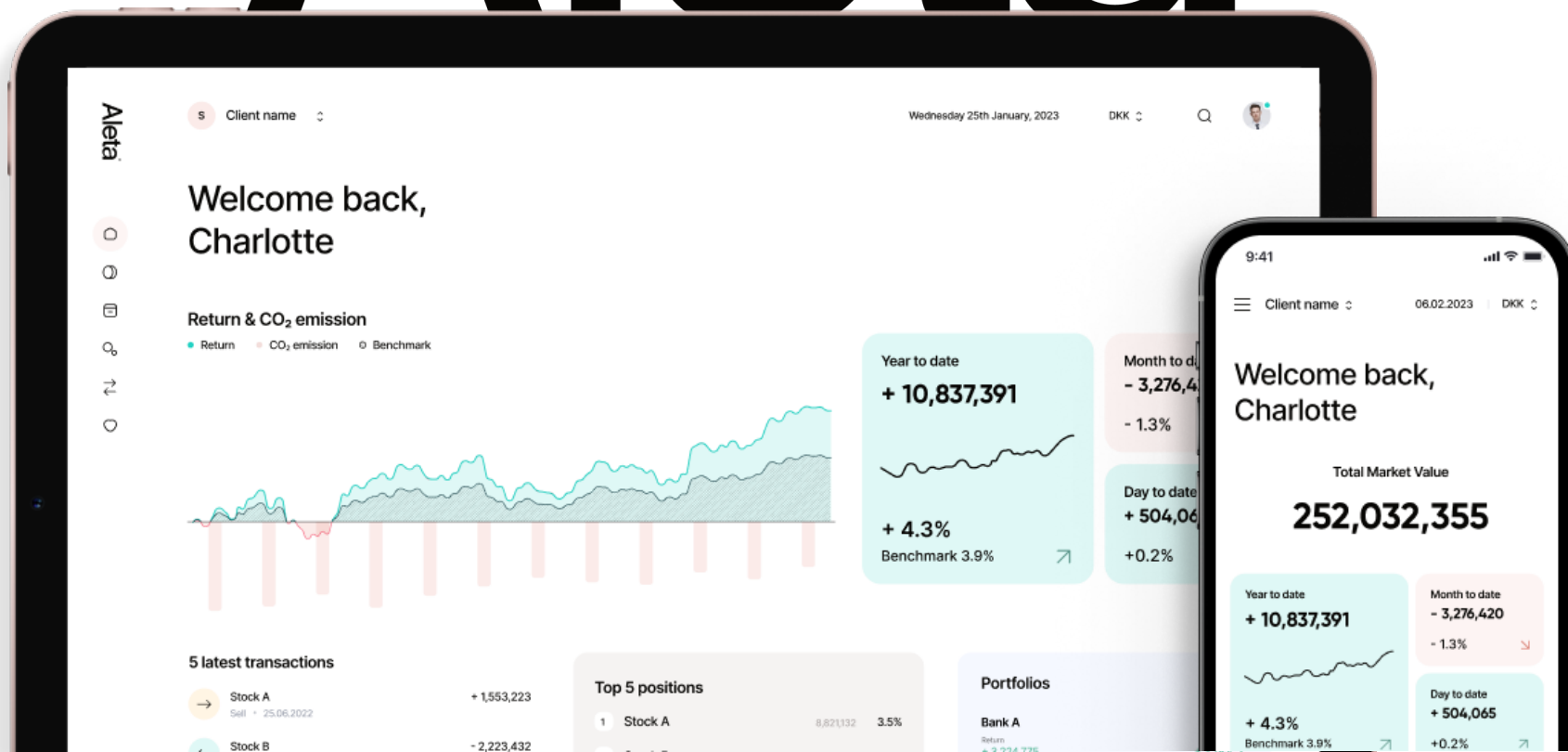


Aleta



What if you could stop spending time on *managing* data and spend more time *using* it?

What if you could analyze your total wealth with no fear of inaccurate data?

