

E 5 A

INTEGRATED MARKETING



IT IS TIME
TO CHANGE
ASSET
GATHERING

$$i^{-1} = \left[4 \sinh^2 \left(\frac{\Delta x}{2} \right) + (e^{(r_0^2 + 2r_0 \Delta x)} - 1) \right] \left(\frac{\Delta x}{2} \right) \uparrow$$
$$f(\xi) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \xi} dx$$
$$\frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(x-\mu)^2}{2\sigma^2}}$$
$$p = \frac{\sigma^2 \Delta t}{2 \Delta x^2}$$
$$\left(\frac{\sigma^2}{12} \right) \Delta t$$
$$2r_{short} \left(\frac{\sigma^2}{2} + \frac{\sigma^4}{2} \right) + \dots$$
$$\frac{\Delta x \Delta t}{3} \left(r_{short} + \frac{\sigma^2}{4} \right) + \dots$$
$$k \Delta t (r_{short} - \sigma^2/4)$$
$$k^2 \Delta x^2 + \dots$$
$$2r_{short} \left(1 - \frac{k^2 \Delta x^2}{6} + \dots \right)$$
$$r_{short} + \frac{\sigma^2}{4}$$
$$r_{short} + \frac{\sigma^2}{4}$$

TOUCH NEW GROUND WITHOUT BREAKING IT.

Clients come to us seeking to raise assets under management. As former portfolio managers, we begin by asking a lot of questions.

What channel? Big institutions, small institutions, family offices, financial advisors, qualified investors, accredited investors, mass affluent, employee populations?

With much of the industry guided by consultants, advisors and other gatekeepers, we need to uncover the compelling reasons to allocate to your investment strategy and structure.

What motivates investors and how does your strategy or product fit into their overall portfolio? What can you tell them that is new or different?

With a full understanding of your investment process and the subtleties so important to each allocator, E5A provides the strategy, data, math, and messaging to win new allocations or bring in direct retail investments at scale.

Marketing Planning

E5A builds institutional, advisor and UHNW acquisition programs that are laser targeted, and retail campaigns at scale. Strategy, data targeting, impactful creative, and flawless execution are our proven process that heightens the probability of success in new asset acquisition.

Predictive Analytics

E5A was built on an equity multifactor model. We leverage a similar mathematical methodology using touch-point predictive analytics, through which we design the process to target and acquire investors. E5A's analytics continually optimize these touch-points, increasing its effectiveness.

Build Sustainable Brand Equity

E5A ensures its clients build strong positioning and messaging refined and nuanced for each channel. Own your niche. Efficiently and effectively expand your universe of investors.

Leverage is Appropriate

With firsthand portfolio management, asset gathering, marketing and advertising experience, E5A understands investment process and distribution. There is no time wasted getting us up to speed. We have deep expertise in institutional, financial advisor and direct to HNW acquisition and AUM gathering. Asset gathering and building brands is our business.

E5A Integrated Marketing

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SYSTEMATIC, DATA-DRIVEN INVESTOR AND AUM ACQUISITION.

Professional Allocators

Our work closely matches the channel(s) you have selected to market. We can identify which institutions, consultants, financial advisors or other professional investors are interested in allocating to your strategy. Our deliverable is simply a spreadsheet of highly qualified allocators for your sales team or wholesalers. How do we know who is qualified? By measuring their behavior. Digital media allows us to measure who is engaging with your content and “scoring” high enough for the ROI to be worth an in-person visit.

Direct Investors

Our deliverable with self-directed investors is assets under management. Our process creates sub-segments of investors to laser target and close. We develop outreach programs, build conviction through thought-provoking content and measurement systems to accurately attribute our efforts to new assets.

E5A works closely with managers to balance the science and art of marketing to optimize every marketing dollar invested. E5A is led by accomplished senior executives with vast portfolio management, asset raising, distribution, marketing, technology and advertising experience.

E5A empowers asset gathering and opens new distribution channels. The firm is simply aimed at growing and retaining assets.

Predictive Analytics

E5A leverages a mathematical methodology and touchpoint predictive analytics, through which we design the precision process to target and acquire appropriate investors. E5A's analytics continually optimize these touch-points, increasing its efficiency. The firm has created models covering institutions, advisor channel, accredited and mass affluent investors. This science is effective and highly efficient at increasing AUM to targeted levels.



UNDERSTANDING ASSET OWNERS AND THEIR CONSULTANTS

Many firms are focused on adding technology and increasing their focus on the investment process while marketing and sales support are moving at a slower pace.

E5A represents best practices in modern proven digital strategies and scalable processes to asset gathering and investor relations.

Today, managers can efficiently create targeted awareness, esteem and consideration; gain qualified prospects or direct assets, and champion their strategies and investment thesis. The ease of digital engagement begins a new chapter in asset management marketing.

Institutional

We provide the expertise to target all appropriate consultants and allocators. We acknowledge that senior managers do the final close of the allocation. E5A creates awareness and positive perception of your firm, its strategies and Thought Leadership, and most importantly, we identify which institutions are interested in allocating.

Financial Advisors

We are able to laser target the most likely advisors to include your product in their asset allocation. Additionally, we can assist in gaining shelf space and research support at Wires and RIAs, and in firm-wide asset allocation models.

Retail Investors

E5A parses this large group into segments including investors who have allocated to your strategy, style or structure. Targeting and messaging is nuanced and tested before scaling. Strong ROIs are achieved through disciplined testing and optimization, honed over time.

E5A is led by Andrew Corn, a former endowment investment committee member, Chief Marketing Officer and Chief Investment Officer. He ran active, long-only strategies, global long/short, and an after-tax alpha strategy for family offices and subadvised a portfolio of ETFs for a wealth manager.

His experience was gained at Beacon Trust, which acquired Corn's firms, Clear Asset Management and Clear Indexes, which created indices tracked by four ETFs and two UITs.