Welcome! We’ll start soon!

Town Hall

October 4, 2023

Agenda

1. Opening Remarks
2. Business Update
3. Product Update
4. Modernization Update
5. Radnor Office Update
6. Q&A
7. Feedback Survey

Opening Remarks

Susan McKenna
CEO

Business Update

Caroline Grasso
Director, Advisor Sales

Rich Grotto
VP, Enterprise Sales

Eric Kerble
VP, Financial Planning & Analysis

Q2/Q3 2023 Business Development Update

ADVISOR SALES	
Wins	4,047
Avg. Selling Price	$2,945
ARR ($M)	**$11.92M**
% to Goal	**102%**

ENTERPRISE	
ENT Deals	63
ARR ($M)	$.91M
% to Goal	**39%**

Q2/Q3 STRATEGIC ENTERPRISE WINS
Ernst & Young ($120K)
Catalytic Wealth/Genomic ($38.5K)
Ronald Blue ($21.5K)

Q2/Q3 STRATEGIC ADVISOR WINS
Ayco ($221k)
Buckingham Strategic Partners ($96k)
The Fitzpatrick Group ($32k)
Ronald Blue ($30k)
Summit Global ($25k)
Clarity Family Office ($11k)

Q2/Q3 2023 SDR HIGHLIGHTS

Enterprise:

- 17 meetings booked and $279k added to the pipeline

Advisor Sales:

- 8,322 leads created - 133% to target
- 2,314 meetings booked – 115% to target
- $3.1M in closed revenue

Annual Recurring Revenue

(m's)	YTD Results (August)	YTD Budget (August)	2023 FY Budget
eMoney			
New ARR	$14.6M	$14.8M	$23.1M
Churn	($12.7M)	($11.0M)	($15.5M)
Net New ARR	**$1.9M**	**$3.8M**	**$7.6M**
Net New Fidelity FullView	$5.0M	$5.0M	$5.0M
Net New ARR Total	**$6.9M**	**$8.8M**	**$12.6M**

Financial Results

	2023 YTD Results	2023 YTD Budget	FY Budget
Revenue	$97.0M	$100.3M	$151.9M
Expense	($101.2M)	($106.5M)	($157.0M)
Earnings	**($4.2M)**	**($6.2M)**	**($5.1M)**

eMoney

Product Update

Chad Porche
SVP, Product Management

Joshua Belfiore
Group Product Manager

We’ve Never Been Closer to Our Clients and Prospects

KESTRA FINANCIAL
CAPTRUST
HIGHTOWER
LPL Financial
osaic

Fidelity
Goldman Sachs
Avantax
BAIRD
SYNOVUS

OLD NATIONAL
REGIONS
WELLS FARGO
KeyBank
TD

Allstate
NEW YORK LIFE
Nationwide
Lincoln Financial Group

Advisor Loyalty Has Increased

Investing in delivering new functionality as well as MarCom & training has paid off

- ↑19% "Allows advisors to provide product suggestions and acts on feedback"
- ↑17% "Articulates and shares clear vision for the future platform updates"
- ↑17% "Platform is regularly updated and refreshed with new features"
- ↑16% "Enables me to provide an exceptional client experience"
- ↑10% "Platforms are user-friendly, intuitive, and easy to navigate"

Released Year-to-Date

Top User Requests

- Beneficiaries on Cash/Taxable Accounts
- Roth Conversion Functionality
- Tax Bracket and Total Taxes Charts
- Reports Modernization

Top Reports in DC

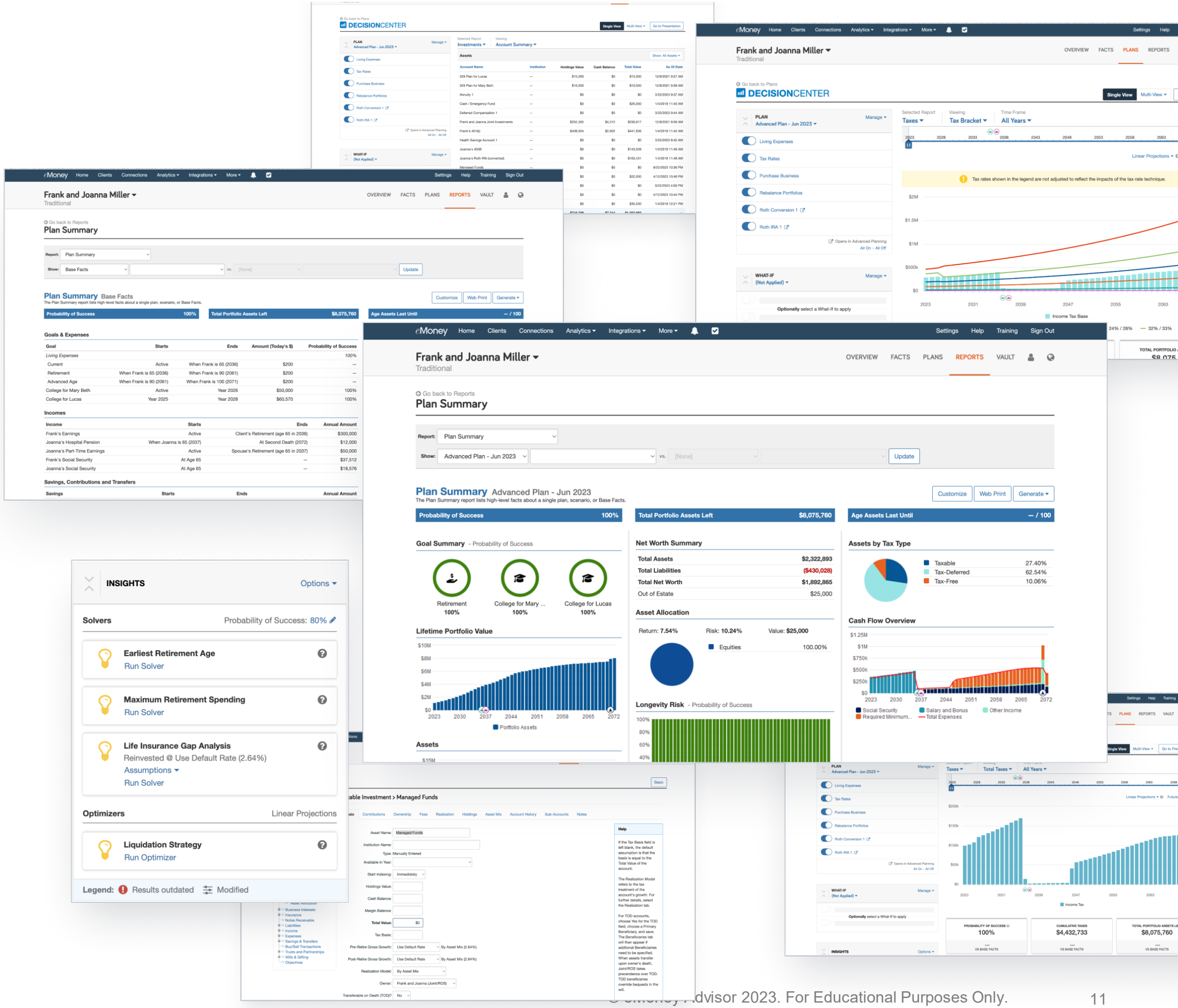
- Tax Bracket Chart
- Total Taxes Chart
- Holdings Detail Report
- Progress Report
- Holdings Gain/Loss Report
- Account Summary Report
- Balance Sheet
- 5-Year Cash Flow Report
- Life Insurance Gap Analysis report