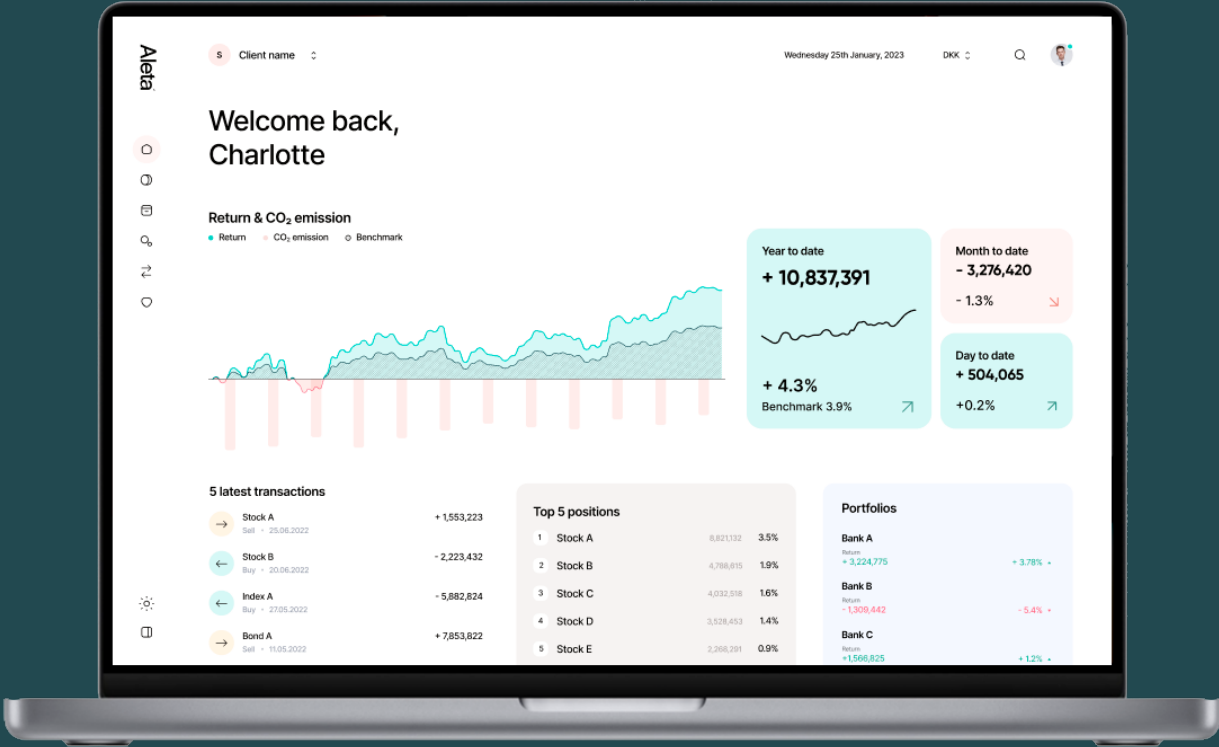
What if you could stop manually processing private-equity statements every month?

You can.

What if your wealth platform could move you forward instead of holding you back?

It can.

Aleta is a next-generation wealth platform that elevates your strategy rather than constrains it.

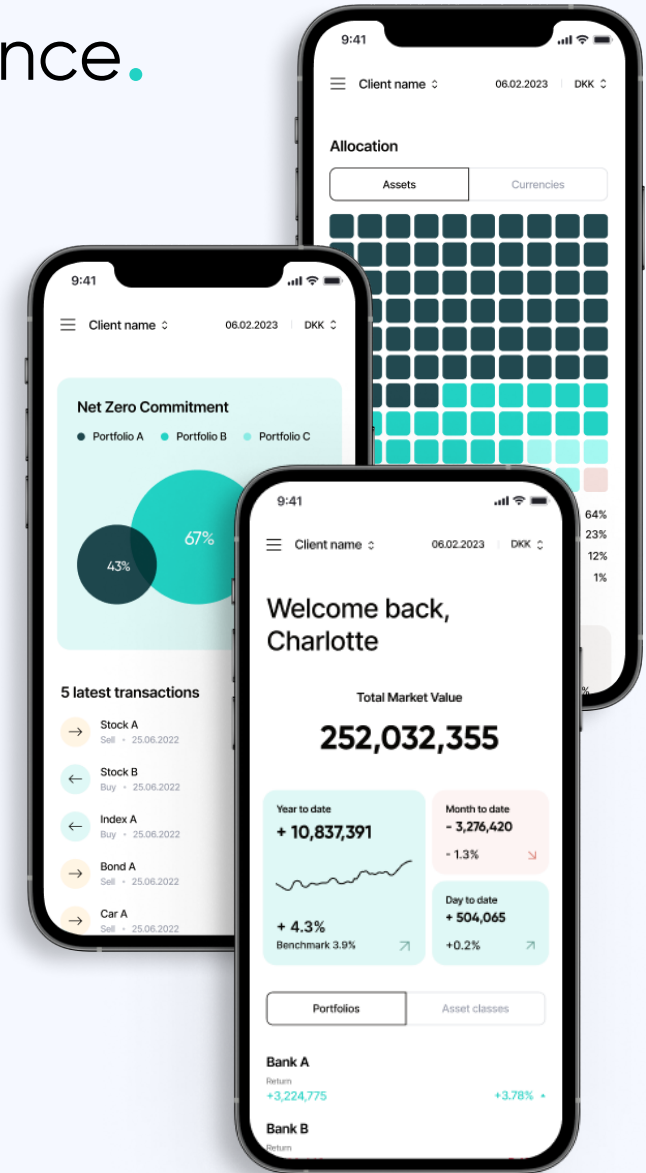


Preserve and build family legacy with confidence.

Aleta automizes your data management and allows you to leverage the full value of your data.

You'll be able to analyze your wealth from all angles with powerful features and drill down to transaction level to illuminate every nook and corner of your wealth.

