C A N O P Y F O R F A M I L Y O F F I C E S

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INTRODUCTION

C A N O P Y   A T   A   G L A N C E

Canopy is a data aggregation and analytics platform that helps clients navigate financial complexity and better understand their investment portfolio.

Clients and advisors can use Canopy to make informed investment decisions and increase customer engagement.

USD 58B
Assets under reporting

325+
Custodians processed

2200+ clients

Established 2014

Presence in Asia and Europe
(Singapore, Zurich)

48 Employees

OUR CLIENTS

Contracts executed

PoCs running

External Asset Managers

TYPICAL FAMILY OFFICE INVESTMENTS

- Shopping Malls / Office Buildings
- Residential Units
- Property Management Companies
- Multiple income and expense cashflows

Commercial and Residential
Real Estate Portfolio

- Family Businesses
- Investments in startups
- Passive stakes in other businesses

Illiquid Investments in Startups and Businesses

- Directly owned Funds
- Multiple commitments in various stages of drawdown

Private Equity and Hedge Funds

- Average 5-6 bank relationships
- Investments in multiple asset classes (Bonds, Equity, Funds, Structured Products)
- Some discretionary mandates

Financial Assets with Multiple Banks

LBG Trust

Varying % Holdings

Various Family Members

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THE PROBLEM- DIFFERING DATA FORMATS

Every bank follows a different data format. This makes it challenging for Family Offices to aggregate the data on their own to get a single view of the client's portfolio.

Varying data formats, structures and standards

… makes aggregation very tedious and difficult

■ No Reporting ■ Basic Reporting ■ Extended Reporting

	Bank of Singapore	Credit Suisse	DBS	HSBC	J.P. Morgan	Julius Baer	UBS
Table of Contents	RM Name		RM Name	RM and IC Contact		RM Contact	
Portfolio Overview		(1)					(2)
Asset Allocation	(4)	(5)	(3)	(6)			
Performance		(7)		(8)		(9)	(10)
Fixed Income			(11)			(12)	
Risk/Return							(13)
Investment Related Positions By Asset Type	+ Currency	+ Currency		+ Currency	+ Currency	+ Currency	+ Currency
Transactions By Date	+ Currency + Txn Type	+ Txn Type	+ Currency + Txn Type	+ Asset Type	+ Currency	+ Currency	+ Currency
Income and Expense summary	Analysis available on request						

Canopy 2020 analysis of bank statements

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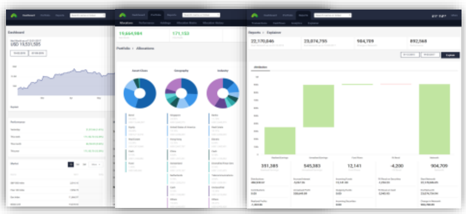
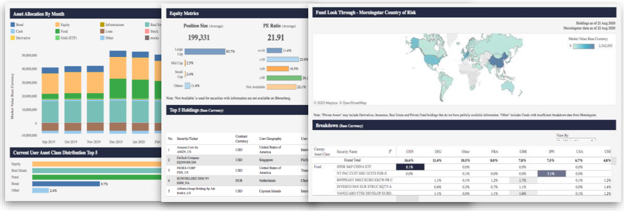
HOW DOES CANOPY SOLVE IT



ANY kind of Visualization



ANY kind of Analytics

By processing data in ANY format

From ANY custodian

HOW IT WORKS

TURNKEY SERVICE

Data upload, data cleansing, customer support, customization

You drop off the data, we do the rest.

DATA ACCURACY

Reconciliation is performed using a “triangulating” methodology to ensure data accuracy.

ALL ASSET CLASSES

We cover all asset classes in all markets in any currency

- Bonds, Equities, Derivatives, Cash, Loans
- Private Equity, Structured Trades
- Real Estate, Cars, Art

FORMATS

Reports are available to you in any format:

