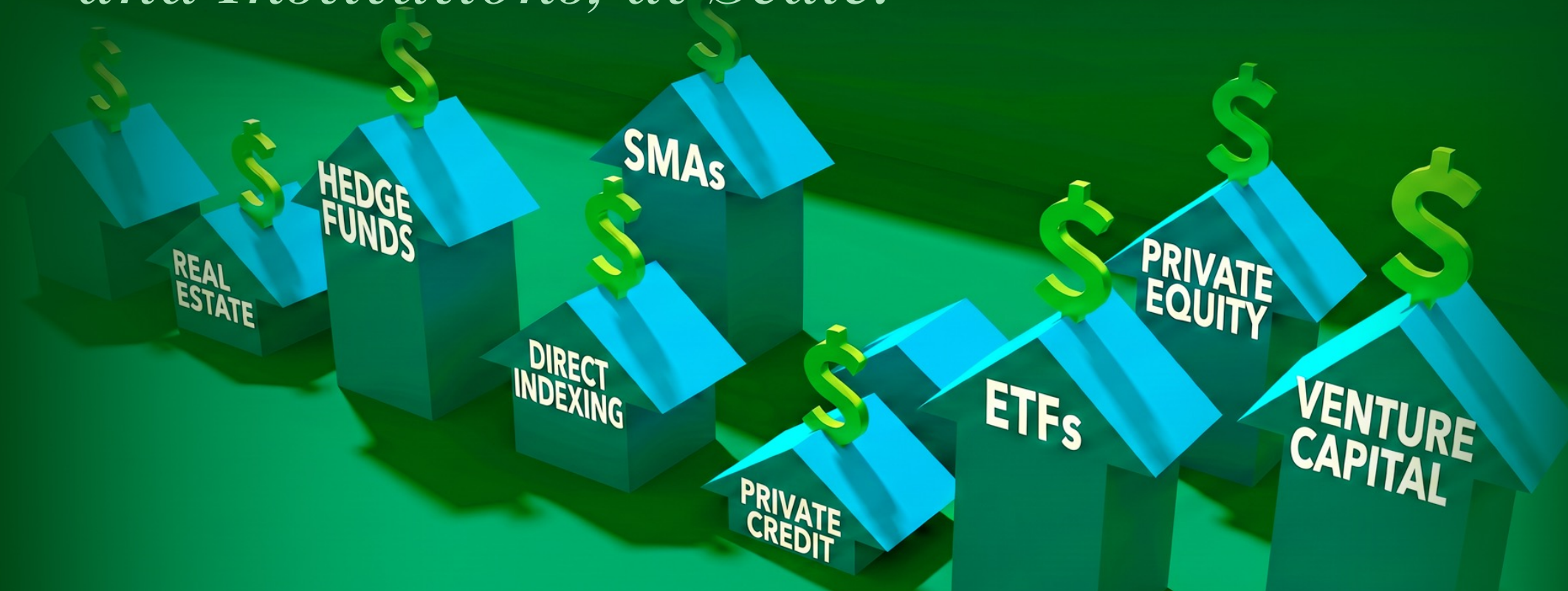


Investor Acquisition for Asset Managers and ETF Issuers

Reaching with Precision: Retail, Financial Advisors and Institutions, at Scale.



E | 5 | A
INTEGRATED
MARKETING

The State of Asset Gathering

Great Products Are No Longer Enough

Our example: the ETF industry has never been more competitive. More than 5,000 ETFs now trade in the U.S., and far too many hold under \$100 million in AUM.

The bar to launch is at its lowest, but the bar to gather assets has never been higher.

That gap is where most products stall. Performance, brand recognition, and product quality are no longer enough on their own. And to make things tougher, today's allocators have more choices, more sophisticated filters, and less patience than at any point in the industry's history.

Add to that the proliferation of SMAs, interval funds, mutual funds, and custom indexing—there have never been more wrappers competing for the same investor dollar.



