RE-ENVISIONING WEALTH

Ascent Private Capital Management of U.S. Bank

Transcending convention

with a forward focus,

through the widest lens.

Re-envisioning...

WEALTH. More than money.

ASSETS. More than financial.

IMPACT. Beyond the here and now.

The best approaches begin with asking the right questions.

Consider these:

What is wealth?

How is it best developed and sustained over time?

How can it be seamlessly transferred from generation to generation?

Big questions, indeed — and often complicated ones, with different answers for everyone wise enough to ask them. But their deep consideration is essential to generating wealth management approaches that are right for you, your family, and the desired impact you want to have on your community and the world.

Ascent Private Capital Management of U.S. Bank works with you to explore and develop your unique answers to such critical questions — and then delivers the strategic and tactical knowledge required for customized, highly effective, long-term wealth management. We integrate all the dimensions of the wealth experience, and bring to bear informed peripheral vision, applied thought leadership, and purpose-based decision-making to help you work toward your goals now and into the future.

Re-envisioning Wealth

Knowing what it is...

Sometimes the simplest answers are the right ones. And sometimes they're not. As someone who has accumulated great wealth, you know the term represents much more than its most traditional metric. It's about creating prosperity, change and legacy — on your terms. And it's essential that the team you choose to help you manage, grow and apply your assets understands this as well as you do.

Going far beyond your balance sheet, Ascent offers you new ways to focus on your family's financial, intellectual and human resources to develop, sustain and empower your wealth as you define it. Whether it's about what you want today — for yourself, your family and your community — or about the legacy of those provisions after you're gone, Ascent works with you to understand and develop the footprint you wish to create.

And passing it on...

Traditional wealth management often concentrates exclusively on investments, financial planning and trusts, and ignores issues that contribute to the disappearance of family wealth between generations. Indeed, as many as 70 percent of generational wealth transfers fail, in most cases not because of tax or investment problems but because of lack of communication, trust, and preparation between and among family members.*

Ascent addresses these issues with strategies to help you smoothly transfer holdings for uninterrupted continuity of your family's legacy and business interests. Our wealth management professionals — along with our strategic wealth coaches skilled in the use of tools and methods designed to enhance communication — assist your family in building consensus around complicated issues.

*Williams and Preisser, "Preparing Heirs: Five Steps to a Successful Transition of Family Wealth and Values," 2010.

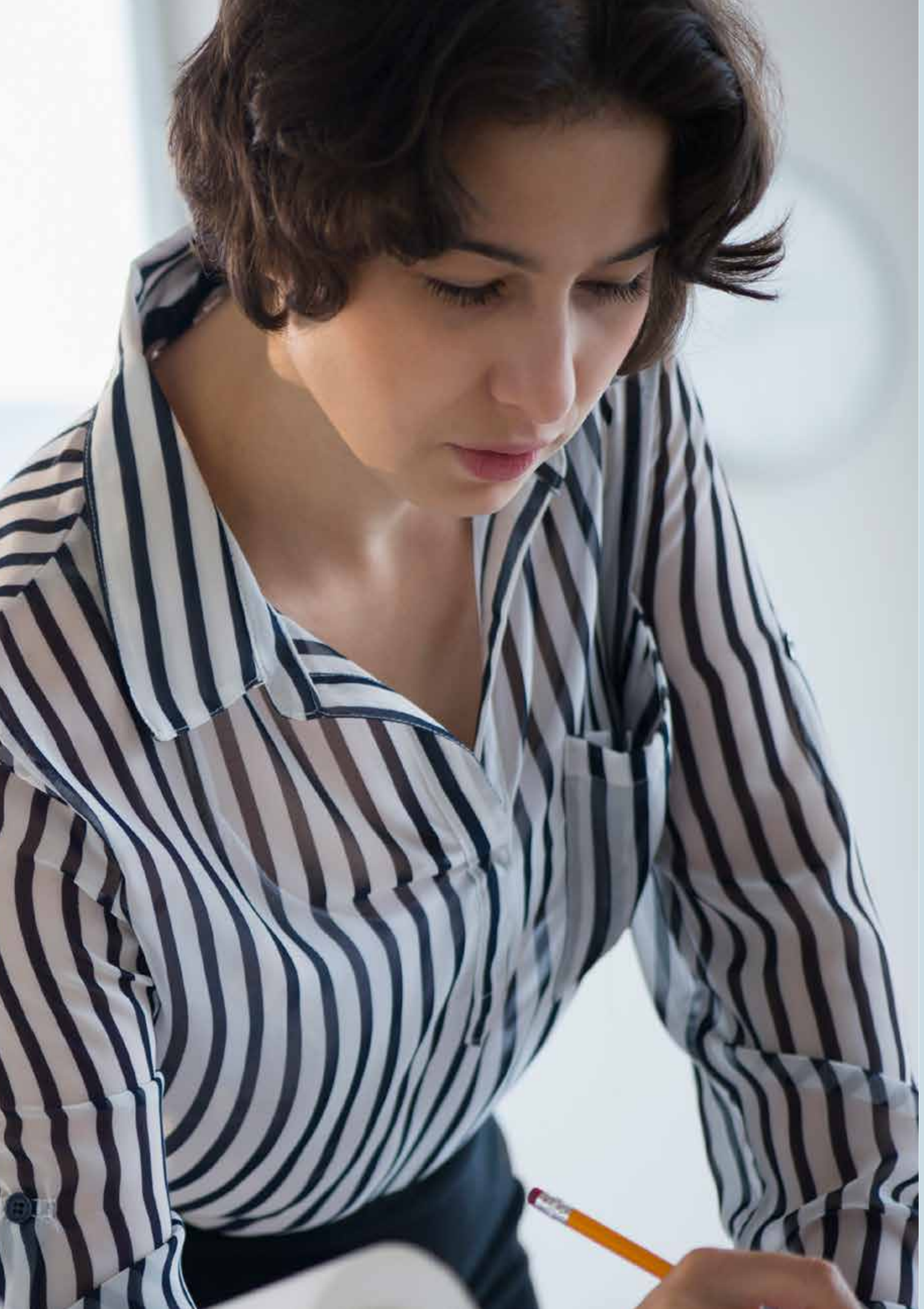
Structure for Success

To sustain and empower wealth for your desired impact now and in the future, Ascent employs a “three-pillar” foundation that allows our team to address both the strategic and tactical dimensions of multigenerational wealth. Each pillar represents a facet of our fully integrated and balanced program designed to benefit your family now and for generations to come.

Wealth Sustainability – Vision-based *strategies* to inform the tactical tasks of wealth management — setting financial goals, developing entrepreneurial plans and creating family forums.

Investment Consulting & Specialized Fiduciary Services – Identify and act upon your *intentions* for your wealth via fiduciary investment and trust administration services, as well as non-fiduciary monitoring and reporting to support evaluation and analysis.

Private Banking – Depository, treasury management and credit services to help meet your family’s liquidity and leveraging needs, particularly when wealth derives from closely held family business enterprises or complex trusts.



Applied Thought Leadership—for a World of Difference

Center for Wealth Impact (CWI), Ascent’s virtual consulting cooperative for knowledge and thought leadership development, is where our experience and research — generated inside our organization and gleaned from the world’s leading experts — come together to inform and drive what we do. CWI’s work identifies sound opportunities and options to allow you to change your world in the ways you desire.

Pillar 1: Wealth Sustainability

Ascent attends to both the *strategic* and *tactical* tasks of wealth sustainability, focusing on your personal and financial assets to make the world a better place. Beyond tending to the traditional bottom line, we facilitate ongoing communication to build trust and unity and educate the next generation.

Family Governance and Legacy – Creating organizational structures and forums to develop and execute business and philanthropic plans; building consensus for action and decision-making, communication and trust, including facilitated family meetings, financial education programs and leadership development.

Wealth Planning – Safeguarding and advancing wealth based on your personal mission and values, and designing specific plans to mitigate risk and leverage short-term and long-term opportunities, always grounded firmly in your objectives.

CFO Services – Providing financial advice and oversight to generate critical data, protect assets and ensure operating efficiencies; comprised of a variety of services, including information, net-worth, and cash and liquidity management, designed to consistently provide the information you need to make timely decisions.

