

Why AssetMark?

We **empower** financial advisors to **create a meaningful impact** in your life

ASSETMARK PROVIDES

Award-winning due diligence from vetted investment managers

Expert training and back-office support

Comprehensive service and oversight to ensure seamless operations



ASSETMARK
WORKS
ALONGSIDE
YOUR ADVISOR'S
TEAM²

By outsourcing with AssetMark, your advisor can focus on what matters most:
CREATING A **COMPREHENSIVE PLAN** ALIGNED TO YOUR **FINANCIAL GOALS**

Talk to your financial advisor about the benefits of outsourcing and what AssetMark can do for you.

The **power of personalization**: we help your advisor deliver more **personalized** investment solutions to help support **your financial success**¹

93%

report greater oversight of portfolios

77%

report broader range of investment products to better suit your needs

CALLS ANSWERED BY A REAL PERSON WITHIN

20 SECONDS

EMAIL RESPONSES IN UNDER

20 MINUTES

FROM OUR SERVICE TEAM

BENEFITS OF **OUTSOURCING** WITH ASSETMARK¹

72%

of advisors allocated that time back to you

9 OUT OF **10**

advisors report stronger relationships with you

AssetMark

For more than 20 years, AssetMark has provided independent advisors and their clients with unique investment and wealth management solutions.



Access to Unique Investment Solutions

AssetMark provides a range of investment solutions that work toward specific objectives, whether it's saving for retirement, funding an education or planning for your legacy.

Complete Wealth Management

Your advisor has access to specialized wealth management solutions through AssetMark to help you manage your cash and keep your portfolio intact, including:

- Specialty lending and banking solutions
- Trust solutions
- Donor-advised funds
- Retirement plans for small business owners



Ongoing Due Diligence

All of the investment solutions offered at AssetMark undergo a rigorous due diligence process. AssetMark's experienced team researches solutions and performs ongoing evaluation to help you understand the strengths, issues, and expected performance patterns of each strategy.



Easier Access to Information

AssetMark's Smarter Account SetupSM streamlines and speeds your new account opening. Your advisor can share your quarterly performance reports and generate on-demand reports to keep you up-to-date.



Technology, Service and Support

AssetMark helps your advisor simplify their operations and focus on what's most important; you and your financial well-being.

Your Dedicated Team of Financial Professionals



FINANCIAL ADVISOR

Works with you to understand your situation, develops and implements a financial plan. Guides your portfolio along the way and recommends changes as needed.



PORTFOLIO STRATEGISTS

Establish a framework for an investment portfolio. Determines an asset class mix that best represents their strategy and an investor's risk/return profile.



ASSETMARK

Provides investment services and unique solutions for independent advisors and their clients, including Complete Wealth Management, Trust Services and Retirement Services.



BROKER DEALERS

Broker Dealers are in the business of buying and selling securities. These are typically large brokerage firms, and they act as a broker when they're transacting on their clients' behalf, and as a dealer when trading for their own account.

INVESTMENT SOLUTION PROVIDERS

Research and identify opportunities in their area of expertise to fill in the framework designed by the strategist.



CUSTODIANS

Hold your securities for safekeeping, and protect them from theft or loss.

For more information, contact your financial advisor ▲

AssetMark, Inc.

1655 Grant Street
10th Floor
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800-664-5345

Important Information

This is for informational purposes only, is not a solicitation, and should not be considered investment, legal or tax advice. The information has been drawn from sources believed to be reliable, but its accuracy is not guaranteed, and is subject to change.

Investing involves risk, including the possible loss of principal. Past performance does not guarantee future results.

AssetMark, Inc. is an investment adviser registered with the U.S. Securities and Exchange Commission.

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30103 | C21-17746 | 06/2021

Our Award-Winning Due Diligence

When you work with AssetMark, you're backed by a team of **due diligence professionals with a disciplined approach to investment research.**

It's like a background check for your portfolio.



We build our search universe from the ground up, searching third-party and proprietary databases looking for managers that align with the way we construct portfolios.



Our team of experienced due diligence professionals has knowledge, contacts, and experience that goes beyond a database.



We look for managers who offer innovative solutions and appreciate advisors' needs for transparent and disciplined processes.



We evaluate the candidates for characteristics that will complement our existing investment managers.



