Morgan Stanley Family Office Resources[1]

Addressing Your Complex, Multigenerational Wealth Management Issues

As your family grows and your wealth increases, you may face more subtle and profound wealth management issues. As the demands of your family grow and evolve, you will likely need professionals who have expanded capabilities.

You are different. Not just from people with more modest wealth; you're different from every other person with substantial wealth.

Based on an in-depth understanding of your challenges, opportunities and aspirations, we can create a customized plan to help you realize your unique vision.

Family Office Resources works with your Private Wealth Advisor team to serve you and your family

1. The term "Family Office Resources" is being used as a term of art and not to imply that Morgan Stanley and/or its employees are acting as a family office pursuant to Investment Advisers Act of 1940.

Significant Wealth Raises Complex, Multigenerational Issues

Which of These Questions Have You Asked Yourself?

How much of my wealth do I want my heirs to inherit, and are they prepared, intellectually and emotionally, to manage it?

Are my children or grandchildren uncomfortable with the fact of our wealth?

Are my charitable donations having the impact I want them to have?

What are the best ways to reduce transfer taxes, while benefiting family and charity at the same time?

How do I leave control of my business to one child while being fair to the others?

I have sold the company that gave meaning and purpose to my life. What do I do next?

Does it make more sense to buy or lease my next plane?

What are the potential liabilities of accepting a board seat at my alma mater?

How do I keep our home secure during a major renovation?

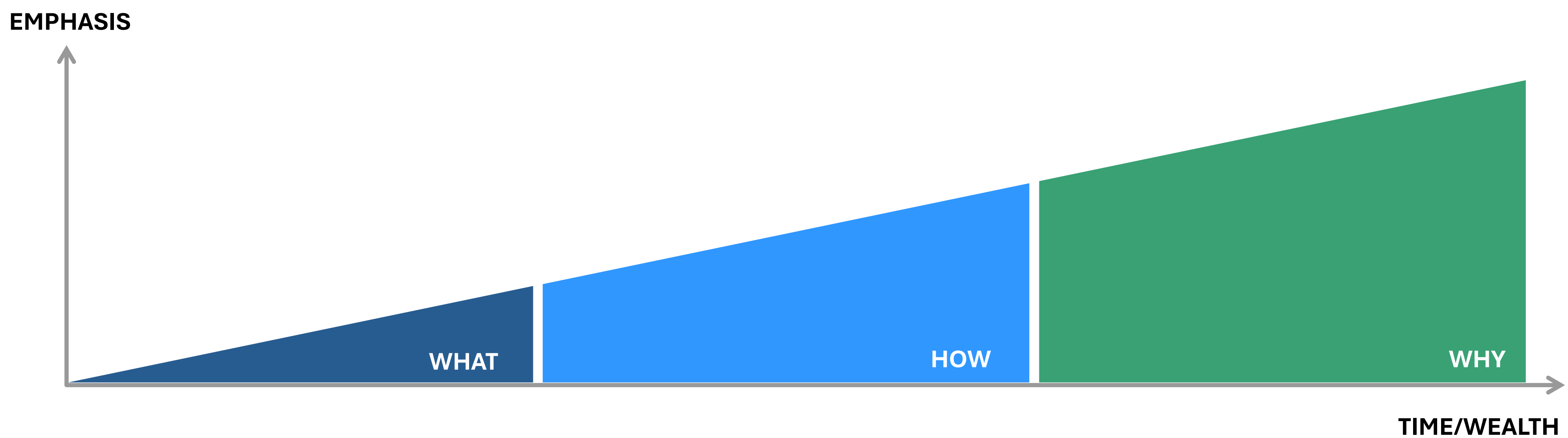
What happens to the management of my assets should I become incapacitated?

Does my asset allocation make sense given my risk tolerance, and is my family prepared to make the right adjustments if I die unexpectedly?

I have worked hard and sacrificed a lot to build this business. Have I still been a good parent?

The Evolution of the Ultra High Net Worth Family's Needs

As an UHNW Family Grows and Its Wealth Increases, it Faces More Subtle and Profound Wealth Management Issues...



WHAT

- What stock?
- What manager?
- What estate planning technique?
- What insurance policy?
- What does it cost?