Multi-View in DC & Customizable Plan Summary

- 23 components to pick from
- 2 layout options

Life Insurance Gap Analysis Solver

Premium & Aggregation APIs

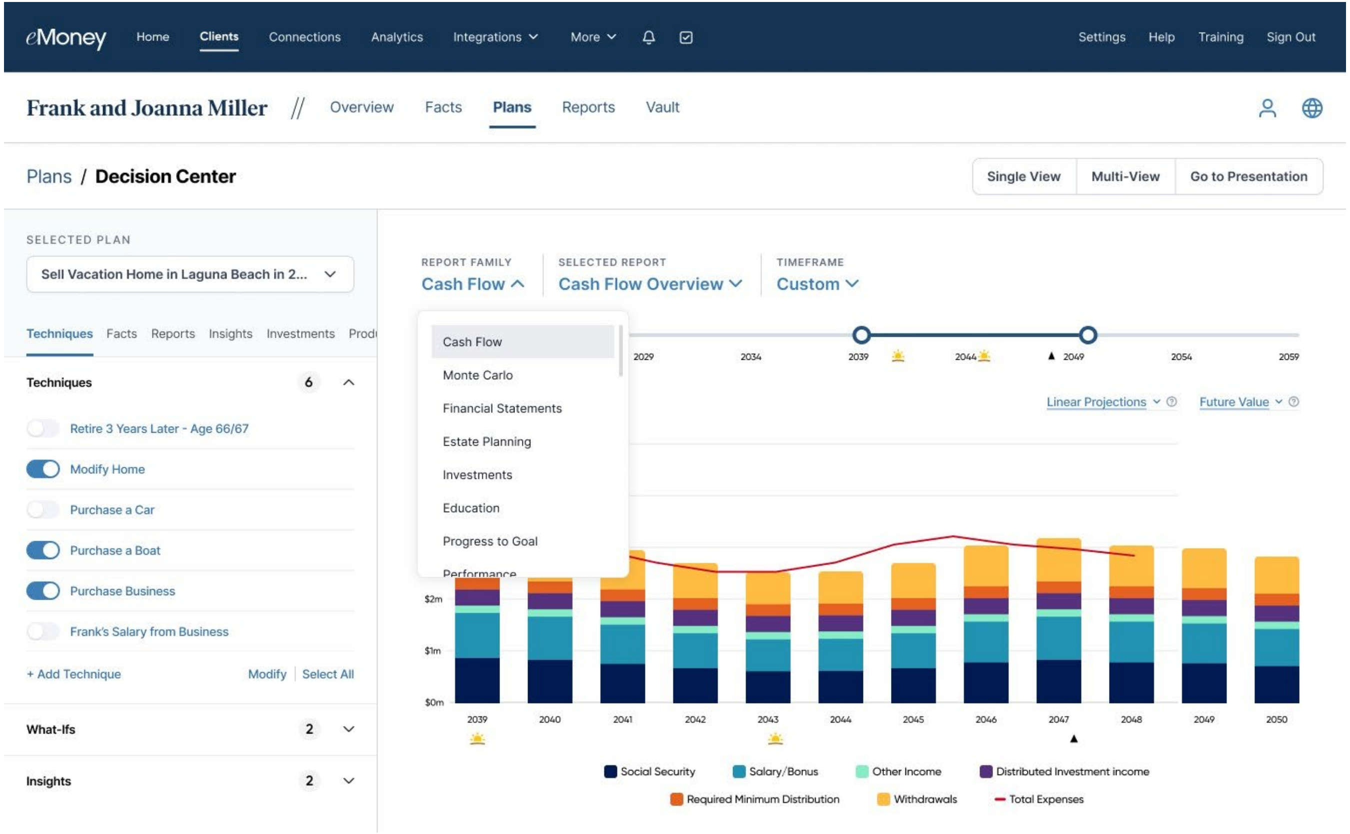


eMoney

A Singular, Consolidated Planning Experience

SCALE

All reports. Consolidated and interactive.



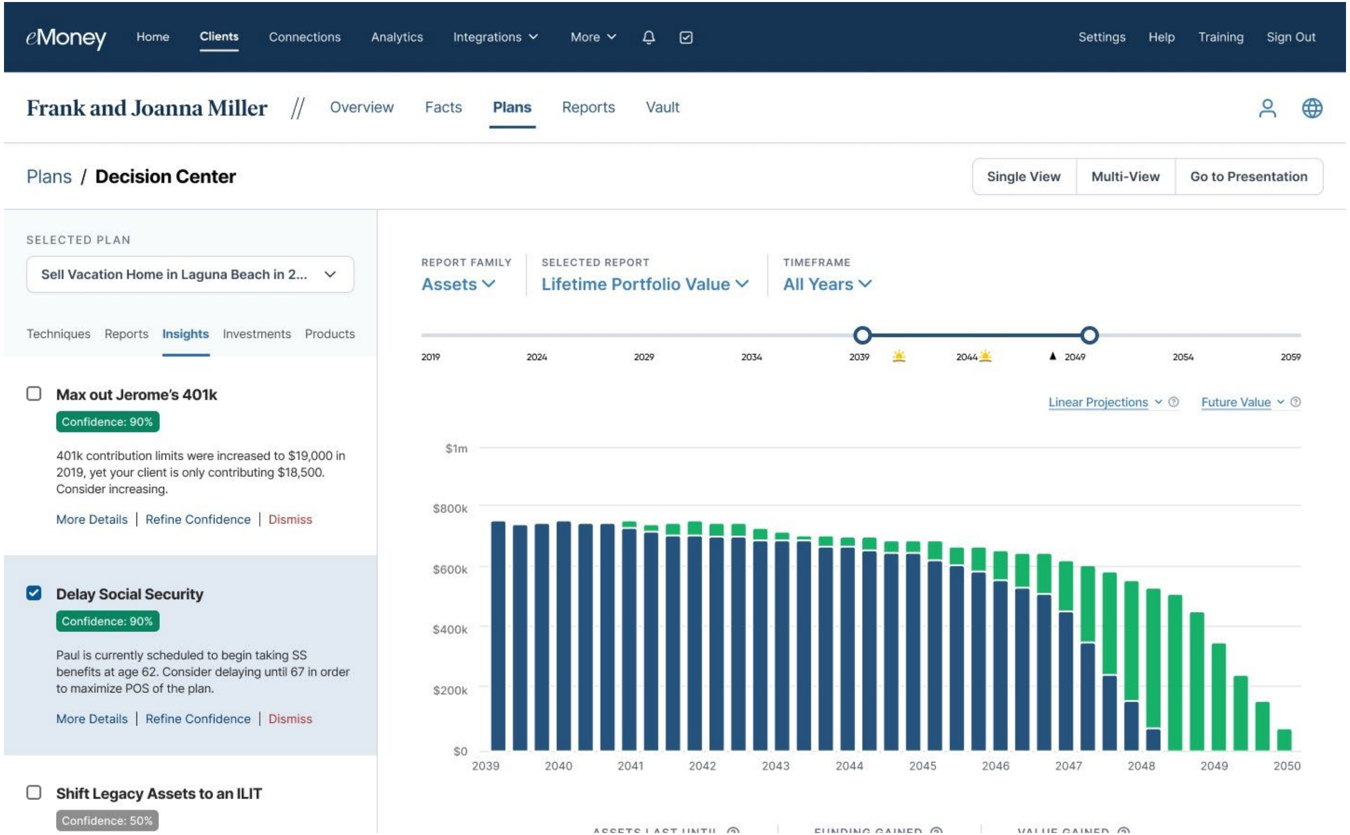
Coming Next:

