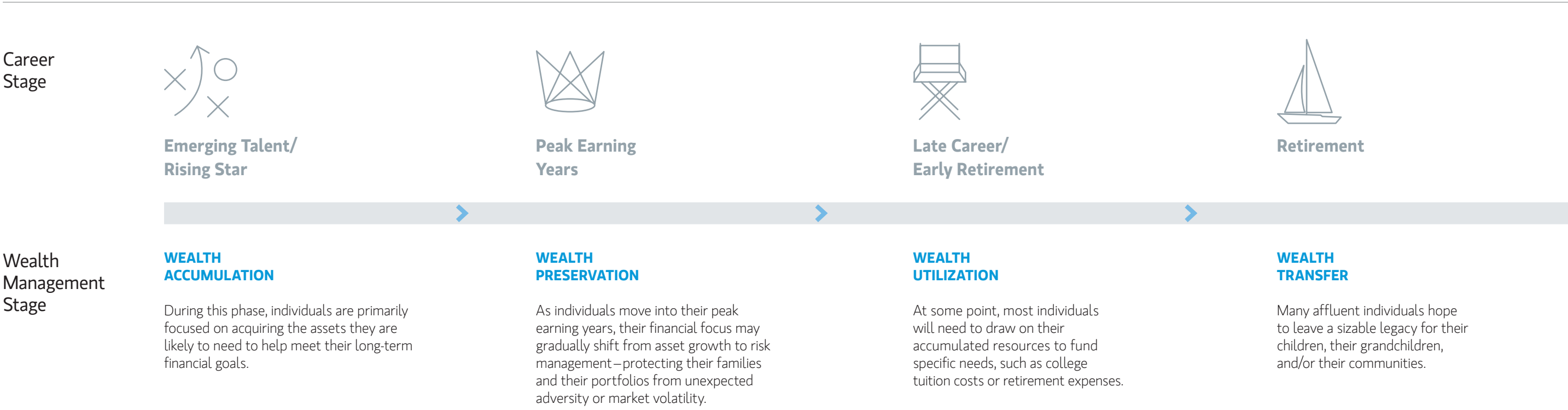


Global Sports & Entertainment: Personalized Client Experience

Life is about change. As you progress through different stages of your personal and professional life, you will face a succession of financial opportunities and challenges. Your financial goals and priorities may shift or evolve, and your wealth management strategies will need to adapt to keep pace.

Throughout your life, you will move through four stages of wealth: Accumulation, Preservation, Utilization and Transfer. These stages overlap, and the transition between stages may be gradual. As an accomplished individual in the sports or entertainment industry, you have unique career dynamics and variable income streams. Your path through the wealth management cycle is rarely linear and transitions can be abrupt. Given these intricacies, you need comprehensive, customized wealth management strategies that match your lifestyle and your career trajectory.

Here is an approach to thinking about — and planning for — your future and family during every chapter of your personal and professional journey.



Considerations To Explore When Developing Your Family Wealth Management Life Plan¹

Family Wealth Management Life Plan



Financial
Planning

GOALS ANALYSIS

- Needs, Wants, Wishes
- Evaluation of Alternatives
- Probability Analysis
- Monitoring Progresses

BUDGETING AND CASH FLOW

- Budget Evaluation
- Cash Flow Management
- Saving Strategies for
 - Education
 - Retirement

DEBT ANALYSIS

- Borrowing Needs
- Secured vs. Unsecured
- Buy vs. Lease / Rent

SPECIAL CIRCUMSTANCES

- Marriage / Divorce
- Disability / Illness
- Non-Traditional Families
- Job Change and Job Loss
- Dependents with Special Needs



Investment
Planning

ECONOMICS AND
BUSINESS CYCLES

- Fiscal Policy
- Monetary Policy
- Economic Indicators
- Business Cycles
- Inflation, Deflation, Stagflation

ASSET ALLOCATION

- Risk Tolerance
- Strategic and Tactical
- Active and Passive
- Rebalancing

INVESTMENT SELECTION

- Portfolio Construction
- Manager Selection
- Discretionary vs. Non-Discretionary
- Performance Reviews

TAX EFFICIENT INVESTING

- Taxable vs. Tax Free
- Tax-Loss Harvesting



Retirement
Planning

LIFESTYLE REVIEW

- Retirement Vision
- Evaluating Needs, Wants, Wishes

RETIREMENT INCOME

- Coordination of fixed and variable sources of income
- IRA / 401(k) / 403(b)
- Annuities
- Effects of Longevity
- Inflationary Risk

SOCIAL SECURITY
AND PENSION ANALYSIS

- Benefit Commencement Decision

HEALTHCARE

- Healthcare Spending Accts.
- Medicare
- Long-Term Care



Wealth
Planning

WILLS AND LEGAL
DOCUMENTS

- Records Organization
- Health Care POA
- Living Will
- Durable POA

LEGACY PLANNING GIFTING
AND USES OF TRUSTS

- Annual Gifting
- Lifetime Gift Exemption
- Revocable & Irrevocable trusts
- Testamentary trusts
- Grantor trusts

FAMILY GOVERNANCE
AND DYNAMICS

- Protect the Wealth Plan
- Family Mission Statement
- Family Councils

CHARITABLE PLANNING

- Charitable Trusts
- Direct Bequests
- Donor Advised Funds
- Private Foundations



Asset
Protection
Planning

CAPITAL NEEDS AND
DISABILITY ANALYSIS

- Life Insurance
- Disability Insurance

PROPERTY / CASUALTY
AND SPECIAL INSURANCE

- Umbrella Liability Directors and Officers
- Employee Practices Liability Insurance (EPLI)

EXEMPT ASSETS
AND ENTITIES USAGE

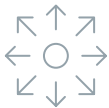
- State Exempt Assets
- LLCs
- FLPs

TRUSTS

- Spendthrift Provisions
- Domestic Asset Protection Trusts

PERSONAL AND
FAMILY SECURITY

- Home
- Travel
- Identity Theft



Executive
Planning

BENEFITS AND INCENTIVE
COMPENSATION ANALYSIS

- Types and Provisions
- Income Tax Implications

STOCK OPTIONS

- Vesting Analysis
- Optional Exercise Strategies

CONCENTRATED
POSITION ANALYSIS

- Risk Analysis
- Diversification Strategies

EXECUTIVE STOCK
MONETIZATION

- Sales of Restricted Shares under Rule 144
- Rule 10b5-1 Trading Plans
- Loans and Hedging Strategies



Business
Owner
Planning

BUSINESS NEEDS

- Ownership
- Control and Liquidity
- Key Opportunities
- Key Challenges

CASH MANAGEMENT
AND CAPITAL NEEDS REVIEW

- Deposit / Treasury Services
- Lines of Credit
- Growth Capital
- Key Challenges

RETIREMENT AND BENEFITS
ASSESSMENTS

- 401(k) / Profit Sharing and Defined Benefits Plans
- Non-Qualified Deferred Compensation

RISK MANAGEMENT

- Continuity Planning
- Buy Sell Agreements
- Key Employee Life
- Split-Dollar Life

SUCCESSION OR EXIT PLANNING

- Valuation Maximization
- Strategic Sale
- Financial Recapitalization
- Employee Stock
- Ownership (ESOP)

¹ Many of these topics may include products and services which are provided by Morgan Stanley Smith Barney LLC or affiliates and may not be available in all areas. Some of these services are provided by third parties including your personal tax advisor or attorney for matters involving taxation and tax planning and your personal attorney for matters involving trust and estate planning and other legal matters. For additional information please speak to a Financial Advisor or visit www.morganstanley.com/individual for more information.

Life, Long-Term Care and Disability insurance products are offered through Morgan Stanley's licensed insurance agency affiliates.

Morgan Stanley offers a wide array of brokerage and advisory services to its clients, each of which may create a different type of relationship with different obligations to you. Please consult with your Financial Advisor to understand these differences.

Important information about your relationship with your Financial Advisor and Morgan Stanley Smith Barney LLC when using a Financial Planning tool. When your Financial Advisor prepares a Financial Plan, they will be acting in an investment advisory capacity with respect to the preparation of your Financial Plan. To understand the differences between brokerage and advisory relationships, you should consult your Financial Advisor.

Morgan Stanley Smith Barney LLC does not accept appointments nor will it act as a trustee but it will provide access to trust services through an appropriate third-party corporate trustee.

You have sole responsibility for making all investment decisions with respect to the implementation of a Financial Plan. You may implement the Financial Plan at Morgan Stanley or at another firm. If you engage or have engaged Morgan Stanley, it will act as your broker, unless you ask it, in writing, to act as your investment adviser on any particular account.

Diversification does not guarantee a profit or protect against a loss.

Morgan Stanley Smith Barney LLC, its affiliates, employees and Morgan Stanley Smith Barney LLC Financial Advisors and Private Wealth Managers are not in the business of providing tax or legal advice, and these disclosures and any statements contained herein should not be construed as tax or legal advice. These materials and any tax-related statements are not intended or written to be used, and cannot be used or relied upon, by any taxpayer for the purpose of avoiding tax penalties imposed on the taxpayer under U.S. federal or state tax laws. Individuals should consult their personal tax advisor or attorney for matters involving taxation and tax planning and their attorney for matters involving personal trusts and estate planning.

Morgan Stanley Smith Barney LLC is a registered Broker/Dealer, Member SIPC, and not a bank. Where appropriate, Morgan Stanley Smith Barney LLC has entered into arrangements with banks and other third parties to assist in offering certain banking related products and services.

Investment, insurance and annuity products offered through Morgan Stanley Smith Barney LLC are: NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED | NOT A BANK DEPOSIT | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY.