Morgan Stanley

PRIVATE WEALTH MANAGEMENT

The Next Generation Journey

GENERATIONAL WEALTH CREATES COMPLICATED ISSUES.

What does it mean to be a member of a wealthy family, and how will that affect your relationships with the important people in your life? What do you want for yourself, and how does that mesh with the expectations others have of you? Here are some steps to take, issues to consider, conversations to have and ways we can help.

Establishing Independence

THINGS TO CONSIDER

Gaining the confidence and capability to take control of your own future

- **Setting Goals** - based on your vision of a successful life
- **Gaining Knowledge** - through education and life experience
- **Renting or Buying a Home** - most likely your first major purchase
- **Coming Into Money** - working with trustees and advisors

WHERE TO GET MORE INFORMATION

- Family Governance for help navigating family dynamics
- Customized Wealth Education to gain skills and confidence
- College Advisory and Career Counseling to figure out what you want to be
- Mortgages to own your piece of the world

Cultivating Relationships

THINGS TO CONSIDER

Getting comfortable with family wealth to enrich your relationships

- **Family Dynamics and Shared Mission** - to add your voice to family decisions
- **Professional Development and Networking** - to create a community and shared experiences
- **Getting Married and Forming Relationships** - to become part of a bigger family
- **Becoming a Parent** - to take the first steps in the greatest adventure

WHERE TO GET MORE INFORMATION

- Family Governance for help navigating family dynamics
- Next Generation Events to share experiences that challenge, inform and entertain you
- Trust Services directing you to resources to protect you and your family
- Facilitation of Family Meetings to keep peace and make progress

Developing Financial Literacy

THINGS TO CONSIDER

Understanding personal finance in the context of your family investments and estate planning

- **Personal Finance and Basic Wealth Planning**
- **Traditional and Alternative Investments**
- **Sustainable Investing**
- **Tax, Trust and Estate Planning**

WHERE TO GET MORE INFORMATION

- Customized Wealth Education to gain skills and confidence
- Alternative Investment Platform to diversify your portfolios
- Investing with Impact to align investment strategy with values
- Tax, Trust and Estate Advisory to help protect your family and future
- Research from the Global Investment Office

Making Your Mark

THINGS TO CONSIDER

Adding your voice to personal and family business, philanthropic and financial decisions

- **Philanthropy** - squaring your own mission and goals with your family's
- **Starting a Business** - including access to the resources needed at each stage of its development
- **Selling your business** - access to a highly qualified, multidisciplinary team of professionals to guide you through the process
- **Joining the Family Business** - establishing your authority and accountability
- **Managing Your Lifestyle** - creating a safe and enjoyable life for you and your family

WHERE TO GET MORE INFORMATION

- Family Governance for help navigating family dynamics
- Philanthropy Management to magnify your impact
- Corporate Services to support your entrepreneurial adventure
- Pre-Liquidity Planning to maximize the proceeds from your success
- Signature Access Lifestyle Advisory Services to explore offerings available for your lifestyle needs
- Art Resources Team to consider art in your wealth management strategy

ADDITIONAL RESOURCES

Drawing on the vast global resources, specialized expertise and intellectual capital of Morgan Stanley, we have access to the full range of capabilities, including exclusive and niche products, needed to address different aspects of your personal and professional financial life.

INVESTMENT SOLUTIONS

- Traditional Investments
- Alternative Investments
- Structured Investments
- Tax Management Strategies
- Advisory Platform
- Emerging Market Managers
- Global Sustainable Finance/Impact Investing

PRIVATE BANKING GROUP

- Securities-based Lending
- Tailored Lending
- Home Loans
- CashPlus

DIGITAL

- Morgan Stanley Online and Mobile App
- Digital Vault
- Total Wealth View
- Cybersecurity
- Mobile Trading with E*TRADE from Morgan Stanley

The Next Generation Experience at Morgan Stanley Private Wealth Management

Supporting Your Ambitions at Every Life Stage

Our Next Generation capabilities are designed to support your growth and success as you gain the financial skills and emotional resilience needed to navigate life's transitions under unique circumstances.

Customized education programs cover a wide variety of topics, from going to college and starting a business, to getting married and having children of your own.

Creating Community With Your Peers

We create content and host special events where you can share experiences with peers from other families and gain insight from thought leaders into family dynamics, wealth education, tax and estate planning, and a variety of other pertinent topics.

These include:

- The NEXT Newsletter
- Educational Content
- Exclusive Experiences
- Next Generation Symposium
- Virtual Events

Unique Investing Opportunities

We offer one of the industry's most robust sustainable investing capabilities, including our pioneering Investing with Impact platform.

Your Morgan Stanley Private Wealth Advisor can also provide access to investments in alternative assets and a variety of proprietary strategies.