1. Unified Presentation – Q4 '23
2. Ins. Premiums Report – Q4
3. Secure Income Report – Q4
4. Life Ins. Summary Report – Q1
5. Income Tax Report – Q1
6. Asset Allocation Reports – Q1
7. Expenses Facts from DC – Q1
8. SIMPLE IRA – Q1

Intelligent & Supportive Planning Tech

ELEVATE

System-generated insights shift the burden of figuring out what to do onto technology's shoulders.



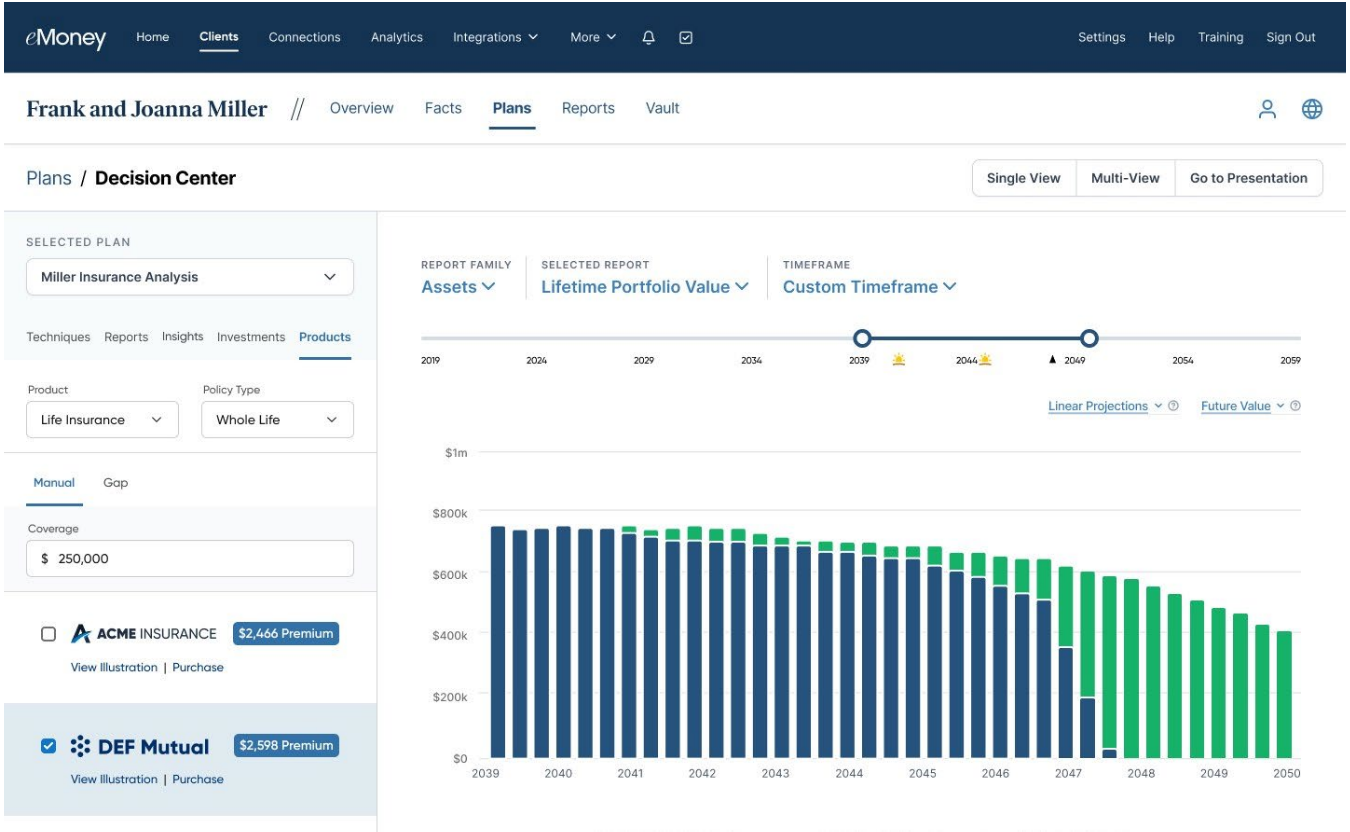
Coming Next:

1. Savings Solver – Q4
2. LTC Insurance Solver – Q1
3. Disability Insurance Solver – Q1
4. Autonomous Planning Proofs of Concept – Q1

Seamless Planning to Action

ACT

Go from planning to action with products marketplace.

