GIDEON STRATEGIC PARTNERS

Company Overview

1411 5th Street, Suite 306
Santa Monica, CA 90404

info@gideonsp.com
www.gideonsp.com

(310) 579-9560

Company

OUR MISSION

When we founded Gideon Strategic Partners in 2012, we strived to create our vision of a financial services company that makes client success its top priority and fosters an environment where integrity and exceptional performance help yield benefits for our clients. Gideon Strategic Partners operates under the conviction that every client is deserving of a financial advisor dedicated to designing strategies centered around his or her personalized needs and goals.

Value Proposition

Gideon Strategic Partners (GSP) is an independent registered investment advisor (RIA) based in Santa Monica, CA.

We provide high net worth families and closely held businesses with a holistic, multi-disciplinary, and technology-driven approach to financial planning.

Our open architecture platform, and our unique access to private markets and tax-efficient solutions enables clients to achieve diversification across a wide range of asset classes while mitigating the income tax drag on investment returns.

GSP clients have institutional access to private funds that would typically require exceedingly large minimums. Alternative asset class investments are made available through the iCapital and CAIS networks as well as a Conviction List sourced by the GSP team.

GSP uses state-of-the-art technology to automate the data management aspect of financial planning, saving valuable time and enabling the development of customized solutions.

The GSP open architecture platform minimizes conflicts of interest, provides transparency, and assures that the client's best interest drives all of our recommendations.

Chief Executive Officer

Robert Amoruso is the Founder and CEO of Gideon Strategic Partners.

Robert provides high net worth clients with proprietary access to both registered and non-registered investments, with a unique focus on tax-efficient alternatives. He has deep expertise in personal financial planning and corporate benefits. Robert's clients include family offices, business owners, professional advisors, and corporate executives.

Robert co-founded Gideon Strategic Partners in 2012, His vision has always been to provide customized financial planning and impeccable client service by leveraging state-of-the-art technology.

Robert's career in financial services began in 2007 at Van Eck Global. He joined AXA in 2008 as a Financial Consultant and was later promoted to Regional Vice President where he helped build and lead the largest and top producing team in the country.

Robert graduated summa cum laude from Johnson and Wales University with majors in Finance and Entrepreneurship and has received the Retirement Planning Specialist Certificate from the University of Pennsylvania's Wharton School of Executive Education. He maintains the FINRA Series 7, 24, 63, and 65 securities licenses; as well as Life, Accident, and Health Insurance licenses. In addition, Robert holds the Certified Exit Planning Advisor (CEPA) designation from the Exit Planning Institute (EPI).

Robert grew up in the Berkshires, loves music, and is an avid reader. He actively supports people, causes, and charities he believes in. Other interests include travel, exercise, and spending time with his family and friends.

Robert Amoruso
Founder, CEO

Managing Partner

Edwin Kispert is the Co-Founder and Managing Partner of Gideon Strategic Partners.

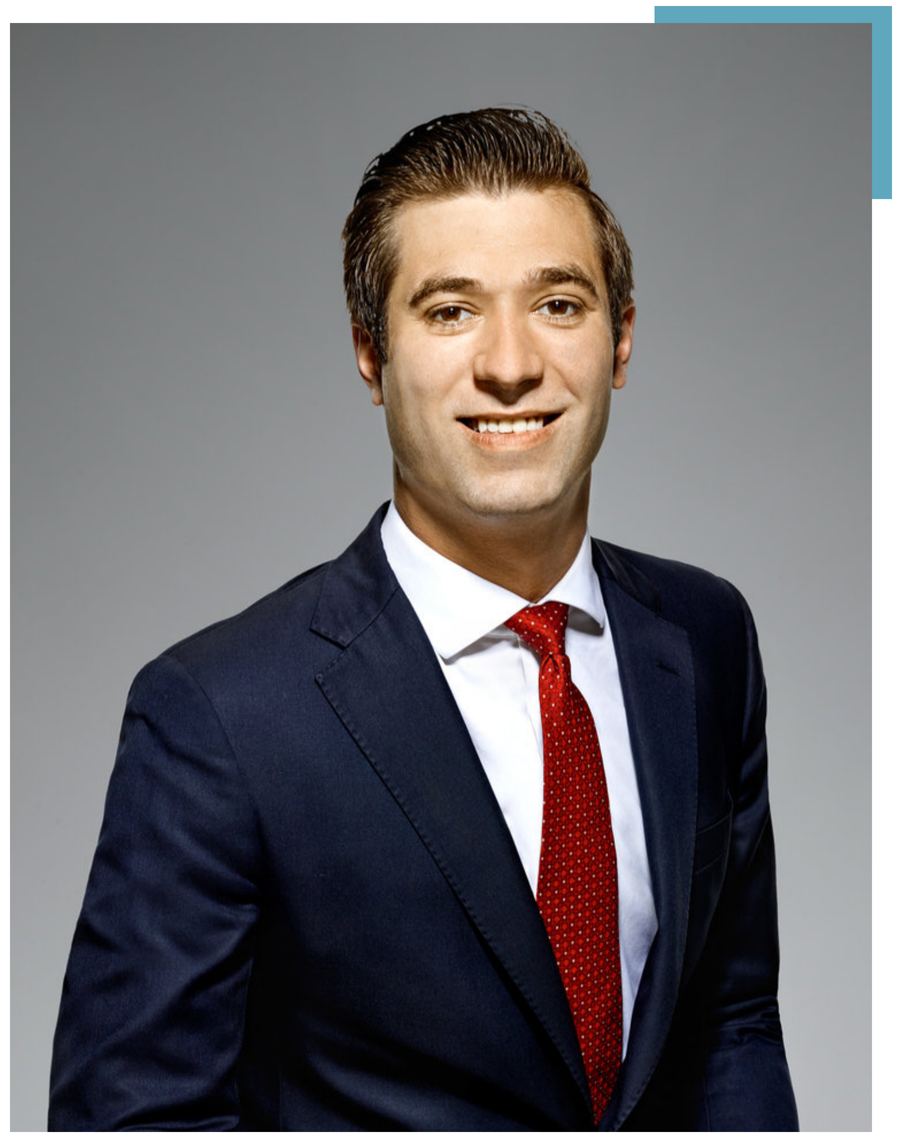
Ed Kispert works to constantly propel Gideon towards the firm’s goals by improving its operational systems and processes. He specifically supports management, reporting, information flow, business processes, and organizational planning. He also manages and increases the effectiveness and efficiency of Support Services (HR, IT, and finance) through improvements to each function, as well as coordination and communication between support and business services. Ed plays a significant role in Gideon's long-term planning, including an initiative geared towards operational excellence.

