Smart.
Secure.
Simple.

FormulaFolios

Smart

At FormulaFolios,
we believe there is a
Smarter Way to Invest.™

The cornerstone of a great financial plan is having a sound investment process.

We believe in using smart formulas to help automate good decisions, while simultaneously avoiding bad decisions – hence the name FormulaFolios.

Each decision our portfolios make is based on proven, academic research. There are three specific processes we've structured to help enhance each client experience.

Customized Asset Allocation

As a fundamental exercise we work to ensure each client takes on no more risk than is prudent by providing customized asset allocations.

Money Manager Selection & Monitoring

We only partner with world-class institutional asset managers. Each manager in a portfolio is specifically chosen to complement the others and create true value for clients.

Tactical, Ongoing Asset Management

We believe that following strict asset management procedures benefits our clients by providing a balance of enough active management without excessive or ill-timed transactions.

Customized Asset Allocation

Our system begins with a smart process for determining the unique portfolio each client should use to best achieve his or her individual goals. Our advisors listen, take notes, and follow a structured process to establish this fully customized asset allocation plan.

Asset Allocation is driven by:

- Your current and future portfolio income needs
- Your comfort with taking short, intermediate, and long-term risk
- The nature of managed accounts and their unique tax implications

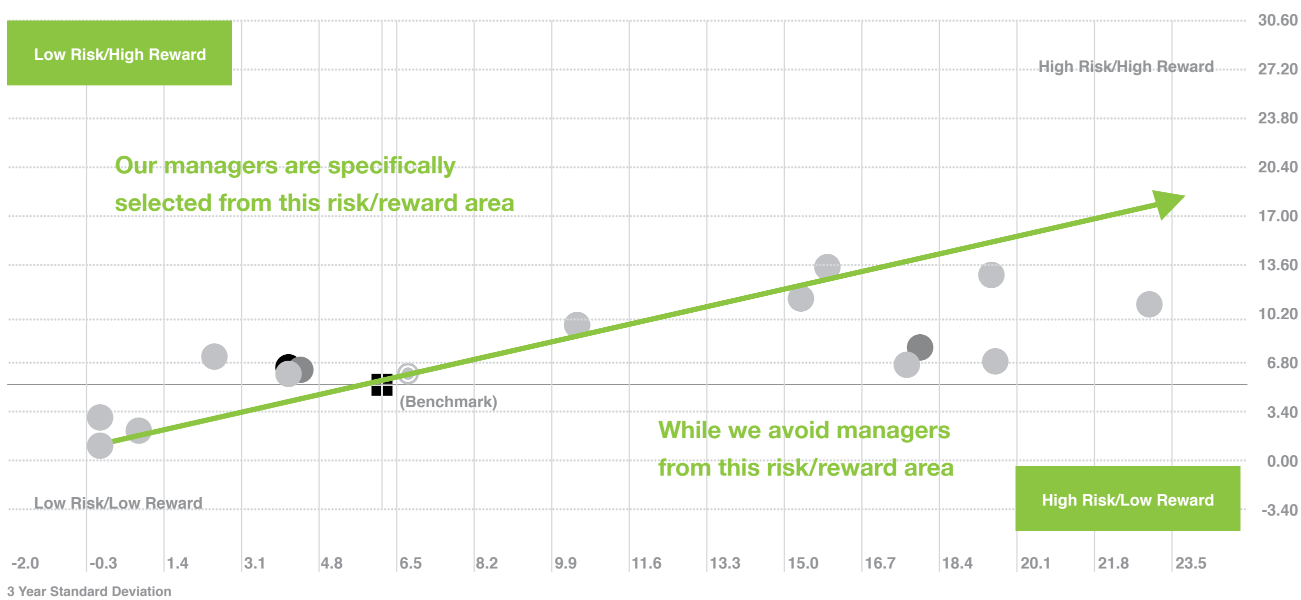
Money Manager Selection and Monitoring

When choosing money managers for each component of a Custom Asset Allocation, we are very careful – we only use proven, top-ranked institutional asset managers.

Additionally, we only use money managers that exclusively utilize a formula-based approach to asset management, similar to our formula-based approach to building a custom portfolio. This is different than hiring money managers based on past returns that are impossible to quantify and could be entirely based on luck. By focusing only on managers that utilize mechanical investment models we are more confident their future decisions will be based on the same factors as their outstanding track records.

Large institutional investors such as university endowments, pension plans, and charitable funds have utilized this approach for years. We believe allowing investors this same access to world-class managers in a portfolio driven by a proven formula-based process is the smart approach many have been missing (but wished for) for years.

