



## ASSET VANTAGE

**An integrated performance reporting and general ledger technology...**

**finally empowers families to make better investment decisions.**



Post the 2008 global financial crisis wealth has increasingly become more complex and families are **forced to depend** on multiple sources to bring together a **“complete picture”** of their wealth.

Existing platforms are reporting *only* tools built for institutions & advisors.

They do not address the needs of families looking for the **complete picture.**



# Empowering families and their trusted advisors to make **better** investment decisions.

## DATA

### ■ AV Intelligent Feeds

#### Custodial data

- > Through partners
- > Advisory statements

## KNOWLEDGE

### ■ AV GL + Performance

All Asset Classes  
Fully integrated GL  
Partnership Accounting  
Multi-currency  
Performance Reporting  
Document Vault  
Private Cloud

## WISDOM

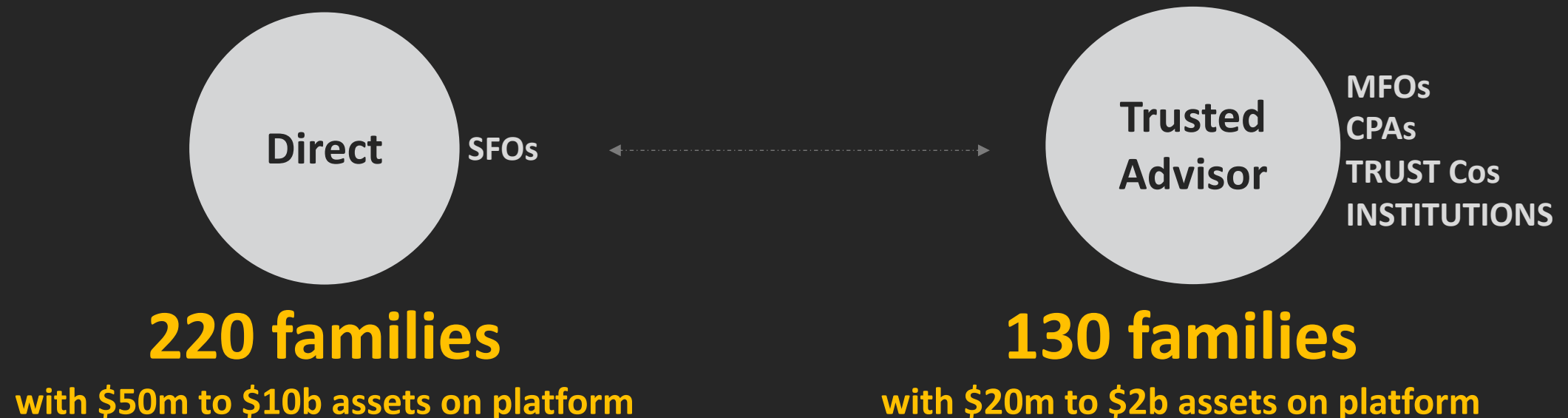
### ■ AV Community

Family Office 4.0  
AIP best practices



■ AV GL + Performance

We help families with **complex wealth** run their family office like they would their business.





## ■ AV GL + Performance

By doing performance reporting **inside** the general ledger.

Because reporting outside the GL creates a misleading view of net worth.

**350+**

*families with complex wealth trust AV for their performance reporting and general ledger platform.*

**WHY FAMILIES LOVE AV**



## ■ AV GL + Performance

# Our **accounting and reporting** platform leaves no asset behind.

We create actionable views of family wealth  
across all asset classes, liquid and illiquid..

*“AV’s platform is the workhorse solution that anchors our family office. As our portfolio diversifies and ownership structures change, we leverage AV to secure the advantages of transparency.”*

