

J.P.Morgan

PRIVATE BANK

Goals-based wealth management



NOVEMBER 18, 2021

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J.P. Morgan Private Bank

We specialize in helping successful individuals and families achieve what they envision

WHO WE ARE

- J.P. Morgan Chase is the largest bank in the U.S. with over 200 years of experience
 - \$1.5T of client assets in the Private Bank
- We work with ultra and high net worth families to provide our understanding of the complexities of wealth
 - Optimize balance sheet with thoughtful planning solutions for business interests, wealth transfer, tax sensitivity, etc.
 - Work with leading experts, CPAs, and estate planning professionals
 - Deliver a unique personal experience shaped around clients and their goals
- Whether clients are focused on building, preserving or transferring wealth, we bring a team of specialists in planning, investing, lending and banking

INVESTING IN THE COMMUNITIES WE SERVE

- J.P. Morgan financed westward expansion
 - Erie Canal linking the Hudson River to the Great Lakes (1817)
 - Northern Pacific Railroad (1879)
- Chase branches at Empire Mall, S. Western, and S. Sycamore



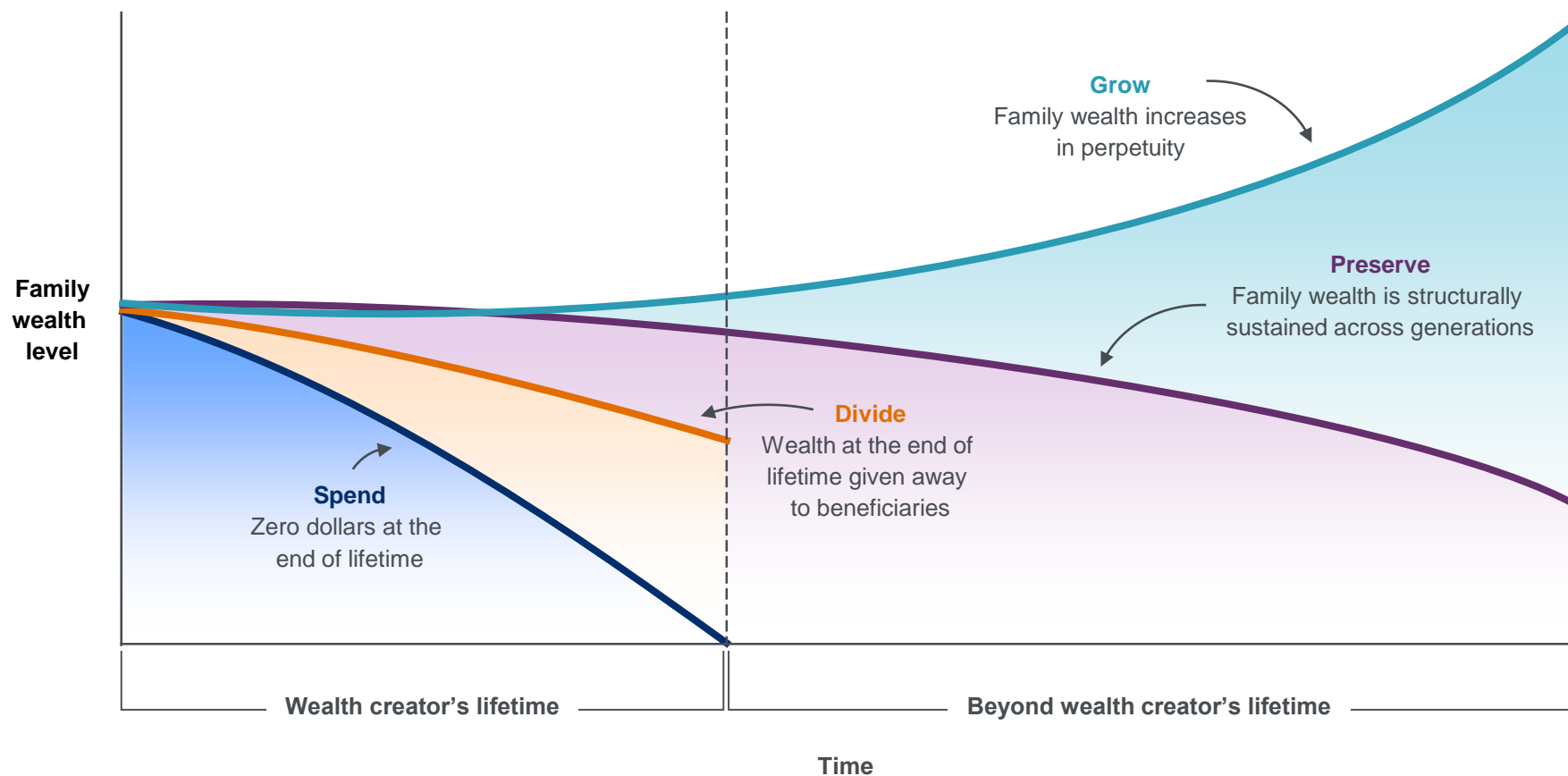
Approaches to investing

Identifying the intent for your wealth can help you navigate through volatile times