- PDF, PPT
- Mobile
- Email

FAQs are here

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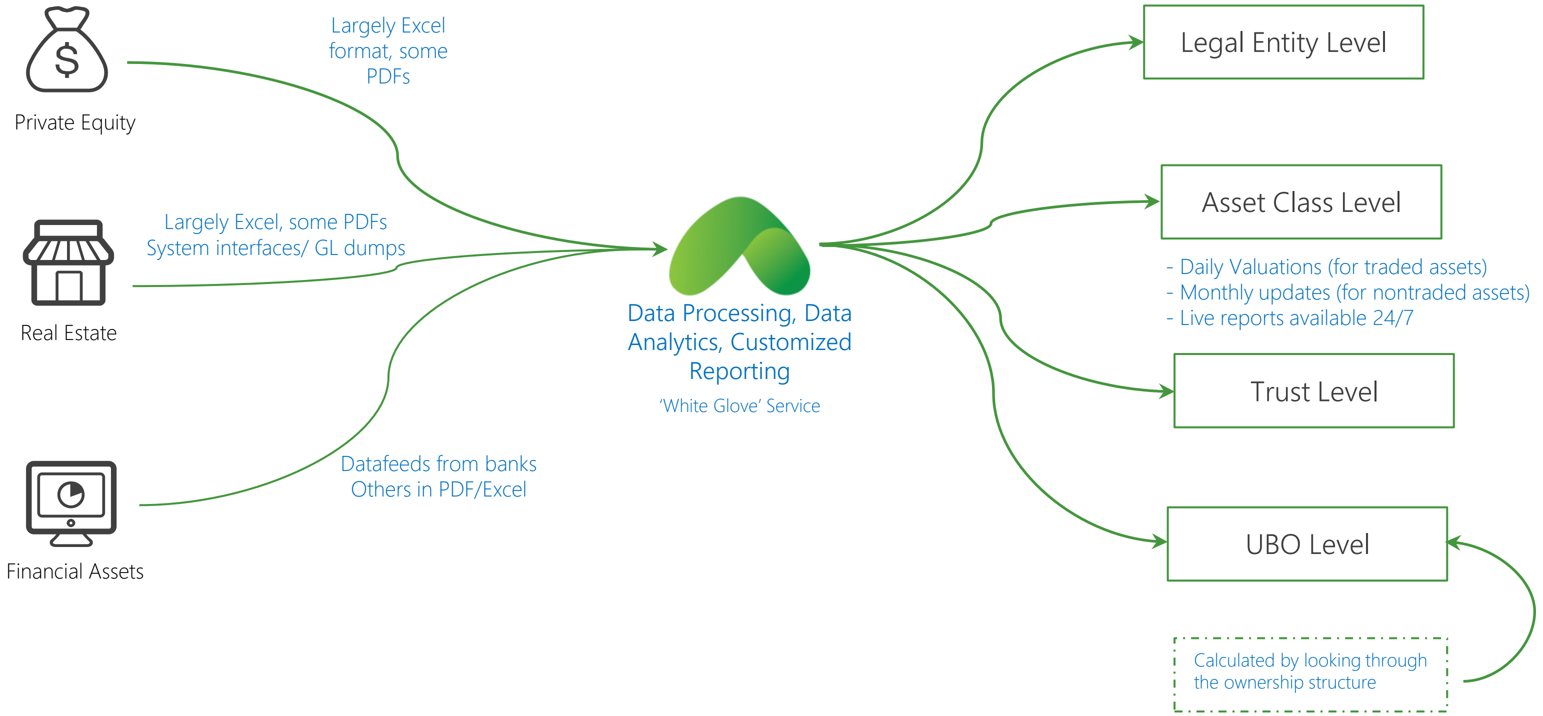
TYPICAL FAMILY OFFICE REQUIREMENT



