Morgan Stanley

PRIVATE WEALTH MANAGEMENT

Your Entrepreneurial Journey

CONSIDERATIONS AND RESOURCES AT EACH STAGE OF THE ENTREPRENEUR LIFECYCLE

Making key decisions at the correct junctures accelerates the growth of your business and can substantially enhance the after-tax returns gained from its success.

Forming A Business/ Angel Round

CONSIDERATIONS:

Seek to expand your network of potential investors and establish core advisory relationships. Adjust and coordinate estate planning to encompass both business and personal assets and create basic estate documents. Review business and personal insurance policies to ensure adequate life, liability and property-casualty coverage as well as Variable Insurance and Key Man Insurance.

RESOURCES:

- Insurance Solutions
- Goals-Based Financial Planning
- Estate Planning Strategies Group

Early Stage/Series AB Rounds

CONSIDERATIONS:

Determine a business succession and/or estate plan encompassing your enterprise. Explore strategies to mitigate gift & estate taxes, particularly a Family Limited Partnership, GRAT and/or IDGT. Establish an Employee Stock Option & Equity Program and consider how you will gift or exercise incentive options you receive.

RESOURCES:

- Estate Planning Strategies Group
- Trust Services
- Equity Compensation Review

Mid And Late Stage/ Series CD Rounds

CONSIDERATIONS:

Secure access to liquidity for personal and business needs. Conduct a pre-liquidity valuation and consider issuing qualified small business stock to capture potential future tax advantages. Select a trustee for your estate who understands your company and give thought to your philanthropic mission.

RESOURCES:

- Securities Based Lending
- Tailored Lending
- Home Loans
- Philanthropy Management
- Investment Banking

Preparation For Liquidity Round

CONSIDERATIONS:

Assess monetization strategies, including public vs. private sales, and/or establish a business succession plan that includes the disposition of your company after you are deceased. Take advantage of multiple pre-liquidity strategies and techniques to reduce personal income taxes, transfer wealth to family and fund philanthropic goals.

RESOURCES:

- Estate Planning Strategies Group
  - Estate Freeze Transactions
  - Charitable Remainder Trusts
- Family Governance

Post-Liquidity Planning

CONSIDERATIONS:

Create and implement plans to diversify concentrated equity positions and restructure your assets to generate liquidity to support your lifestyle while pursuing multigenerational goals. Gain assistance in developing and implementing a philanthropic strategy, managing various aspects of the affluent lifestyle and preparing younger generations to manage your legacy.

RESOURCES:

- 10b5-1 Plans
- Investment Management
- Philanthropy Management
- Signature Access Lifestyle Advisory
- Family Governance & Wealth Education

With prime Private Wealth Management and institutional capabilities, we provide access to the knowledge needed to help grow and monetize your business, and to address the complex challenges of managing significant entrepreneurial wealth. Delivering our firm to support your personal and professional ambitions, we work with you to make timely, well-informed decisions and put them into action.

PRIVATE WEALTH MANAGEMENT HIGHLIGHTS

Part of an exclusive boutique that specializes in the needs of affluent clients, we craft highly customized management solutions for individuals and families with $20MM+ in investable assets.

Approximately **300** elite wealth management teams

Comprising **28%** of Barron's Top 100 Financial Advisors list for 2022[2]

Over **$619 Billion** in Assets Under Management[1]

Direct access to leading experts in philanthropy, family governance, wealth transfer, lifestyle advisory and other areas of interest to sophisticated individuals

[1] Morgan Stanley Wealth Management, June 2022

[2] Source: Barron's.com (April 2022) 2022 Barron's Top 100 Financial Advisors awarded in 2022. This ranking was determined based on an evaluation process conducted by Barron's during the period from Dec 2020 - Dec 2021. Neither Morgan Stanley Smith Barney LLC nor its Financial Advisors or Private Wealth Advisors paid a fee to Barron's to obtain or use the ranking. This ranking is based on in-person and telephone due diligence meetings to evaluate each advisor qualitatively, a major component of a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria, including assets under management and revenue generated for their firms. Investment performance is not a criterion. Rankings are based on the opinions of Barron's and this ranking may not be representative of any one client's experience. This ranking is not indicative of the Financial Advisor's future performance. Morgan Stanley Smith Barney LLC is not affiliated with Barron's.

INVESTMENT BANKING HIGHLIGHTS

Our Investment Bank and middle-market investment banking partners have an exceptional record of helping successful entrepreneurs monetize their enterprises.

M&A or financing transactions that are outside the size or scope for Morgan Stanley's internal investment bank can be referred to a group of third-party boutique firms that specialize in small to medium companies.[1]

Recent notable IPOs:

Porsche, Warner Music Group, Royalty Pharma, Zoom Video, Budweiser Brewing Company APAC, Uber, LG Energy Solution.

2021 IFR Awards:

– Bank for Financial Sponsors
– U.S. Bond House
– North America Investment-Grade Corporate Bond House

2021 Euromoney Awards:

– World's Best Bank for Advisory
– North America's Best Bank for Financing
– Best Investment Bank in the U.S.

[1] Announced transactions based on Refinitiv as of October 11, 2022; excludes withdrawn deals

MORGAN STANLEY KEY MILESTONES

1935 Morgan Stanley founded

1942 Becomes member of New York Stock Exchange

1966 Manages underwriting syndicate for $100 million bond offering for New York Telephone Company

1977 Launches Morgan Stanley Private Wealth Management

1980 Leads the Apple Computer IPO

1995 Manages the Netscape IPO, sparking the rapid growth of the internet

1999 Lead under writer for the UPS $5.47 billion IPO

2004 Co-manages $1.9 billion auction for Google in the largest internet IPO to date and largest auction-based IPO in U.S. history

2009 Morgan Stanley and Smith Barney join to create a new leader in wealth management

2010 Co-leads the General Motors IPO, the largest in U.S. history

2012 Leads the Facebook IPO, the second-largest U.S. internet IPO and the fourth largest U.S. IPO in history

2014 Acted as joint global coordinator and joint bookrunner for $25 billion (post-greenshoe) IPO of Alibaba Group Holding Limited (Alibaba), the largest IPO ever, globally

2015 Firm leads Fitbit's $841 million IPO, the largest consumer electronics IPO in history as well as the largest U.S. technology IPO of 2015

2019 Morgan Stanley acquires Solium, a leading provider of stock plan administration and financial solutions for the workplace

2020 Morgan Stanley acquires E*TRADE

2021 Morgan Stanley acquires Eaton Vance

ADDITIONAL FIRM CAPABILITIES

A globally respected financial services leader with an 85-year history, our firm has the vast resources and intellectual capital to support the growth of your enterprise.

- Global Research
- Sales and Trading — Equity/Fixed Income
- Morgan Stanley Investment Management
- Morgan Stanley Institute for Sustainable Investing
- Multicultural Innovation Lab
- Morgan Stanley Institute for Inclusion

MORGAN STANLEY AT WORK

Comprehensive suite of workplace financial solutions including:

- Financial Wellness
- Retirement
- Global Equity Plan Management (Shareworks by Morgan Stanley)[1]

[1] Morgan Stanley at Work and Shareworks services are provided by Morgan Stanley Smith Barney LLC, member SIPC, and its affiliates, all wholly owned subsidiaries of Morgan Stanley.

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[2]

PRIVATE BANKING GROUP

- Cash Management & Lending Service

DIGITAL

- Morgan Stanley Online & Mobile App[3]
- Digital Vault
- Total Wealth View
- Cybersecurity

[2] 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.

[3] Electronic payments arrive to the payee within 1-2 business days, check payments arrive to the payee within 5 business days. Same-day and overnight payments are available for an additional fee within the available payment timeframes. The Morgan Stanley Mobile App is currently available for iPhone® and iPad® from the App StoreSM and AndroidTM on Google PlayTM. Standard messaging and data rates from your provider may apply. Subject to device connectivity. Cash management and lending products and services are provided by Morgan Stanley Smith Barney LLC, Morgan Stanley Private Bank, National Association or Morgan Stanley Bank, N.A, as applicable.

For more information, please contact your Morgan Stanley Private Wealth Advisor.

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