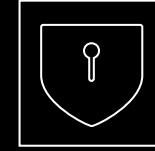
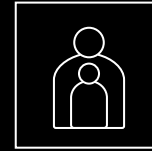


VALEN



ADVISORS

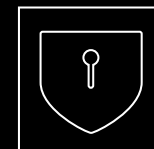
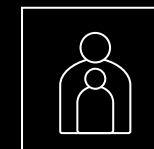
Supporting your great business – in changing times



## What is the current state of the Family Office (“FO”) and related services industry?

### .....supply side

- Single/narrow service offerings are moving up the client value chain (‘exclusive’ services), merging with others to capture greater market share, or partnering with others to enhance the breadth and scope of their offerings
- The growth of MFOs is not slowing and these will make a greater play for business as they increase the spectrum of client profiles under management
- Some are in denial (eg banking environments that are already seeing outflows) about the extent to which they will maintain a foothold in the delivery of FO services

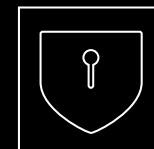
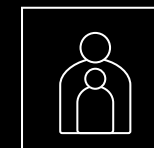


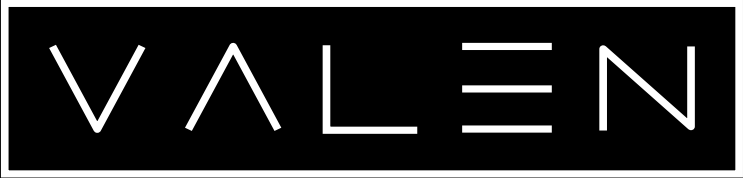


## What is the current state of the FO and related services industry?

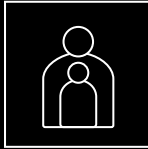
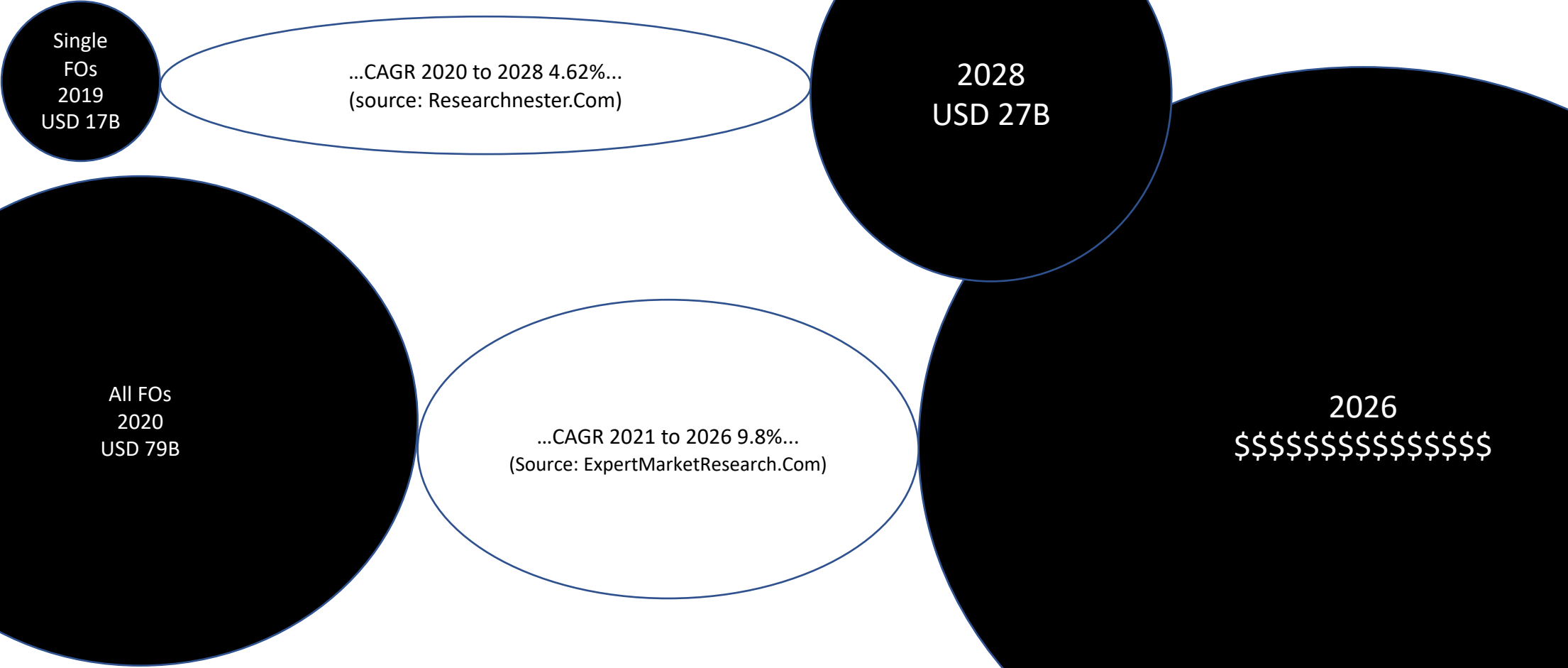
### .....demand side

- Clients becoming more demanding for a UXP with quick and seamless delivery of solutions/service...through a single 'portal' with a high level and deep/wide organizational/reporting capability...
- The industry is significantly behind the digital 'curve' in how it's managed...the 'white noise' of disparate dataflow collides with the FO 'front door' in terms of data control and reporting
- Client profiles are changing ..... higher numbers of younger, UHNW, tech-savvy valuable mandates that are 'first-time' FO users
- Self-starting, 'digital', families are becoming more 'empowered' to create arrangements themselves with the aid of digital tools (eg VALEN PROGRAM!).