*Family Principal, Global Family Office*

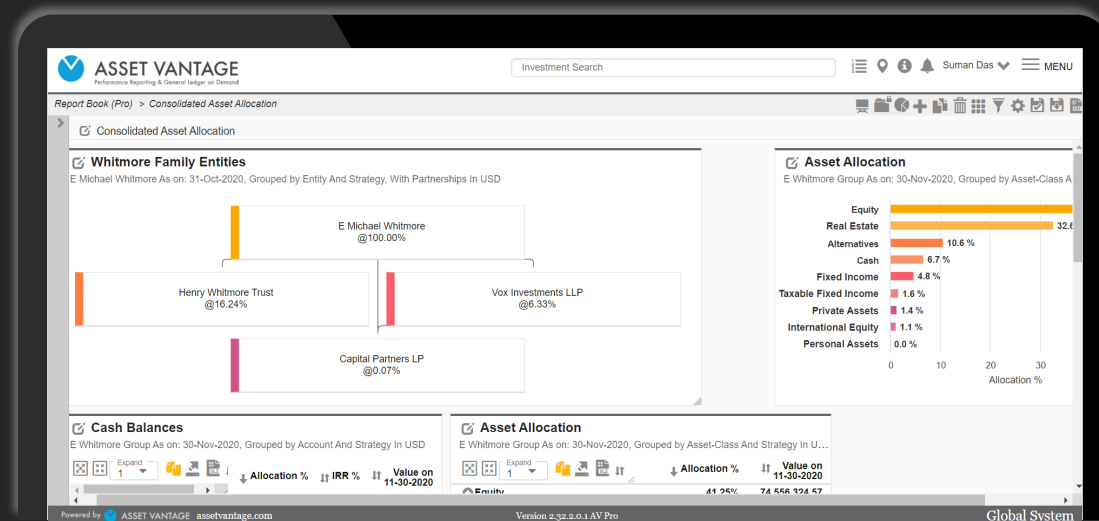
**WHY FAMILIES LOVE AV**



## ■ AV GL + Performance

# With **full** partnership accounting.

Powerful accounting, allocations, and look-through reporting to simplify management of complex partnership structures.



*“AV did an incredible job of understanding our problem, in our language. They said, “let’s solve it” and delivered the exact features we needed. With streamlined and automated processes, our multi-family office can now work with more families.”*

**Family Principal, Multi Family Office (USA)**

**WHY FAMILIES LOVE AV**





## ■ AV GL + Performance

We provide multi-currency reporting, informed by **global** data feeds.

Every investment is denominated in both the currency it is traded in and its value when converted.

**30+**

*global exchanges & currencies.*



## ■ AV GL + Performance

# We offer a **choice** of global data hosting.

Because privacy is everything.

### Privacy & Ownership

- Client owns data
- Private daily backups on AWS
- Client enabled full data export
- Access control & permissions
- Audit trail & reporting
- Explicit user access for AV

### Security

- State of the art private cloud
- Encrypted database
- Encrypted communications
- Multi factor authentication
- VPN only access option
- AWS encrypted backups

powered by 

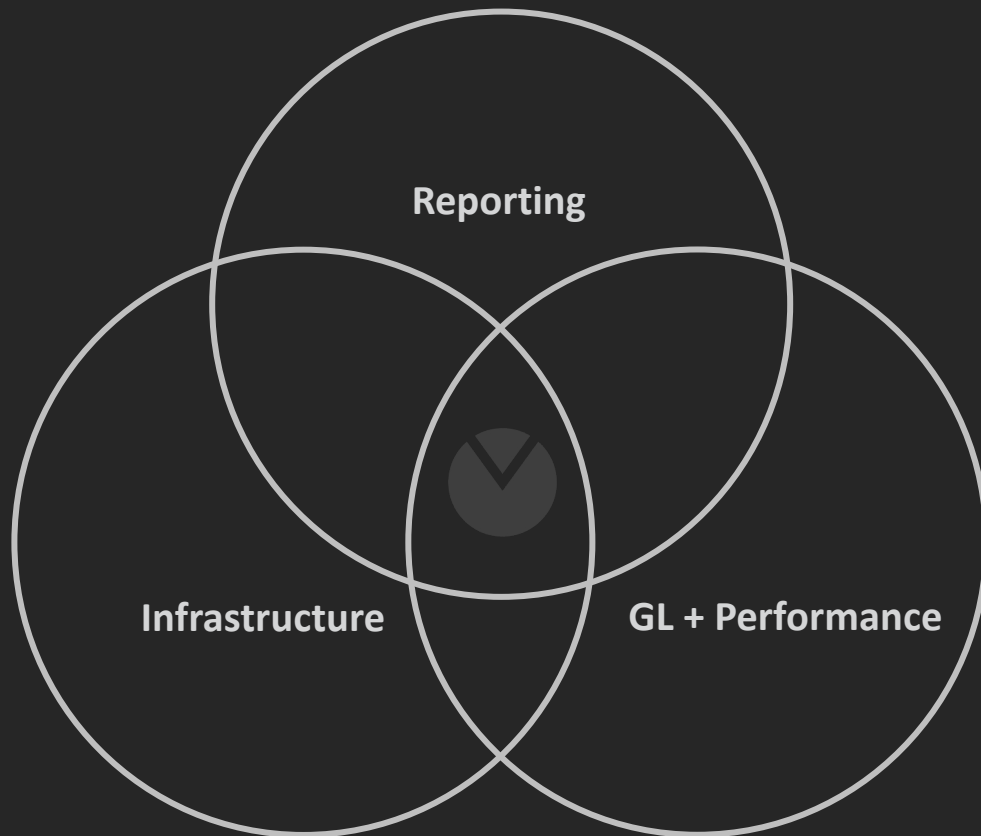
*In partnership with global AWS centers.*