Pillar 2: Investment Consulting & Specialized Fiduciary Services

Management of investments and trusts can take your time away from family and the enjoyment of what you have accomplished. Ascent relieves the stress of sorting through complex and lengthy reports. We present answers to your questions in a direct and succinct manner, functioning as your outsourced Chief Investment Officer.

Investment Consulting – Based on your intentions for your wealth, Ascent offers both traditional fiduciary investment management services as well as non-fiduciary aggregated reporting. We are intensely focused and deeply experienced in our various disciplines, as well as global “themes,” and access long-term opportunities among all asset classes, geographic categories and private capital. We also help you develop and execute on purpose-based plans for social/impact investing, so you can use your money to effect real-world change.

Specialized Fiduciary Services – Ascent prioritizes and supports the financial, human and intellectual capital of all stakeholders, while always putting our clients’ interests first. We assign a dedicated team to every account and relationship to ensure delivery on your intentions, as well as provide customized education for clients who want to know more about trusts, including various roles, distribution provisions, budgeting, financial planning and more.

Long-term Investing with Purpose

Purpose-built, wealth-expanding and future-focused, **Ascent Thematic Portfolios** are constructed in anticipation of the long term. Assets are strategically allocated by managers armed with research and insight into what lies ahead. Together with innovative research partners, we continuously evaluate the evolution of global macro-trends, identifying products, revenue streams, targets and cross-sector beneficiaries of specific themes.

