



ASSETMARKTM
Wealth. Independence. Purpose.

An Industry Perspective

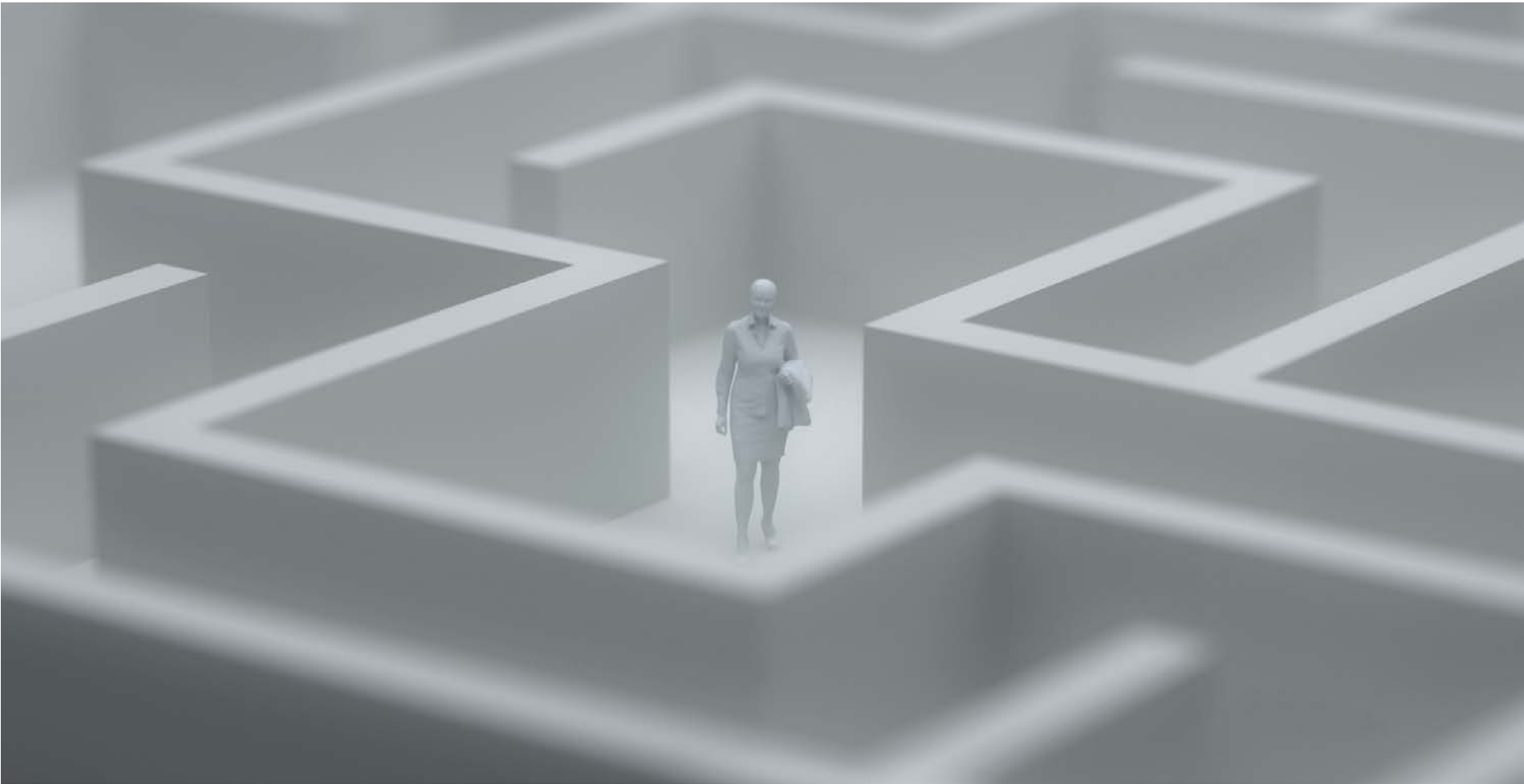
Clark Capital Conference

Charles G. Goldman
President and CEO, AssetMark

Today's discussion

- Investors need help
- Investor evolution is driving change
- Advisors need to keep pace
- Our commitment

Investors need help...