In addition to operational management, Ed develops personalized strategic solutions to address the financial needs of individuals, families, and small to mid-sized businesses. His focus is primarily asset management, specifically in tax-efficient investments and asset protection strategies.

Ed graduated from the University of Pennsylvania with a BA in Economics and a concentration in Financial Globalization. During his four years at Penn, he was a lettered member of the varsity football team.

Originally from New Jersey, Ed now lives in Los Angeles and is an active member of his community. He enjoys reading, hiking, cooking—especially Italian—and maintaining a healthy lifestyle.

Ed maintains the Series 7, 63, 65 securities licenses, and the Life, Accident, and Health insurance licenses.



Edwin Kispert III

Co-Founder, Partner

Chief Investment Officer

Erik Oros is the Chief Investment Officer and Partner of Gideon Strategic Partners.

As the Chief Investment Officer at Gideon Strategic Partners, Erik provides clients with a holistic, macro-driven approach to asset management. Prior to joining Gideon Strategic Partners, Erik Oros co-founded and was the Chief Investment Officer for Actinium Capital LP, which focused on global long/short equity strategy investing across all global sectors and regions. Employing an investment process that combined top-down macro framework with fundamental bottom-up security analysis, Actinium built a core portfolio of “steady compounders” complemented by tactical high-expected-return positions. Erik began his career on the buy-side on the global equity team of Salient Partners with a primary responsibility for the global technology media & telecom sectors. Prior to joining Salient, Mr. Oros worked at UBS in New York, where he completed a broad-based analyst rotation program.

Mr. Oros earned a BA with a dual major in Mathematics and Economics from the University of Pennsylvania, completing his degree in three years. Erik went on to complete his MS in Applied Economics at Johns Hopkins University with a concentration in financial economics. Currently Erik holds the Chartered Financial Analyst (CFA) designation as well as the Chartered Alternative Investment Analyst (CAIA) designation.

Erik has a passion for giving back and is especially active in local charities, such as Paul’s Place Inc. in Baltimore which focuses on improving the quality of life in the Southwest Baltimore communities. He is also involved with the Maryland SPCA. When Erik is not in the office, he spends his time with his family, skiing, and taking his son to Baltimore Ravens games. He enjoys playing instruments particularly, bass guitar, and is an active outdoorsman.