And as frontrunners we want to inspire you to look beyond the bottom line which is why you get sustainability insights alongside traditional risk and return metrics.



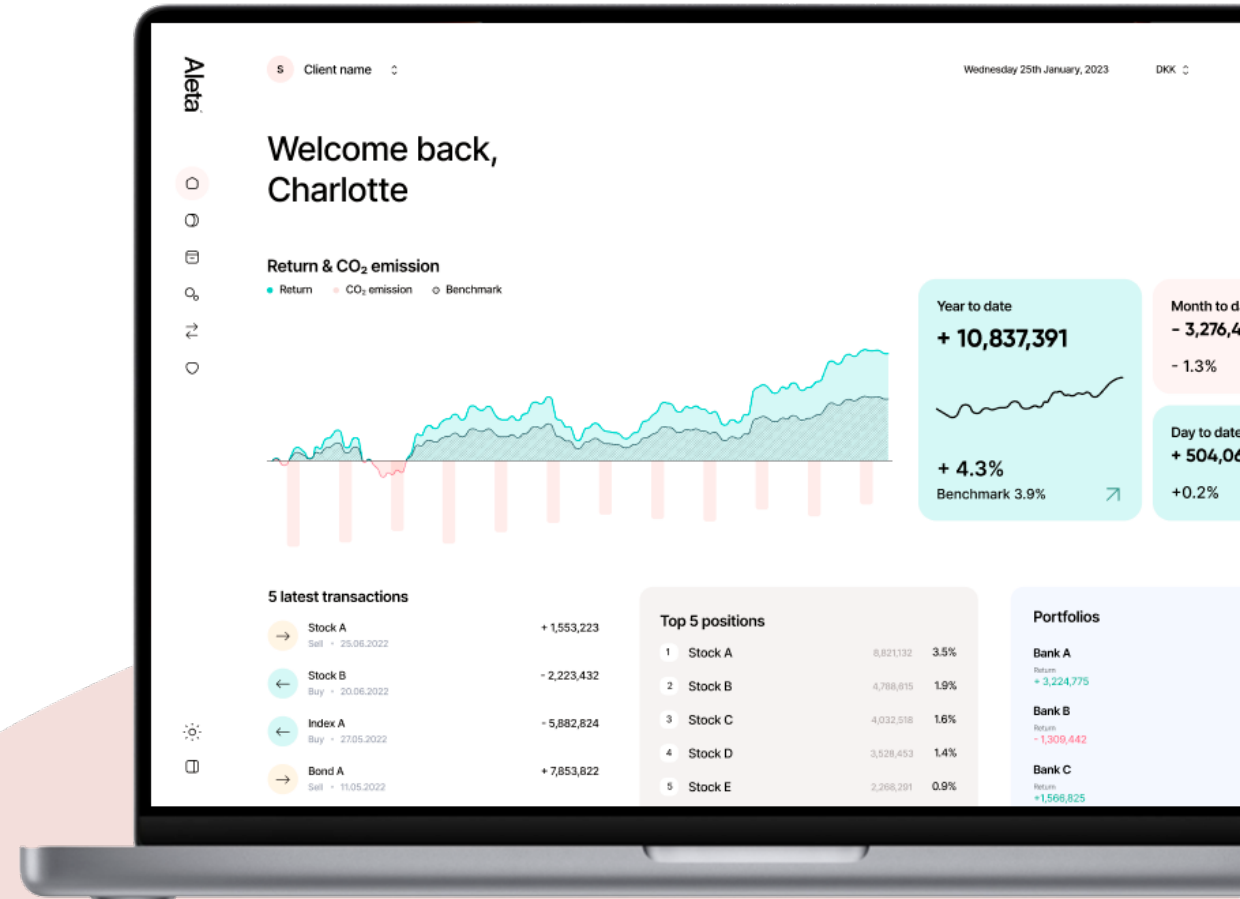
The story about Aleta.

Our story begins more than 15 years ago in a world of wealth management that was challenged by a severe lack of transparency and an increasing amount of manual work. We set out to change that.

Fast forward to today. We've assisted a long line of ambitious family offices in transitioning from manual data management to automated data capturing and consolidation. They've evolved from being constrained by homemade solutions and outdated portfolio systems to leveraging the full value of their data so they can make well-informed decisions.

During those years, we've also witnessed family offices becoming more conscious of the impact of their investments, and we firmly believe that profit and purpose will complement each other in the future. That's why we're committed to measuring more than returns.

Our name, Aleta, originates from ancient Greek and means *truth, sincerity, not hidden*. And so, we promise to provide you with the truth, the whole truth and nothing but the truth about your wealth.



A wide-angle photograph of a rocky beach at sunset. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The sun is low on the horizon, casting a long, shimmering reflection across the calm water. The foreground is filled with smooth, dark grey rocks of various sizes, leading into the water. A few larger, dark rocks are scattered in the shallow water. The overall mood is serene and peaceful.

A true holistic wealth overview.