Enhancing Your Lifestyle

We provide access to an exceptional array of life-enhancing services through our Signature Access Lifestyle Advisory concierge services and Reserved Living and Giving program.

Services include preferred access to specialists in college admissions, personal security and bespoke travel, among other exclusive offerings. In addition, discounts on luxury brands, tickets to sold-out events and more are available.

COMPREHENSIVE CAPABILITIES

Investment Management

- Assistance With Your Investment Policy Statement
- Asset Allocation
- Portfolio Construction and Management
- Open-architecture Platform
- Money Manager Due Diligence Analysis
- Alternative Investments
- Structured Investments
- Tax Management Strategies
- Advisory Platform
- Emerging Market Managers
- Global Sustainable Finance/Impact Investing
- Self-Directed Investments with E*TRADE from Morgan Stanley

Family Office Services

- Family Governance and Wealth Education
- Philanthropy Management
- Signature Access Lifestyle Advisory Services[1]
- Educational Programs
- Family Office Consultive Services

Trust, Estate and Legacy Planning

- Wealth Transfer and Trust Strategies
- Current Will, Trust and Insurance Review[2]
- Foundation and Other Charitable Giving Strategies
- Coordination With Outside Legal and Tax Advisors
- A Robust Donor-Advised Fund[3] ("Morgan Stanley GIFT")

Financial Planning and Goal Analysis

- Goals-Based Planning (Retirement, Education Funding, Philanthropic, Wealth Transfer)
- Cash Flow Planning

Online, E-Delivery and Mobile

Integrated suite of tools and apps designed to enhance the Private Wealth Advisor-Client relationship, including:

- Dynamic Insights into Portfolio Data
- Latest News
- Robust Market Research Tools
- Manage Accounts Online
- Trade Securities, Transfer Funds, and Pay Bills online
- eDelivery and Mobile App

Access to Cash Management, and Lending Products and Services

- Securities-based Lending
- Tailored Lending
- Cash Management Services
- Residential mortgage lending and Cash Plus[4]

Corporate Equity Solutions

- Directed Shares, Stock Plans, 10b5-1 Programs
- Cash Management Services
- Retirement and Pension Plans
- Capital Markets and Investment Banking Interaction

Risk Management

- Hedging Strategies
- Concentrated/Restricted Stock Advice
- Interest Rate Risk Management
- Currency Exposure Strategies
- Insurance Solutions

Please contact your Morgan Stanley Private Wealth Advisor to learn more.

[1] Lifestyle Advisory Services: Products and services are provided by third party service providers, not Morgan Stanley Smith Barney LLC ("Morgan Stanley"). Morgan Stanley may not receive a referral fee or have any input concerning such products or services. There may be additional service providers for comparative purposes. Please perform a thorough due diligence and make your own independent decision.

[2] Insurance products are offered in conjunction with Morgan Stanley Smith Barney LLC's licensed insurance agency affiliates.

[3] The CashPlus Account is a brokerage account offered through Morgan Stanley Smith Barney LLC. Conditions and restrictions apply. Please refer to the CashPlus Account Disclosure Statement for further details at https://www.morganstanley.com/wealth-disclosures/cashplusaccountdisclosurestatement.pdf

[4] The Morgan Stanley Global Impact Funding Trust, Inc. ("MS GIFT, Inc.") is an organization described in Section 501(c) (3) of the Internal Revenue Code of 1986, as amended. MS Global Impact Funding Trust ("MS GIFT") is a donor-advised fund. Morgan Stanley Smith Barney LLC provides investment management and administrative services to MS GIFT.

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The returns on a portfolio consisting primarily of sustainable investments may be lower or higher than a portfolio that is more diversified or where decisions are based solely on investment considerations. Because sustainability criteria exclude some investments, investors may not be able to take advantage of the same opportunities or market trends as investors that do not use such criteria. Morgan Stanley Smith Barney LLC ("Morgan Stanley"), its affiliates and Morgan Stanley Financial Advisors or Private Wealth Advisors do not provide tax or legal advice. Clients should consult their tax advisor for matters involving taxation and tax planning and their attorney for legal matters.

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They may be highly illiquid and can engage in leverage and other speculative practices that may increase the volatility and risk of loss. Alternative Investments typically have higher fees than traditional investments. Investors should carefully review and consider potential risks before investing. Insurance products are offered in conjunction with Morgan Stanley Smith Barney LLC's licensed insurance agency affiliates.

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Borrowing against securities may not be appropriate for everyone. You should be aware that there are risks associated with a securities based loan, including possible maintenance calls on short notice, and that market conditions can magnify any potential for loss.

EQUAL HOUSING LENDER

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