Erik Oros

Chief Investment Officer, CFA, CAIA

Head of Corporate Strategy

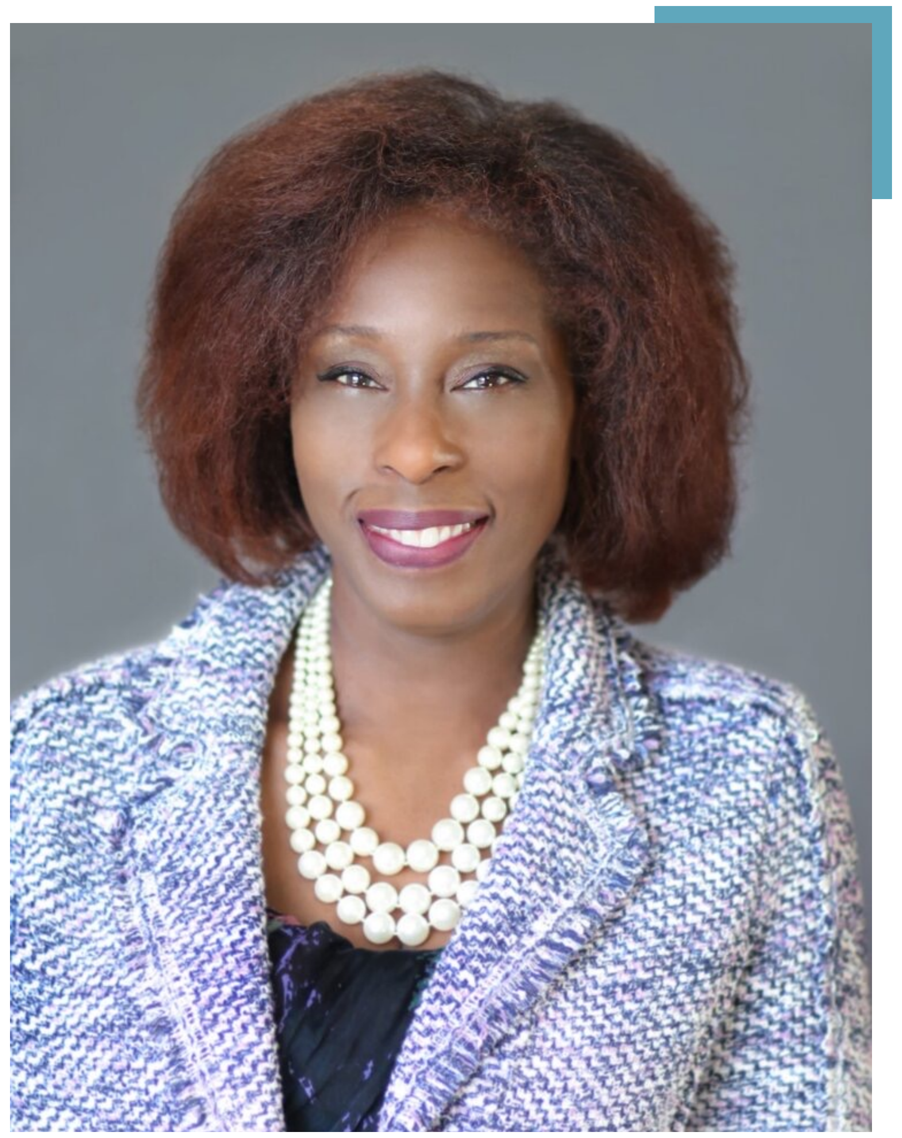
Eleanor Reid is Head of Corporate Strategy of Partner of Gideon Strategic Partners.

Eleanor Reid serves as Partner and Head of Corporate Strategy for Gideon Strategic Partners. Prior to joining Gideon she managed her own consulting firm through which she advised C-Level executives and their teams on strategy and operations. Eleanor has also worked in corporate development, risk management and management consulting at McKinsey & Company, Goldman Sachs and Cherokee Investment Partners.

As a top-tier strategist and corporate development specialist, Eleanor has experience across multiple industries and is adept at determining the strategic and financial implications of business decisions towards developing effective and executable solutions to complex business issues. She brings that same skill set to her financial advisory role at Gideon where she specializes in providing creative, comprehensive solutions to her corporate and individual clients' unique needs.

Eleanor holds an MBA from the Stanford Graduate School of Business in Palo Alto, CA and a BS in Metallurgical Engineering and Materials Science from Carnegie Mellon University.

Eleanor now resides in Central North Carolina where she is active in the community including volunteer work with rising entrepreneurs. She was a Captain in the U.S. Air Force, a former national junior Olympian and now enjoys writing, bowling and spending time with her two children.



Eleanor Reid

Head of Corporate Strategy, Partner

Partner, Managing Director

Anthony D'Angelo, Partner, Managing Director of Gideon Strategic Partners.

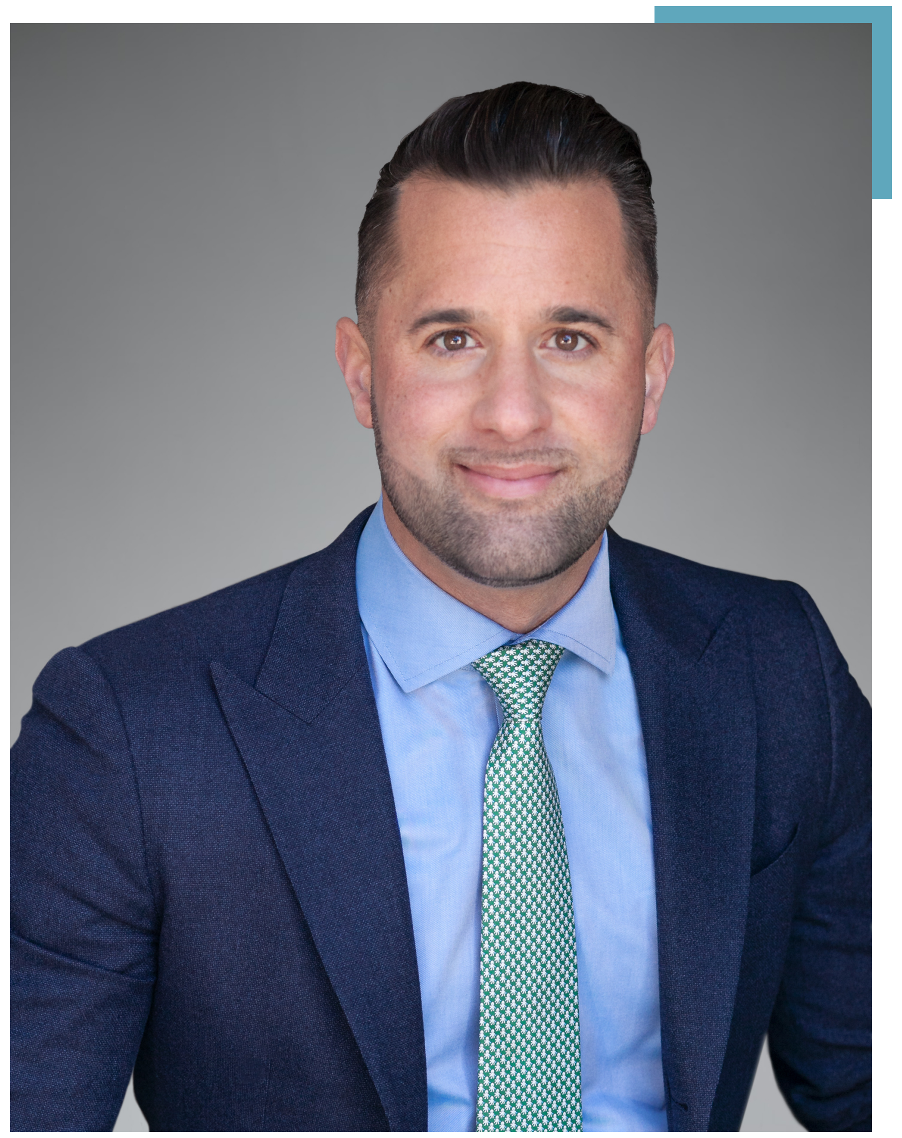
Anthony D’Angelo is a Partner and Managing Director of Gideon Strategic Partners, a boutique investment advisory firm based in Santa Monica. With over 14 years in wealth management, Anthony has specialized his practice working with consultants and executives in the legal, private equity, finance and technology sectors. Acknowledging each client’s unique circumstances, he adapts a collaborative mindset with an emphasis on the relationship, holistic advice and providing a highly engaging financial planning experience. Leveraging enhanced technology, Anthony aims to optimize the integration and delivery of desired information to empower intelligent outcome-driven financial decisions.