The team's extensive review across 5 key criteria includes a comprehensive evaluation and meetings with investment managers.



The team presents recommendations to AssetMark's Investment Committee and Investment Oversight Committee.

60+ investment providers added to the platform.

Since
1996

20+ investment providers removed from the platform.

We continually monitor our investment providers and check in **each quarter.**

We **publish** the results of our in-depth reviews to help you understand the strategy and expected performance patterns.

Recognition in the Industry

Recognized in 2024 as Institutional Investor's Chief Industry Visionaries



Recognized in 2024 as Citywire's 20 Most Influential Women in Due Diligence

Recognized in 2022 and 2023 as Citywire's 20 Most Influential Gatekeepers



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Investing involves risk, including the possible loss of principal. Past performance does not guarantee future results. Asset allocation cannot eliminate the risk of fluctuating prices and uncertain returns. There is no guarantee that a diversified portfolio will outperform a non-diversified portfolio. No investment strategy, such as asset allocation, can guarantee a profit or protect against loss. Actual client results will vary based on investment selection, timing, market conditions, and tax situation. It is not possible to invest directly in an index.

For more complete information about the various investment solutions available, including the investment objectives, risks and fees, please refer to the Disclosure Brochure and applicable Fund Prospectus. Please read them carefully before investing. For a copy, please contact an AssetMark Consultant or Financial Advisor.

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Fast Facts about AssetMark



AssetMark is a U.S. based company.

The company¹ is headquartered in California, incorporated in Delaware, and is publicly traded on the New York Stock Exchange under the symbol AMK.



AssetMark is strictly regulated by the U.S. Government.

AssetMark is regulated by the U.S. Securities and Exchange Commission (SEC) and the U.S. Department of Treasury's Committee on Foreign Investment in the U.S. (CFIUS), a multi-agency government body comprised of the heads of the Department of Homeland Security, the Department of Defense and the Department of Justice, among others.



Client data is secure.

AssetMark strictly adheres to all U.S. data security requirements, and, in addition, must comply with a National Security Agreement with CFIUS. Accordingly, AssetMark does not share confidential client or employee information or sensitive technology with HTSC. AssetMark preserves complete network separation from HTSC and is regularly audited by third parties to ensure the strength of its data protection measures.



AssetMark invests heavily in growth and scale.

Since going public, AssetMark has invested over \$100 million in capital projects designed to create capabilities, increase scale and improve service for the benefit of advisors' businesses.



AssetMark has a history of growth and stability.

Since going public, the company has grown revenue ~50% and doubled its earnings.



AssetMark is well regarded in the industry.

In 2023, AssetMark was voted the best overall TAMP and second-best for technology by The Wealth Advisor.



AssetMark has a strong shareholder base.

The top five shareholders of AssetMark include Huatai Securities Co. (HTSC), JP Morgan, T. Rowe Price, The Vanguard Group and Adage Capital Management, as of December 31, 2022.



AssetMark retains all of its profits.

Since becoming a public company in 2019, AssetMark has retained all its profits to invest in the business, and no dividends or return of capital have been made to HTSC.



Client assets are secure.

All client assets on the AssetMark platform are custodied in the United States at either Pershing, TD Ameritrade, Fidelity, Schwab, Mid Atlantic Trust Company or AssetMark's own custodian, AssetMark Trust Company, headquartered in Arizona.



AssetMark has low debt.

AssetMark has a low debt-to-equity ratio, unlike private-equity-owned peers. Since going public, AssetMark has generated \$394 million in operating cash, enabling the firm to continue to add capabilities for advisors and their clients at an accelerated rate compared to competitors.



AssetMark advisors value the service they get.

AssetMark conducts an annual Net Promoter Score survey. The survey results of the last two years (2021, 2022) are all-time highs for the company.



AssetMark provides strong employment opportunities in the United States.

Since going public, AssetMark has increased its U.S.-based employee count by 35%. One hundred percent of AssetMark employees and full-time contractors reside in North America, Europe and India.

¹AssetMark, Inc. ("AssetMark") is an investment adviser registered with the U.S. Securities and Exchange Commission and is a subsidiary of AssetMark Financial Holdings, Inc. (NYSE: AMK)

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105359 | C23-19674 | 02/29/2024