

PLACEMARK INVESTMENTS

Delivering Superior Investment Solutions for Advisors and their Clients



Corporate Overview

About Us

Placemark Investments is the separate account industry's leading active overlay portfolio manager for launching and running Unified Managed Account (UMA) programs, a fee-based investment solution that incorporates separately managed accounts, mutual funds, ETFs and other investment products into a single custodial account. Placemark works with broker-dealers, banks and other program sponsors to develop custom UMA programs that deliver superior features and value to their advisors. Founded in 1999, Placemark has offices in Dallas and Wellesley, MA.

Market Overview

Managed account assets are growing at a rapid rate, with Tower Group projecting them to reach \$1.1 trillion by 2007. To realize this growth, advisors and sponsors are increasingly using UMAs as a means to simplify their fee-based programs while improving the diversification and customization available to clients.

Central to the UMA is an investment management discipline called Overlay Portfolio Management. By coordinating the trading activity of all the managers and securities in a client's UMA, the overlay manager can implement client-specific customization and deliver services such as automated rebalancing, cash-flow management and tax management. Using a variety of investment products most suitable for each client, the overlay manager is able to implement robust asset allocations with superior services at account minimums well below those normally available in separately managed accounts.

*Placemark Investments
is the leading overlay
manager for financial
service companies offering
unified managed accounts.*

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UMA Program Implementation Services

Placemark helps create and administer UMA programs for top financial institutions including broker-dealers, banks, fee-based platform providers and RIAs.

As UMAs are significantly different from traditional separate account and mutual fund wrap programs, Placemark provides sponsors with a suite of services to implement and support their UMA program. As the industry's most experienced overlay manager, Placemark has developed UMA best practices in the following functional areas:

- **PRODUCT DESIGN** Placemark has a structured product design process to assist a sponsor's product management group in developing suitable asset allocations, driving down investment minimums as low as \$30k and establishing product configurations for an open architecture platform.
- **MANAGER RECRUITING** Sponsors can select from Placemark's roster of over 100 industry-leading investment managers or leverage their own existing manager relationships.
- **LEGAL AND COMPLIANCE** Placemark provides the legal framework, contracts and compliance processes to support both the overlay management program and the relationship between the sponsor, Placemark, participating sub-advisors and the client.
- **PRICING & ECONOMICS** Placemark jointly develops billing processes, cost models and the pricing strategy with the sponsor, while considering the unique variable costs and value of the UMA program.
- **SYSTEMS INTEGRATION** Placemark works with the sponsor's IT and operations staff to integrate its proprietary overlay management system into the sponsor's middle- and back-office systems for efficient program operations.
- **SALES SUPPORT AND EDUCATION** Placemark's team of experienced regional consultants works with a sponsor's sales support organization to help advisors understand the features and benefits of the new UMA program.

Once a sponsor's UMA program is operational, Placemark serves as the discretionary overlay manager on client accounts, implementing custom investment solutions that meet the needs of advisors and their clients.

In addition, Placemark is capable of delivering additional support services including portfolio accounting, custody and trading, performance reporting and desktop advisor tools for supporting proposal generation and account opening.

Whether a sponsor is looking to completely outsource the development and on-going operations of a UMA program, or supplement in-house systems and staff with an outside UMA specialist, Placemark Investments has the financial and technology experience necessary for success.