Institute for Private Investors®

Established 1992

Safe Harbor • Education • Community

"IPI's mission of creating a safe harbor learning environment that fosters communication between private investors and the advisors who serve them is more critical today than ever in these increasingly complex times. We believe a community of families and advisors who share ideas, expertise and challenges and learn from each other is essential for the long-term success of both."

—Mindy Rosenthal, President
Institute for Private Investors

IPI (Institute for Private Investors) is the premier peer network of Private Investors in the United States

Founded in 1991, IPI today provides more than 1,250 peers and their families in more than 30 countries with access to independent investor education and networking experiences designed to support critical decision making and protect the family legacy.

Members of the IPI are peers who share in common the achievement of success, a commitment to learning and a desire to connect with best in class professionals in an environment of trust and confidentiality.

IPI's mission is to be the bridge between the private investor and professional services communities in the U.S. so that they can forge successful and enduring relationships and to the global private investor community through its parent company Campden Wealth.

We invite professionals in the wealth management industry to become members of the IPI's unique community.

IPI delivers Professional Members with:

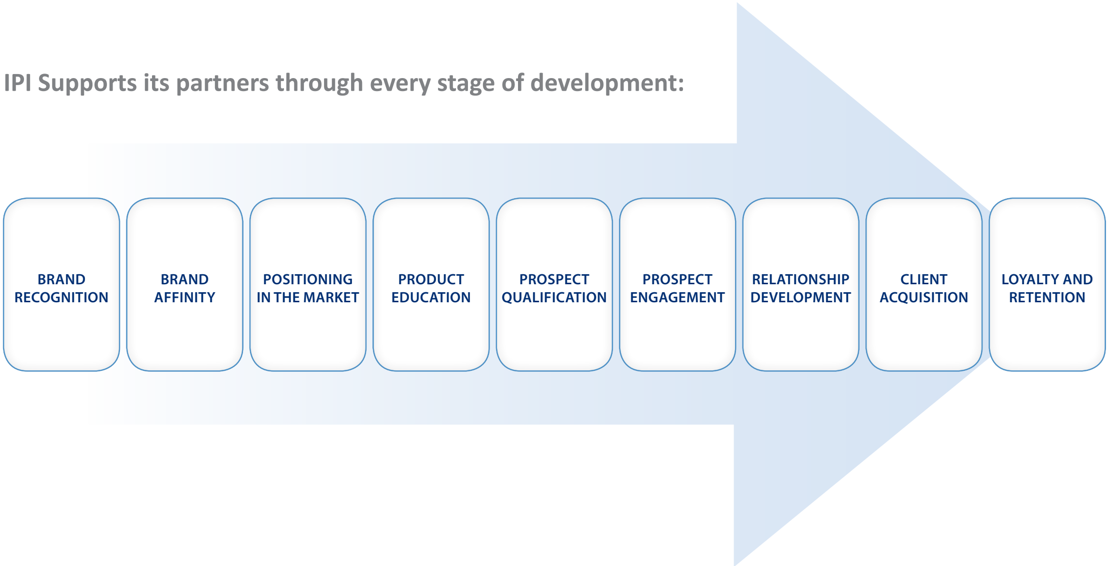
- Engagement with a regional and global UHNW community
- Networking opportunities through in-person private events and online through Memberlink®
- Support with client acquisition, client retention and brand positioning

"Our relationship with the Institute for Private Investors is long-standing and highly valued. As Leader Council members, we greatly appreciate and strongly support IPIs dedication to education and thoughtful dialogue around topics of importance and their members and the broader investment community"

—Belinda Sneddon, Family Office Practice Executive
U.S. Trust Family Office

FEATURES OF PROFESSIONAL MEMBERSHIP

IPI Supports its partners through every stage of development:



IPI Delivers:

- Access to the UHNW community through multi-faceted platforms
- Unparalleled face-to-face interaction with investors
- Positioning as subject matter experts
- An exclusive, intimate networking environment
- Online community involvement through thought-leadership and white papers
- Proprietary, timely and topical investor intelligence

IPI's professional members are provided with multiple opportunities to educate and inform the community of families, single family office executives and individual private investors in an open, transparent and sophisticated environment. Opportunities are designed to showcase content expertise, reinforce competitive differentials and attract qualified relationships.

BENEFITS OF PROFESSIONAL MEMBERSHIP

Connections to more than 1,250 private investor members, with a mean net worth of $300 million; three out of four are principals, 220 Next Generation members and 116 Family offices.