Anthony's experience in leadership and passion for helping others began in 2008 when he joined AXA as a Financial Consultant in New York City. Quickly elevating to Regional Vice President, he built, developed and perennially lead the #1 ranked team of financial advisors nation-wide. As the company’s top manager, Anthony was promoted to oversee one of the largest regions for Equitable Advisors as Executive Vice President of Southern California.

Anthony achieved Elite Producer Group status, earning accolades both as a financial consultant and manager including Centurion, Hallmark I, and Management Leadership Awards along with two Silver & two Gold National Builder’s Trophies. As a previous qualifying member of the Million Dollar Round Table his dedication to improving the industry with like-minded advisors extended to his membership with Elite Leaders and GAMA International, a global organization that provides education and training for investment and life organization field managers.
Maintaining this devotion, Anthony serves on the Field Advisory Board for Asset Map and provides ongoing consultation, training and guidance on product development for financial advisors. He holds a Bachelor of Science in Business Finance from Wagner College, and has received the Retirement Planning Specialist Certificate from the University of Pennsylvania's Wharton School of Executive Education. He maintains the FINRA Series 7, 24, 63, 66, and 51 securities licenses; as well as Life, Accident, and Health Insurance licenses.

Anthony is committed to personal & professional growth, consistently reading books as well as pursuing his Life Coaching certification with the Unbeatable Mind Academy. His personal interests include traveling, holistic health, fitness, and meditation.
After growing up in New Jersey and building his professional career in New York City, Anthony has found home in Los Angeles with his newly growing family in Santa Monica.

*The Million Dollar Round Table (MDRT) is an independent association. Membership is based on production.