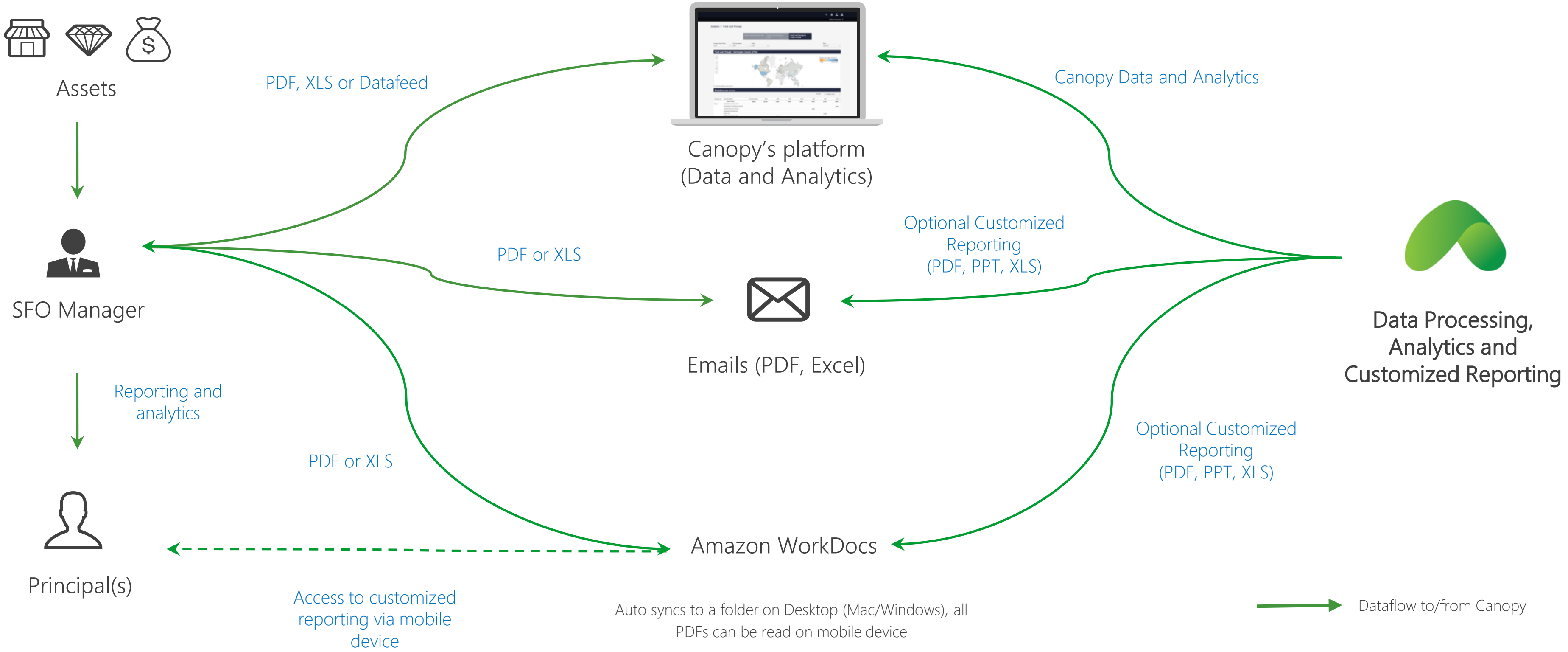
TYPICAL FEATURES REQUIRED

Consolidated View	Top-down view of the portfolio with the ability to narrow down	
	Desktop/iPad/Mobile accessibility	
	Multi-currency support	
	Handle ALL asset classes	
	Total asset reports with and without leverage	
Interactive User Interface	UI that is Intuitive and easy to understand	
Customized Reporting	Ability to generate reports in formats acceptable to SFO	
UBO level reporting	Different UBOs may want different reporting formats	
Entity Level Reporting	Unlimited number of entities	
	Ability to report on UBO (particular family member) basis	
	Ability to handle partial ownership of entities	
Real Estate Reporting	Ability to track cashflows	
	Ability to interface with existing solutions like Yardi	
	Ability to input a GL dump from accounting system	
	Calculate various metrics typical of Real Estate Portfolios	

TYPICAL FEATURES REQUIRED

Private Equity	Cashflow tracking	●
	Commitment tracking	●
	Valuation Metrics (J Curve, DPI, TVPI, PME etc.)	●
Liquid Assets	Handle ALL asset classes	●
	Report by security, asset class, custodian, strategy etc.	●
	Report on profit, risk, asset allocation	●
	Alerts, Peer Comparisons etc.	●
General	Realized and unrealized return reporting for any period	●
	Export reports to PDF and Excel	●
	Document storage and management	●
	Multiple logins	●
	User access level controls	●
	Customer Support in multiple languages (English, Mandarin, Cantonese)	●

TYPICAL WORKFLOW



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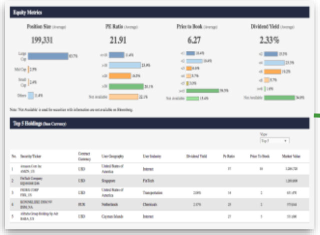
CANOPY MODULES

NAVIGATE FINANCIAL COMPLEXITY

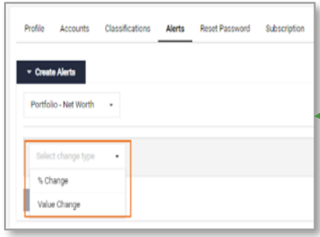
1. Visualizer

Core. Aggregated data



2. Analytics

4. Emails



3. Alerts

1. **Visualize**. The client/RM sees an overview of all their investments across all banks in Canopy's Visualizer
2. **Analyze**. Analytics dashboards provide more detailed analysis and are entirely customizable.
3. **Alerts**. Clients/RMs receive alerts for changes across portfolios- including changes in share prices, performances and transactions.
4. **Emails**. Clients don't know what they don't know. Canopy sends out 'insight' emails on a regular basis. (E.g. Peer Comparisons)

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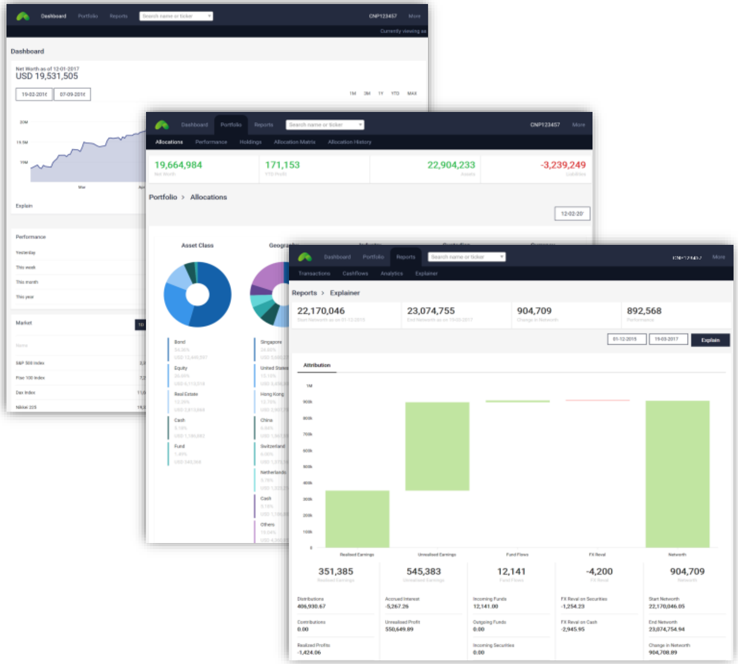
CANOPY MODULE 1 - VISUALIZER



visualizer

An intuitive and interactive web application that allows you (and your client) to view and better understand the aggregated wealth portfolio