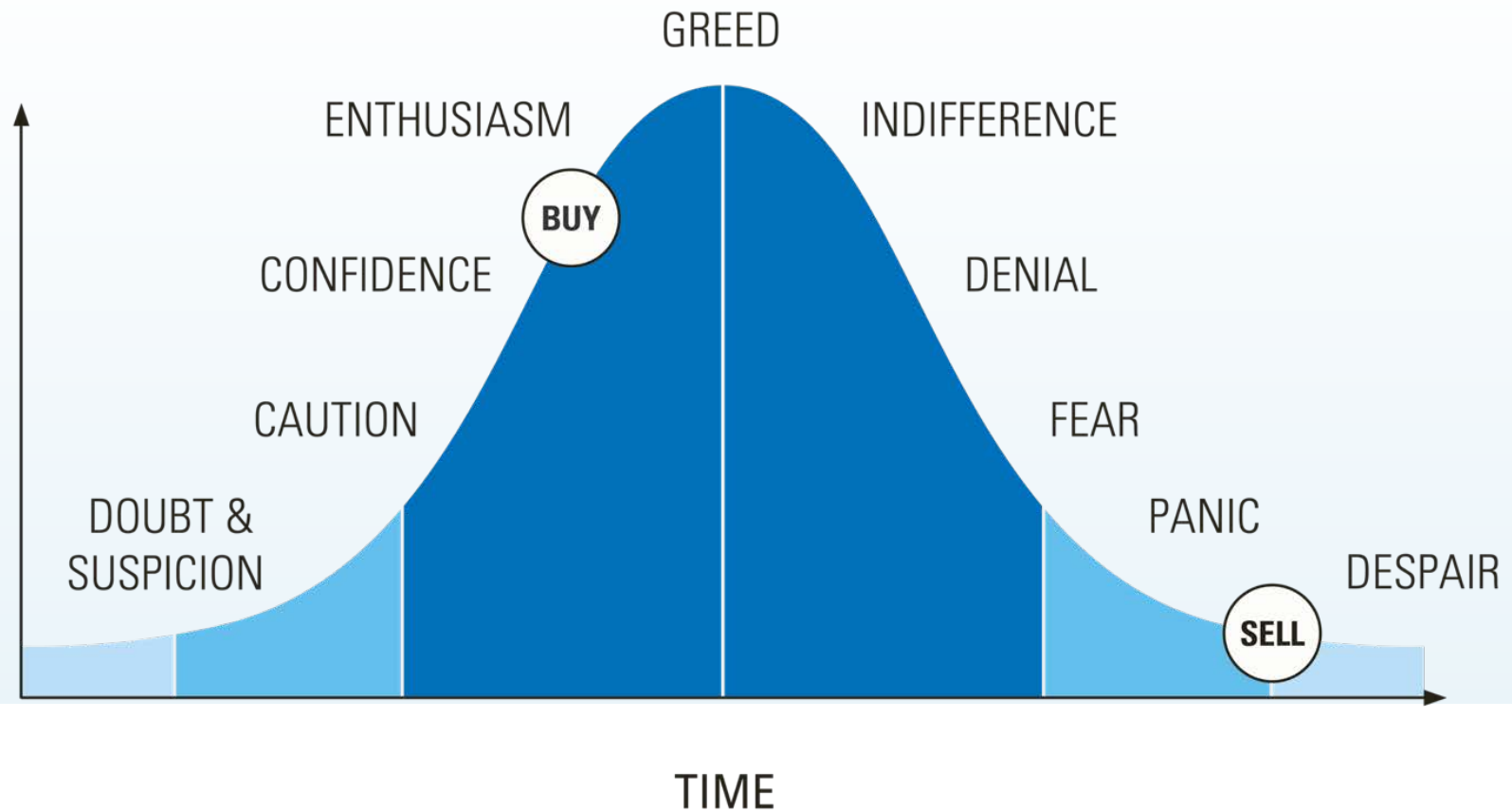
Investors are not always rational:

Staying invested is the biggest challenge for investors

Year	S&P 500	Average Equity Fund Investor	Difference
1998*	17.90%	7.25%	-10.65%
1999*	18.01%	7.23%	-10.78%
2000*	16.29%	5.32%	-10.97%
2001*	14.51%	4.17%	-10.34%
2002*	12.22%	2.57%	-9.65%
2003	12.98%	3.51%	-9.47%
2004	13.20%	3.70%	-9.50%
2005	11.90%	3.90%	-8.00%
2006	11.80%	4.30%	-7.50%
2007	11.81%	4.48%	-7.33%
2008	8.35%	1.87%	-6.48%
2009	8.20%	3.17%	-5.03%
2010	9.14%	3.83%	-5.31%
2011	7.81%	3.49%	-4.32%
2012	8.21%	4.25%	-3.96%
2013	9.22%	5.02%	-4.20%
2014	9.85%	5.19%	-4.66%

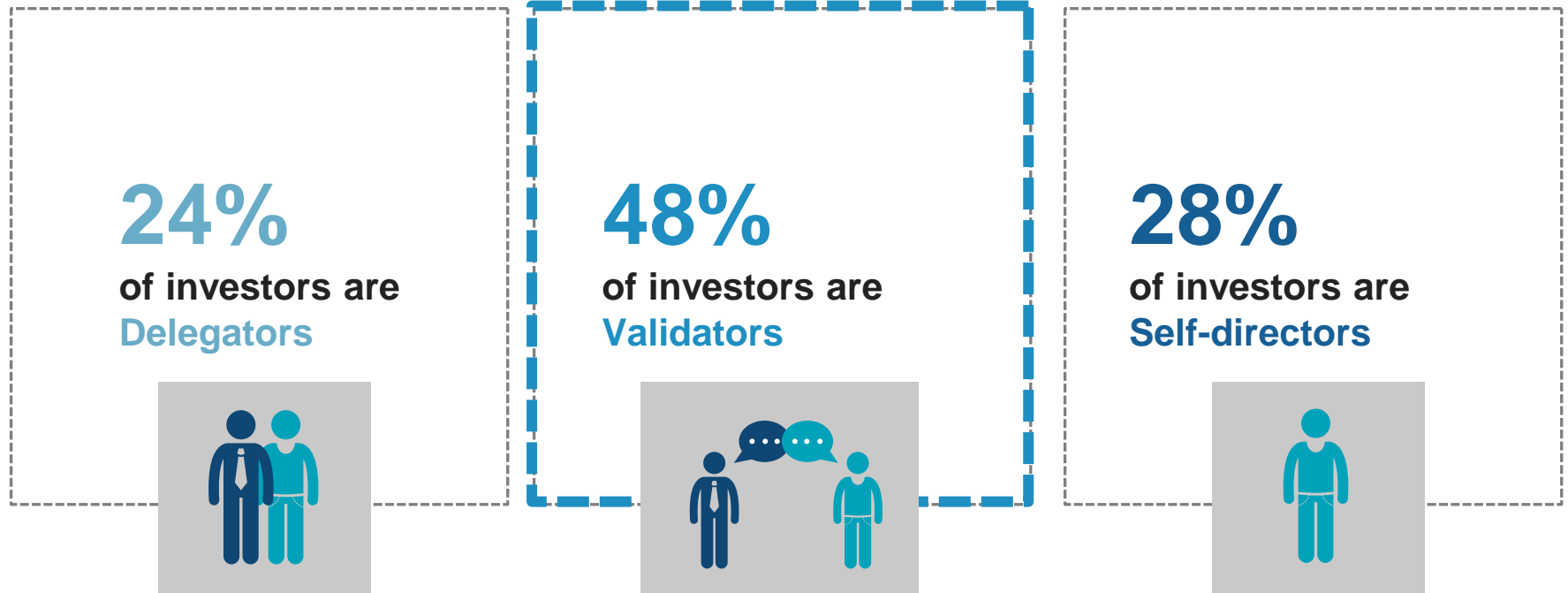
* The original analyses began in 1984, so that between 1998 and 2002, the period covered was less than 20 years. Since 2003, however, the long-term analysis has covered a 20-year time frame. Source: "Quantitative Analysis of Investor Behavior, 2015," DALBAR, Inc. www.dalbar.com

Emotions often drive their investment decisions



Investor evolution is driving change

An engagement shift is underway



Source: Cerulli Quantitative Update, "Retail Investor Product Use 2013: Impact of Change in Investor Risk Appetite"