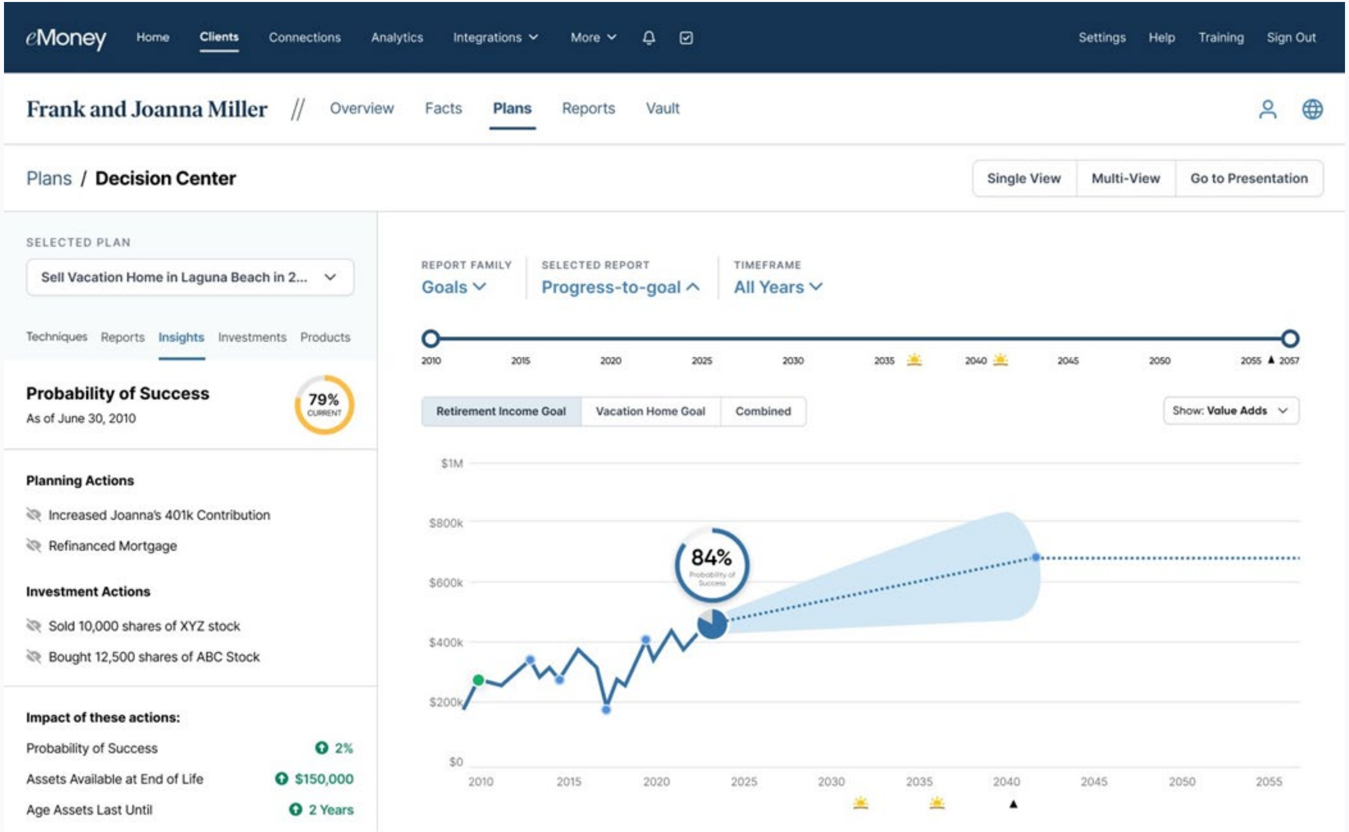


eMoney

Track Progress & Convey Value

TRACK

Track progress towards client goals. Connect the dots between actions taken & outcomes.



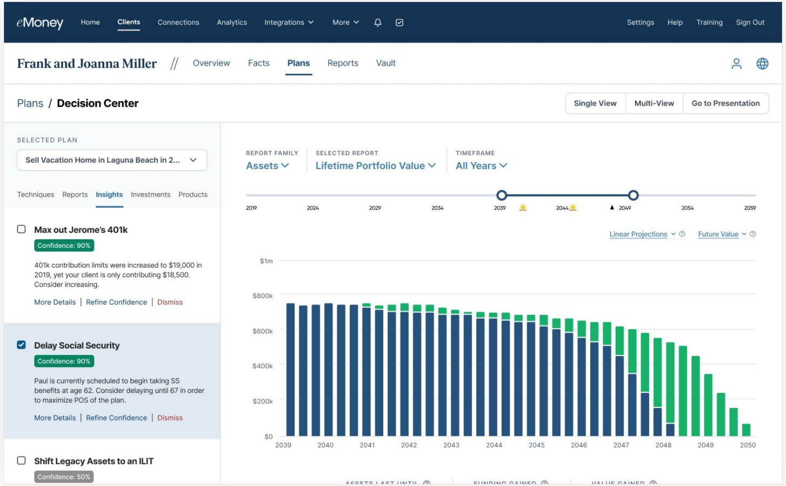
Coming Next:

1. Milestones – 2024
2. Data storage/architecture for subsequent enhancements

Consistency for Users Across the Enterprise

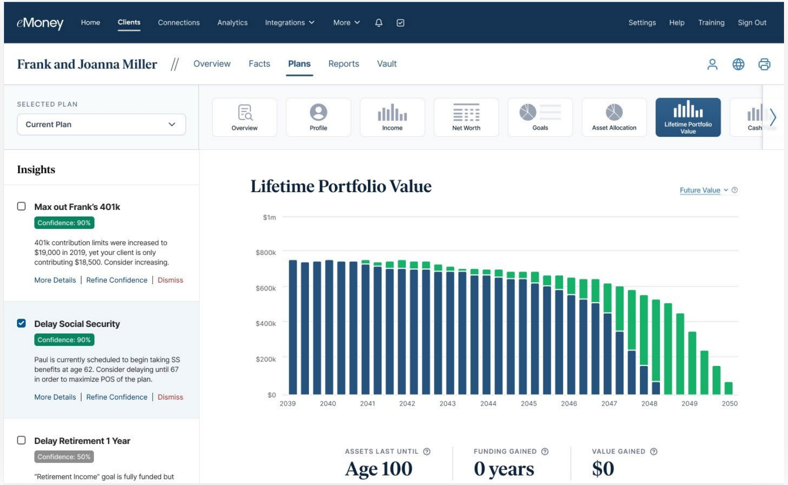
Advanced Planning *Vision.*

Full suite of content and functionality to support planning across any topic, to any level of granularity.

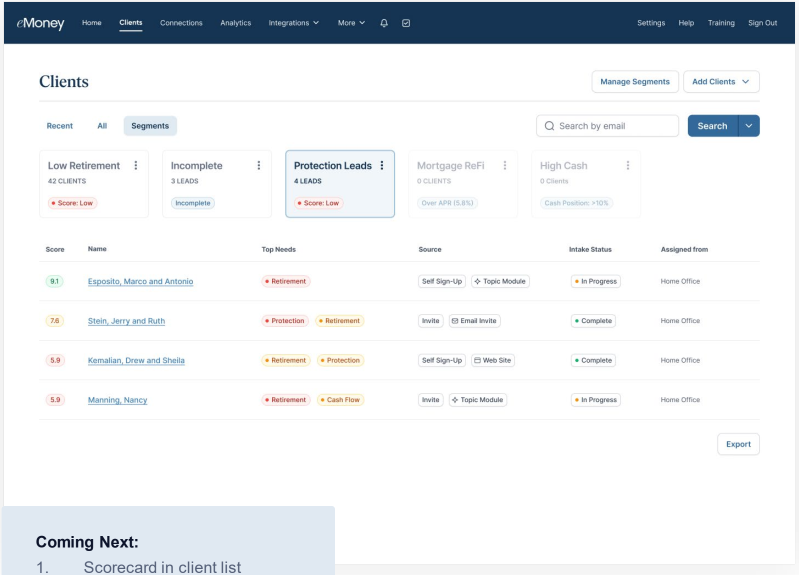


Foundational Planning *Concept.*

Streamlined, assistive workflow for lightweight planning or single-topic analysis.