**WHY FAMILIES LOVE AV**



■ AV GL + Performance

The most complete platform to give **actionable insight** to families with complex wealth.



We **flex** the complex

Making it simpler for customers to focus on actionable insights.



## ■ AV GL + Performance

# With a world-class user interface.

Rich in functionality, our intuitive interface brings clarity to complex portfolios and speed to crucial decisions.

Configurable and flexible, our reporting suits what family members need.



WHY FAMILIES LOVE AV



## ■ AV GL + Performance

# Most importantly, the wealth industry's first transparently priced SaaS model.

In an industry notorious for denying clients the ability to manage ownership costs in the long term, AV offers full transparent pricing.

The screenshot displays the Asset Vantage website's subscription page. At the top, the navigation bar includes 'MARKETS', 'SOLUTIONS', 'COMPANY', 'BUY AV', and 'SPEAK TO US'. The main heading is 'Start your AV subscription now'. Below this, there are four tabs for '10 Entities', '20 Entities', '30 Entities', and '31+ Entities', all labeled as 'annual subscription'. The '10 Entities' tab is selected. The pricing table compares 'Pro' and 'Prime' plans. The Pro plan costs \$9,588 USD/year, billed annually for 10 entities. The Prime plan costs \$14,388 USD/year, billed annually for 10 entities, and includes 'Fully Managed Reporting Services starts from'. A table below compares features for both plans across categories like Asset Classes, Performance Reporting, General Ledger, Data Feeds, and Bill Pay.

	Pro	Prime
Choose the AV product suitable for you	\$9,588 USD /year Billed annually 10 Entities <a href="#">Get Started</a>	Fully Managed Reporting Services starts from \$14,388 USD /year Billed annually 10 Entities <a href="#">Get Started</a>
+ Asset Classes	Investable + Private	Investable + Private
+ Performance Reporting	Enhanced	Enhanced
+ General Ledger	Enhanced	Enhanced
+ Data Feeds	Enhanced	Enhanced
+ Bill Pay	API to 3rd Party Systems	API to 3rd Party Systems
+ Data Managed Expenses		Included

*“Working with Asset Vantage’s team is a delight. The people are extremely responsive and work hard to solve issues.”*

*Family Principal, Single Family Office (USA)*

**WHY FAMILIES LOVE AV**



## ■ AV GL + Performance

With **best-in-class**  
customer experience.

Local and white-glove customer  
success teams augmented with  
best-in-class technology.

*“Asset Vantage is not tied to a legacy platform, which makes it unique.  
I now have partnership accounting capability and can tag my investments  
with their geography in a user-friendly manner.”*

*Family Principal, Single Family Office (Midwest US)*



■ AV GL + Performance

We do the **heavy lifting** so families can focus on their business.

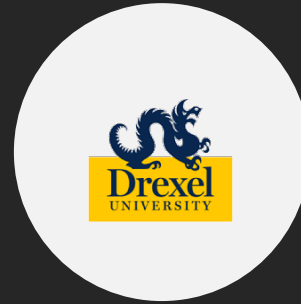
**AV**  
**prime**

*A fully managed book-keeping, reconciliation and reporting service on top of the powerful AV Pro platform.*