- Better understand the portfolio's asset allocation and risks
- Compare performances between accounts
- Understand what contributed to the changes in net worth between any selected date range

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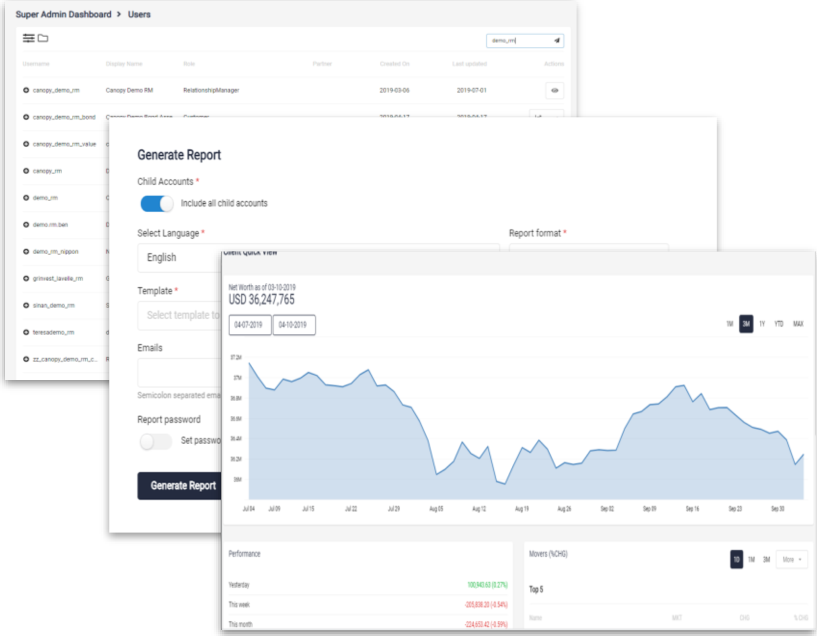
CANOPY MODULE 1 - ADVISOR VIEW



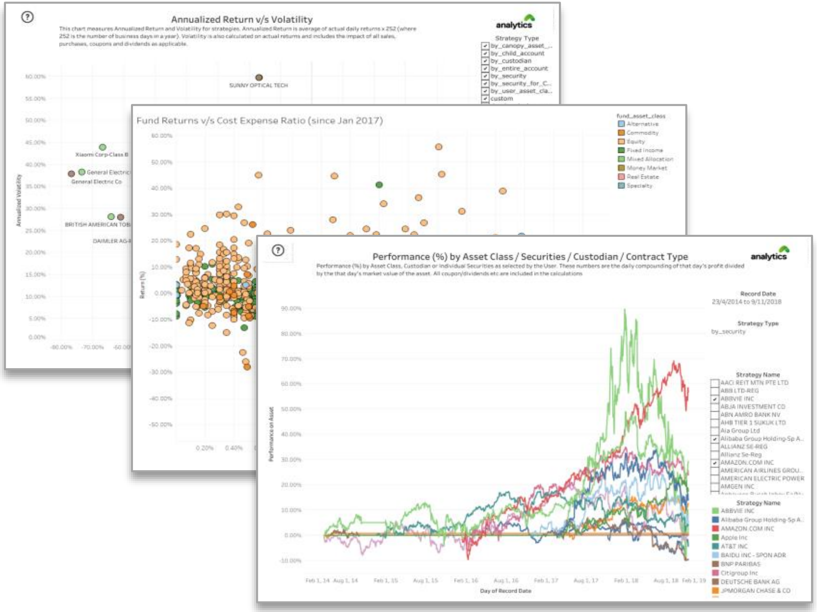
visualizer

Access an overview of all your clients.

Advisors can:

- Select a speacific client and access his/her portfolio
- Generate reports
- See a quick overview of the portfolio