Learning from, and connecting with, this group of private investors can help you position your offerings and better acquire, retain and serve your clients:

Events

- **Forums** - Four two-day forums are held each year, in New York and San Francisco, where leading industry experts and private investors share insights and strategies which can be attended by professional partners.
- **Advisor roundtables** - Hear industry leaders discuss timely issues and build relationships with others in the wealth management industry. You may attend advisor roundtables in New York, Dallas and San Francisco. IPI also holds a Year End program for advisors.
- **Private Dinners** - Intimate settings where Professional Partners host a select group of private investors to socialize, share and learn together.
- **Next Generation Meetings** - A series of stand-alone events, research and networking opportunities for members 20 – 40 years old which can be supported by Professional Partners
- **The Grill®** - Due Diligence in Action. This format teaches investors to ask the right probing questions to evaluate professional advisory providers.

"As long-time Leaders Council members, we greatly value our partnership with the Institute for Private Investors. We share a mutual philosophy that emphasizes the importance of educating and empowering investors, and we enjoy being a part of such a dynamic investment community."

—Kristi Combs, Director
Greycourt & Co., Inc

Online Community

- **Memberlink®** - A secure online platform allowing investors and professional members to engage and stay connected.
- **Heard From Investors** - What are today's issues and concerns of private investors? Heard from Investors provides insight into what investors are discussing among themselves.
- **Handouts and Recordings** - IPI creates more than 200 intellectually rigorous sessions per year for investors and advisors.
- **Advisor DataBank** - A flexible and searchable database of the wealth management industry allowing your firm to be optimally positioned within the IPI Community.
- **Advisor Updates** - Allows professional members to enhance their visibility and share their market commentary and newsletters. We push the link to all members via What's new on Memberlink. All articles will be linked to their Advisor DataBank page and become part of IPI's searchable database for Private Investors.
- **Request For Information** - A firm can respond directly to an investor's request for information (RFI) if an investors criteria on the Advisor DataBank matches your capabilities. This facility acts as a preliminary RFP for an investor seeking a new advisor/ consultant / manager or fund.

Research

- **Research** - In-depth research reports and targeted surveys shedding light on how private investors and families are addressing a range of issues.
- **IPI Report** - A collection of the most meaningful presentations and content material presented throughout the year.

Optimize your membership

Are you actively using the resources available? Are the right people with your firm involved with IPI? Do you maximize Memberlink's value?
IPI assists its members in actively leveraging IPI resources and benefits. We welcome your emails, calls and visits!

EDUCATIONAL PARTNERS

The Educational Partnership is a customized solution structured to meet specific partner needs. Partnerships have included, but are not limited to the following benefits:

- Customized branded research and surveys, including speaking opportunities, media campaigns and distribution to IPI and Campden UHNW communities
- Series of themed stand-alone meetings focused on topics including Next Generation wealth holders, Women of Wealth, family office solutions and other pertinent wealth management topics where the partner is positioned as the thought leader in the IPI and Campden communities
- Targeted sponsorship at one of 15 global Campden Conferences hosted annually
- Advertising within the global publications of *Campden Family Office* and *Campden Family Business* and online at CampdenFB.com
- Meetings with your firm's senior leadership to answer questions and share insights on the ultra-affluent

All Educational Partners receive the following annual benefits:

- Opportunity to present at two Forums and one Member Roundtable
- Two representatives may attend each in-person IPI event, including:
  - Minimum of eight Member Roundtable meetings
  - Two Forums in New York
  - Two Forums in San Francisco
  - Minimum of one Seasonal meeting
- Member introductions
- Host exclusive dinners
- 360-degree marketing strategy:
  - Positioned and recognized as a premier thought-leader on a specified market segment
- National branding at Forums and online
- Inclusion in online IPI Advisor Databank
- Two qualified client's guests to accompany you to each Forum
- Participation in a Grill® session
- Online access to Memberlink® resources
- Intellectual capital included in quarterly Treasury Reports
- Receipt of IPI and Campden Research
- Receipt of *Campden FB* and *Campden FO* publications

Pricing for one year Educational Partnership: $125,000 per year

LEADERS COUNCIL

Leaders Council Members are provided with exclusive and invaluable channels to establish their market-leading position within the IPI Private Investor Community that will increase relationship engagement and develop brand affinity through education and thought-leadership. Benefits include:

- Opportunity to present at two Forums and one Member Roundtable
- Host and present at one bi-monthly Member Roundtable
- One representative may attend each in-person IPI event, including
  - Minimum of eight Member Roundtable meetings
  - Two Forums in New York
  - Two Forums in San Francisco
  - Minimum of one Seasonal meeting
- Member introductions
- Host exclusive private investor dinners
- National branding at Forums and Online
- Inclusion in the online IPI Advisor Databank
- One qualified client guest to accompany you to each Forum
- Participation in a Grill® session
- Online Access to Memberlink® resources
- Intellectual Capital included in quarterly Treasury Reports
- Receipt of IPI and Campden Research
- Receipt of *Campden FB* and *Campden FO* publications

Pricing for Leaders Council Membership: $55,000 per year

Modified Leaders Council memberships are also available, for those clients whose business activities are solely focused on one coast or one geographical nexus. Regional Leaders Council memberships provide for participation to Forums held in either San Francisco or New York and Member Roundtables and Seasonal Meetings held either East or West of the Mississippi.