- Modern Portfolio Theory introduced diversification as a foundational concept in investing. MPT's objective is to maximize returns with an acceptable level of risk.
- Traditional investing historically has been risk tolerance balanced with a strategic asset allocation compared to a benchmark over time
 - Limited measures of success: beating the market
- A goals-based approach instead aligns investment allocation based on the purpose of the funds with a dynamic asset allocation over time
 - Increased measures of success: risk adjusted returns, goal achievement and more efficient wealth planning



Intent steers the path of family wealth over time



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Case study: Planning for a transaction

We work alongside business owners through every step of a transaction

- Retired corporate executive that started his own business was looking to sell in the next 3-5 years
- He and his wife wanted to fund their lifestyle, set aside money for their children, and have charitable gifts after the sale

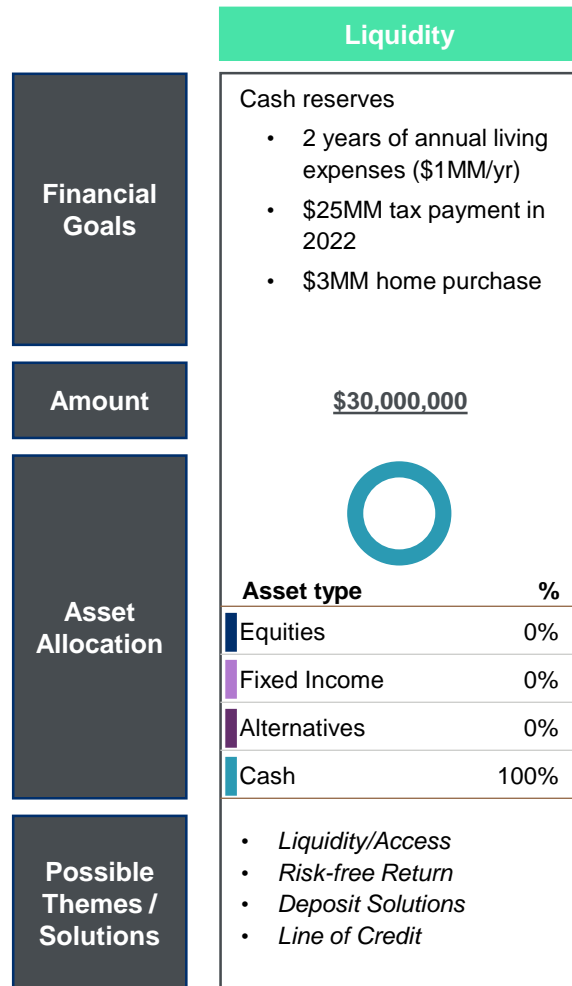
Pre-Transaction (2018)

- Company was worth \$25MM and was expected to grow significantly
- Owner planned to sell in 3-5 years
- J.P. Morgan started a banking and lending relationship with the client 3 years ago
 - Consolidated IRAs, rolled over 401k, refinanced mortgage
- Created 2 SLATs and funded with shares of the business
 - Will save on future estate taxes and only used \$7MM of their lifetime exemption

During the Transaction (Today)



- Company grew substantially, and the client decided now was the time to exit
- Worked closely with J.P. Morgan's Private Business Advisory team to review sale offers and will net \$100MM in sale proceeds this year with an earnout in 2024
- SLATs are now worth over \$25MM. After the sale, assets will be swapped for cash

Aligning wealth to intent






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Aligning wealth to intent

	Liquidity	Lifestyle																				
Financial Goals	<p>Cash reserves</p> <ul style="list-style-type: none">• 2 years of annual living expenses (\$1MM/yr)• \$25MM tax payment in 2022• \$3MM home purchase	<p>Capital and cash flow earmarked to meet lifetime cash flow needs with a high degree of certainty</p> <ul style="list-style-type: none">• Includes essential lifestyle expenses and ongoing family and charitable expenses that are high priority																				
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Possible Themes / Solutions	<ul style="list-style-type: none">• <i>Liquidity/Access</i>• <i>Risk-free Return</i>• <i>Deposit Solutions</i>• <i>Line of Credit</i>	<ul style="list-style-type: none">• <i>Income Focused</i>• <i>Multi-asset Solutions</i>• <i>Tax-aware</i>• <i>Risk Management</i>																				





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Appendix



J.P. Morgan Private Bank

8181 Communications

Pkwy Building F

Floor 4

Plano, TX 75024

jpmorgan.com/privatebank

Phone

214.965.2039

Email

amanda.lott@jpmorgan.com

Amanda Lott, CFP®

HEAD OF GOALS-BASED PLANNING

EXECUTIVE DIRECTOR

Amanda Lott is an Executive Director and Head of Goals-Based Planning for J.P. Morgan Private Bank. In this high-impact role, she drives the firm's training, content and strategic approach to help clients articulate their most meaningful intentions and align their resources to these priorities.