HOW

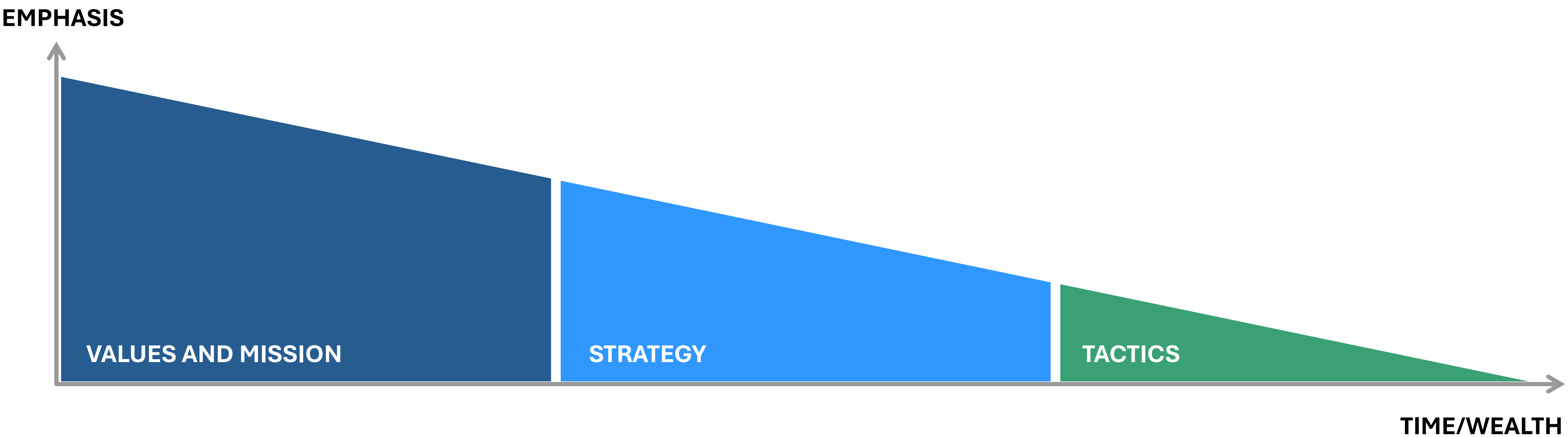
- How do I transfer wealth tax-efficiently?
- How do I allocate my portfolio to minimize risk?
- How do I best insure my family's health, homes, and valuables?
- How do I best give to charity?

WHY

- Why do I want my children to inherit my wealth?
  - *Do I?*
- Why do I have a private foundation?
  - *Should I?*
- Why do I still own the family business? Or this plane? Or sit on this charitable board?
  - *Should I?*

The Evolution of the Ultra High Net Worth Family's Needs

...And the Sequence in Which we Help Address Their Needs Has to Shift.



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The Expanding Role of the Ultra High Net Worth Financial Advisor

As the Demands of Your Family Grow and Evolve, You are Likely to Need Professionals at Morgan Stanley with Expanded Capabilities.

BROKER

- Technical Insights
- Trading and Execution

INVESTMENT MANAGER

- Strategic Asset Allocation
- Tactical Asset Allocation
- Manager Selection
- Portfolio Construction
- **Technical Insights**
- **Trading and Execution**

WEALTH MANAGER

- Financial Planning
- Strategic Estate Planning
- Trust Services
- Insurance Solutions
- Cash Management & Lending
- Philanthropy Management
- **Strategic Asset Allocation**
- **Tactical Asset Allocation**
- **Manager Selection**
- **Portfolio Construction**
- **Technical Insights**
- **Trading and Execution**

FAMILY OFFICE RESOURCES

- Family Governance
- Succession Planning
- Wealth Education
- Travel & Concierge Services
- Health and Security Advisory
- Tangible Asset Management
- Financial Administration
- Personal Enrichment
- Single Family Office Advisory
- **Financial Planning**
- **Strategic Estate Planning**
- **Trust Services**
- **Insurance Solutions**
- **Cash Management & Lending**
- **Philanthropy Management**
- **Strategic Asset Allocation**
- **Tactical Asset Allocation**
- **Manager Selection**
- **Portfolio Construction**
- **Technical Insights**
- **Trading and Execution**

Establishing Pillars of Sustainable Wealth Management

While all wealthy families face complex financial issues, each has its own challenges, opportunities and aspirations. Based on a deep understanding of these factors, we can help you create a customized, comprehensive plan to help you achieve your unique vision.