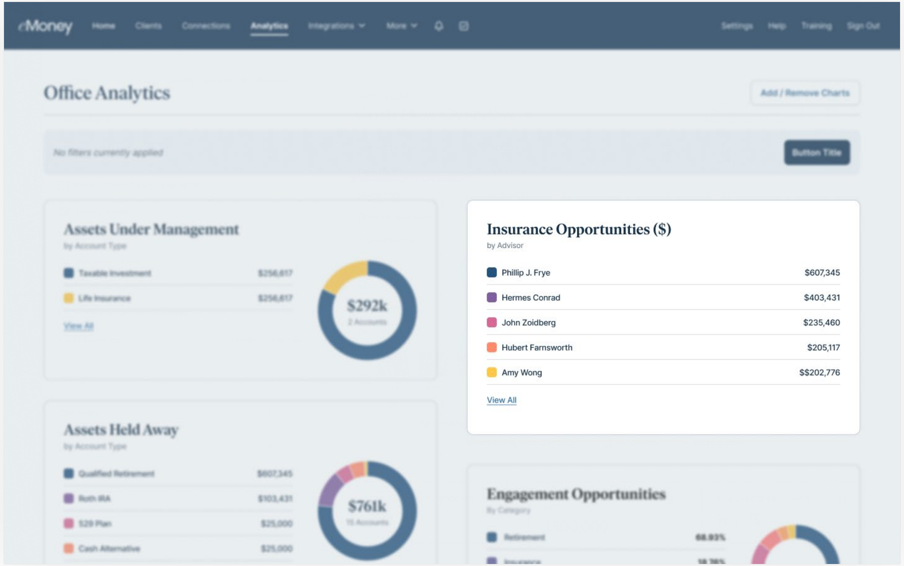


Client List & Analytics



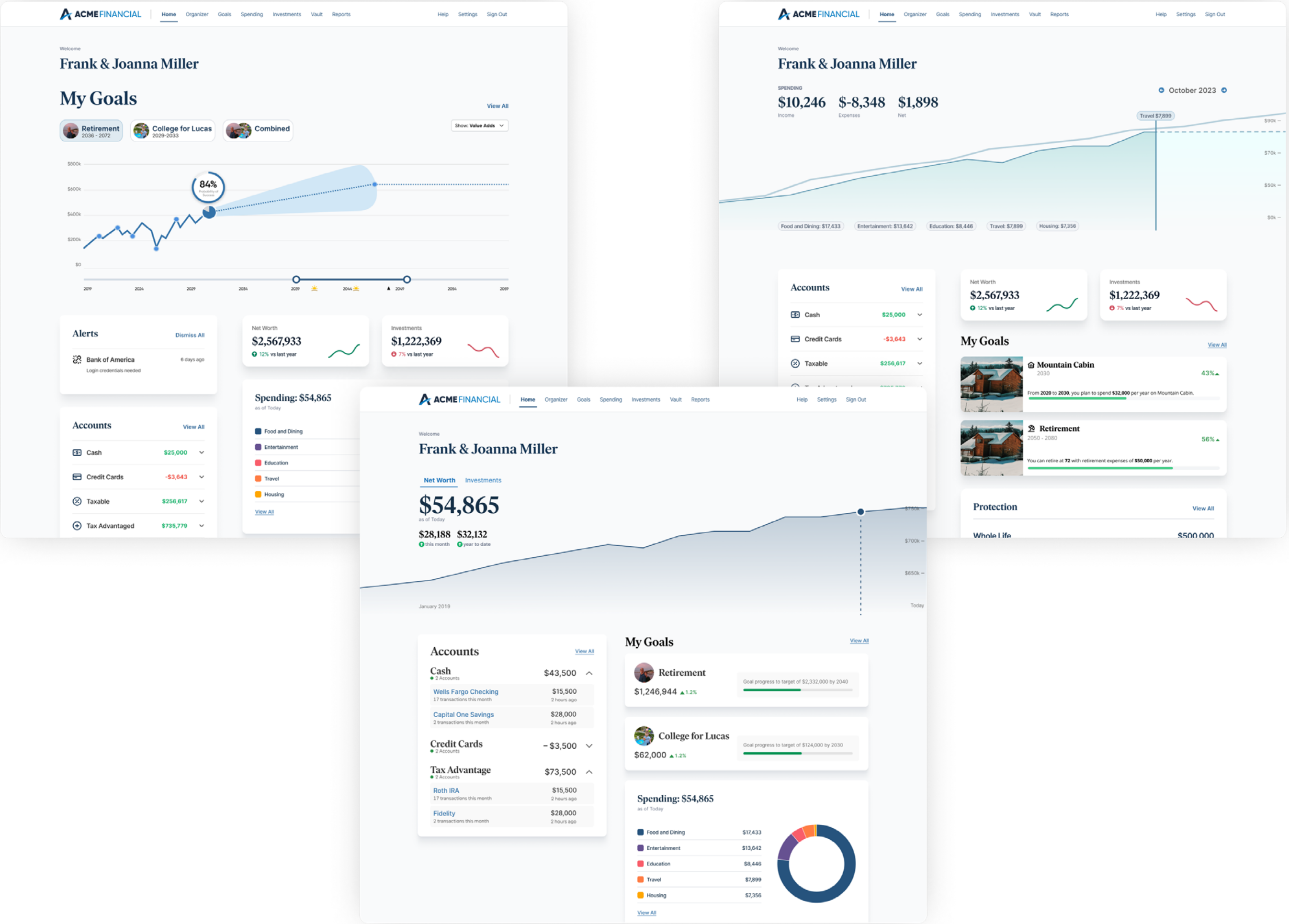
Coming Next:

1. Scorecard in client list
2. Scorecard in client overview



A modern personalized experience

Create a strong first impression with end-clients that focuses on modern aesthetics, simplicity, and personalization.