Anthony D'Angelo

Partner, Managing Director

Head of Family Office

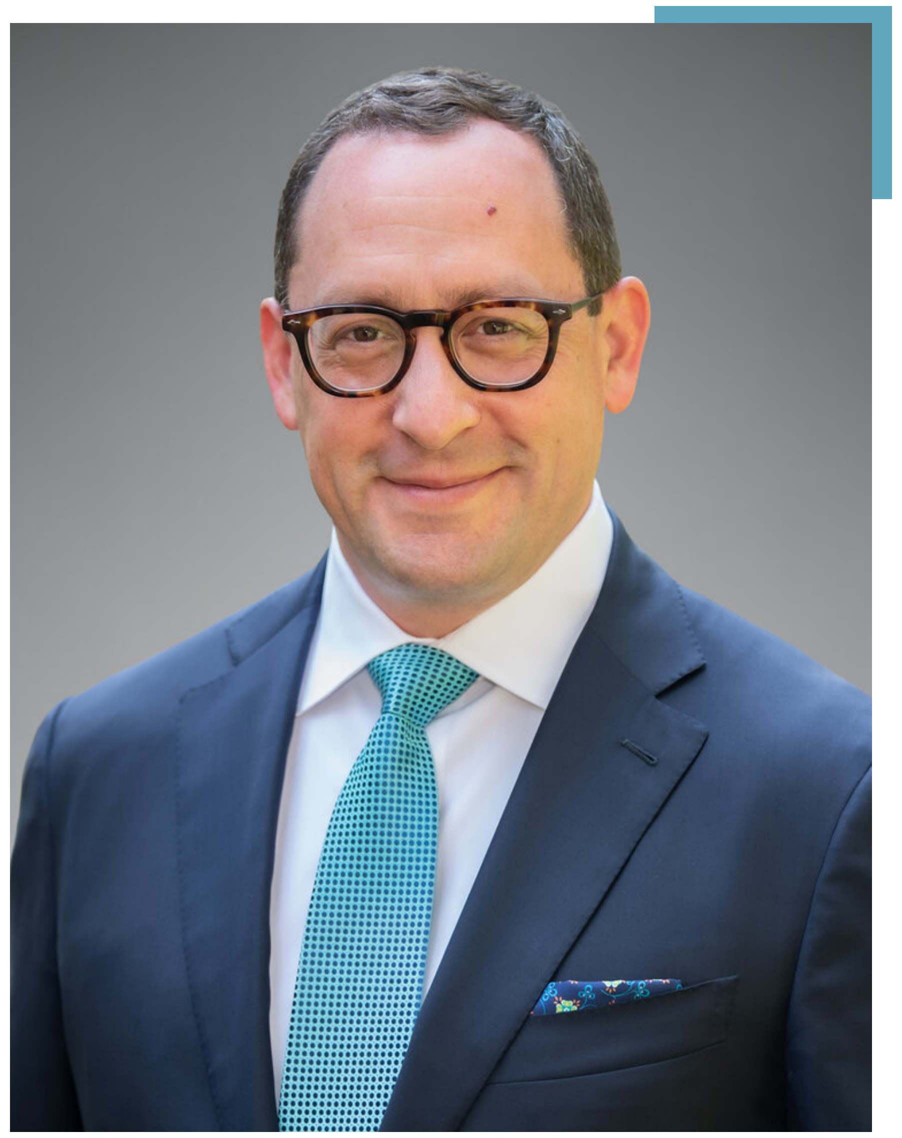
Adam Gross is a Managing Director and Head of the Family Office Group

Adam Gross serves as Managing Director and Head of the Family Office Group for Gideon Strategic Partners and is based out of New York. Adam provides clients with holistic investment and planning advice and acts as their personal Chief Investment Officer.

With over 25 years experience in private banking and wealth management, Adam spent almost two decades at JP Morgan, working with individuals, family offices, endowments and foundations. He was also a senior management professional at Citigroup and HSBC, where he led client coverage and investment product teams. His knowledge spans across the investment spectrum, including public and private markets such as private equity, hedge funds, derivative and hedging strategies and real estate. Additionally, Adam has been an advisor to multiple early stage fintech companies.

Adam earned a dual BA in History and Political Science from the University of Rochester.

Adam resides in Westchester, New York with his wife, three daughters and two crazy beagles. In his free time, he enjoys cycling, painting and golf and has a passion for a variety of causes relating to education, the arts and health and wellness.



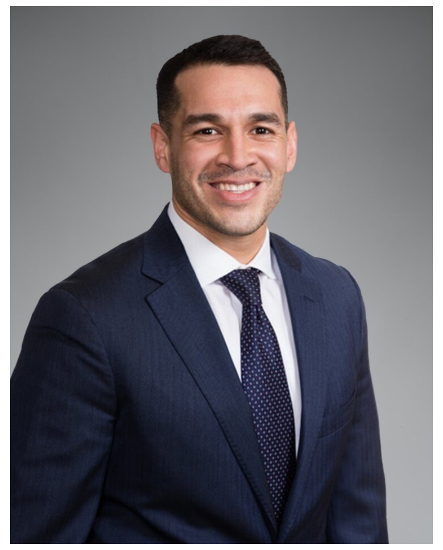
Adam Gross

Head of the Family Office Group, Managing Director

Team Members

We strive for greatness in the services and products we deliver.