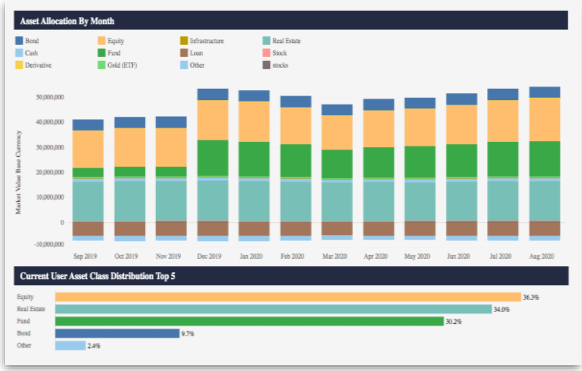
CANOPY MODULE 2 - ANALYTICS

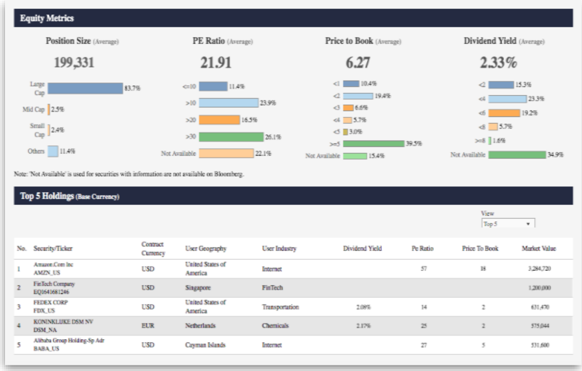


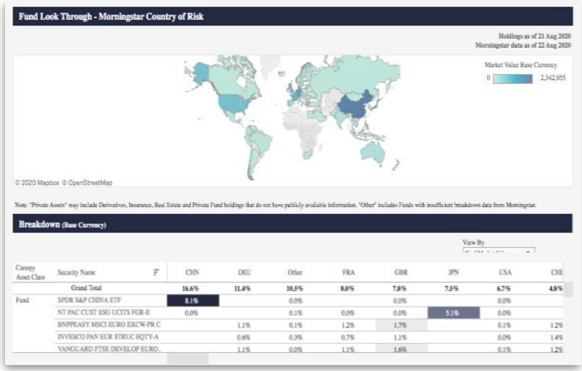
Access rich visualizations of your data.

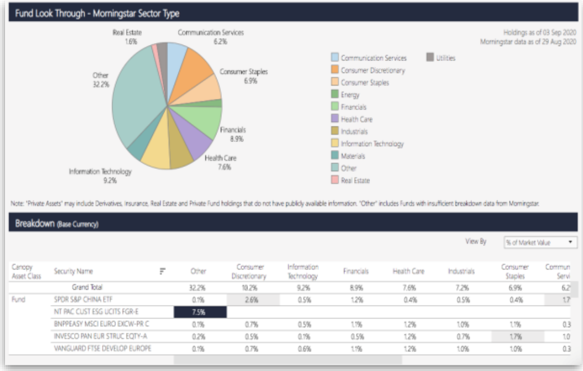
- Explore ready-made reports including asset allocation changes over time, XIRR/profit, transaction volume (by account) and many more.
- Create your very own dashboard
- Select relevant charts for presentations or to insert in emails

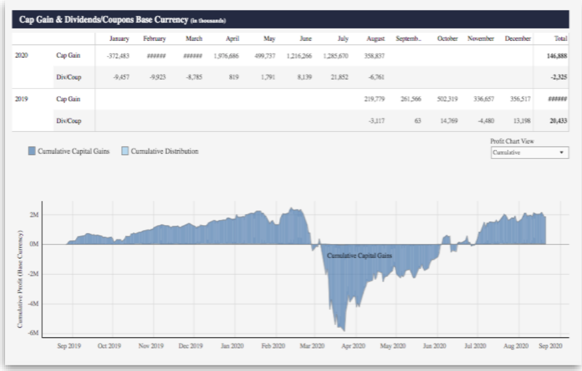
CUSTOMIZABLE DASHBOARDS





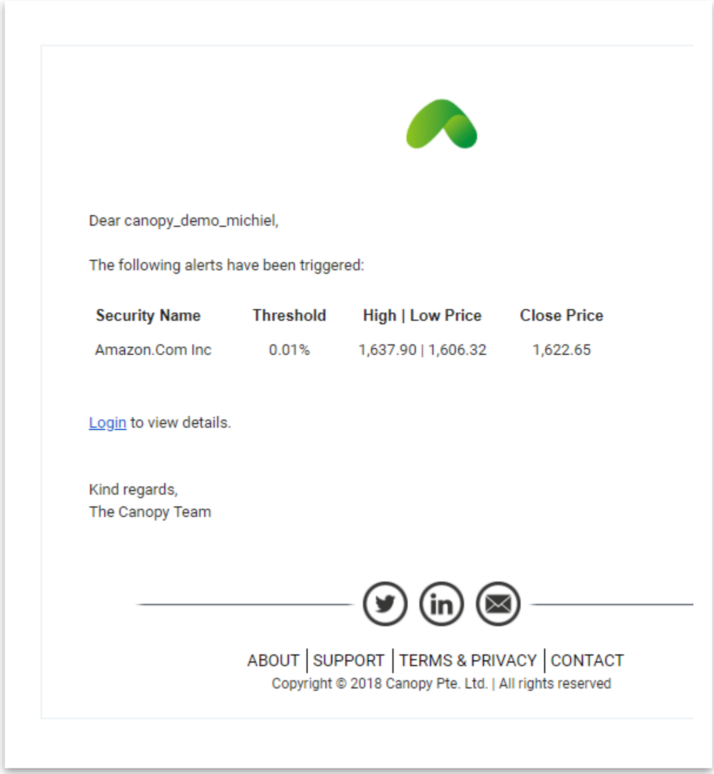






CANOPY MODULE 3 - ALERTS

Alert Type	Alert Trigger	Threshold
Transaction	Inflow	>250K
	Outflow	>250K
	Corporate Action	>100K
Portfolio	Change in performance	+/- 5% Month on Month
	Change in performance @ 3rd party bank	+/- 5% Month on Month
Security	Price movement	+/- 5% per day
FX	*In progress*	



Dear canopy_demo_michiel,

The following alerts have been triggered:

Security Name	Threshold	High | Low Price	Close Price
Amazon.Com Inc	0.01%	1,637.90 | 1,606.32	1,622.65

Login to view details.

