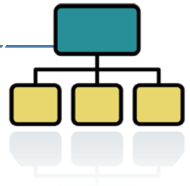
Delivering transformational systems that innovates how financial institutions manage their client profile & risks, measure asset exposure and firm liability across all client accounts while automating relationship management through CRM



AppCrown Wealth Plus offering consolidates an advisors book of business and the firm's business processes to support the entire client relationship cycle

Client Profile Monitoring features integrates all tasks, notes, and history of the client to deliver dynamic search engine capability into your households

Proactive alert management and predictive management system gives financial advisors and operations the technology needed to cover all households and relationship tasks

Customer experience and profile management. Scale and integrate business middle office and back office with front office relationship needs by the reps across your firm

- OEM/Reseller of AppCrown Wealth Management as the core advisor workstation for independent RIAs seeking an custodian sponsored CRM system

- Enterprise solution for wealth management to aggregate all clearing assets and balance sheets into a central CRM
- Integrated CRM allowing retail bank to integrate leads and referrals into wealth management

- Provide Enterprise CRM solution for Key Investment Services (KIS) brokerage unit
- Integrate Pershing/DTCC/DST back-office data into Salesforce CRM solution

- Transformative CRM system to integrate back office and middle office processing so the brokerage unit can transform into a financial planning focused business model, generating greater income from fee based revenues

- Across 150+ reps, AppCrown delivered an enterprise CRM strategy to manage and measure rep/advisor performance across the company’s sales goals. Over 2 years, the firm has generated 15% more revenue on AppCrown’s Wealth Plus solution

- Full enterprise level replacement of desktop/client-server based commission processing system with an integrated/real time CRM system embedded

Our family of products for Wealth Management, Banking & Investment Services

FIAAS

- Financial integration as a service for financial institutions seeking a streamlined aggregation system that is cost effective and scalable
- Aggregation of back office financial systems (assets, holdings, etc) into a central CRM
- Middle office systems integrated into an enterprise CRM

FIRST BANK · BANK OF THE WEST · Ziegler

Wealth Plus

- Advisory platform for wealth management and brokerage units needing to manage their clients profile and scale relationship management across a central CRM
- Capability to Integrate all 3rd party vendors and software that are client facing into a fully integrated client profiling and household management tool
- Advisory platform to automate relationship management and advisory based businesses

TD Ameritrade Institutional · Ziegler · BANK OF THE WEST

AppGOLD

- Brokerage Commission and Trade Surveillance system built around CRM
- Integrated reporting for real time transaction reporting for compliance and rep/advisor surveillance
- Natively built and scaled into Salesforce.com

VectorGlobal WMG Wealth Management Group

AppKnight

DFCS

- **D**ept. of Labor (DOL) **F**iduciary **C**ompliance **S**olution for retirement accounts helps your firm manage the main DOL Rule requirements:
  - Client Profiles (new & existing)
  - Risk monitoring & reporting (incl. fees & expenses)
  - Dashboard for overall management
- DFCS is unique in the industry because it utilizes Morningstar ratings as the reference standard in measuring risk for clients and retirement accounts