FUNDAMENTAL ELEMENTS

- Current balance sheet of investment and noninvestment assets
- Current loans and expected borrowing needs
- Expected income from current employment agreements, restricted stock options, and deferred compensation arrangements
- Your role in existing trusts (grantor, beneficiary, powers of appointment)
- Current property and casualty insurance coverage/current life insurance coverage
- Job description and employment history of domestic employees

STRATEGIC PLANNING ELEMENTS

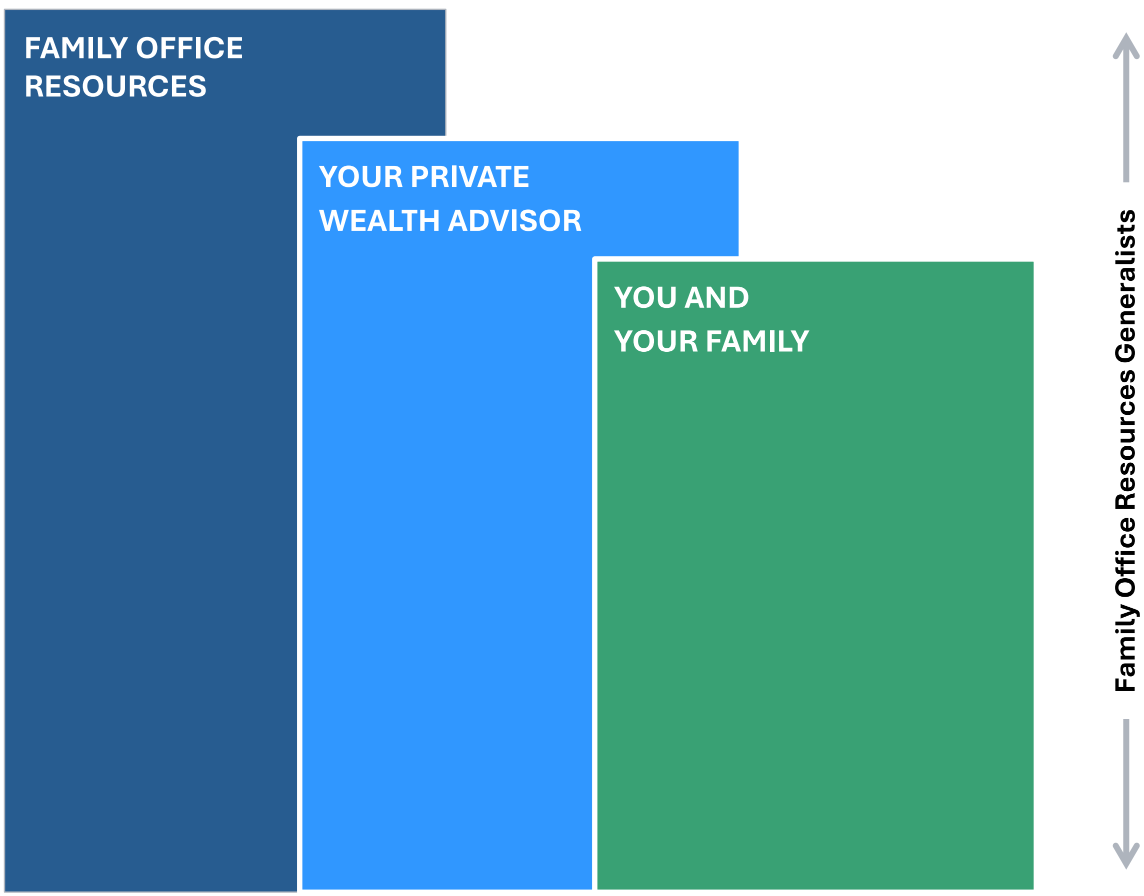
- Investment risk profile for each account.
- Prior investment experiences, both positive and negative
- Estate planning documents and history of planning experiences
- Financial statements and governance structure of family business

FAMILY DYNAMICS & LEGACY PLANNING

- Family mission statement and wealth management priorities
- Charitable entities and family's philanthropic mission
- Relationships with other advisors (attorneys, accountants, insurance agents, other investment advisors)
- Wealth education plan for next generation family members

Morgan Stanley Family Office Resources Capabilities

Morgan Stanley family office resources provides their specialized knowledge, experience, tools and networking events that help enhance the ability of your private wealth advisor to serve as your family wealth advisor



SPECIALTY ADVICE

- Family Governance & Wealth Education
- Philanthropy Management
- Estate Planning Strategies
- Single Family Office Advisory
- Health & Wellness Education

PLATFORM & PARTNER MANAGEMENT

- Trust Services
- Lifestyle Advisory by Morgan Stanley
- Art Advisory

ADDITIONAL RESOURCES

- Outsourced Chief Investment Office (OCIO)
- Insurance Solutions
- Private Banking Group
- Wealth Strategies & Planning Tools
- Morgan Stanley Family Office (MSFO)
- Cash Management and Lending