ORION'S BREAKAWAY PLAYBOOK

Congratulations on your decision to go independent. There are many decisions coming up ahead, and Orion is here to help you find your way on your journey as you explore your new world.

We believe in giving advisors access to integrated independence by providing the best portfolio accounting software in the industry coupled with the ability to connect it to almost any other advisor technology provider available.

In this playbook, you'll find some helpful hints, tips, and questions to help you navigate your path.

ORION

TIMING FOR YOUR BREAKAWAY

Let's start with what's foremost on your mind: How to manage the timing of breaking away. We know you're anxious to get started, but understanding a basic timeline, outlined below, will help Orion's Implementation Team immensely as they help you get started with Orion.

The answers to these three questions will help you understand Orion's role in educating and consulting with you on your path to independence.

QUESTION 1: How soon can we get started with Orion?

You'll want to have a draft of Part 1 of your ADV to share with your Orion team. Once we have a copy of your draft ADV, we'll deliver you an Orion agreement to start reviewing.

QUESTION 2: When should I execute my agreement?

We recommend signing your agreement when the draft of your ADV Part 1 is complete. The Orion team will work with you to coordinate an effective date of your agreement that is in line with your registration date.

QUESTION 3: How will Orion get my data?

Once our agreement is effective, we'll provide everything you need to get your client account data from your new custodian flowing into Orion. Our Implementation Team will guide you through the process of setting up a custodial data feed so you don't miss any information while accounts transfer.

ADDING ACCOUNTS TO ORION

Get Excited! We'll receive accounts automatically through your custodial data feed as they ACAT through from your firm to your new custodial relationship. What happens next?

New Account Best Practices

Once your Orion database is established, we will automatically create and add new accounts as they flow in from your custodian. We receive client information such as client name, address, SSN, email, account type and so on. We've built our new Account Center App to make it easy for you to track, review, group and update every new account in your database.

Our onboarding and implementation teams will teach you how to household or group accounts together when appropriate and update items specific to your business such as fee schedules an models. We will talk about these items next.

RECONCILIATION

Orion reconciles all your accounts, right here, every morning. We reconcile against the custodial data we receive from each custodian.

You'll have access to our Reconciliation app in Orion Connect where you can view accounts, positions, and transactions to help you stay on top of your data and verify everything you need is clean and correct.

Our Reconciliation Team works into the night and on Saturdays to make sure your data is on time and accurate when you and your clients need it.

ADVISORY FEE BILLING WITH ORION

Orion's technology will help you get your settings correct from the start so your assets and accounts can be billed accurately. We have the tools to help simplify your process so you can focus on transferring accounts instead of worrying about cashflow.

Our team has decades of experience assisting advisors with managing a variety of billing scenarios, and we can help you handle billing the first time around to help you start right.

While you're getting started, here's some things to consider:

- Keep in mind that as we get your fee billing system setup, our fee billing generator is a tool meant to streamline your processes. If you need to bill within the first 45 days, we will provide you resources to help you create a one-off bill as soon as possible.
- Your fee schedules can be flexible with Orion. We can handle flat, tiered, and linear fee schedules.
- We'll need to know how you plan to bill your clients. No matter if you bill in advance or arrears or if you bill on a period ending value or an average daily balance, we're here to support your processes.
- You have many billing options with Orion, including:
  1. Frequency (Monthly, Quarterly, Semi-Annual, Annual)
  2. Valuation Method (Period Ending, Average Daily Balance)
  3. Advanced or Arrears
  4. Will you bill on cash flows that occur during a quarter?
  5. Not sure how you want to bill? Orion can provide additional information on the different billing styles.

Additional Definitions:

- Advanced Billing – You have the ability to bill on transaction amounts through the end of the quarter. This strategy is used for new and existing accounts. Transactions that are eligible for billing are Merge Ins, Starting Values, and Client Contributions. These bills can be calculated on a monthly basis, they will be processed at the beginning of the following month.
- Arrears Billing – Billing in arrears on the average daily balance is known to be the most accurate for billing calculations. When billing in arrears, the bills cannot be processed until the beginning of the of the next quarter end. For example, bills generated from 7/1 to 9/30 cannot be calculated until October.