Kind regards,
The Canopy Team

ABOUT | SUPPORT | TERMS & PRIVACY | CONTACT

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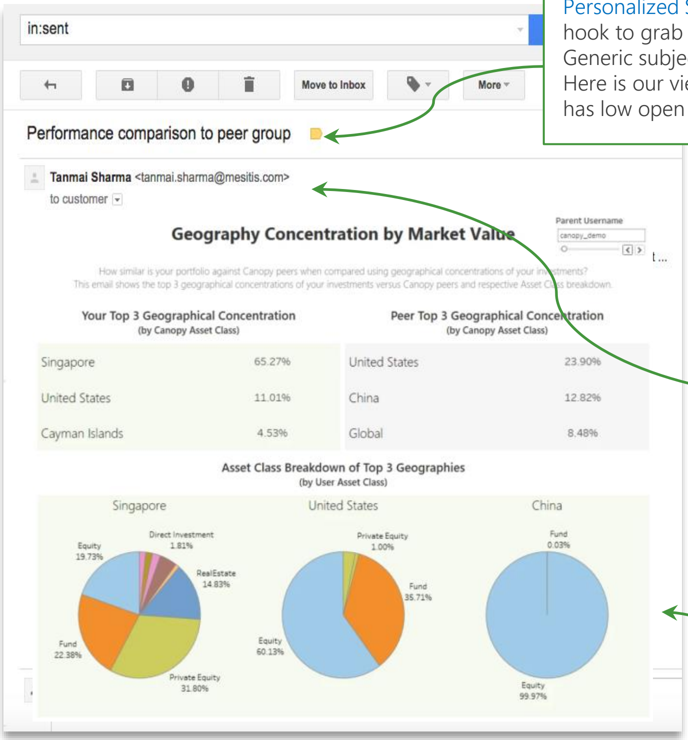
CANOPY MODULE 4 - INSIGHT EMAILS



Personalized Subject Line: A hook to grab their attention. Generic subject lines (e.g. Here is our view on the Fed) has low open rates

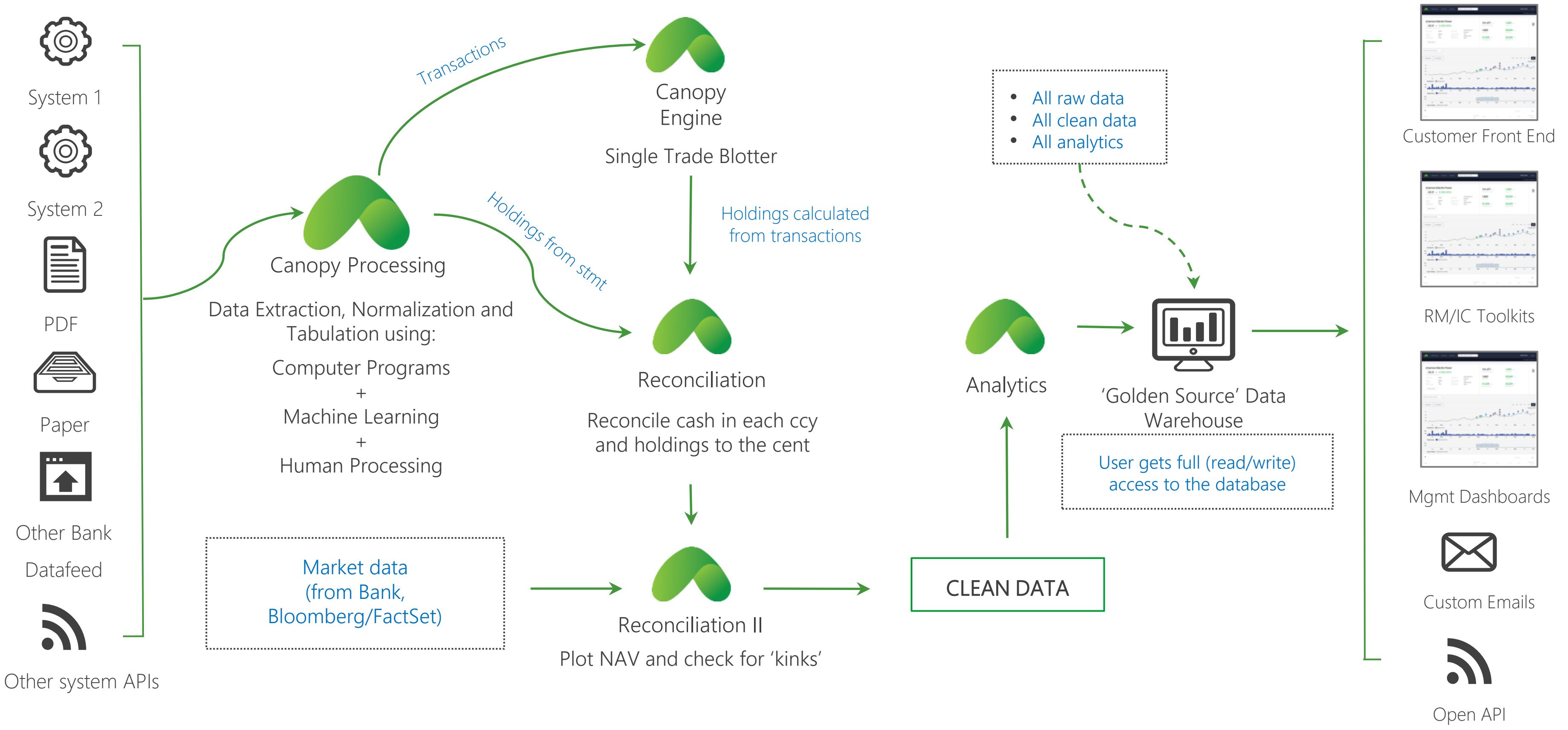
Trusted Source:
Email has to come from a known party (e.g. RM) Most financial services already have the advantage of being recognized as a trusted source