Next gen investors are underserved

51%

Of millennials don't feel like a
priority to advisors

62%

Of women still don't have a
financial advisor



Sources: "Women Want More," Boston Consulting Group, 2009; Kristan Wojnar and Chuck Meek, "Women's Views of Wealth and the Planning Process: It's Their Values That Matter, Not Just Their Value," Advisor Perspectives, March 2011
<http://www.investmentnews.com/article/20150402/FREE/150409976/millennials-dont-feel-like-top-priorities-for-advisers>, Cerulli

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Wealth is shifting to women

\$14T

Assets controlled by women

\$41T

Assets women will inherit by 2052

5-7 years

how long women outlive men, on average

9 in 10

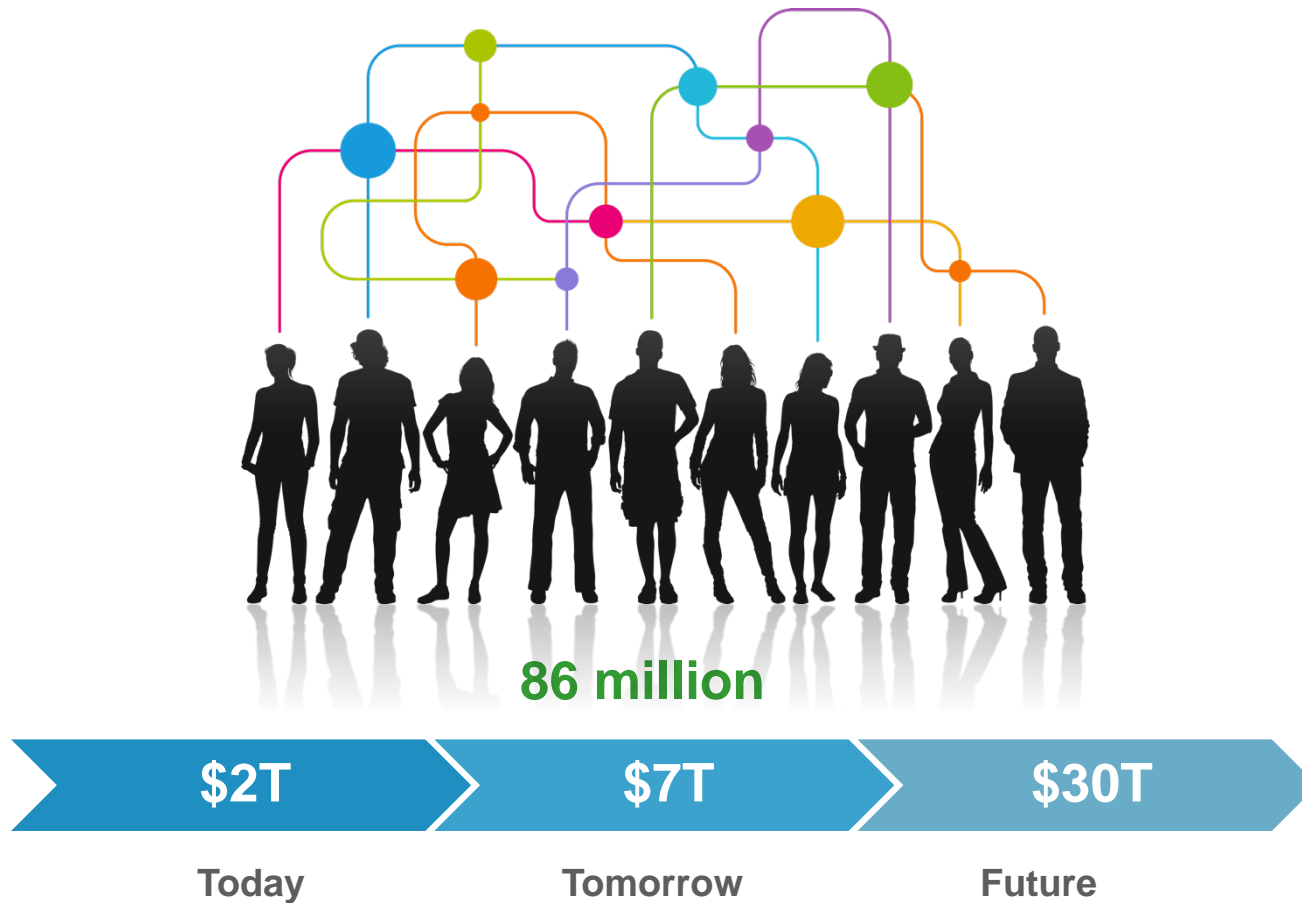
women will find themselves solely responsible for their finances



Sources: "Women, Money, and Power," *Time Magazine*, March 26, 2012; "Women & investing: Why many advisers are missing out," *InvestmentNews*, April 8, 2012; "The Gender Trap," *AdvisorOne*, February 22, 2012; Bureau of Labor Statistics, Highlight of Women's Earnings, 2014; Harvard Business Review, American College, Boston College data via CNBC, How many women millionaires?, 2013

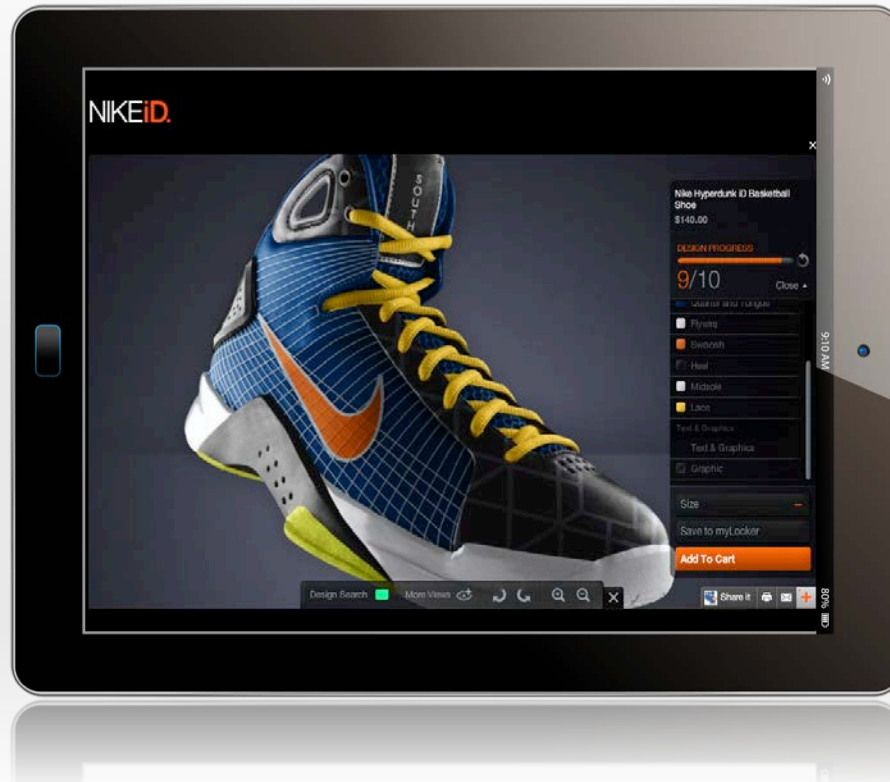
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Millennials are the clients of tomorrow