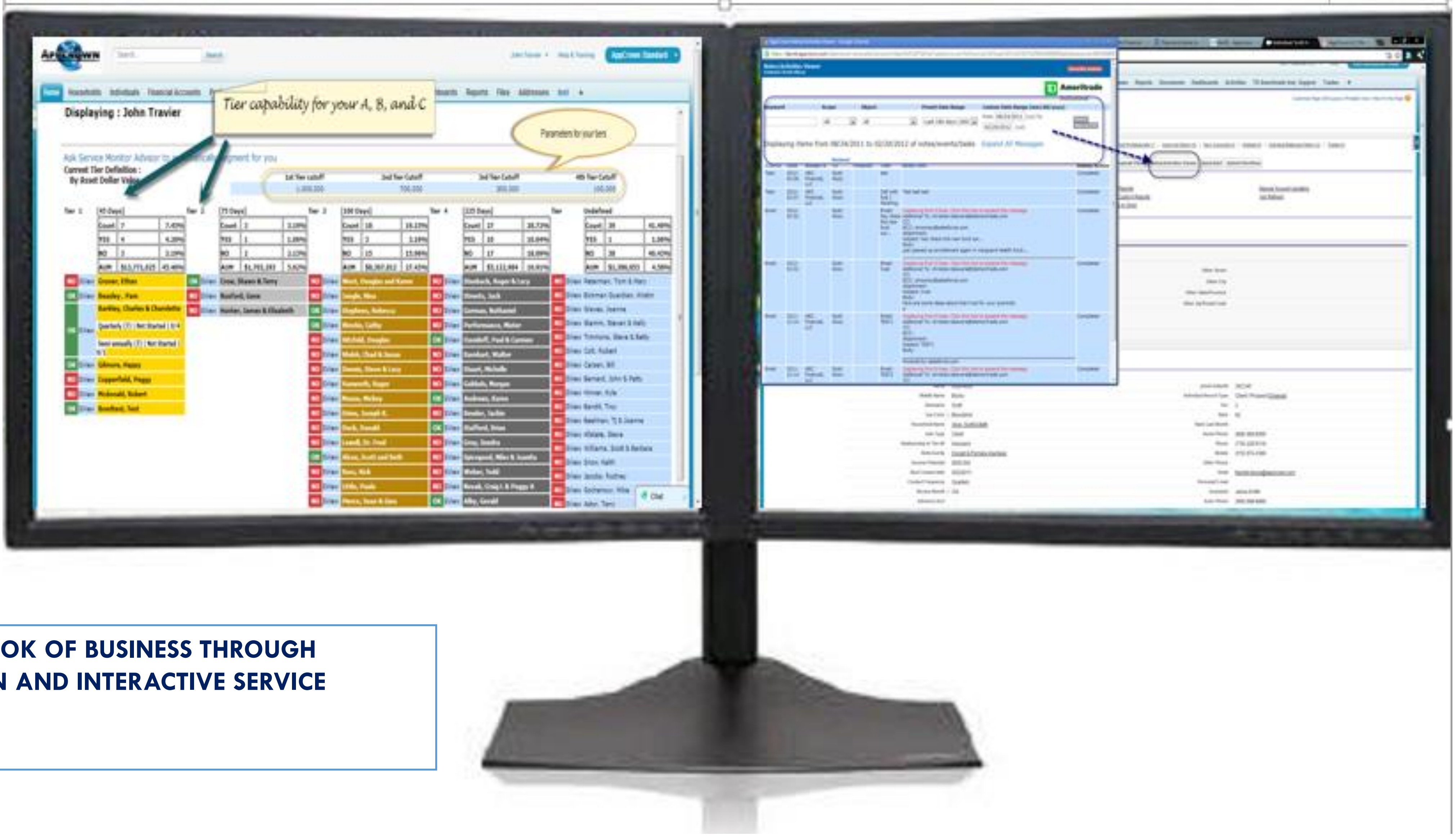
Deal With This Reality

OR

Have This Solution

You have multiple vendors, multiple systems, and no single platform to measure and centrally oversee all processes

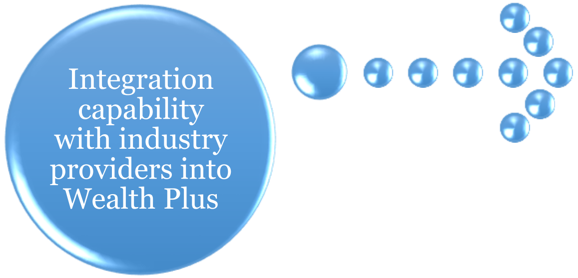
You have a consolidated platform integrating all your 3rd party vendors through a centralized system, integrated over a cloud based CRM



CONNECT WITH YOUR BOOK OF BUSINESS THROUGH DYNAMIC SEGMENTATION AND INTERACTIVE SERVICE MONITORS

"Scaled simply for financial advisors and their entire staff"

“ An integrated client experience management system to automate and scale the relationships building process”



And more…

- **Install and Run – Wealth Plus fits into any customized version of Salesforce.com through an automated installation feature**
- **Enterprise Configuration – AppCrown is able to expand wealth plus to meet the customized needs of the business units, BPO processes to support straight through processing and business integrations for a centralized business system**
- **BPO integrations – AppCrown is able to integrate middle office vendors, back office technology into a centralized CRM strategy allowing for both workflow and transactional transparency throughout the sales process**