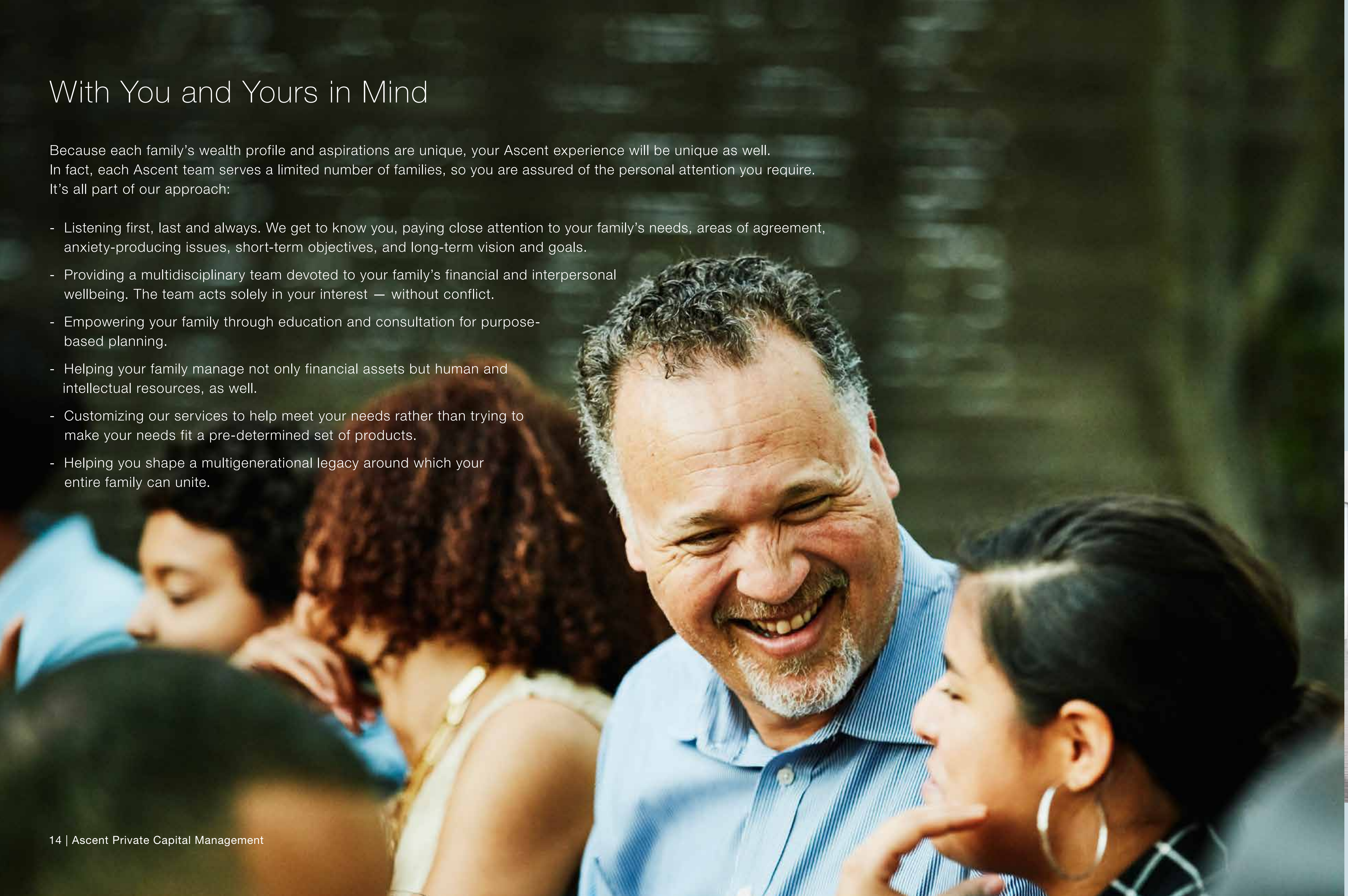
Pillar 3: Private Banking

Ascent's holistic personal banking and sophisticated credit services are seamlessly integrated into your investment and wealth plans. With depository, treasury management and credit services geared to meet your liquidity and leveraging needs, our team facilitates movement, account maintenance and credit applications, and can assist you in mitigating the wide variety of challenges you may face in this arena.

Depository/Treasury Management – Cash management services, including streamlined banking activity with a single point of contact, personal and business accounts managed under one umbrella, bill payments, credit card services, fraud prevention, travel assistance and more.

Tailored Financing – Products and services to meet your personal credit needs with customized terms, structures and speed of execution; includes liquid-asset secured lines and loans, residential real-estate financing, unsecured lines and loans, and customized lending.

Financing Optimization – Advisory and thought leadership on current trends in the financing markets and efficient use of leverage to accommodate your changing needs over time.



With You and Yours in Mind

Because each family's wealth profile and aspirations are unique, your Ascent experience will be unique as well. In fact, each Ascent team serves a limited number of families, so you are assured of the personal attention you require. It's all part of our approach:

- Listening first, last and always. We get to know you, paying close attention to your family's needs, areas of agreement, anxiety-producing issues, short-term objectives, and long-term vision and goals.
- Providing a multidisciplinary team devoted to your family's financial and interpersonal wellbeing. The team acts solely in your interest — without conflict.
- Empowering your family through education and consultation for purpose-based planning.
- Helping your family manage not only financial assets but human and intellectual resources, as well.
- Customizing our services to help meet your needs rather than trying to make your needs fit a pre-determined set of products.
- Helping you shape a multigenerational legacy around which your entire family can unite.

Places to Meet, Learn and Grow

Ascent's family offices are beautiful and inspiring gathering places — warm, inviting, secure locations where you and your family can consult with our advisors and also one another to forge lasting bonds and create a multigenerational legacy. Adorned with curated art collections, these spaces can be configured for nearly any type of personal or professional gathering. As a client, you are free to take advantage of our array of amenities, from videoconferencing and catered dining facilities to a learning laboratory and private offices.

Some Points to Consider

Are you comfortable with the issues that are often of concern to families of great wealth? Ask yourself if you're unsure or uneasy about any of these points. If you answer "no" to any of them, it's time to speak with Ascent.

- My security and lifestyle needs are met, along with those of my family.
- My family members agree about why, how and when we distribute assets.
- Our family meetings are productive and useful.
- My children and grandchildren have financial acumen, and understand the relationship between work and money.
- My family's advisors are communicating and planning cooperatively.
- I have business succession plans in place; they will be executed quickly and efficiently.
- My investment and wealth-transfer plans address the needs of current and future generations.
- My wealth is having — and will continue to have — the impact that I desire.

Ascent
PRIVATE CAPITAL MANAGEMENT

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Investment products and services are:

NOT A DEPOSIT • NOT FDIC INSURED • MAY LOSE VALUE • NOT BANK GUARANTEED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY