

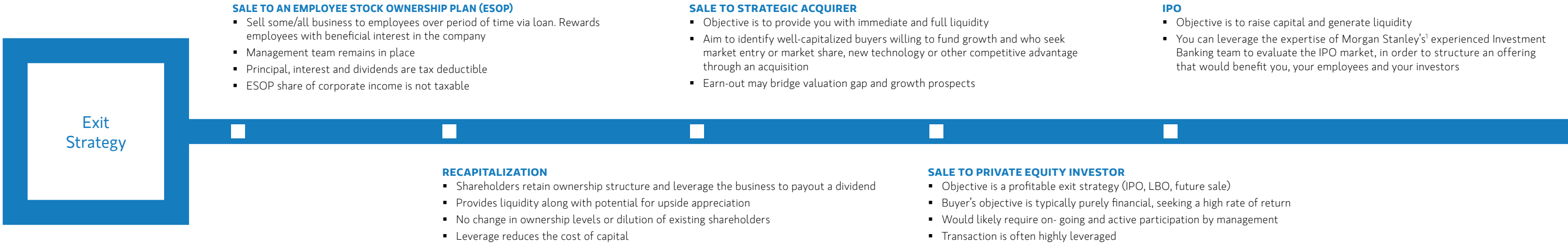
# Monetization Planning for Owners of Privately Held Businesses

Monetizing a privately held company requires seamless coordination of your personal wealth management and business monetization strategies. The Broad Park Group at Morgan Stanley can assist you at each stage of the process, highlighting key decisions, deadlines and milestones. We will work with your legal, tax and other advisors to help you increase value, reduce tax liabilities and integrate the proceeds of your sale into a comprehensive wealth management strategy.

## CONSIDERATIONS AND RESOURCES AT EACH STAGE OF THE MONETIZATION PROCESS



## PLANNING YOUR MONETIZING STRATEGY



COMPREHENSIVE CAPABILITIES

<p>Investment Management</p> <ul style="list-style-type: none"><li>Assistance With your Investment Policy Statement</li><li>Asset Allocation</li><li>Portfolio Construction and Management</li><li>Open Architecture Platform</li><li>Exclusive Co-investment Opportunities</li><li>Money Manager Due Diligence Analysis</li><li>Alternative Investments</li><li>Structured Investments</li><li>Tax Management Strategies</li><li>Advisory Platform</li><li>Emerging Market Managers</li><li>Global Sustainable Finance/Impact Investing</li></ul>	<p>Family Office Resources</p> <ul style="list-style-type: none"><li>Family Governance and Wealth Education</li><li>Philanthropy Management</li><li>Signature Access Lifestyle Advisory Services<sup>2</sup></li><li>Educational Programs</li><li>Family Office Consultive Services</li></ul>	<p>Trust, Estate and Legacy Planning</p> <ul style="list-style-type: none"><li>Wealth Transfer and Trust Strategies</li><li>Current Will, Trust and Insurance Review<sup>3</sup></li><li>Foundation and Other Charitable Giving Strategies</li><li>Coordination With Outside Legal and Tax Advisors</li><li>A Robust Donor-Advised Fund (“Morgan Stanley GIFT”)</li></ul>	<p>Financial Planning and Goal Analysis</p> <ul style="list-style-type: none"><li>Goals-Based Planning (Retirement, Education Funding, Philanthropic, Wealth Transfer)</li><li>Cash Flow Planning</li></ul>	<p>Online, E-Delivery and Mobile</p> <p>Integrated suite of tools and apps designed to enhance our relationship with you.</p> <ul style="list-style-type: none"><li>Dynamic Insights Into Portfolio Data</li><li>Latest News</li><li>Robust Market Research Tools</li></ul>	<p>Access to Cash Management, and Lending Products and Services</p> <ul style="list-style-type: none"><li>Securities Based Lending</li><li>Residential Mortgage Lending</li><li>Tailored Lending</li><li>Cash Management Services</li><li>CashPlus</li></ul>	<p>Corporate Equity Solutions</p> <ul style="list-style-type: none"><li>Directed Shares, Stock Plans, 10b5-1 Programs</li><li>Cash Management Services</li><li>Retirement and Pension Plans</li></ul>	<p>Risk Management</p> <ul style="list-style-type: none"><li>Hedging Strategies</li><li>Concentrated/Restricted Stock Advice</li><li>Interest Rate Risk Management</li><li>Currency Exposure Strategies</li><li>Insurance Solutions</li></ul>
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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 without limits.

- Global Research
- Sales and Trading — Equity/Fixed Income
- Morgan Stanley Investment Management/Eaton Vance
- 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 Solution (Shareworks by Morgan Stanley)

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