Inline images:
Don't make the client work for the content. They do not need to open attachments or click links.

Canopy's experience with emails:

- Close to 100% open rates:
  By tracking open rates, Canopy knows how to use emails to not only get the message across but also to result in action.
- Multiple email opens:
  Emails are often forwarded to other recipients; and so the email channel forms an ecosystem between the client and their network
- Clients taking action:
  When faced with new insights, we often see clients reaching out to gain further details - an ideal scenario!
- Clients requesting more:
  The best indication of success is when clients request for more emails with similar content.

CORE MODULE - CLEAN & AGGREGATED DATA



WE ARE SERIOUS ABOUT SECURITY

Data security measures

Canopy is hosted in a secure cloud and we are protected with bank-level security including SHA-256 SSL and 2048 bit encryption. We have extensive processes and policies in place to regularly check for threats and vulnerabilities.

Anonymous Platform

We do not ask for client's personally identifiable information (PII) such as name and address during sign up. We highly recommend that clients remove PII from their statements prior to sending data to Canopy.

DATA STORAGE AND SECURITY

Swiss Storage

- Optional Frankfurt and Singapore storage (cost advantage)

Data Encrypted and Anonymized

Annual Vulnerability Assessment and Quarterly Penetration Testing

- From reputable 3rd party organizations

Static Code Analysis

- Performed on all code entering application repositories with tools such as Brakeman to detect and fix security vulnerabilities before the change is deployed

Kubernetes Pod Security Policies

- Prevents possible rogue containers and/or rogue components within containers from gaining privileged access to the hosts
- Ensures that the containers are properly isolated

Direct SSH Restricted

- Access to hosts are completely restricted
- All access is allowed through Rancher Web UI with user permissions and access controller using role-based access control
- All password-based forms of authentication are complemented by multi-factor authentication

Azure

Swiss Storage

amazon web services

Frankfurt/ Singapore storage (Optional)

Vulnerability Assessment and Penetration Testing

ISO 27001 Certified

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ONBOARDING AND PRICING

CLIENT ONBOARDING

CONTRACTING
Business Dev/Client Success Team

Define scope of service, commercial terms and execute contractual agreement

KICK-OFF CALL
Client Success Team

Discuss account setup matters, understand expectations and communicate requirements

DATA PROCESSING
Data Transformation Team

Datefeed technical integration, accounts mapping, parsing and normalization of data

PORTFOLIO WALK-THROUGH
Client Success Team

Walk-through and training for clients after data has been uploaded

A new FO client can be fully onboarded in 1-2 weeks

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PROMOTIONAL PRICING FOR SINGLE FAMILY OFFICES*

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Enterprise Subscription Fee Schedule

As of 1 March 2018

Annual Pricing

Annual fee starts at US$15,000 per subscription unit (1-year commitment).
Each additional unit is US$5,000.

Quarterly Pricing

Quarterly fee starts at US$5,625 per subscription unit (3-months commitment).
Each additional unit is US$1,875.

Enterprise Subscription Fee Details

Subscription Features

With each Subscription Unit, you are entitled to:

- Use of the Canopy software and platform
- Monthly standard statement processing by the Canopy Team (please refer to Standard Portfolio criteria below)
- Processing of up to three (3) months of historical statements (including most recent month) for first time processing
- Access to the Canopy Visualizer app, Canopy Excel Frontend, Canopy Reporter, Canopy Mailer, and user functions of Canopy Engine.
- Priority access to future beta products and services

Subscription Units

- **One (1) Subscription Unit covers:**
  - **One (1) Beneficial Owner account, of**
  - **Standard Portfolio characteristics**
- **Additional Subscription Units are required for:**
  - **Each additional Beneficial Owner account of Standard Portfolio characteristics**
  - **Beneficial Owner accounts with portfolio characteristics exceeding the Standard Portfolio criteria**
- A Beneficial Owner is defined as a single individual or a collection of individuals sharing common interest in a pool of assets and liabilities, such as a family, controlling such assets and liabilities, regardless of the name and title they are held under.
- For Beneficial Owner accounts with portfolio characteristics exceeding the Standard Portfolio criteria, the Canopy Team will assess the portfolio contents and consult the number of additional Subscription Units required with the Beneficial Owner.