Four Forces Reshaping Asset Gathering

This Is What's Really Making AUM Harder to Win



Fee Compression

Margins are thinner than ever, and investors have learned to demand more for less. **Marketing spend must be intentional, measurable, and tied to an outcome (AUM).**



Fragmented Audiences

Institutions, advisors, and individual investors have different motivations and thresholds for trust. Reaching each audience with precision requires specialized data, messaging, and specific media channels.



Too Many Choices

More than 5,000 ETFs and countless other wrappers are available to almost everyone. Screening tools and AI have made products easier to find, but not easier to choose. Model portfolios, consultants, and custodial platform exclusions complicate selection. Allocation winners are frequently not the best performers.



Herd Mentality

Most investors and consultants are running the same scenarios on the same data and research. Differentiation is quietly eroding, making sameness a new competitive risk. Being discovered and embraced, for the right reasons, is a real competitive advantage.

What Actually Wins Allocations

Trust, Not Product, Is the Constraint

Launching a product doesn't create demand.
It creates the opportunity to earn it.

Allocators—whether an institutional consultant, a wire house advisor, a RIA, or a self-directed investor—allocate to firms and products that fit their exact needs and that they've come to trust.

That trust isn't built in a pitch. It's built through consistent, credible presence across the channels an allocator already uses to make decisions.

The firms winning new AUM aren't the ones with the biggest ad budgets. They're the ones systematically earning attention, credibility, and trust—before they ever ask for an allocation.

Who We Are

A Leader in Systematic, Data-Driven Investor Acquisition

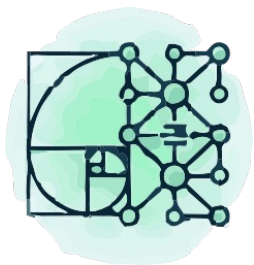
E5A Integrated Marketing is an investor acquisition firm that leverages data science, strategic creative, and precision programmatic media to change the way the industry gathers assets.

Our approach is quantitative by design: data teaches us what messaging and media are working, we then optimize relentlessly until results compound.

We focus on **distribution and new AUM**, not brand awareness for its own sake. And we do it with investment-industry tenure at the helm: a former multifactor model CIO and ETF designer **who has managed billions and knows asset-gathering challenges from the inside.**

Behind every campaign is a team of specialists: media strategists, creatives, data scientists, and technologists with deep expertise in their fields. Investment rigor sets the brief. Agency expertise delivers it.





The E5A Difference: Investor Sensibility, Agency Craft

The Investment and Marketing Sides of E5A

Our knowledge of asset gathering comes from firsthand experience in winning mandates and managing assets in SMAs, ETFs, and hedge funds. That fluency runs through every ad, web page, social post, and deck we produce.

Precision at Work

E5A reaches investors and only investors. We have mastered the craft of advertising (for example) to the 234,000 financial advisors who influence or make allocation decisions, including on the custodian platform level. Institutional decision makers and the consultants, their data is easily licensed, and strategically parsed.

Retirement & IRA Rollover Audiences

Over 10,000 Americans retire every day, each carrying a 401(k) into rollover. These are among the largest, stickiest allocation in the industry—long-duration AUM won at a single decision point. E5A can reach them with precision around the moment the decision is being made.

Each AUM gathering project has a custom dataset.

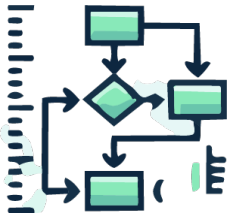


The E5A Difference: Proprietary Investor Datasets

Most marketing data was built to sell products. **Our data is built to acquire investors.**

Retail is the new frontier and the place where asset managers own the client relationship, removing the consultant or advisor layer. E5A has developed datasets covering individual investors across the U.S. (including UHNW, HNW, and HENRYs). We segment by the characteristics that drive investment decisions: profession, behavior, education, and net worth—not simply age, household income, and geography. Adverting to only the right people removes wasted ad impressions, lowering costs and speeding the sprint to product profitability and scale.

- Accountants
 - Architects
 - CFAs
 - Consultants
 - Dentists
 - Doctors
 - Engineers
 - Lawyers
 - MBA
 - Pharmacists
 - PhD
 - Pilot's License
 - Real Estate Broker
 - Recently Retired
 - Scientists
 - Season Ticket Holders
 - Small & Mid C-Suite
 - Veterinarians
- ...and more being built.