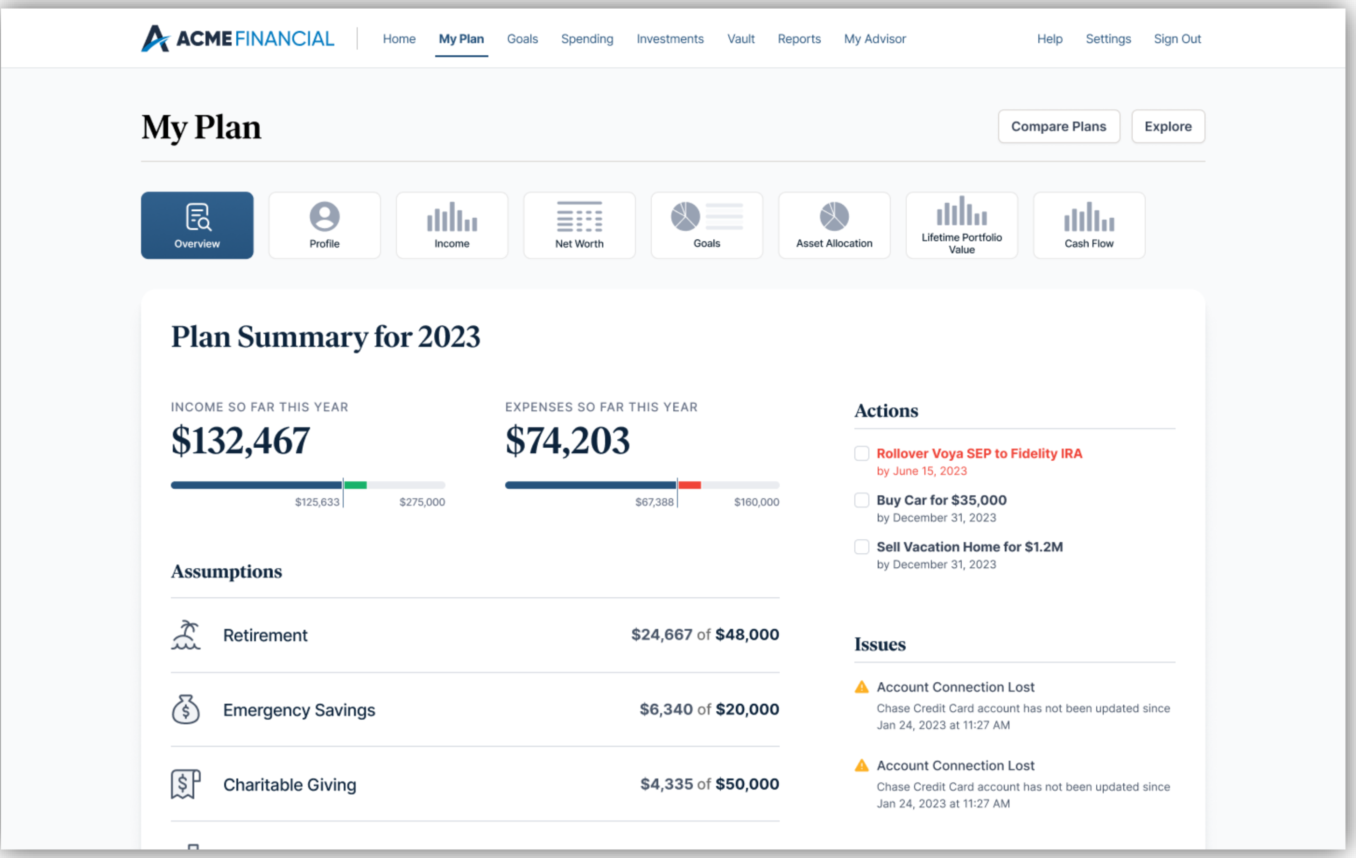


Coming Next:

1. Modern user experience – Q1
2. Self registration – Q1

Engage with Planning

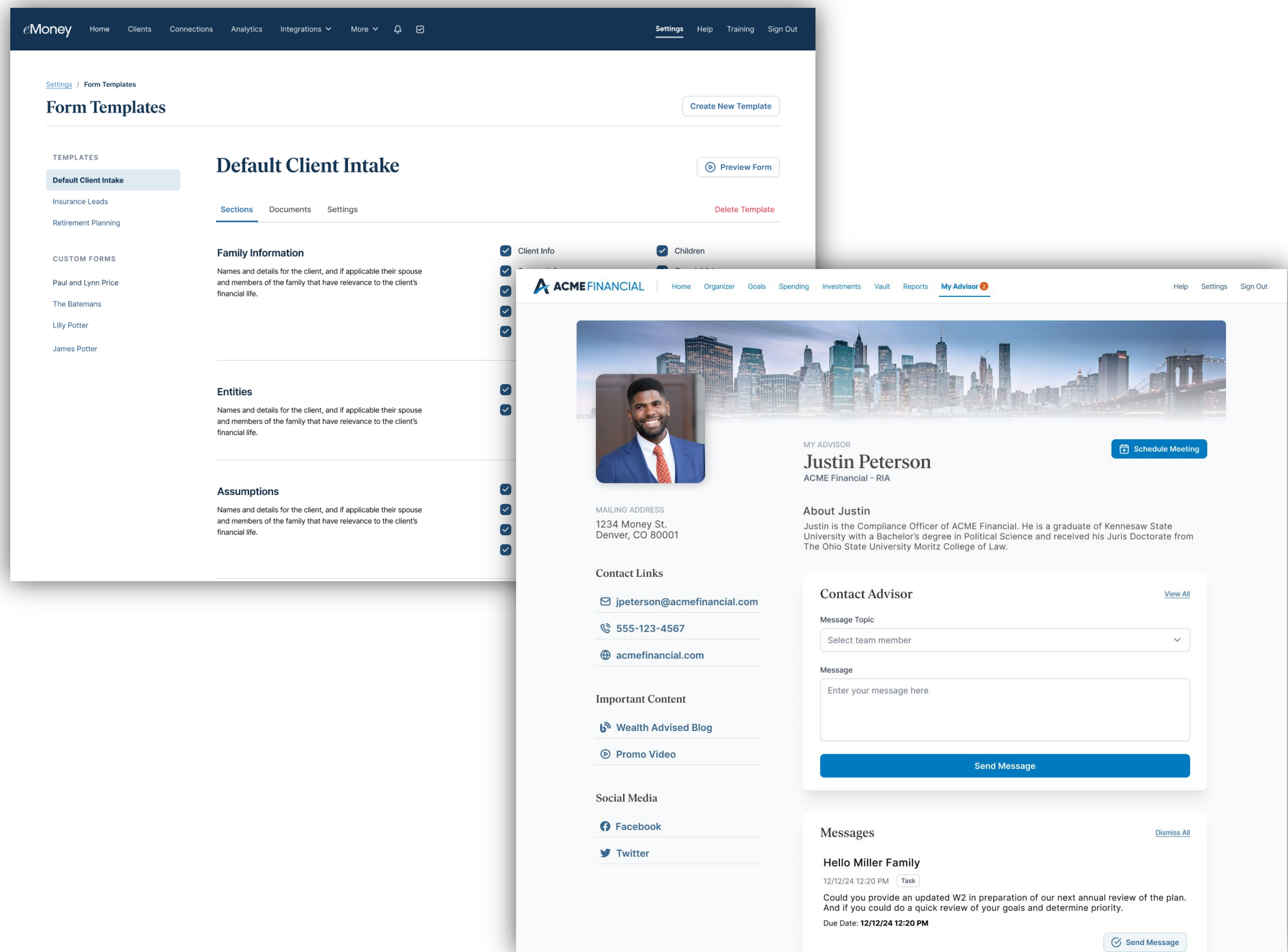
Clients consume the plan an advisor creates and can interact with the topics important to them.