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Standard Portfolio

A Standard Portfolio for each Beneficial Owner account is defined as a portfolio with:

- **Aggregated portfolio characteristics of a maximum total of:**
  - **80 monthly transactions**
  - **200 holdings positions**
  - **20 sub-accounts**
  - **8 custodians**

The following conditions will further apply:

- Each account is controlled by one Beneficial Owner (individually or collectively)
- Complete account data is provided by month-end electronic PDF statements or electronic data feed
- The criteria of Standard Portfolio are subject to revision from time to time

Notes

- Minimum subscription period will be 3 months for quarterly subscriptions and 1 year for annual subscriptions.
- Processing of historical statements beyond 3 months is available at an additional fee. Please request for a quote.
- Processing of monthly transactions in large excess of the limits of a Standard Portfolio will be subject to charge at the rate of US$75/hour.
- Intra-month data uploads by the Canopy Team is available upon request at an additional fee. Alternatively, users can use the Canopy Engine user interface for simple transaction uploads (basic training and usage of the feature is free of charge, user support may incur additional charge).
- Paper scanned statements will incur an additional charge of US$100 per statement.
- We will endeavor to process Non-English language statements within the standard Subscription Fee, however, we reserve the right to charge an Additional Fee for exceptional cases of translation work.
- Set-up of direct data feed from custodian banks may incur additional fees on a time and material charges basis depending on the technical requirements of the counterparty.

Other services

- White Label of the Canopy Visualizer web application and PDF Reports is available for a one-time fee of US$5,000.
- PDF Reports Customization is available at the rate of US$75/hour.
- We will provide a quote or a time and material charge for all other special requests.
- Pricing and Terms are subject to change.

If you have additional questions, we're happy to help! Get in touch at hello@canopy.cloud.

* Discounts are available to customers of selected referring banks

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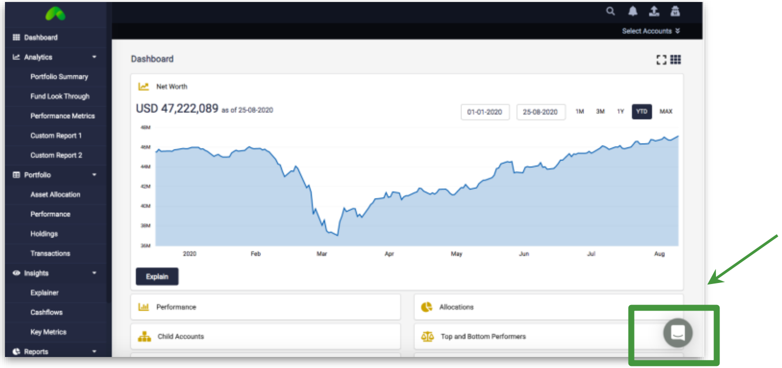
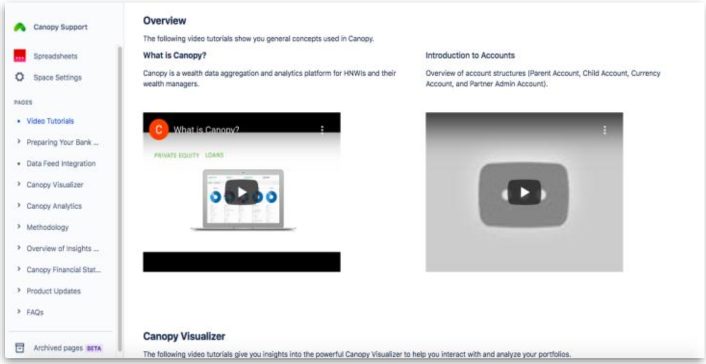
CANOPY CUSTOMER SUPPORT CHANNELS

Email support

Phone support (English, Mandarin, Cantonese, German*, French*)



Online Chat



Online videos and FAQ

*Expected Q1 2020

CANOPY IS THE RIGHT CHOICE FOR YOU

Canopy is a mature product and has been in the industry for many years.

Every HNW client is different.
Canopy can handle any level of complexity and sophistication.

Client investments range from financial instruments to art and real estate.
We cover any asset class in any part of the world.

We go the extra mile for you to ensure that your data and reporting needs are fulfilled.

THE TEAM

Tanmai Sharma
Founder and CEO

Former Managing Director at Deutsche Bank (Credit Trading and Structuring)

PGDBM (MBA) – IIM Ahmedabad

Amit Gupta
Chief Technology Officer

Former CTO at Instarem

MBA – Alagappa University

Michiel van Selm
Chief Operating Officer

Former Director at PwC Consulting and IBM (Private Banking and Wealth Mgmt)

MSc – VU Amsterdam

Sinan Biren
Business Development Manager

Former Business Development Manager at M2Wealth & Dell EMC

MBA – Bournemouth University

SPEAK TO US

hello@canopy.cloud

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