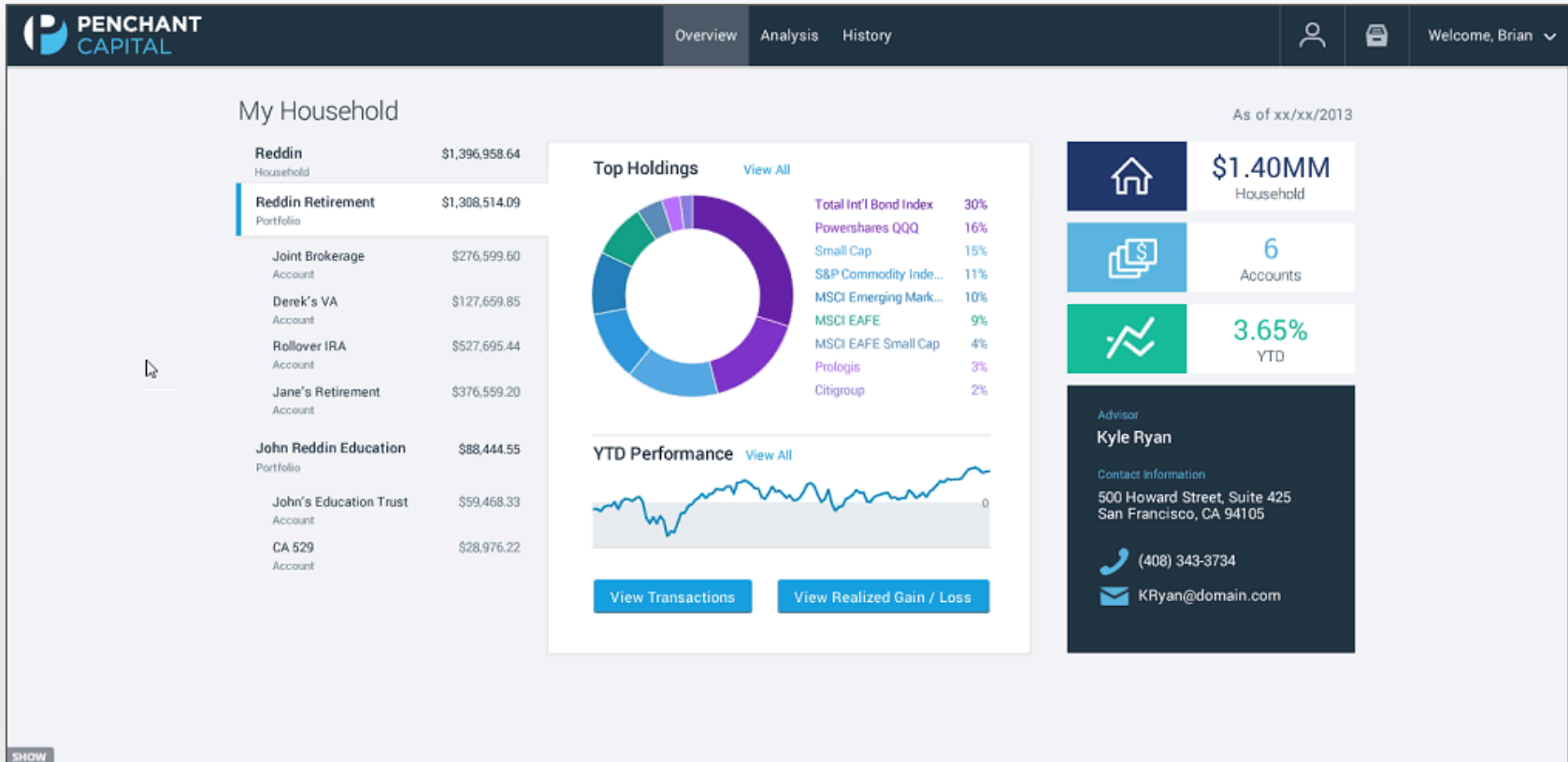
Source: <https://info.federatedinvestors.com/rs/federated/images/infographic-millennials.pdf>

They are consumers first ...



... and the purchasing world is changing beneath our feet

They expect to see how they're doing in real time



Illustrative industry example

Because they're connected like never before ...



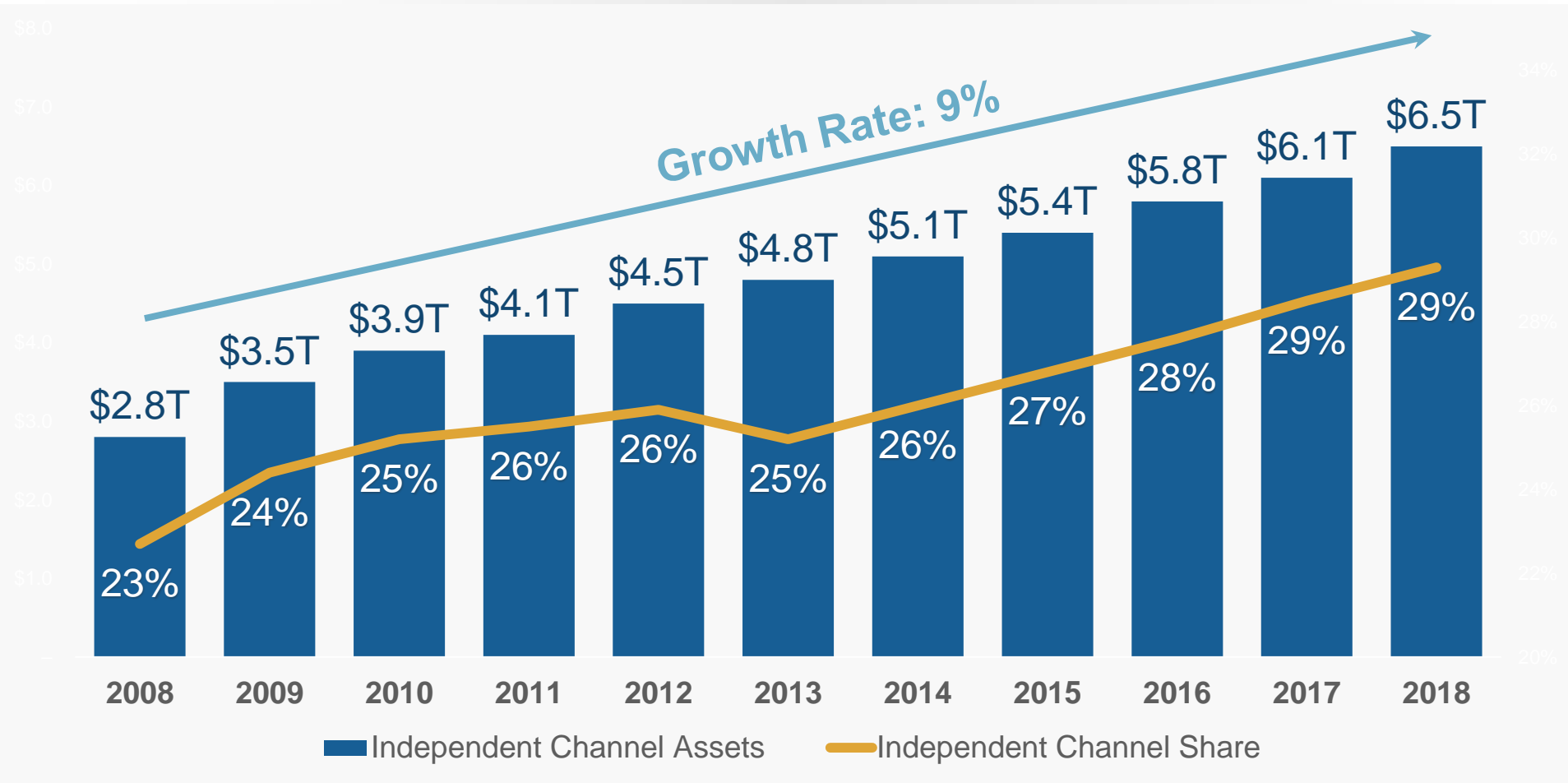
... to the world's financial information.

But technology hasn't replaced the human touch



Independent advisors are positioned to deliver

Year-over-year independent channel assets and market year



*Growth rate is compound annual growth rate

Source: Cerulli, Advisor Metrics, Intermediary Distribution, 2014, internal estimates. Dually registered AUM allocated to IBD and RIA channels in 2014-2018 based on 2013 actuals grown at expected growth rate for D/R channel. Assumes 3.2% market; Cerulli original forecasts assume 6.0% market

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Advisors need to keep pace

The advisor's world is evolving...

...

1990

2000

2010

2020



...all while facing new challenges



Investing with Technology



Succession



Client evolution



Fiduciary Standard



Commission to Fees



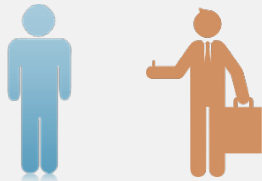
Investment evolution

Many advisors not structured for growth, scale and value



The future delivery process drives holistic engagement

PLANNING



Client + advisor collaboration

Behavioral risk preferences Goals-based experience

Enables education, dialogue and engagement



Optimal-goal portfolios



PORTFOLIOS

1

Dynamic portfolio construction

2

Model-based implementation

3

Optimized portfolios

4

Scenario-based analytics

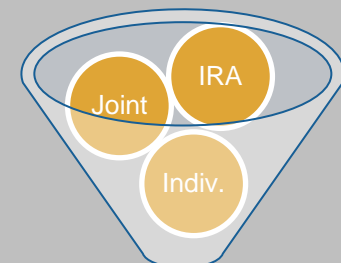


Proposal & IPS



PLATFORMS

Implementation Across Client Relationship



UMH

- Household tax management
- Real-time access and monitoring

Data Visualization



Client Engagement

Empowerment

Efficiency

Where are advisors turning?



