



Syntax DirectSM

**The Only Enabling Technology Platform Empowering RIAs to
Engage in Direct Indexing**

Patent Pending
Private and Confidential

SYNTAX DIRECT DRIVES THE **RAPID IMPLEMENTATION** OF **HYPER-CUSTOMIZED** PORTFOLIOS

The Market

The generational transfer of **\$84 trillion** in wealth is currently underway, creating **millions of new millionaires** and hundreds of thousands of UHNW individuals.

The Challenge

The inability to provide **custom portfolios at scale** presents unique challenges to serve the **new financial consumer**.

The Solution

Syntax Direct is an easy-to-use platform that enables investment advisors to create **customized, branded** financial products for their clients at scale with **transparency and documentation** that meets all requirements of a regulated investment review.

¹ Fortune- 2025

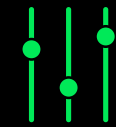
Key Characteristics

Allows Financial Advisors to Build and Expand Their Practices



Rapid Implementation

Create custom indices in a matter of minutes.



Customizable

Create an unlimited number of different investment portfolios to meet the needs of an increasingly diverse clientele.



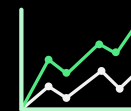
Rules-Based and Transparent

Portfolio management rules and methodologies are clearly described and disclosed.



Compliant

Provides necessary documentation to ensure regulatory compliance.

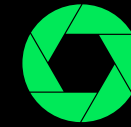


Scalable

Enables advisors to provide custom investment solutions to a larger number of clients and grow their practices.

Key Characteristics

Empowers Financial Advisors with a Fully Automated Platform



Diverse Investment Concepts

Facilitates the creation of a full range of investment applications.



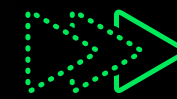
Easy to Use

Answer up to 12 simple questions and press “Deploy” to create a custom portfolio.



No Wrapper

Eliminates need for a wrapper, thereby lowering fees.



Front-to-Back Solution

Covers the entire investment process from portfolio creation to daily trade execution file.



Immediate

Indices are investable immediately upon creation.

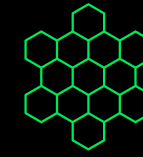


Daily Trade File

Generates a daily trade execution file.

Key Characteristics

Integrates Directly with SMA Platforms and TAMPs on a Comprehensive Basis



Design

Syntax Direct can be visually modified to conform with established client design standards.



Client Data

Permissioned client data may be used to replace Syntax Direct data.



Syntax Data

Proprietary Syntax Data available under long-term licensing arrangements.



Your Methodologies

Client formulae and methodologies may be substituted for Syntax Direct formulae and methodologies.



Order Entry

Daily change files may be exported directly into client's order entry system.



Tax Management

Tax management, transition, and harvesting may be handled directly by client and/or user RIA.

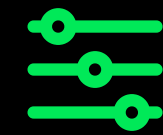
Key Characteristics

Daily Index Files Support and Simplify the Asset Management Process



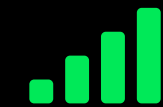
Daily Close File

Provides all relevant portfolio data, including constituents, identifiers, weights, index shares, and closing prices.



Adjusted Close File

Provides all relevant portfolio data, including constituents, identifiers, weights, index shares for the next trade date.



Levels

Provides all relevant information pertaining to the index levels, market capitalizations, index divisor, count of constituents, and dividend payments.



Corporate Action Files

Provides all relevant corporate action information which occurs after the close and before the next trade date, as well as a 2 week outlook.



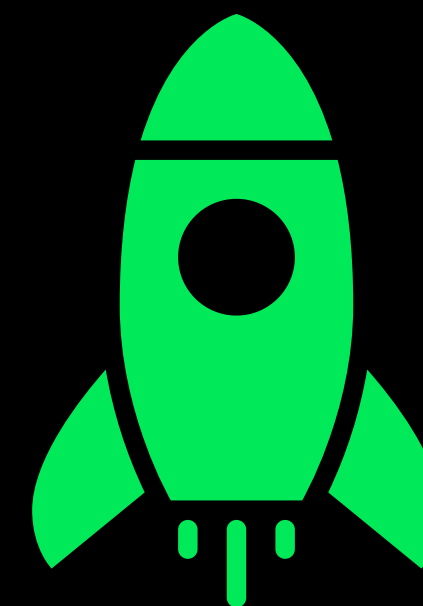
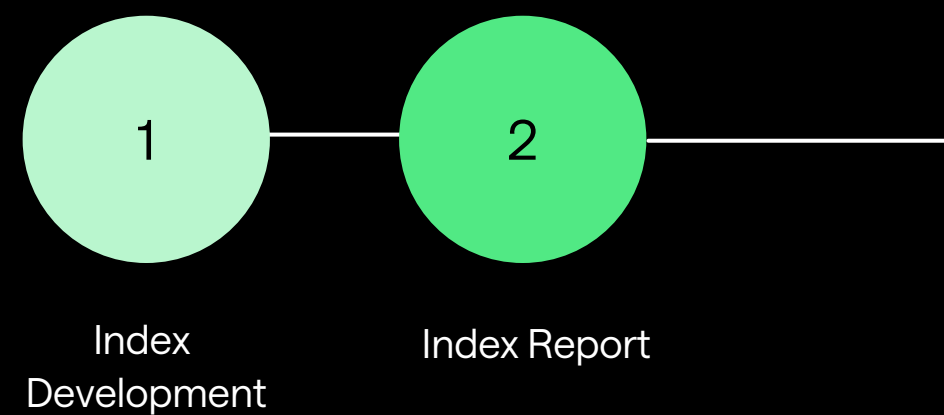
Daily Change File

Daily change files detail the quantity of shares for each position, and can be exported directly into client's order management system.

Manage your client relationships by connecting clients to their indices



**Click Deploy
Index
and put your
index into
immediate
same day
production**



Deploy Index

About Us

Syntax LLC is a financial data and technology company that codifies business models into a relational system called Affinity[®] Data. Using its patented FIS[®] technology inspired by systems sciences, Affinity[®] Data offers the most comprehensive, granular, and accurate product line revenue data available on public companies in the market. This technology is leveraged to classify and analyze private markets at scale.

Syntax DirectSM then uses this abundance of data to facilitate the near instantaneous creation and ongoing management of boundless direct indexing solutions and rules-based equity portfolios through a fully automated platform. Syntax Indices provides customized and proprietary indices, including core global benchmarks and micro- and macro-thematic, smart beta, defined outcome, and target volatility indices. These indices are foundational for a range of financial products, such as ETFs, UITs, and structured products.

Learn more at www.syntaxdata.com.

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Index performance does not represent actual fund or portfolio performance, and such performance does not reflect the actual investment experience of any investor. The results actual investors might have achieved also would have differed from those shown because of differences in the timing, amounts of their investments, and fees and expenses associated with an investment in a portfolio invested in accordance with an index. Charts and graphs are provided for illustrative purposes only. Syntax® and Syntax DirectSM are registered trademarks or service marks of Syntax, LLC and/or its affiliates.

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