eMoney

Customize the experience

Create custom data gathering forms, highlight your brand, and drive clients to your content.



Coming Next:

1. Branded firm page – Q1

eMoney

Modernization Update

Nick DiLisi
Head of Technology

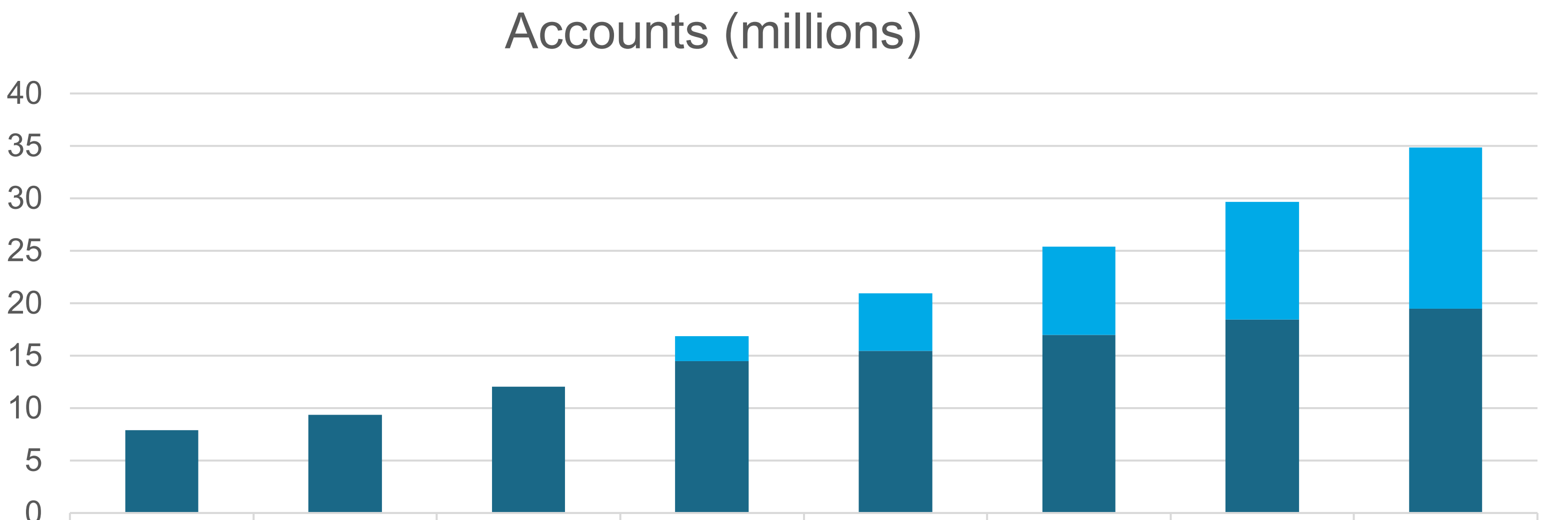
Melissa Sumner
SVP, Development and Enterprise Architecture

Protect and Grow the Core Profitably While Modernizing

- **Areas of Focus**
  - EMX – includes Okta/Authentication
  - Nexus
- **Proof of Concept (POC) Work**
  - Applying results of POC work to business capabilities covered in Product update
- **Cloud Contracts – End of Year**
  - 2 awaiting DocuSign (PNC and Fifth Third)
  - 1 awaiting results of due diligence (BMO)

  Why contracts matter: All contracts must have signed amendments by the end of 2023 to allow tech modernization strategy to move forward.
- **Cloud Migration**
  - Pilots starting Q3 2023 with meaningful services in the Cloud by 2024.

Data Aggregation – Account Growth



	2016	2017	2018	2019	2020	2021	2022	2023
Fidelity	0	0	0	2.4	5.5	8.4	11.2	15.4
Planning	7.9	9.4	12.1	14.5	15.5	17	18.5	19.5

Planning Fidelity

Nexus Modernization Roadmap

Status

Aggregation teams are crushing modernization while continuing to deliver key business capabilities such as the Schwab merger and the new institutional search.

2022	2023				2024				2025			
Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

Phase 0 – Readiness (% complete)
- Upgrade .Net 4.8 **(100%)**
- Message refresh **(100%)**
- Database separation **(100%)**
- Distributed tasks **(100%)**

Highlights:
- 6.0 .Net upgrade production by end of year! We can deploy in Linux!
- Finished Bulk File Load AWS Proof of Content (POC) and started implementation (deploy in lower environment end of year)
- Message refresh in production in AWS
- Data API message based in implementation, targeting production end of next PI

Phase 1 - Lay the rails – Gatherers in AWS
- Bulk File Load Native AWS POC (100%)
- Gatherers use message refresh (100%)
- SDLC deploys to AWS (100%)
- Scraper service in AWS (100%)
- API Service POC (100%)
- Nexus worker containerized POC (started)

Phase 2 – Gatherers Pilot (1-2% workload)
- Exemplars of each gatherer type in production (on track)
- Operational rigor (on track)
- Refined cost estimates (100%)

Phase 3 – Gatherers Migration (60-80% workload)
- Elastic orchestration in AWS
- New scraper, API and Bulk File Connectors in AWS
- Legacy Parser, API Migrated to AWS

Phase 4 – Lift and shift residual workload
- Remaining gatherers migrated
- Database and sharing to AWS

eMoney

EMA Modernization Roadmap

The other ARTs made significant progress, having completed multiple architecture Proof of Concepts (POCs) and transitioned to full implementation of new architecture patterns into production while continuing to deliver key business capabilities such as multi-view.