Brett Byrd
Chief Compliance Officer

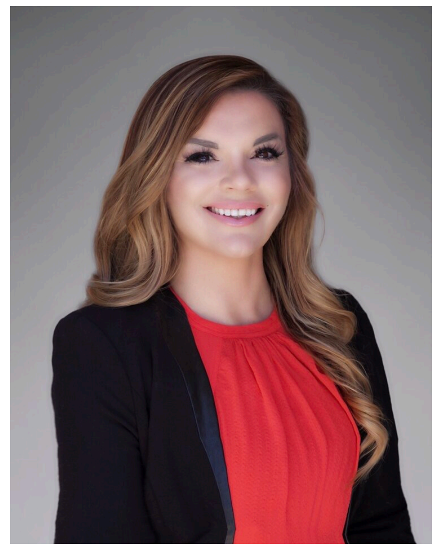


Andrew Cuevas
Partner

Joseph Michael
Head of Advanced Markets

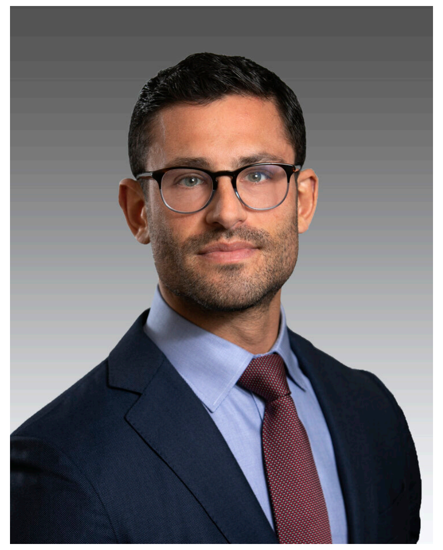
Zack Perlman
Chief Marketing Officer

Patrick Norton
Partner

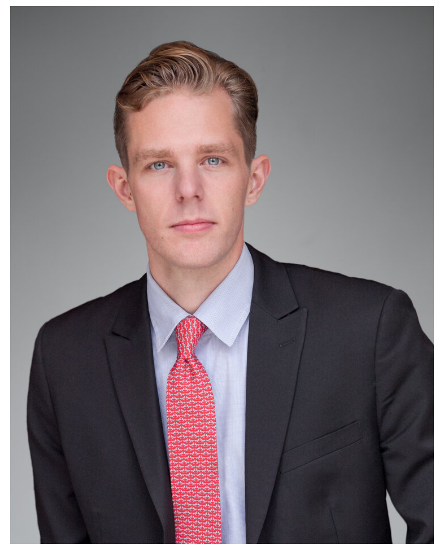


Bre Rekenthaler
Chief of Staff & Marketing Director

Jolie Karunuñgan
Director of Underwriting Services & Operations



David Suvall
Business Development, Board Member

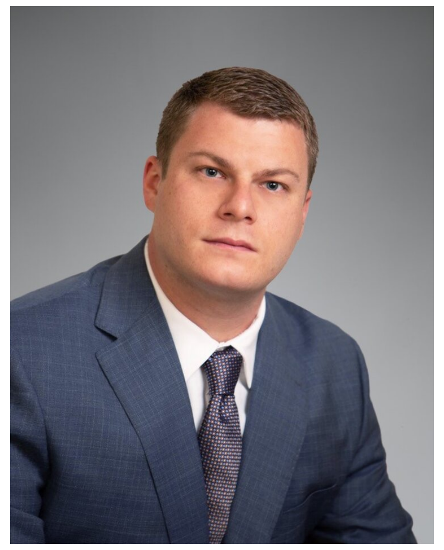


Peter Brotherton
Vice President

Keaton Ebner
Vice President

Daniel Pachino
Client Service Associate

Pegah Rahmani
Director of Client Development



Michael Lynch
Client Service Associate

Jonathan Ruth
Client Service Associate

Dillon Malaret
Middle Office Operations

Caroline Goldsmith
Operations Manager

Baudi Asuev
Research Coordinator

A team dedicated to serving you!

Our Services

Private Client Services / Corporate Client Services

Financial Planning

- Financial data aggregation
- Fee-based financial planning
- Education funding
- Retirement income optimization
- Income tax mitigation
- Estate planning and asset protection
- Intergenerational wealth transfer

Investment Management

- Portfolio analysis, construction, and ongoing optimization
- Asset location
- Systematic rebalancing
- Tax-loss harvesting
- Quarterly performance reviews
- Company stock option analysis (if applicable)

Risk Management

- Disability income
- Property & Casualty, including Personal Liability
- Long-term care
- Annuities - fixed and variable
- Life insurance - fixed and variable
- Private placement life insurance and annuities

Corporate Benefits

- Group health, life, disability, and welfare benefits
- Qualified Plans, including 401(k)s and Cash Balance Plans
- Non-qualified deferred compensation plans
- Buy-sell life insurance and disability insurance
- Key person life insurance and disability insurance

Investment Managers

For a comprehensive list, please visit: www.gideonsp.com/investment-partners

Insurance Carriers

For a comprehensive list, please visit: www.gideonsp.com/risk-partners

Financial Planning

Process & Timeline

Our approach to financial planning is founded on the belief that financial products and services are not one-size-fits-all. We first dedicate ourselves to understanding your individual needs, circumstances, and goals, then develop a holistic and comprehensive strategy that considers all aspects of your distinct financial life.

Mutual Evaluation

- Do you fit our client profile?
- What are you looking to accomplish?
- How do we work with clients?
- Will our service provide value to you?

Getting to Know You

- We gather data about your current situation, along with relevant documents
- We ask that you provide more detail about your goals and priorities
- We compile an initial financial profile and identify where we can add value

Your Initial Plan

- We complete our initial analysis
- We review findings and obtain your feedback
- We identify action items that can generate the greatest impact
- We enable you to have online access to your financial profile

Implementation

- You sign engagement agreement
- You have deployment and/or reallocation of assets
- We implement risk management strategies to ensure a self-completing plan

Monitor Process

- We set quarterly reviews with portfolio manager
- Identification of performance alpha (positive and negative)
- We recommend changes to asset allocation and/or manager selection, if any

Review & Update

- Together we update your goals and priorities; discuss upcoming life events
- Together we review changes in goals and priorities, liquidity needs, risk profile, and time horizons
- We rebalance your portfolio; tax-loss harvesting, opportunistic investments

Online Reporting

24/7 Access with eMoney Advisor

View your financial information anytime and anywhere you choose.

View and manage your entire portfolio, identify growth opportunities, and access the information you need on demand. eMoney Advisor revolutionizes the way you view and manage your finances.

eMoney Advisor

We bring our financial conversations to life with interactive and collaborative experience that promote engagement and utilization, foster deeper understanding of your financial picture and, ultimately, build stronger relationships.

Organize

Connect all your accounts for a consolidated view of your entire financial picture.

Budgeting Tools

Set budgets to help reach your savings goals.