**WHY FAMILIES LOVE AV**



## STRONG GLOBAL PARTNER NETWORK





# Your Family Office is so much more than just **debits** and **credits**.



Asset Vantage

Vs

Business accounting tools



✓	Live end of day marketable security pricing feeds	✗
✓	Full multi-currency accounting and reporting	✗
✓	Built on the general ledger	✓
✓	Automated consolidation across family entities	✗
✓	Configurable accounting and investment grouping	✗
✓	Automatic tax lot wise gain / loss reporting	✗
✓	Remote & fine-tuned auditable access control	✗
✓	Print checks	✓
✓	Accounting and Investment reporting based on the same dataset	✗
✓	Store and tag contextual documents with transactions and holdings	✗

# One-stop solution for all your Family Office needs



Asset Vantage

Vs

Other wealth manager tools



Comprehensive net worth tracking



Tax-ready solution



Customizable ownership structures



Configurable user access



Secure document vault



Customizable data views



Data ownership



Check printing



Single source of truth (no separate accounting platform)





## ■ AV Community

Building the **single largest**  
tightly knit community  
for global U-HNWs.

Know a lot more than the complete picture  
of family wealth.

FAMILY OFFICE  
**4.0**

The definitive guide to  
creating and operating a  
world-class family office.

**AIP** ANALYZING  
INVESTMENT  
PERFORMANCE  
For Family Office Professionals

A program for family office  
professionals by the industry's best.

Wealth  
**DX**

Financial Data  
Integrations.





## ■ AV Community

Building the **single largest**  
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Know a lot more than the complete picture  
of family wealth.



Financial Data Integrations.

> AV Integrations Marketplace

Open Rest APIs



Integrate into global best in-class products

- Bill Pay
- Risk Analytics
- CRM systems
- Document Management
- Taxation
- Trust Accounting
- Real Estate Management
- More..



# AV ACCLAIMED





# FO Portfolio Management, Consolidated Reporting & Accounting Solutions **by Value**

Vendor and platform	Cost	Data management			Listed investments	Fund investments	Partnership accounting			Financial accounting		Reporting				Value for Money
		Custodial aggregation	Manager statements	Managed services	Marketable accounting	Illiquid accounting	Limited partner	General partner	Tax	General ledger	Accounts payable	Marketable portfolio	Illiquid portfolio	Entity look-through	Net worth	(#Features / Cost)
<b>Asset Vantage</b>	\$	X		X	X	X	X			X	X	X	X	X	X	<b>11</b>
Addepar	\$	X		X	X	X						X	X	X		7
Clearwater Analytics	\$	X			X	X				X		X	X	X		7
Eton Solutions AtlasFive	\$\$	X		X	X	X	X	X		X	X	X	X	X	X	6
FundCount	\$\$	X			X	X	X	X	X	X	X	X	X	X	X	6
Private Wealth Systems	\$	X			X	X						X	X	X		6
WealthSite	\$	X			X	X						X	X	X		6
Vista Equity Partners Allvue (fka Alta Return)	\$\$	X			X	X	X		X	X	X	X	X	X	X	6
Ledgex	\$\$	X			X	X	X			X		X	X	X	X	5
Citco Aexeo	\$\$\$	X		X	X	X	X	X	X	X	X	X	X	X	X	4
SS&C Private Capital (fka Total Return)	\$\$\$	X		X	X	X	X	X	X	X	X	X	X	X	X	4
SEI Archway Family Office Services (fka ATWeb)	\$\$\$	X		X	X	X	X	X	X	X	X	X	X	X	X	4
Fi-Tek RockIT	\$\$\$	X		X	X	X	X			X	X	X	X	X	X	4
SRL Global Nexus	\$\$\$	X		X	X	X	X	X	X			X	X	X	X	4
Mastro	\$\$		X		X	X						X	X	X	X	4
Burgiss Caissa	\$\$	X		X	X	X						X	X			3
Nasdaq Solovis	\$\$	X			X	X						X	X	X		3
SS&C Advent APX	\$	X			X							X				3
SS&C Advent Black Diamond	\$	X			X							X				3
Northern Trust Wealth Passport	\$\$\$	X			X	X						X	X	X		2
SS&C Advent Geneva	\$\$\$	X			X	X	X					X	X			2

Features and cost are sourced from EY Family office technology trends and insights Report



**AV ACCLAIMED**

## **Empowering families and their trusted advisors to make better investment decisions**

### **Highest Value**

Listed by EY as the platform with the most coverage for the price amongst global Family Office platforms.

### **Global Ready**

Easily configurable to deliver investment reporting on how the family sees their wealth.