Our commitment

We are a growing company with scale

- Serving independent financial advisors for over 20 years
- \$27 billion in platform assets*
- 10.2% asset CAGR over three years
- Over 6,000 advisor relationships
- Focused on ensuring client satisfaction and success
- More than \$30M in technology investment over three years
- More than 300 BD relationships
- Growing organically and through acquisition



This is only the beginning

*As of September 30, 2015

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Our mission is aligned with advisors and investors

We are dedicated to helping advisors create great outcomes for their clients.



We are focused on a consistent strategy

1. Asset Management Excellence

2. Compelling Technology

3. Thought Leadership and Recognition

4. All Delivered through Deep Relationships

... delivered by strong values...



We make a difference in the lives of others



We do what is right, all the time

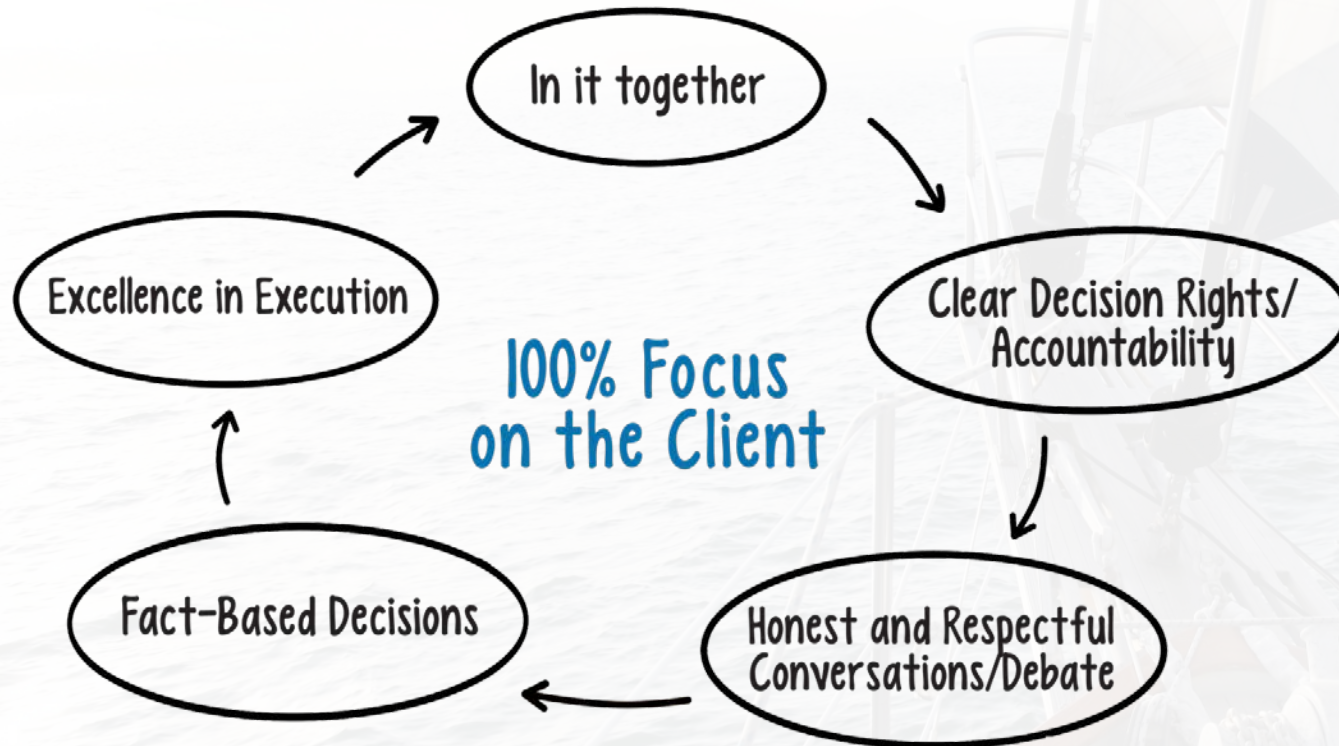


We deliver the best in all that we do



We encourage and value different ideas, experiences, perspectives and backgrounds

...operating through an extremely client-focused culture



We are excited about our new partnership

Serving investors together



Our Alignment

CULTURAL + STRATEGIC ALIGNMENT ...

- asset management excellence
- relationships



AssetMark Differential

INVESTMENT IN ...

- compelling technology
- practice management



Tangible value for Clark Capital Advisors