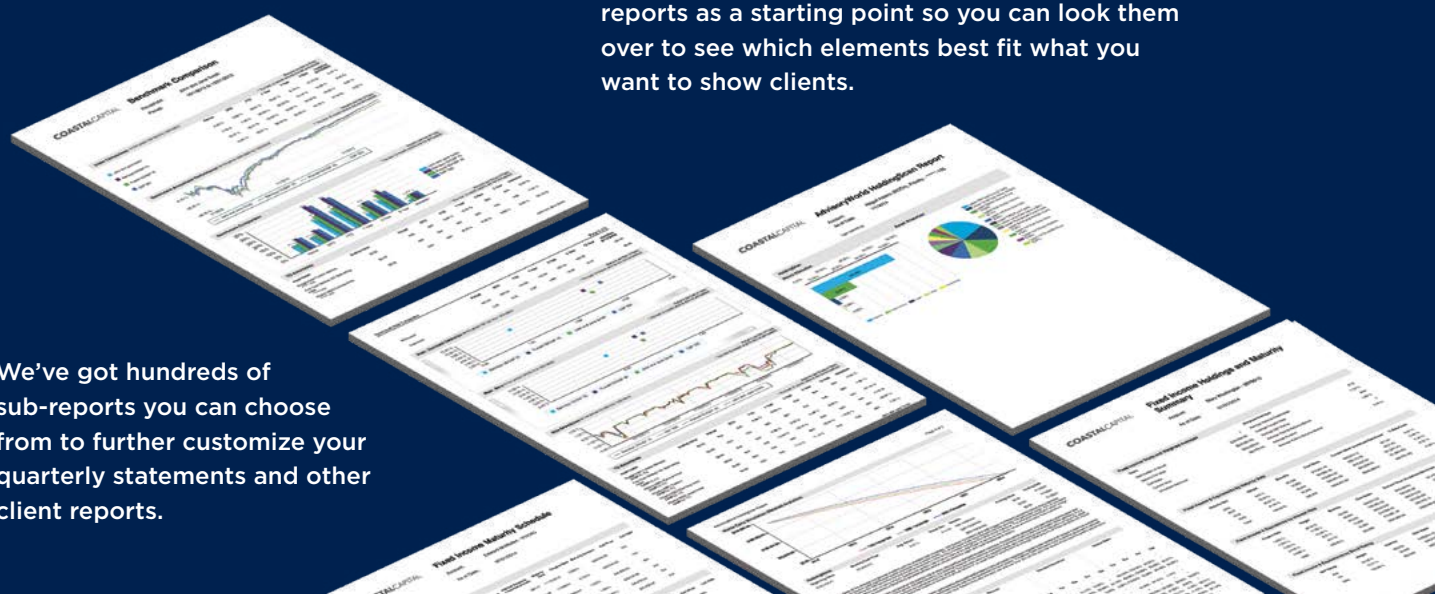
CLIENT REPORTING

You can customize the look and feel of your new reports with Orion's robust performance reporting platform. Your reports are your opportunity to segment yourself and tell your story. Put what you talk about regularly with your clients into a report that they'll automatically receive through your branded Client Portal and Mobile App.

Calculation of Performance:

- How will you calculate performance? Your database will be set up with our best practice settings of Time-weighted Return, including all accounts, and to annualize performance. However, you can choose any setting you want, like Internal Rate of Return or Simple rate of return.
- Do you want to recreate the statements you're currently using? Give us a copy, and we'll recreate your report as closely as our customizable reporting solution allows. Later on, you can take advantage of the full power of the Orion reporting suite to expand or add more reporting elements.
- If you plan to send your clients reports on a particular frequency, we give you the flexibility of choose the delivery method to your clients. Whether that's delivering hard copy, email, automatic online posting to your Client Portal and Mobile App.
- We can provide consolidated Household reporting or reports per Account.
- For client meetings and portfolio reviews, you're able to create specific packages separate from what you'll be delivering your clients on a particular set frequency.

Orion will provide three best practice sample reports as a starting point so you can look them over to see which elements best fit what you want to show clients.



We've got hundreds of sub-reports you can choose from to further customize your quarterly statements and other client reports.

TRADING

Orion provides an integrated and fully customizable trading and rebalancing system tailored to your needs.

Orion's trading tools can help even the most unique trading requirements. Once released, the Eclipse platform will be completely customizable, down to each individual client in your database.

Orion provides you support to setup your trading practices in your database. The Trading Team will be available for ongoing support.

Key Features

- Rebalancing for Household, Account, and Sleeve levels
- Customizable tax-efficient settings
- Actionable dashboards for quick data analysis
- Tax-loss harvesting opportunity monitoring
- FIX integration for straight-through processing to many custodians

CLIENT EXPERIENCE

Orion has the cloud-based technology you need to actively engage with your clients with meaningful communication. The best part of your profession is relating to clients and communicating with them about their lives, and we are going to help you make it easy for them to find information and reach out to you.

Before we get started, think about a few ways Orion can help you create a great client experience:

- Client Portal – Give clients access to their account information and streamline the creation and distribution of your statements. Clients will access your branded reporting, any communications you'd like to post, and their total net worth.
- When's the last time you printed off a bank statement? Now, think of the last time you logged into your bank's mobile app. Give your clients the same experience with their investment accounts using a mobile app. That's right, Orion will help you launch your own mobile app, branded to your firm, available in both the Apple App Store and Google Play store.
- Ever recieve a video statement? Yes. It's as cool as it sounds! Orion offers leading-edge tools like personalized video statements, updates via text notifications, and a tool to deliver client-specific reporting elements in the body of a mass email. Ask us for more information on these unique tools.

ONBOARDING AND TRAINING

It's the question on everyone's mind: what does it look like to get up and running on the Orion platform, and how long does it take?

First, let's talk about our support. Orion has offices in three time zones and covers both coasts, so we can support you on your time. Our support hours are 7 AM to 7 PM CST.

You'll get direct access to our Service Bureau Teams, including Subject Matter Experts via phone, email and instant messaging who can explain every nook and cranny of the Orion Platform.

In addition to the human support we offer, you can get online support and comprehensive training to create a powerful, comprehensive, and diverse learning experience. Our training programs come included as part of your Orion contract, and we encourage you to dig deep into each opportunity.

OUR ONLINE TRAINING PLATFORM INCLUDES:

Orion Launch

To help you jump start the use of Orion in your firm, Orion's Launch events offer hands-on, training on account set up and maintenance, application overviews and how to best leverage our platform.

Ascent

Think of Ascent as Orion 101. Your team can use our online training curriculum to become Orion Certified in any of Ascent's eight Trailheads, each covering its own specific topic of functionality within the Orion Connect platform.

Assist Me

This tool resides in Orion Connect and will walk you through each step of how to complete both routine and complex tasks in the Orion platform. Search for what you want to accomplish, and Assist Me will show you how to complete it.

WHAT OTHER TECHNOLOGY DO I NEED?

We believe in the power of integration and the role that integrated partnerships play in your success. Orion's data and open architecture structure allows our system to become the foundation on which all your other technologies can be built upon.

We resell a number of other software tools, ranging from CRMs to financial planning software, so you can get an industry-best integrated solution.

No one system can do everything, and those that try end up limiting your flexibility. You are going independent for a reason. Extend your independence with integrations built on Orion.