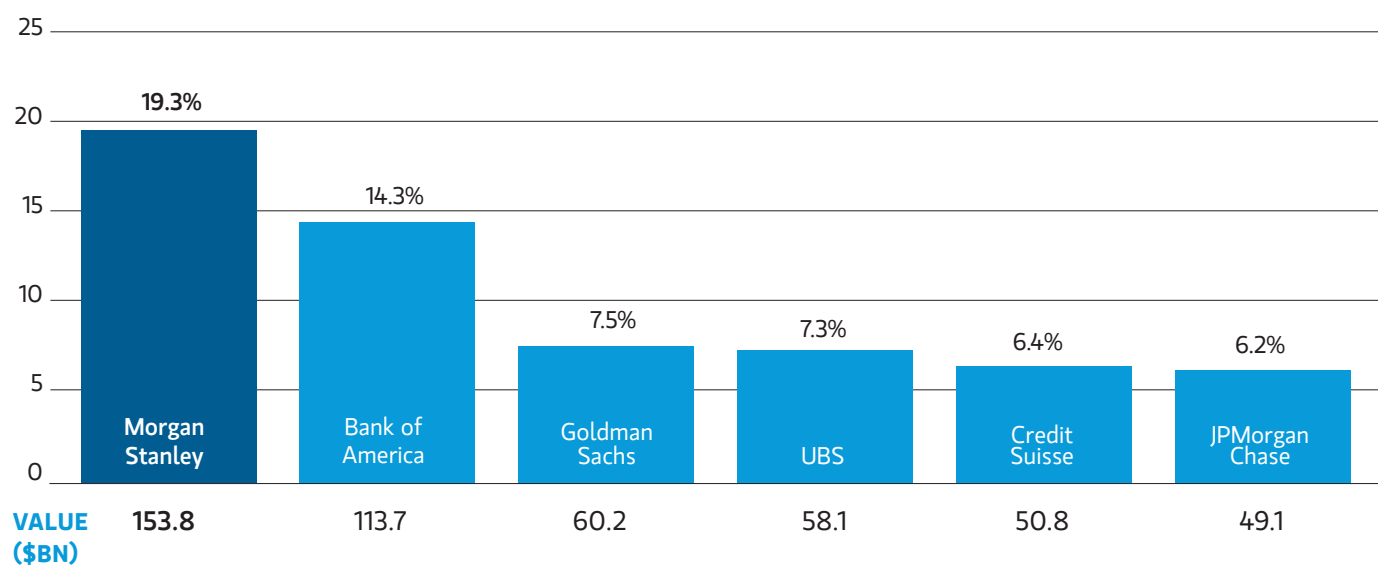


Morgan Stanley

# Morgan Stanley #1 in Rule 144 Market Share<sup>1</sup>

Morgan Stanley has been #1 in Rule 144 sales over the last 12 years.<sup>1</sup>

## 2005 – 2016 Rule 144 Market Share<sup>1</sup>



**Executive Financial Services (EFS)** is a dedicated group of seasoned professionals that specialize in assisting executives and key insiders effectively navigate the complex landscape of insider trading regulations and reporting requirements.

### EFS can assist with:

- Sales of restricted, control and concentrated positions
- Gifting of restricted or control stock
- Loans secured by eligible restricted and control stock
- 10b5-1 trading plans

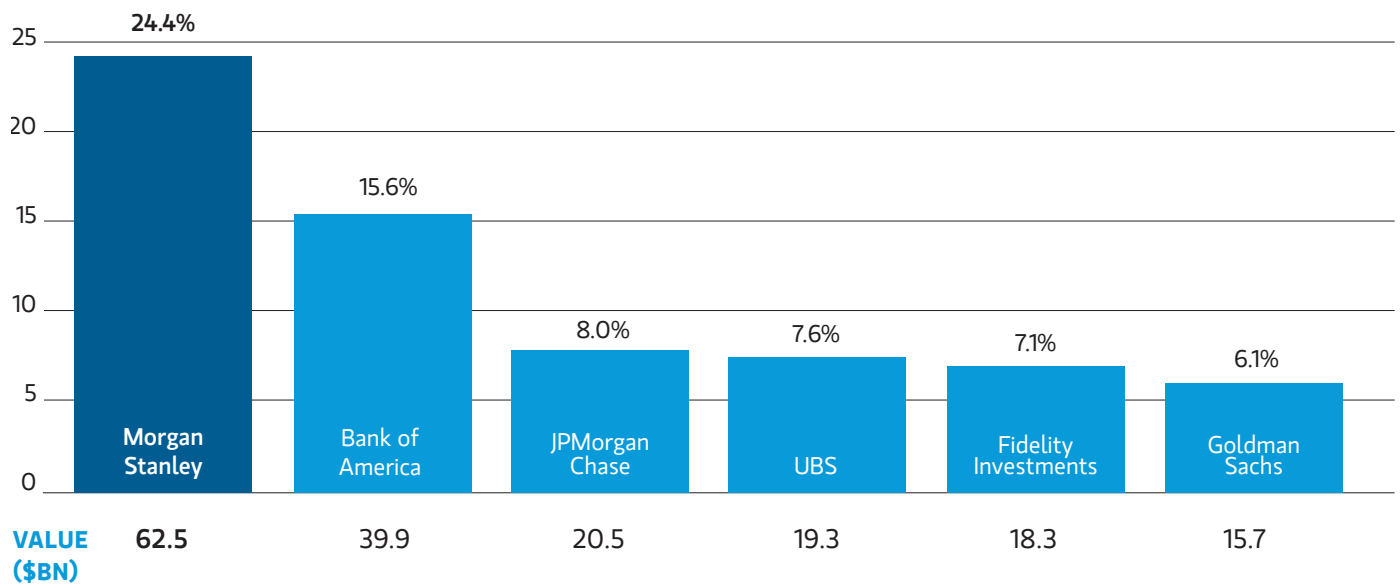
To learn how Morgan Stanley's experienced Financial Advisors can assist corporate executives and key insiders with their individual financial goals, please contact us at [ExecutiveFinancialServices@morganstanley.com](mailto:ExecutiveFinancialServices@morganstanley.com)

<sup>1</sup> Reprinted with the permission of Washington Service, 301-913-5100 — [www.washingtonservice.com](http://www.washingtonservice.com). The Washington Service tracks insider trade information filed with the Securities & Exchange Commission. The above data is compiled by the Washington Service from Form 144 filings in the period from 2/1/2005 to 12/31/2016 (10b5-1 Market Data graph) and from 1/1/2005 to 12/31/2016 (Rule 144 Market Share graph). Data from the period 2/1/2005 to 5/31/2009 (10b5-1 Market Data graph) and from 1/1/2008–5/31/2009 (Rule 144 Market Share graph) reflects the formerly separate PDP businesses of the Global Wealth Management Group of Morgan Stanley & Co. LLC and the Smith Barney division of Citigroup Global Markets Inc. that now form Morgan Stanley Smith Barney LLC. This data also includes transactions from Morgan Stanley & Co. LLC. Information contained herein was obtained from sources believed reliable but the accuracy and completeness thereof cannot be guaranteed. Information contained herein is subject to change.

Morgan Stanley

# Morgan Stanley #1 in Rule 10b5-1 Market Share<sup>1</sup>

Morgan Stanley has been the #1 provider of 10b5-1 services over the last 12 years<sup>1</sup>  
**2005 – 2016 Rule 10b5-1 Market Share<sup>1</sup>**



## Key Benefits of a 10b5-1 Trading Plan

- Affirmative defense against potential claims of insider trading
- Access to public markets without regard to corporate blackout periods
- Reduce the risk associated with a concentrated equity position through diversification
- Filing of required Rule 144 forms by Morgan Stanley
- Prompt execution notification to facilitate Section 16 filing requirements
- Discipline during volatile market fluctuations to help achieve personal monetization needs

For more information, or to speak with one of our Executive Financial Services Specialists, please email us at [ExecutiveFinancialServices@morganstanley.com](mailto:ExecutiveFinancialServices@morganstanley.com)