Pricing for East Coast Specific Leaders Council Packages: $35,000 per year

Pricing for West Coast Specific Leaders Council Packages: $25,000 per year

ADVISOR MEMBERSHIP

Advisor Membership is open to professionals and firms advising private clients, including **investment firms, consultants, multi family offices, financial planners, family facilitators, risk managers, technology providers and law firms**. Advisor members join a dynamic and ever-evolving community of private investors and advisors who rely on each other for information and education. Benefits include:

- Opportunity to host and present at one Member Roundtable
- Two representatives may attend a
  - Minimum of eight Member Roundtable meetings
  - Minimum of one Seasonal meeting
- Member introductions
- National Branding at Forums and Online
- Inclusion in the online IPI Advisor Databank
- Online Access to Memberlink® resources
- Intellectual Capital Included in quarterly Treasury Reports
- Receipt of IPI and Campden Research
- Receipt of *Campden FB* and *Campden FO* publications

Pricing for Advisor Membership (excluding Hosted Roundtable): $8,500 per year

Pricing for Advisor Membership (including Hosted Roundtable): $12,000 per year

"The Institute for Private Investors is our valued partner for connecting with a unique community of thoughtful and inquisitive investors. We enjoy educating investors about the risks and opportunities in our markets, and always learn from our interactions with members. Our position on the Leaders Council has been a very positive experience for our firm."

—Scott D. Einhorn, CFA, Executive Vice President, Director of Marketing
Fiera Capital Inc.

BENEFITS OVERVIEW

Benefits Snapshot	Advisor	Leaders Council	Educational Partner*
Opportunities to speak and present at Forums during the year	-	2	2
Introductions to investors whose needs match your services	✔	✔	✔
Opportunity to host an exclusive dinner with investors following a Forum	-	✔	✔
Number of firm representatives with access to the four (4) Forums	-	1	2
Number of complimentary qualifying clients eligible to accompany you as a guest to each Forum	-	1	2
Opportunity to survey and have customized, branded research created	-	-	✔
Ability to attend and/or present at bi-monthly roundtable meetings in both New York and San Francisco	✔	✔	✔
Invitation to attend seasonal membership gatherings	✔	✔	✔
Ability to make corporate materials of an educational nature available at IPI Forums	-	✔	✔
Ability to read and respond to Investor Conversations on Memberlink	✔	✔	✔
Ability to post intellectual capital to the private investor discussion forum on Memberlink	✔	✔	✔
Inclusion of your firm's intellectual capital in the Treasury Report	✔	✔	✔
Inclusion of your corporate bio, logo, and contact info in the Advisor Databank	✔	✔	✔
Receipt of IPI research and surveys	✔	✔	✔
Receipt of *CampdenFB* and *CampdenFO* quarterly publications	✔	✔	✔
Advertising in the *Campden FB and FO*	-	-	✔
Option to exclusively host IPI/Wharton Private Wealth Management Program, Philadelphia and/or San Francisco campuses	-	-	✔
*Themed stand-alone meetings	-	-	✔
*Meetings with your firm's senior leadership to answer questions and share insights	-	-	✔
*Subject matter expert positioning with multiple oppotunities	-	-	✔
	$8,500	**$55,000**	**$125,000**

*The Educational Partner is a customized benefits package that can be crafted to include stand-alone events, research and unique private investor interactions. Partnerships have included but are not limited to this benefit.

THE IPI PROFESSIONAL MEMBERSHIP COMMUNITY*

Educational Partners:

Angelo, Gordon & Co., L.P.
OppenheimerFunds, Inc.
U.S. Trust Family Office

Leaders Council Members:

Alliance Bernstein
Abbot Downing
Ashford Inc.
CohnReznick LLP
Crown Global Insurance LLC
CTC|myCFO
Fiera Capital Inc.
GenSpring Family Offices
Greycourt & Company, Inc.
Hub International Personal Insurance
Matterhorn Asset Management
Miner Partners
NEPC, LLC
New Zealand Bullion Depository
Onex Credit Partners, LLC
Parametric Portfolio Associates, LLC
Rockefeller & Co, Inc.
Wilmington Trust

Advisor Members:

Anderson Tax
Archway Technology Partners
Asset Consulting Group
BNY Mellon Wealth Management
Burgundy Asset Management
Cambridge Associates
Commonwealth Trust Company
Folio Properties, Inc.
FTI Consulting, Inc.
IBS Capital, LLC
Lateral Investment Management, LLC
Legion Partners Asset Management, LLC
Mack International, LLC
Natixis Global Asset Management
Relative Solutions, LLC
South Dakota Trust Company, LLC
UHY, LLP
Van Eck Global
Velocis Partners
White Oaks Investment Management, Inc.

