Crofton Monetta	\$4	\$6	-31.11%	\$613,123,200	07-13-2018	
Donaldson Vale	\$30	\$22	34.09%	\$7,260,000,000	05-06-2019	
Grantham Victorville	\$9	\$15	-42.02%	\$5,856,770,912	05-28-2019	
Jennerstown Whippany	\$11	\$16	-32.56%	\$2,148,660,000	03-16-2020	
Manlaw Moe Guinne Marehulla	€17	€30	-19.68%	€7,468,846,500	06-06-2019	

All information has been provided by the product provider, partner, sponsor, or fund manager. All performance data is net-of-fees. For details on how this data was calculated, view the marketing materials associated with that specific financial product. Acervus Securities has not independently verified any information shown. No representation is made that an investor will or is likely to achieve positive returns, avoid losses, or experience returns similar to those shown or experienced in the past. Acervus Securities expects to receive a fee for referrals. Acervus Securities does not (1) provide any investment advice; (2) make any recommendations with respect to any investment; or (3) make any determination as to whether any investment is suitable for any investor.



*All brokerage services offered through Acervus Securities Inc., member FINRA / SIPC, an Addepar Company.

Our Story

Addepar was founded over a decade ago with the goal of creating a more transparent financial system.

We believe that everyone should be able to understand the assets they own, where they're invested and how they're performing, at any given moment.



