

# OpenWealth<sup>SM</sup>

The next-generation Unified Managed Household solution from Citi.

Wealth managers, whether RIAs, Broker/Dealers or Bank Trusts, have struggled to provide Unified Managed Households (UMH) and deliver goal-oriented portfolios and tax optimization across multiple household accounts, until now. Citi introduces OpenWealth<sup>SM</sup>, the first automated, tax-optimized, goal-oriented wealth management platform for high-net-worth households using groundbreaking technology from an industry leader in Managed Accounts.

## End-to-End Processing with Automated Overlay

Eliminate disparate systems integration and additional costs with OpenWealth's end-to-end capabilities, including:

- Integrated proposal generation
- Automated suitability & account opening
- Web-based strategy & model construction
- Automated portfolio & tax optimization capabilities
- Automated overlay, rebalancing and restriction management
- Trade routing & custodian reconciliation
- Performance reporting, statements and billing

## Product Agnostic/ Platform Holistic

OpenWealth supports multiple investment products, including mutual funds, SMAs, ETFs and individual securities, and replaces disparate legacy managed-account silos (FundWrap, SMAs, model-only and Rep as PM) with an all-in-one platform.

## Investor

Investors seek risk-controlled returns for life objectives, personalized portfolios and continuous tax

management – not just at year end. OpenWealth gives you both firm-wide control and flexibility to serve investors, including:

- Goal-oriented strategies across a household
- Automated portfolio & tax optimization including legacy holdings
- Automated restrictions and standing instructions management
- Electronic statements and confirmations stored online
- Consolidated household reporting, including summary of tax benefits
- Multiple investment products per account

## Financial Advisor

OpenWealth frees FAs to gather assets and manage relationships by eliminating data porting between disparate tools now used for householding. OpenWealth monitors and tracks households to ensure strategies and investor goals align:

- Online proposal creation, online suitability questionnaire, strategy selection and account opening
- Tailor fees to clients, within firm guidelines
- Client overview "dashboard" with daily alerts and drilldown to

## Benefits at a Glance

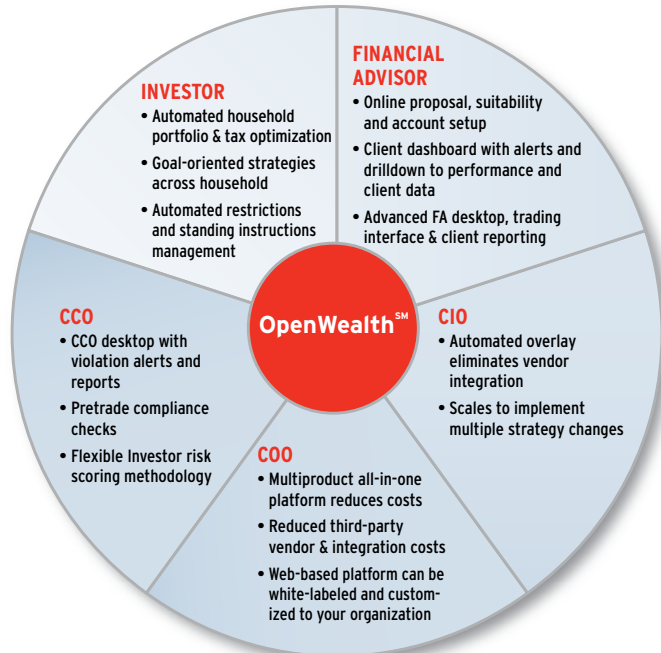
- Household portfolio and tax optimization with goal-oriented portfolios
- Automated overlay management reduces costs
- Supports multiple investment products
- All-in-one managed account platform
- End-to-end functionality from advisor to custody

performance and client profile data

- Easily enter client restrictions and standing instructions
- Online reports enable collaboration with clients on phone and web
- Advanced FA desktop and trading interface



Current Industry State	OpenWealth Benefits
Single account rebalancing; year-end tax harvesting	Household rebalancing with year-round portfolio & tax optimization
Multiple platforms needed to support SMAs, UMAs, FundWrap and Rep as PM programs	Supports all Managed Account Programs in one platform
Inability to offer multiple products in one account	Account management supported in one platform
Additional fees and systems required for overlay management	Automated overlay at no additional cost
Lack of integration between proposal, investment-management and optimization systems	End-to-end account support from FA desktop, and proposal system, to investment management & custody



### Chief Investment Officer

OpenWealth offers full or distributed control for all Managed-Account models and strategies:

- Automated overlay and portfolio tax management capabilities enhance your unique value, reduce vendor cost and increase internal control
- Preset or adjustable strategies, models and allocations
- Scales to quickly implement multiple strategy changes (e.g., allocation, model, investor-specific)

### Chief Operating Officer

OpenWealth's end-to-end platform enhances AUM growth, reduces errors and eliminates external costs:

- Multiproduct, all-in-one platform reduces disparate technology & operating costs
- Web-based platform can be white-labeled and customized to your organization
- Automated account setup, proposals, suitability, statements & billing reduce errors and costs
- Straight-through processing from order management & trade execution to clearing & custody
- Integrated multifunctional help desk reduces branch support costs

### Chief Compliance Officer

OpenWealth helps to ensure investors' strategies do not exceed their risk tolerance. OpenWealth supports flexible access control and entitlements:

- Compliance Officer desktop for compliance rules with portfolio violations activity reports and alerts
- Pretrade compliance checks
- Flexible Investor risk scoring methodology
- Supports various FA license types
- Broad user roles and entitlements

### The Strengths of Citi

Citi has the global experience, scale and technology to meet our clients' evolving needs.

To learn more about OpenWealth, please contact your Citi representative or visit our website at: [www.openwealth.transactionservices.citi.com](http://www.openwealth.transactionservices.citi.com)

Global Transaction Services  
[www.transactionservices.citi.com](http://www.transactionservices.citi.com)

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