

Morgan Stanley Wealth Management Partners with Twilio to Help Enhance Client Communications

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New partnership allows Financial Advisors to interact with clients through text message capabilities

Morgan Stanley Wealth Management today announced that it has partnered with Twilio (NYSE:TWLO) to help enhance Financial Advisor-client communications by enabling Morgan Stanley Financial Advisors to text message with clients. Client texting is one of several initiatives Morgan Stanley Wealth Management is launching to align compliant Financial Advisor-client communications with the way people communicate today and part of a comprehensive digital strategy that will help Financial Advisors deepen and broaden their client relationships.

Twilio's cloud based architecture provides scalable, secure APIs which will be integrated into Morgan Stanley's cutting-edge digital applications available to clients and Financial Advisors. This will enable Morgan Stanley Financial Advisors to converse with clients via archived text messages.

"Interactions between Financial Advisors and clients should be easy and reflect how people communicate in other aspects of their lives. In response to one of the top requests from our Financial Advisors, we are enabling them to make more convenient and effective connections with clients where they communicate most," said Naureen Hassan, Chief Digital Officer, Morgan Stanley. "We are excited to leverage Twilio's API technology to further enhance the Morgan Stanley client experience."

"We are thrilled to be working with Morgan Stanley as they roll out new communications capabilities for their Financial Advisors and to help them innovate for the future. Twilio has been at the forefront of providing businesses with the scalable technology they need to better interact with their clients, and this partnership demonstrates how we can help highly regulated industries effectively engage clients," said Jeff Lawson, Twilio CEO, Co-Founder and Chairman. "With the accelerating growth of new communications channels through which clients prefer to interact, Twilio's APIs allow institutions to adapt to their clients' needs."

Morgan Stanley is currently rolling out texting capabilities to Financial Advisors. The Company anticipates expanding the integration of Twilio's APIs to include additional applications and functionalities, such as the integration of video content, which Financial Advisors can leverage to communicate with clients.

About Morgan Stanley

Morgan Stanley Wealth Management, a global leader, provides access to a wide range of products and services to individuals, businesses and institutions, including brokerage and investment advisory services, financial and wealth planning, cash management and lending products and services, annuities and insurance, retirement and trust services.

Morgan Stanley (NYSE: MS) is a leading global financial services firm providing investment banking, securities, wealth management and investment management services. With offices in more than 42 countries, the Firm's employees serve clients worldwide including corporations, governments, institutions and individuals. For more information about Morgan Stanley, please visit www.morganstanley.com.

About Twilio

Twilio's mission is to fuel the future of communications. Developers and businesses use Twilio to make communications relevant and contextual by embedding messaging, voice, and video capabilities directly into their software applications. Founded in 2008, Twilio has over 800 employees, with headquarters in San Francisco and other offices in Bogotá, Dublin, Hong Kong, London, Madrid, Malmö, Mountain View, Munich, New York City, Singapore and Tallinn.

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