Joe Lonsdale

Founder, Chairman

Founding partner 8VC, Formation 8

Co-founder of Palantir

Board member of OpenGov, Oscar, Illumio, Radius, Hyperloop-One, Wish

BS Computer Science at Stanford



Eric Poirier

CEO

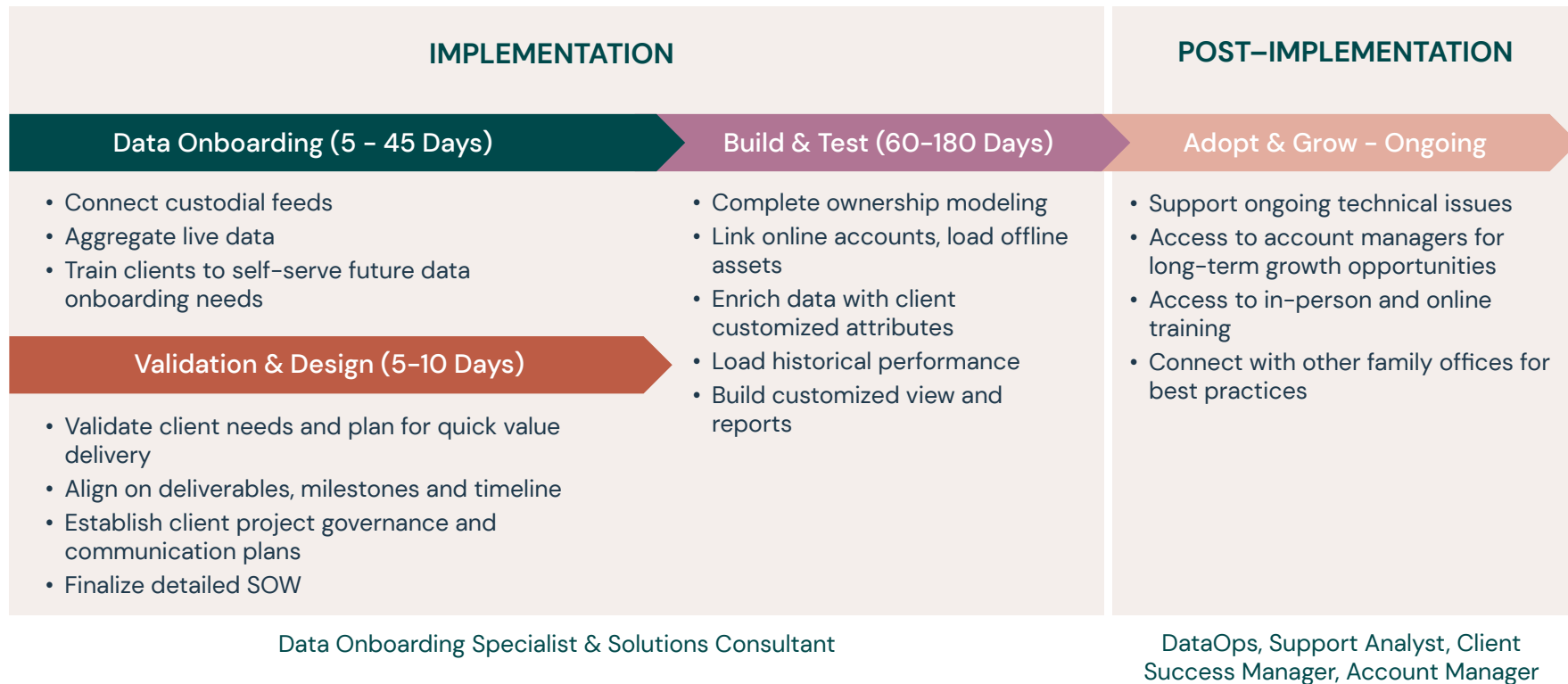
Joined Addepar in January 2013

Director, Palantir Finance 2006-12













Lehman Brothers FI Analytics 2003-06

BS Computer Science at Columbia

Your journey to success



How single family offices use our platform

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Reports	Generate customized reports to communicate complex information			
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Wealth Owner



Executive



Investment
Management



Operations



Accounting

Investing in staff and resources to drive your success



Account Management

Managers who drive adoption & growth and oversee the success of your Addepar platform throughout your journey.



Client Success

Experts can be engaged to work with your team to deliver specialized training, analysis & reporting projects, and workflow optimization.



Support & Data Operations

Day-to-day technical support and troubleshooting along with data verification, feed development, and account onboarding.



Academy

Instructor-led training and new online video courses.



Help Site

Comprehensive articles and content on how to use Addepar.

Technology stack for single family offices

Data management

Consolidate all financial information

Create a transparent view of all the assets in one place

Remove time consuming consolidation work from family office



Consolidated Reporting

Facilitate client communication

Properly designed reports that allow families to understand their investments

Easy access to information anytime anywhere



Accounting

Handle bookkeeping & bill pay services

General ledger accounting

Creates bills and budgets, write checks, track invoices, and apply workflow controls to manage firm operations



Portfolio Management

Analyze portfolio risks & support trading decisions

Access data, analytics to understand portfolio risks

Manage for compliance, rebalance, order allocations and portfolio modeling



All your data at your fingertips

Centralize financial information in one place for easy access and greater transparency—with complete privacy and security

- **Efficiently reflect total family net worth** across all asset classes and currencies through automated direct data feeds and highly scalable import solutions.
- **Accurately model** direct investments, collectibles and real assets—using share-based and value-based pricing, or both as needed.
- **Clearly organize sophisticated family ownership structures** consisting of multi-layered trusts, entities, partial ownerships across generations, and pulled investment vehicles.
- **Safeguard your data** with the most advanced encryption. From data transmission and internal processing to cloud-based storage and document sharing, your sensitive information could not be safer.

Better decisions built on family priorities

Access powerful analytics for portfolio insights to facilitate strategic decision-making and optimal investment choices

- Leverage our **highly configurable data architecture** to organize and find information faster. View a family's entire net worth or drill down into individual exposures across complex ownership structures with ease.
- **Personalize your analysis** by taking control of your data with customized groupings, classifications or calculations.
- **Instantly assess** performance, risk and exposure across any sector, security, investment manager or your own defined groups for any period of time.
- **Optimize investment decisions for long-term success** through our proprietary platform insights—analyzing asset allocations and benchmarking performance against other family offices like yours.



Custom communication across generations

Strengthen family
engagement with easy,
individualized
communications that
share portfolio insights in
real time

- Intuitive drag-and-drop design allows for **faster report generation** filled with visually appealing charts and graphics—to communicate complex information in a compelling, easily digestible way.
- **Securely facilitate real-time communication** through a customizable portal with advanced permission controls.
- **Increase next-generation engagement** using our interactive mobile apps for a modern digital experience.



Extended community and support

Grow your network,
gain access to best
practices and
investment
opportunities for
optimal family-legacy
wealth management

- **Connect with other family offices** for best practices through our private events, dinner series and client seminars.
- Use **Marketplace** to facilitate **private market investment needs** among Addepar clients—gaining access to unique opportunities or liquidating your own private investment shares.
- Unlock the **full potential of Addepar** by participating in on-site training, on-demand learning series and client webinars.
- **Get timely assistance** on data and software questions from our U.S.-based support team, easily accessible 12 hours daily in-app or by phone.



Thank You