*As of 1/1/2016

MEMBERLINK®

An active online community and content archive

Nine out of ten member families are part of the online community within IPI. With a new question posted almost every day, Investor Conversations are a robust feature of the online community. Questions often relate to new investments or services, due diligence on a manager, or more personal topics such as trust terms and next generation issues.

Professional Partners are encouraged to post valuable and topical content including white papers, insight reports and presentations to help educate the private investor.

- More than 60 white papers, research reports and market updates posted each quarter
- Request For Information—With this due diligence tool investors remain anonymous while asking advisors for specific information online
- Forum and roundtable presentations are available for members who could not attend in person or would like to review material
- Virtually all members have at least one member of the family active in the online community
- In 2015, 186 queries were posted, 454 replies and 157 private messages
- A monthly recap permits quick access to the conversation via PDA
- On average, 57% of those online ask or answer a question, while 43% ‘lurk and learn’

“HUB International has been a member of IPI for over eight years and continue to be impressed with the way the organization has evolved and their ability to respond to the needs of their investor members. As an advisor it’s imperative to stay on top of current trends and deliver relevant content to the investor community. IPI has helped advise us in the development of our materials and brand awareness to the members. Their member roundtables are an excellent way to connect with other advisors and their speakers are always right on point. We look forward to a long partnership with IPI.”

—Marcy Hall, CFA, Senior Vice President, National Family Office Practice Leader
HUB International Personal Insurance

GENERATIONAL EDUCATION

Pioneering wealth management curricula

In 1999, IPI teamed with The Wharton School to create the first intensive curriculum specifically for private investors with substantial wealth. Held annually on the Wharton School's campuses at the University of Pennsylvania and in San Francisco, this five-day program is taught by Wharton faculty. By participating in the true-to-life Currency Family case study, participants have an opportunity to apply what they are learning in key areas of wealth management.

Professional Partners have the opportunity to host the graduation dinner at either program.

The Private Wealth Management Program at Wharton

Philadelphia, PA
May 8-13, 2016

San Francisco, CA
July 31–August 4, 2016

These five-day programs teach investors to confidently build portfolios and structures to steward and grow their wealth.

- Celebrate the completion of the course as the exclusive Partner at the Graduation Dinner
- Opportunity to host a class session during the program
- Gain insights into needs of private investors
- Over 857 private investors from 50 countries have completed the IPI/Wharton Private Wealth Management Program in the last 16 years

IPI REPORT

IPI Report

Professional Partners featured in the IPI Report become part of an evergreen resource used by private investors. Published annually, the IPI Report is a compilation of the best insights and thinking of the past 12 months, from speakers at IPI events, Investor Conversations and IPI and Campden Wealth Research. The online report includes a brief synopsis of each highlighted session and provides top take-aways and a link to the Handouts and Recordings. Topics covered include Investment Themes, Portfolio Management, Family Office Governance, Next Generation, Trust & Estate Planning and Research.

RESEARCH

FAMILY WEALTH

Family Performance Tracking®

Now in its fifteenth year, IPI's annual Family Performance Tracking® Survey provides data for you to compare portfolio performance, asset allocation and future investment plans to those of your peers.

Both Sides Now

IPI surveyed both advisor and private investor members to discover where perceptions of the investor and advisor might match — and more importantly, where they don't.

Proving Wealth - The Values of Affluent Millenials in North America

An examination of the preferences, needs and challenges faced by the new inheritors as they step into roles as stewards and wealth creators and re-creators.

Women & Wealth Research

This ground-breaking study examines how exceptionally affluent women are changing the wealth paradigm, taking control of their future and steering their wealth to improve their families and communities.

FAMILY OFFICE

The Global Family Office Report 2015

This benchmark report provides an analysis and evaluation of best practices and performance of family offices around the world. It also provides their current and prospective outlook and focusses on the relationships between family offices and service providers.

The Family Office And Financial Technology Survey

An informal survey into the financial technology needs and opinions of private investors.

"My vision for these families was a safe harbor—a community where investors ask questions of substance and advisors respond with clarity—where investors know that giving an honest answer to questions their advisors ask will benefit both parties; in short, an investor-advisor dialogue."

—Charlotte Beyer, Founder
Institute for Private Investors

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