Mobile

A complete financial picture available on your smart phone.

Track Spending

Know how much you're spending, and where.

Monitor Investment Portfolio

Interactive charts and detailed views help monitor all your accounts.

Vault

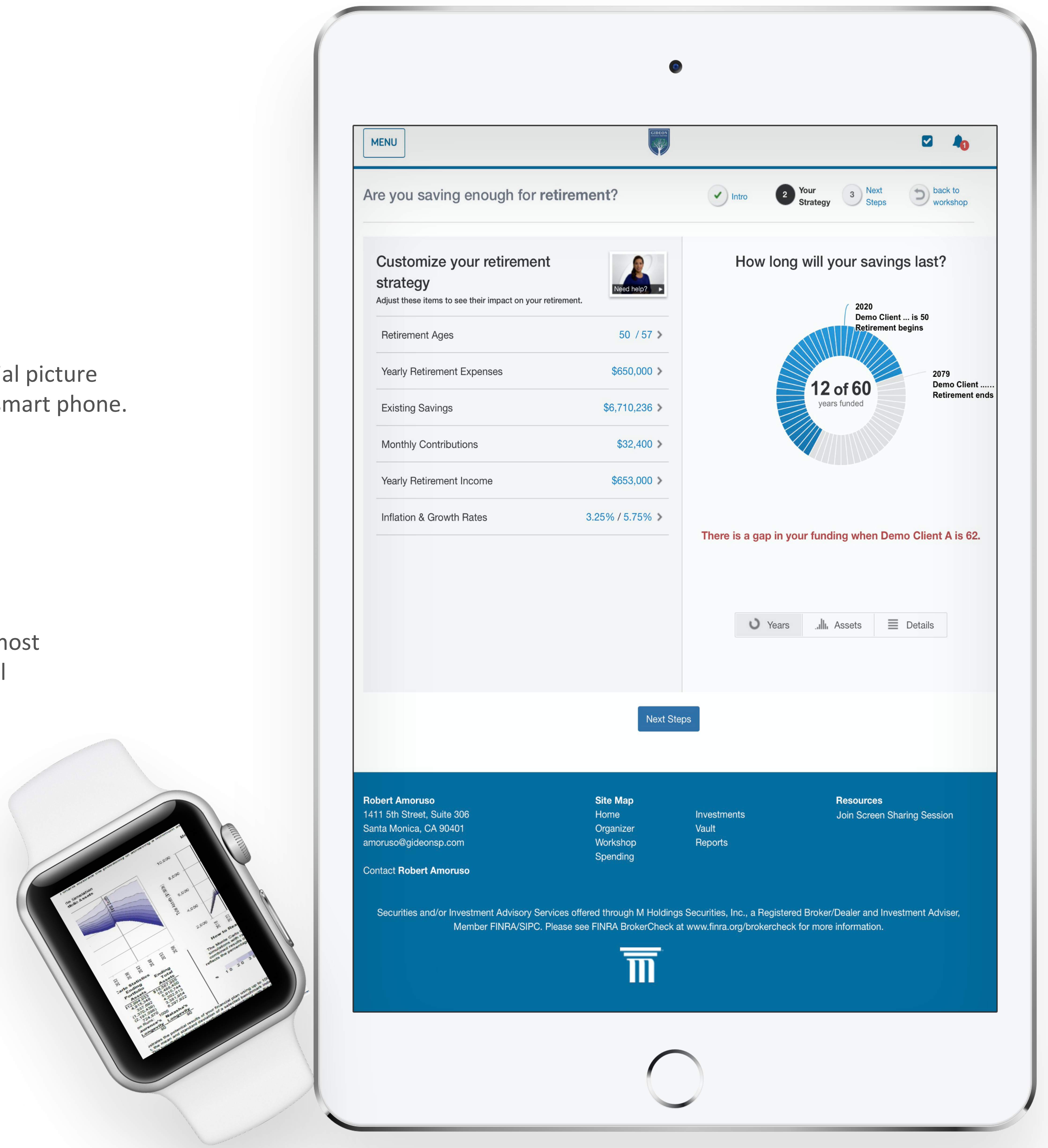
Safely store your most important financial documents.

Screen Sharing

Join a screen sharing session quickly and easily for an interactive financial and/or investment planning meeting.

Progress Tracking

See if you're on target to reach your most important goals.



Investment Management

Investment Process Overview:

- We customize each investment portfolio to meet the client's specific objectives and risk tolerance.
- Hands-on approach enables us to optimize for asset location, tax preferences, and time horizons, and to take advantage of tactical opportunities as they emerge.
- eMoney integration tracks investments held away from Gideon to ensure that the overall portfolio does not have excessive exposure to any asset class or risk factor.

Manager Selection Discipline

- Extensive utilization of low-cost ETFs to express beta.
- Active management in asset class sectors where there is significant potential for investment alpha through security selection and/or where risk management is of paramount importance.
- Focus on investment managers with a track record of downside protection and outperformance in periods of volatility. "Win by not losing."

