

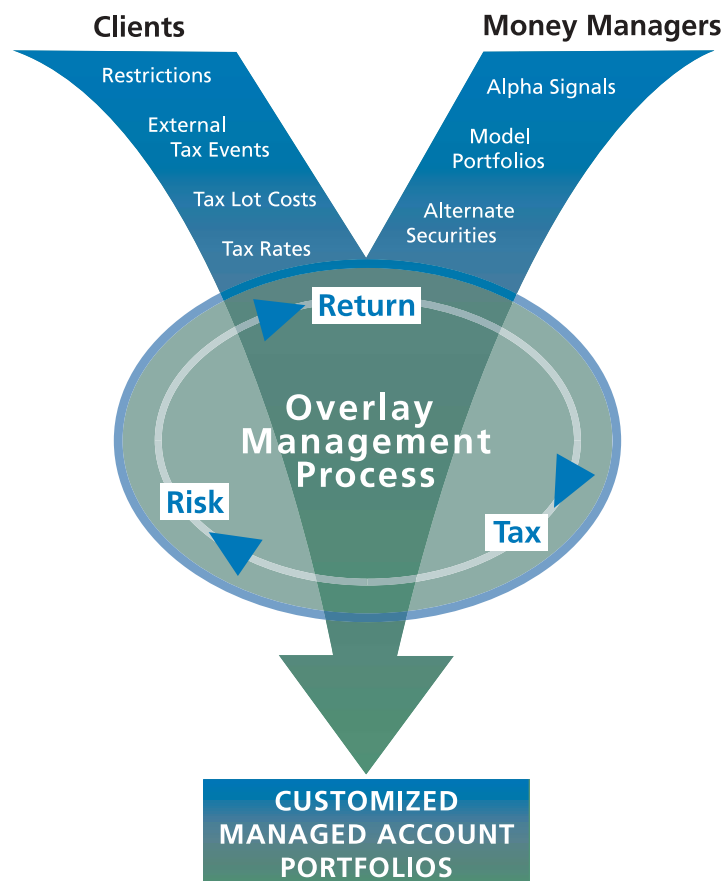


## Overlay Portfolio Management

At the heart of Placemark Investments' Unified Managed Account (UMA) platform is the industry's most sophisticated and flexible Overlay Portfolio Management process. Generally, an Overlay Manager coordinates trades among multiple investment managers within a client's account and screens for wash sale violations and loss harvesting opportunities across managers. Placemark offers even more by balancing the investment decisions of individual managers with the investment needs of clients to implement a **custom investment solution** for each client.

As both the mass affluent and high net worth markets demand more customized and tax-efficient investment solutions, Placemark can help sponsors with the technical, operational and investment management complexities of delivering them. As an overlay portfolio manager, Placemark:

- **SIMPLIFIES BACK-OFFICE COMPLEXITY**  
Placemark automates many manually-intensive account management functions, such as portfolio rebalancing, contribution and withdrawal allocations, and tax management.
- **DELIVERS IMPROVED PRODUCT FEATURES**  
Including: customized tax management, diversification below \$1mm and transition services for accounts with low-cost basis securities or concentrated positions.
- **REDUCES ADMINISTRATIVE OVERHEAD**  
With Placemark implementing day-to-day client portfolio strategies, money managers can better focus on their value-adding investment disciplines, and advisors can concentrate on acquiring and servicing clients.



## Placemark's Implementation Services

Placemark works with program sponsors to implement completely customized UMA programs. In order to deliver the sponsor's unique product strategy, Placemark leverages each firm's preferred investment managers and products, asset allocations and product features and fully integrates the resulting UMA program into the sponsor's existing middle and back-office systems.

As the industry's leading Overlay Manager, Placemark works with sponsors through all aspects of designing, developing and implementing a successful UMA program:



Placemark helps sponsors leverage established best practices in all aspects of implementing a new UMA program. Working with Placemark, sponsors will:

- **Implement a new UMA program faster**
- **Reduce operational and compliance risk**
- **Increase adoption and productivity of their new UMA program**

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### About Placemark

Placemark Investments is the separate account industry's leading overlay manager for enabling Unified Managed Accounts (UMA), a fee-based investment solution that incorporates multiple investments such as managed accounts, mutual funds and ETFs into a customized portfolio. Placemark works with managed account program sponsors to develop custom UMA programs that deliver superior features and value to their advisors, while leveraging their existing operational infrastructure and preferred investment managers and products.