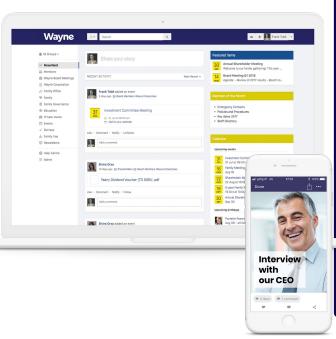


## Partnership Toolkit

**Wealth Managers** 



## Trusted Family is the leading governance platform for family businesses & family offices



### **Client Platform Figures**



150+ Clients

3,876 files uploaded/month



177 meetings scheduled/month



34,210 sessions/month

### **Industry Connections**



7000+ Companies in our database



24000+ prospect newsletter contacts



13000+ TF page views/month



4000+ Social Audience/month











# We help your clients drive effective decision making leveraging technology





## Delivering value and business growth across the family ecosystem

## Enable board and committee governance

- Organise board and committee meetings
- Approve and sign meeting minutes
- Archive and share sensitive documents
- Vote on resolutions through surveys

### Facilitate shareholder management

- Organise shareholders meetings
- Approve and sign meeting minutes
- Create private vaults for individual shareholders
- Educate and engage with shareholders

## Streamline family office operations

- Centralise documents with controlled access
- Share financials via secure vaults
- Collect e-signatures and collaborate real-time
- Maintain staff and advisor directory with historical record

## Enhance family cohesion across generations

- Keep your family close with news & updates
- Record and celebrate your family history
- Build & maintain an interactive family tree
- Stay in touch with secure messaging



### Our ideal client

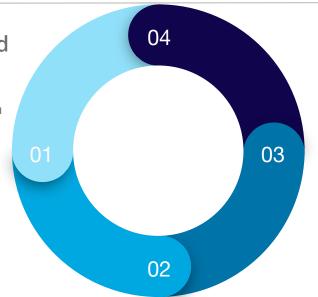
Before working with a family it is important for us to make sure the family is the right fit

### Family governance defined

The family must be aligned on their family vision and have some governance bodies in place (boards, councils, committees, trusts...)

#### \$100M+ in shared assets

The platform requires families to have some complexity (multiple investments, boards...) Our clients are all over 50M in shared assets



### 10+ family members

The platform must reflect the governance structures of families. A minimum of 10 members is required

### 1 main administrator

For the platform to be a success someone needs to own it. We suggest hiring or appointing someone from the family office or family for this role



### Acknowledgement of growing challenges

A holistic and personalized offering for private clients

**50**%

Of the global workforce are millennials

Wealth managers must leverage existing relationships to develop deeper insight.

- Become a trusted advisor
- Gain deeper insights into the families
- Build relationships and services that meet the changing requirements of millenial

**75**%

Of millennials would switch private bank if they find a better alternative

Alternatives are already underway & growing. The number of FinTech firms offering digital banking services have tripled in Europe while the number of private banks are in gradual decline.

40%

Loss on profitability for European Wealth Managers over the past decade

Though the market size of bankable assets have grown by >60% the profitability of private banks have declined. This gap between profitability and market size shows that wealth managers are failing to serve the needs of families and that the industry is facing an innovation gap.



### Seeking for opportunities & how we can help

A holistic and personalized offering for private clients

#### **Broaden Expertise**

Wealth managers will require to broaden their capability and offer new services across the full investment landscape

#### **Build relationships**

Wealth managers will need to develop deeper insights into the families. Act as a trusted advisor and understand not just the wealth topics but also insights into the nextgen interests and lifestyles

### Harness technology

Leverage technology to enable improved digital service offering more suited to the next-generation clients.



### Why we should work together





We both have extensive connections and experience working with UHNWI. Our network of 160 family clients is there to share best practices and shared learnings.



#### A holistic offering

Data management is nowadays as important as wealth management. It is a topic that banks need address with their UHNWI clients. Our mission at Trusted Family is to help you deliver just that!



### Deepen relationships with your clients

Build a stronger relationship with your UHNW clients by engaging with all generation of members through our web and mobile technology platform.



### Why wealth managers like to partner with us



We will help you build new revenue opportunities & acquire new clients leveraging our technology to deliver & scale your services



Use our software to education & support new shareholders, board members in their new roles.



Through detailed statistics, gain insight into your clients to track progress made. How is the family working together? What challenges do they face? Are the people doing their jobs? What can be improved...



Complementary services were our mission is to help you to retain existing clients, increase client satisfaction & grow your relationships with all the generations.



### Gold-standard in cloud security and data privacy

Why families trust us

#### Confidentiality

- → Biometric identification and two-factor authentication
- → Customizable passwords and permission policies
- → Specific privileges for platform administrators

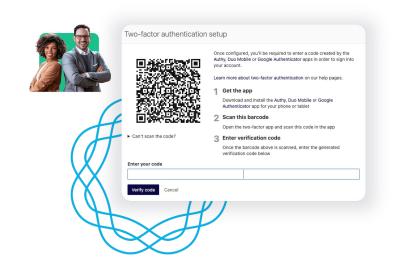
#### Integrity

- Encrypted data in transit and rest
- → Intrusion detection and Distributed Denial of Service Defenses
- → Virus and malware scanning across the board

#### Compliance

- → 100% adherence to international information security standards
- → Fully compliant with the General Data Protection Regulation (GDPR)
- → Follow the National Institute of Standards and Technology (NIST)

  Cybersecurity Framework











### Backed by expertise, innovation and technology



### **Human-centric approach**

We have designed the most simplified digital governance platform thanks to our turnkey, configurable and intuitive proprietary technology designed by experts for professionals of the family enterprise world.



### **Complementary DNA**

Fueled by expertise, innovation and technology, our core DNA lies in helping your clients better communicate, create greater cohesion and achieve long-term sustainable success.



### **Legacy of Excellence**

With our proven track record of over 12 years serving leading investment enterprises worldwide, we understand how to bring cost savings and efficiency gains to modern-day governance.



### Multi-tier partnership program

Membership Level	What that means for you?
Affiliate	Investing in you - the resources, programs, and tools we offer to help you train your team, differentiate in the marketplace, and connect with existing and new customers.
Growth	A growth launchpad - With access to a broad range of the Trusted Family services, we empower you to build and deliver solutions that can address any customer scenario across markets.
Business	The power of together - The Trusted Family Partner Network is built on a simple premise: together, we can accomplish more. When you join the network, you become part of a community with a shared goal to do more for our customers.

#### 1. Partner Enablement

- a. Access to Trusted Family Partner Portal
- b. Use of Trusted Family Logos
- c. Access to Online Enablement Program
- d. Access to Regional Trainings
- e. Go-to-Market Resources

#### 2. Revenue Opportunity

- a. Commission
- b. Services Opportunity
- c. Technical Sales Assistance

#### 3. Co-marketing

- a. Community meetups
- b. Co-hosting events/webinars/conferences
- c. Co-creating content



### Let's get in touch!

Schedule a call with our partnership manager <u>here</u>