Status

2022	2023				2024				2025 - 2026			
Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

Phase 0 – Planning (% complete)
- Current state analysis **(100%)**
- Architecture definition **(100%)**
- Multiyear strategy **(100%)**

Phase 1 – Architecture POCs
- SIM Input Layer Auto (100%)
- Reporting BFF Interactive (100%)
- Reporting BFF Printable (100%)
- Fact API architecture (100%)
- Fact Schema UI , BFF (100%)
- Apigee to AWS services (100%)
- New UI Architecture (100%)

Highlights:
- Architecture POCs complete
- Simulation Input Layer heading to production soon. 1700+ files changed!
- Effective Configuration end point in production
- Reports and Facts deep into implementation in preparation for production
- New UI architecture being leveraged for client experience dedicated firm page
- Client SOW: Wells Fargo monthly Monte Carlo in AWS in production
- Apigee on premise to AWS services validated
- Okta: users logging in through Okta, on target Oauth and new sign on experience

Phase 2 – New architectures to prod
- Effective Configuration Endpoint (100%)
- Simulation Input Layer (~Oct)
- Reporting Balance Sheet (~Jan)
- Fact experience – Expenses (~Feb)
- New UI Architecture in Client Experience (~Feb)
- OKTA: Oauth for eMoney Access for 3rd parties
- OKTA: New Sign on Experience & Single Sign on

Goals:
- Modern user experiences
- Parallelize development
- Scale performance
- Support out of the box solutions for enterprises
- Best in class security
- Lower cost to build and sustain

Phase 3 – Optimization and incremental deliveries of value
- Configuration available in AWS, reduce monolith code dependency
- SIM additional refactoring
- MC .Net upgrade, database separation, new persistence layer, MC to AWS
- Reports to Decision center in new technology, new reports to DC & Report Tab
- Additional Fact Categories in new Fact Experience
- Vault data in AWS
- Migrate additional client experience to new UI architecture
- OKTA: Hosted signon experience, Adaptive multifactor authentication

Phase 4 – Incremental deliveries of value and retirement
- Fact, Simulation extracted to AWS
- More fact categories, retire old fact experiences
- Simulation output layer (maybe)
- More reports to DC in new tech, retire old experiences

eMoney

Radnor Office Update

Doug Lane
Controller

Radnor Office Update

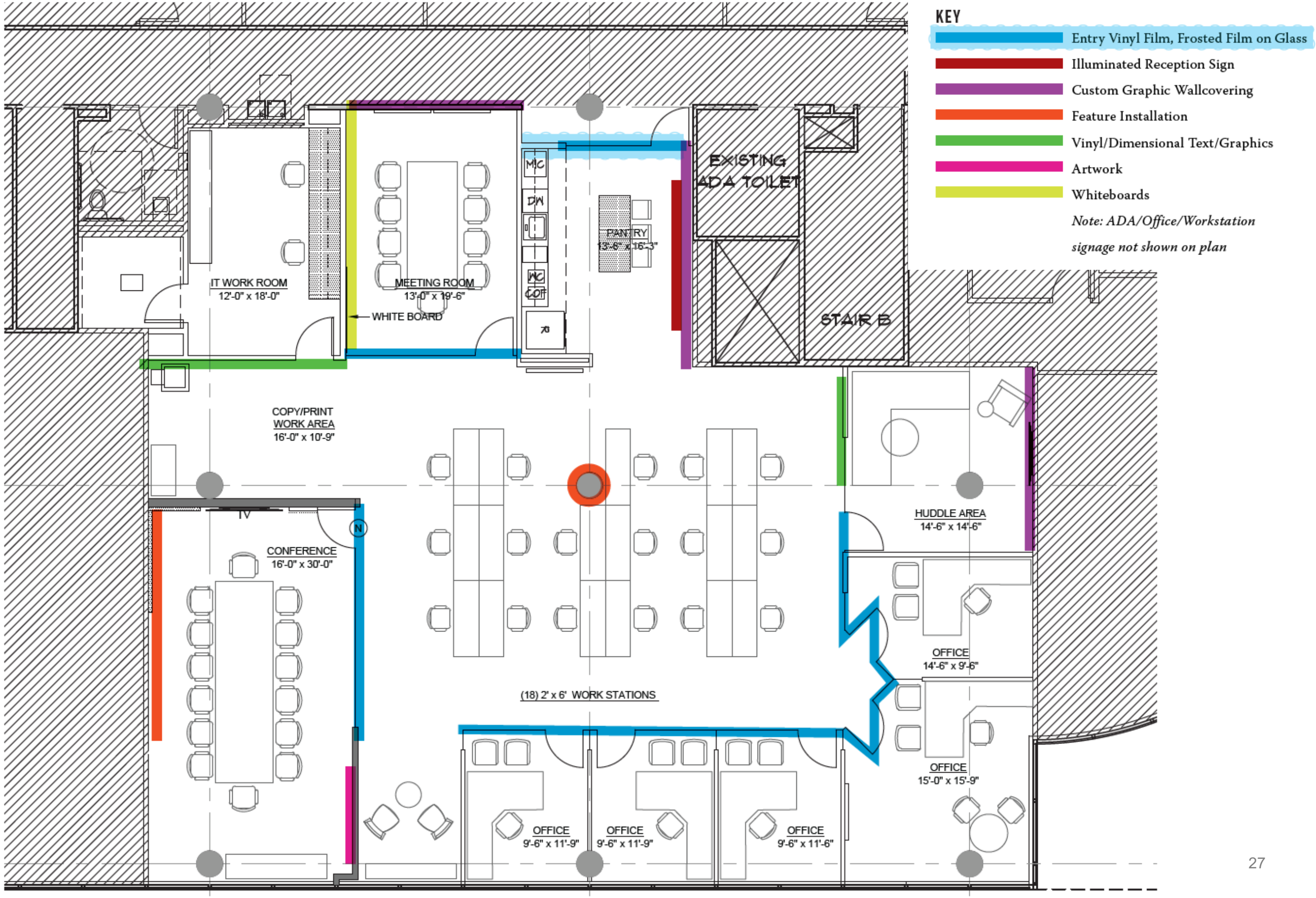
October

3rd & 4th Floors
- Access restricted
- Decommissioning complete
- LEAPS Africa hardware pickup
- Brandywine final review

2nd Floor (new space)
- Construction begins
- Network setup
- New furniture and A/V installed

November

2nd Floor (new space)
- Operational by Nov. 1



eMoney

Offsite Event Process

Offsite meetings are still supported and encouraged!

Tasks	Current	Future
Planning: Timing, budget, & headcount	EA	EA
BU and FP&A approval	EA	EA
Hotel coordination	EA	EA
Coordinate conference rooms & catering	FA	EA
Technology setup & troubleshoot	CO	VSM/CO
Off-site nightly activities & dinners	EA	EA

Key

- EA = Executive Assistant
- FA – Facilities
- CO – Corp Ops
- VSM – Venue Service Manager

Questions

Feedback Survey

Let us know what you thought about today's event!

A survey will appear in your browser once the webinar ends.