Portfolio Construction

- Ensure that portfolio liquidity aligns with investor objectives
- Identify and pre-empt overexposure to particular risk factors caused by an overlap of exposure across investment managers and/or individual securities positions
- Control allocation drift through systematic asset class rebalancing
- Protect portfolio from market tail risks – targeting the exposure of factors we have elected to directionally

Security Selection

- Perform due diligence on managers to identify the factors that historically have led to their over/underperformance
- Emphasize funds with established track record of outperformance in periods of volatility
- Monitor style drift to ensure that the desired exposure is maintained
- Interface with fund management as questions arise
- Stress conviction and thesis discipline in more volatile positions

Risk Management

- Routinely review Position-level (bottom-up) and portfolio-level (top-down) risk management
- Monitor various factor exposures across the Gideon investment portfolio and across the client's overall balance sheet
- Systematic analysis of portfolio exposures in order to address idiosyncratic and macro-level market tail risks

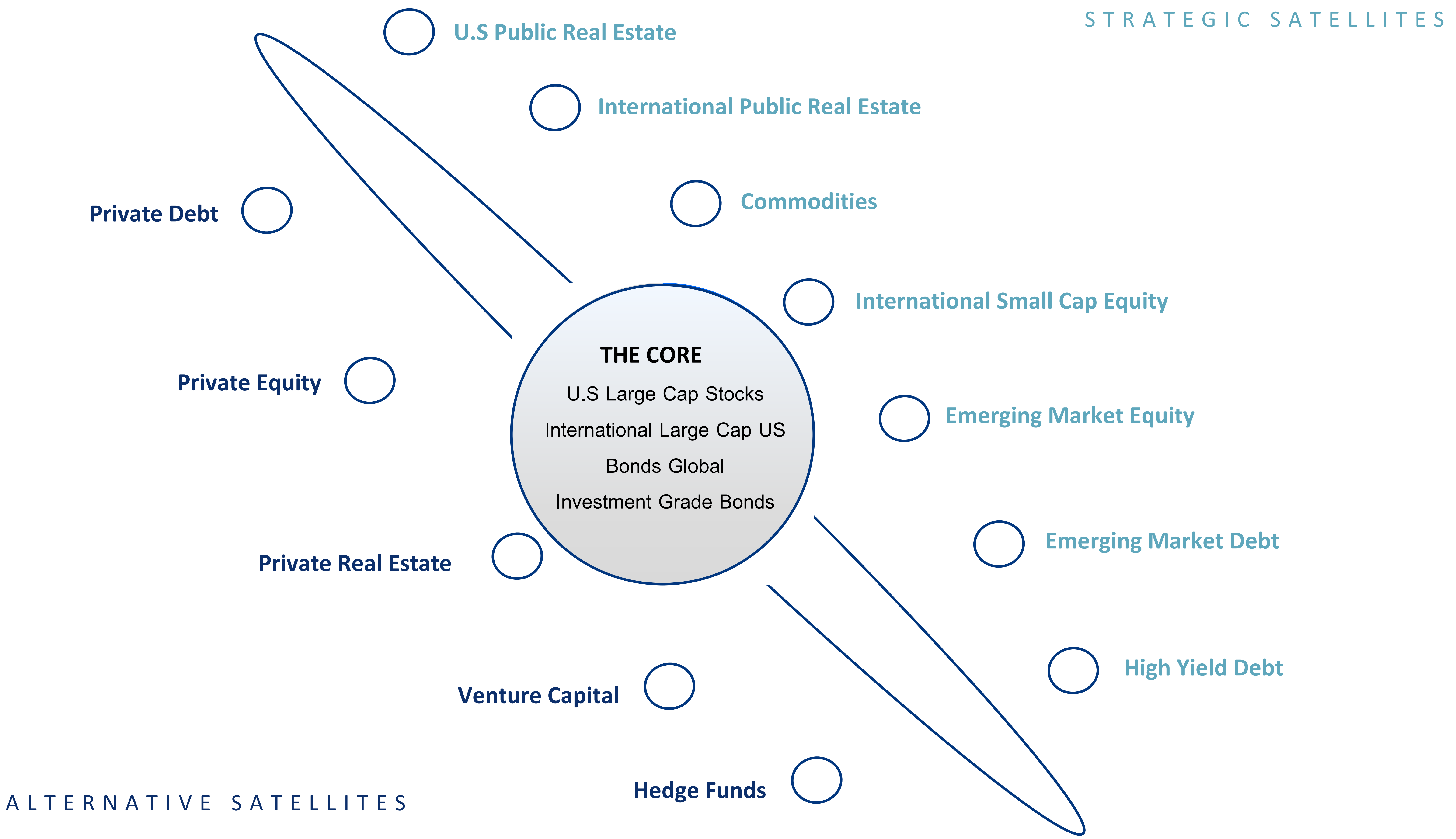
Core & Satellite Investing

Core and Satellite investing is an enhanced approach to portfolio construction that can provide an organized framework for building better portfolios.

In this approach, traditional core investments provide a strong portfolio foundation, while non-traditional satellite investments can help investors widen their opportunity set.

Key Takeaway

As investors work toward the achievement of their long-term financial goals, the Core and Satellite process can help determine what securities to select, how to combine investments, and how to potentially dampen overall portfolio volatility.



Disclosure

Securities and Investment Advisory Services offered through The Leaders Group, Inc. Securities Dealer, Member FINRA/SIPC; TLG Advisors, Inc. Registered Investment Advisor; 26 W Dry Creek Circle, Suite 800, Littleton, CO 80120. 303-797-9080.

Thank you.

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