### **Fastest Onboarding**

Consistently delivering the fastest time to reporting of any Family Office platform with 8-12 weeks from sign-up to go-live.



**AICPA SoC II certified**

Security | Availability | Process integrity | Confidentiality | Privacy





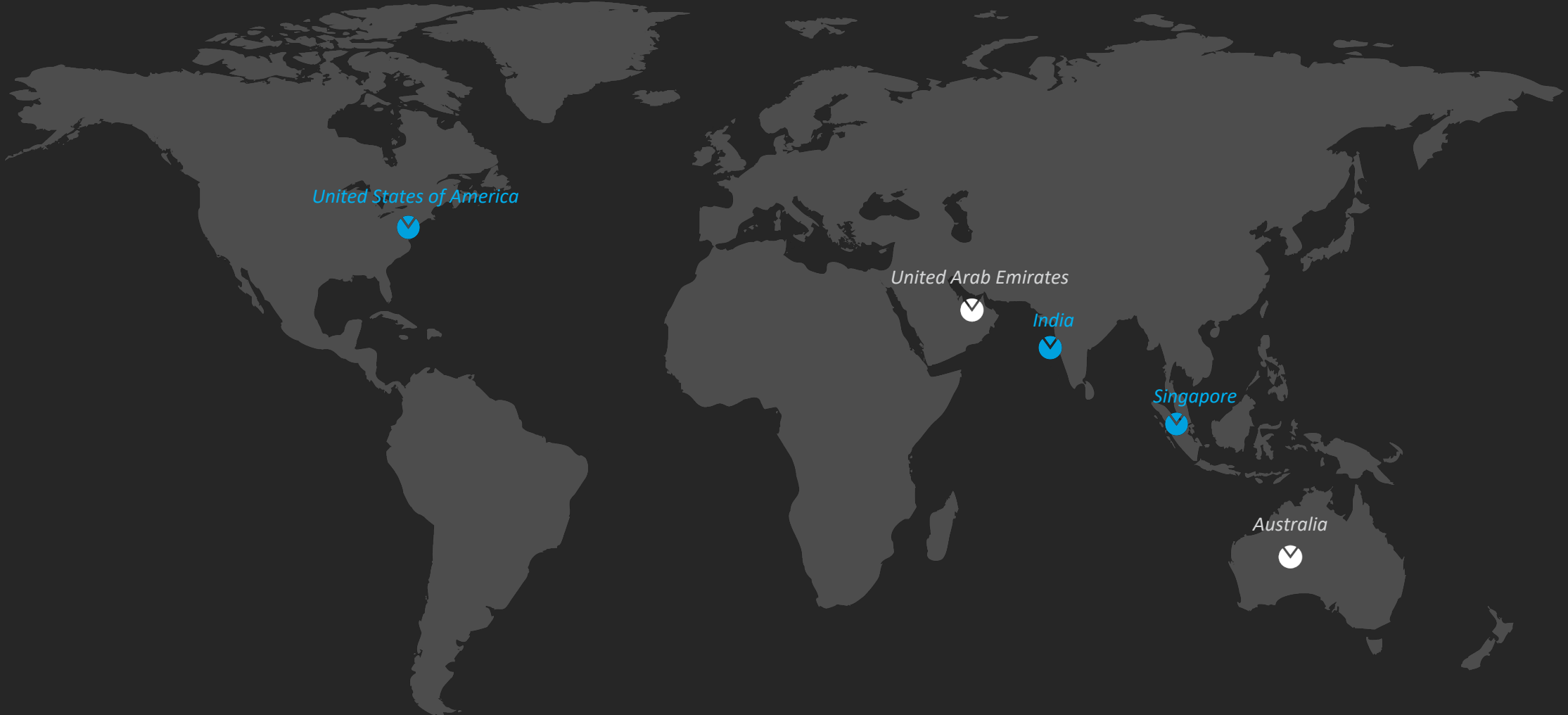
# Built **for** Family Offices **by** a Family Office & technology group.

AV was created by a family office to produce what it could not find elsewhere: a full and actionable view of its wealth.

*“Because AV grasped our problem and delivered the features we needed, we can now work with more families.”*

*Principal, Multi Family office (USA)*

# GLOBAL PLATFORM



 AV Office

 Affiliate Office



**Imagine the possibilities...**