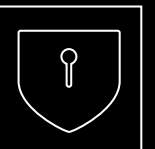
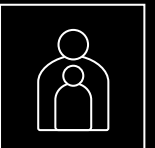
FO MARKET SIZE – GLOBAL





## **GROWTH INDICATORS (and some reasons):**

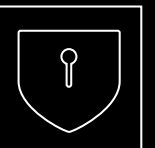
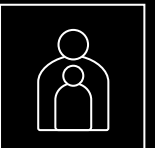
- Increasing family wealth, and the changes this brings to families .....need to manage
- Increasing benefits for a wider family market in adopting FO tech/establishing a FO...
- Need to manage complexity of geographically spread family presence....
- Increasing need for families to outsource solutions, from their own, independent, FO, or a 'portal' (your business..) through which they achieve 'full service'





## **VALEN ADVISORS (the breadth & depth of us)**

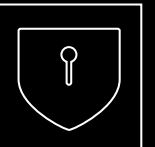
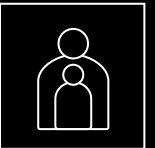
- Tailored services and support based on 30 + years experience in a wide cross section of Family Office ('FO') business environments and practice areas
- An integral part of the VALEN Digital FO Organisational PROGRAM and a separate service offering for FO services.
- Offers expertise, support and solutions
  - Directly to Partner organisations in the FO services space
  - Via the VALEN For Families Digital Organisational Platform (separate presentation)
  - Via the VALEN For Partners Membership Body (separate presentation)





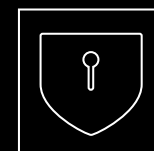
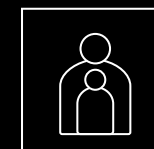
## HOW CAN WE REINFORCE YOUR POSITION IN THE MARKET?

- **Increasing family client retention** through service enhancement, exclusively under your brand, by
  - Engaging with us to improve Breadth and Depth of YOUR offering through
    - Increasing the scope of services you provide
    - Increasing the depth of expertise your brand offers





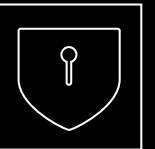
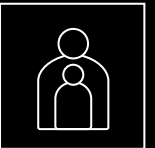
- **Provision of consulting and solutions delivery services, including**
  - Structuring and restructuring of global FO strategies and entities incl legal and fiscal profiles
  - Advice and delivery of solutions for family governance arrangements including family profiling, constitutional arrangements and communications
  - Fiscal and Legal audits to determine risk levels, efficiencies and suitability of current strategies
  - Acting as point coordinator in the delivery of any amended or new strategies for FO arrangements
  - Possibility to partner with the VALEN PROGRAM and integrate ( “Powered by”... VALEN) its Digital Organisational Platform into your own offering to provide enhanced and client-centric family governance, organisation and reporting.





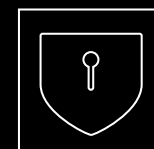
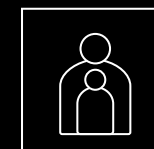


- **Providing bespoke Family Client Relationship Management services and training to front end staff to:**
  - Deepen knowledge of, and expertise in, responding to, key identifiers for enhancement of service offering and income streams per mandate and processes for delivering high quality and profitable solutions
  - Reducing risk through enhancement of knowledge of legal and fiscal stresspoints, threats, and inefficiencies
  - Integrating permanent practice disciplines into your CRM to take action to resolve such issues





- **How can VALEN engage with you? The legal and confidentiality challenges..**
  - We have the capability to create an engagement profile that will suit the requirements of BOTH your business requirements and match those you offer to your client families...some examples
    - Acting as a Swiss-based independent consultant with YOUR (SLA or similar) organization as an external contractor..permutations for this can include
      - Engaging on an entirely anonymous basis in terms of client identity
      - Providing services that can legitimately be on-charged (your rates) to those clients who could benefit from the service/advice provided
  - Being a directly-contracted service provider (SLA or similar) to a suitable FO entity (depending on scope of remit) and acting under YOUR management.
  - Other acceptable and necessary arrangements as the specific matter requires





## TEAM

**Duy Nam Vu**  
Graphic designer  
Vietnam  
brobrand.vn

Graphic designer since 2011, graduate of Vietnam University of Industrial Fine Art. Working in both agency and client's side, **“Visual branding at it finest is always my motivation”**.

**Ang Chen**  
PhD  
Systems developer  
Switzerland

Computer scientist and software developer engaged to head up the development of the digital platform and be responsible on an ongoing managerial basis as technical director and head of digital services.

**Andrew Osbourne**  
MSc  
France  
Head of Sales & Marketing

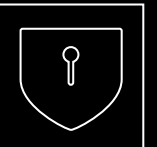
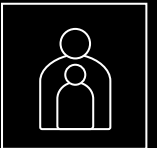
head of business development, sales and marketing, a seasoned marketing and sales professional in the technology and digital solutions field.

**Carlos de Pommès**  
MSC MBA  
Non-exec business advisor

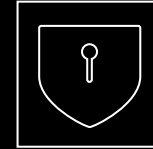
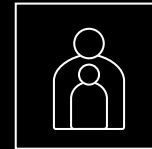
Serial entrepreneur, owner of Cambiio, business consulting, and founder/CEO of Remediate, a scientific and industrial project involved in carbon reduction solutions using algae-based scientific methods and infrastructure delivery.

**John Sinclair**  
LLB, FCILeX TEP  
CEO, and Legal Counsel  
Switzerland

30 years experience as a legal practitioner in the management, structuring, advising of H/UHNW global families shareholder, creator of the VALEN concept and In the first instance, CEO, and Legal Counsel.



VALEN



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