Amanda understands that clients seek a firm that will honor what they want to accomplish, partner closely with them throughout the stages of their financial lives and revisit plans as circumstances evolve. She believes that providing individuals with this framework for sound decision-making gives them financial peace of mind and the freedom to live their best lives. Amanda is instrumental in ensuring that the firm is known for its positive engagement with clients. A goals-based advice specialist, she serves as a resource for both families and Bankers.

Bringing more than a decade of experience to her role, Amanda spent seven years in New Jersey as a Wealth Advisor and equity partner with Regent Atlantic Capital. There, she chaired the firm's Financial Planning Committee and advised clients on complex wealth, tax and estate planning issues. In 2016, Amanda returned to her home state of Texas to raise her growing family. Her work has led to her being named one of Financial Advisor magazine's 10 Young Advisors to Watch.

Amanda attended Texas Tech University, where she received a B.S. in Personal Financial Planning and was the top graduate in the College of Human Sciences. She earned an M.S. in Taxation from Fairleigh Dickinson University. Amanda is a CERTIFIED FINANCIAL PLANNER™ professional and a Certified Retirement Counselor®. These credentials enable her to seamlessly marry “art” with “science” as she helps clients achieve their financial goals.

As a testament to her success in the industry, Amanda received the Texas Tech Personal Financial Planning “Young Guns” Alumni Award. She has appeared on CNBC and has authored a thought-leadership piece on taxation.

Amanda and her husband, Erinn, live in Plano with their two children, Brayden and Eleanor. To relax, she likes to spend time outdoors with her family and French Bulldog, Bentley.

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Joseph Kaufman

**VICE PRESIDENT
BANKER**

Joe Kaufman is a Vice President at J.P. Morgan Private Bank. Joe is focused on delivering an unparalleled level of guidance to highly successful families and professionals around the Midwest. In this role, he focuses in the areas of investing, comprehensive wealth planning, strategic financing and banking. Joe's current clients include business owners, real estate professionals and corporate executives.

Joe has nearly 20 years of private banking and wealth management experience in working with client families. Prior to joining J.P. Morgan in 2019, Joe was a Vice President at Bremer Bank in Saint Paul, where he led the Twin Cities Private Banking Team and was responsible for advising business owners. Joe spent the first eight years of his career at Wells Fargo in Private Banker and Portfolio Manager roles within the Twin Cities market.

Joe holds an M.B.A. in Finance from the University of Minnesota's Carlson School of Management, along with a B.A. in Finance from the University of Minnesota-Duluth.

Additionally, Joe serves on the board of the Saint Paul Police K9 Foundation, and is a youth sports coach in Stillwater. Joe lives in Woodbury with his wife and two daughters.

J.P. Morgan Private Bank

225 South 6th Street
Suite 4150

Minneapolis, MN 55402

jpmorgan.com/privatebank

Phone

612.215.2110

Email

joseph.m.kaufman@jpmorgan.com

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Peter Moyer

VICE PRESIDENT
BANKER

Peter Moyer is a Vice President and Banker in the Minneapolis office of J.P. Morgan Private Bank. Peter works closely with business owners, corporate executives, physicians, attorneys and other successful professionals to guide them through the complex financial opportunities afforded by significant assets. He acts as a powerful conduit to the strengths of J.P. Morgan, designing strategies that help scale each client's hard work into a meaningful legacy.

Peter forges connections with like-minded families who want their wealth to be reflected in their own lives, future generations and the communities around them. With his informed perspective on the demands of complex scenarios, he integrates strategies for tax efficiency, estate planning, trust structuring and philanthropic gifting in a way that is responsive to the markets and helps enhance returns. Peter finds that when families are shown how their assets align with specific goals, they develop confidence that their wealth has a purpose. He is excited by the dynamism of J.P. Morgan and plays an influential role in expanding the firm's presence throughout Minnesota.

With Peter's background in Big Four accounting and large law firms before a career in finance, his network extends far beyond wealth management. Most recently, he was a Wealth Strategist with Northern Trust Company, and previously was with Faegre Baker Daniels LLP, Lindquist & Vennum and Deloitte. He joined J.P. Morgan, drawn to the global capabilities of an industry leader.

Peter has a B.A. from the University of Minnesota-Twin Cities and an M.B.A. from Augsburg University. He sits on the board of the Pinky Swear Foundation, which provides financial support to the families of children with cancer.

A fifth-generation Minnesotan, Peter lives on a small West Metro lake with his wife and daughter. He is an avid water skier, downhill skier and a coach with the Minnetonka Youth Hockey Association. In addition, Peter is the President of the Sweeney Lake Association.

J.P. Morgan Private Bank

225 South 6th Street
Suite 4150
Minneapolis, MN 55402
jpmorgan.com/privatebank

Phone

612.215.2138

Email

peter.moyer@jpmorgan.com

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