The E5A Difference: A Systematic, Measurable Process

We are relentless in improving results. We identify engaged prospects, measure behavior, and learn from every interaction. Rather than treating any facet of a campaign as fixed, we continuously refine targeting, messaging, and creative based on what the data reveals. There is no such thing as an optimized campaign.

Every touchpoint is scored. Every conversion is traced. Every campaign compounds, much like the way a quant refines a model.

For Advisors and Institutions



Score

Every prospect's behavior
tracked and scored.



Refine

Messaging and targeting
continuously optimized.



Report

Qualified prospects delivered by
name (and CRD # if applicable)

Our Process, From Investor Intelligence to New AUM



About Our Founder



Andrew Corn is a former multifactor model CIO, index designer, Chief Marketing Officer, and endowment investment committee member who has spent his career at the intersection of investment management, distribution, and marketing. He ran active long-only strategies, global long/short, and an after-tax alpha strategy for family offices—and his team crafted indices tracked by four ETFs and two UITs. He also designed and managed a model ETF portfolio for wealth managers and a family office. He founded Clear Asset Management and Clear Indexes, which were acquired by Beacon Trust. Their portfolios were top quartile throughout his entire tenure.

Prior to managing money, Andrew ran marketing at TheStreet.com as it reached profitability. Prior, he owned a software firm automating performance fact sheets and other materials, and an agency that produced hundreds of IPO road shows, large-cap M&A announcements, and marketing materials across asset management.

He is a contributor to several books by McKinsey's head of communications, Gene Zalaney, and contributes opinion pieces to investment trade publications, including [WealthManagement](#).

Today, Andrew leads E5A Integrated Marketing, applying the same rigor he brought to portfolio management to the challenge of systematic, data-driven investor acquisition.

His work includes:

- Experience managing **billions of dollars**
- **11× research notes** published in *Barron's*
- Contributor to [WealthManagement](#) and [InvestmentNews](#)
- Research partnerships and lectures at a dozen universities with financial services labs
- Built and sold four firms
- No conflicts of interest

FAQ

How is this different from a traditional marketing agency?

E5A is an investor acquisition firm, not a conventional marketing agency. Every campaign is reviewed by a former CIO and ETF designer plus compliance, run against precision investor datasets, and measured by new AUM—not impressions or clicks. Our deliverables are allocations and qualified prospects, not creativity awards.

What size of asset manager do you work with?

From single-fund launches to multi-billion-dollar firms. What matters more than total firm AUM is whether you have a strategy worth communicating and a real appetite for growth.

How long before we see results?

Each audience is different. The first qualified allocators (institutional and advisor) are typically identified within 60 days. Meaningful AUM impact follows a longer arc because relationship building is required by your team, based on the foundation we set and the desire of the prospects to engage. Retail is within days of launch. Most of our assignments are a six-month test followed by a one-year expansion.

FAQ (cont'd.)

Do you work with new/emerging funds or only established ones?

Yes. New product launches are fun for us. It's where our datasets are customized to bring in investments quickly and get the AP cash out. Emerging managers benefit from a systematic approach, assuming they are ready for allocations and have a track record to point to.

Do you handle compliance review?

All creative is designed for FINRA review from the first draft. We submit directly or via our client to compliance and are experienced navigating the approval process for institutional, advisor, and retail-facing materials. We push the limits with a deep understanding of what is compliant. That said, we want our clients to win, which includes being 100% compliant.

Who owns the data and audience at the end of an engagement?

E5A's proprietary investor datasets remain ours; they're the foundation we bring to every engagement, and that data is licensed to our clients. What belongs to our clients is everything generated from the campaign itself: retargeting and ad tags, prospect lists, audience insights, advisor identification, and engagement data. That's yours to keep, activate, and build on.

Let's Talk

Book a call to discuss what a systematic, data-driven asset-gathering program would look like for your firm.

Andrew Corn, CEO

646.405.5850, ext. 1

info@e5aim.com

www.e5aim.com