Holding money managers accountable should be easy and non-emotional. At FormulaFolios, we have a defined method of evaluating each manager to help assure our clients that each manager in their portfolio is truly providing value. We measure this value in terms of risk-adjusted returns.



We continually measure the risk and return of each manager. When they fall below the line, it shows they are not providing adequate returns relative to their risk. This is just one of the formula-based approaches FormulaFolios uses when considering which money managers to partner with to manage client accounts.

Tactical, Ongoing Asset Management

While we believe in the merits of active asset management, there are many who abuse this philosophy, which can lead to hyperactive and costly mistakes. Our formula-based process is designed to only create transactions when appropriate.

By adhering to these principles, we seek to hold investments for prolonged time periods when markets are healthy and gains most likely.

However, when market cycles change and it is most prudent to move to safe haven assets, our models do not hesitate to proactively reallocate funds away from harm.

The end result is a portfolio that is consistently able to produce long-term results in line with client expectations while also helping to avoid large-scale losses that often take many years to recover from.

You, Your Advisor, and FormulaFolios

Our experience shows enormous benefit for clients who work with a skilled financial professional. As such, FormulaFolios is only available through select financial advisors throughout the United States. We do not take clients directly, nor do we allow all advisors access to our platform. This enables us to build great relationships and provide training to each advisor – much like the relationship your advisor shares with you.

You earn it.
We help guard it.

Secure

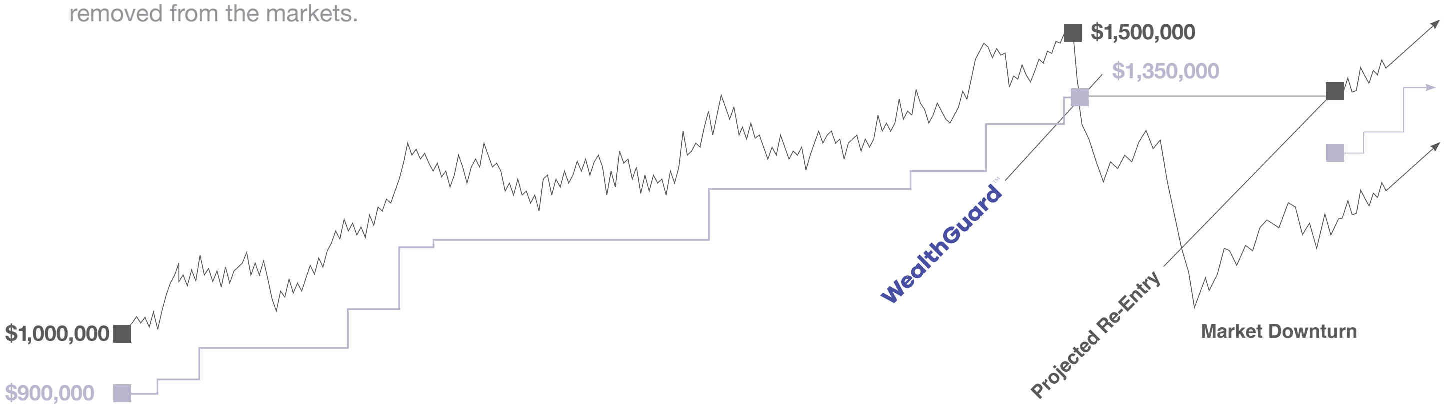
WealthGuard™
Guard Your Investments

FormulaFolios is the exclusive provider of WealthGuard,™ a service that monitors all of your investment accounts daily. This provides you with greater peace of mind by helping to reduce the possible effects of a large market crash.

WealthGuard™ is a tracking software used to monitor the performance/growth of a client's portfolio, and is not an actual stop loss, and will not automatically sell the individual securities in the portfolio. During any liquidation process, there is no guarantee the exact WealthGuard Value will be captured, nor that the assets will be sold the very same day.

Each day, WealthGuard tracks your portfolio relative to your all-time high water mark value. Based on your unique risk profile, it also tracks your WealthGuard Value. This value becomes the “alert button” for your portfolio, allowing you to invest with added confidence and always know the limit your portfolio might decline before being fully removed from the markets.

Each time your portfolio reaches a new all-time high, you’re also creating a new – and higher – WealthGuard Value.

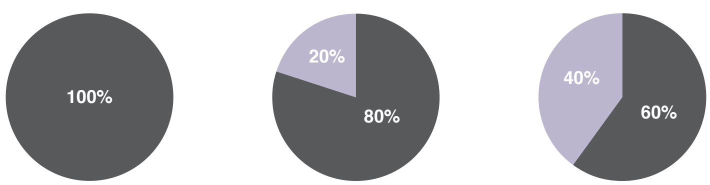


Portfolio Value   WealthGuard Value

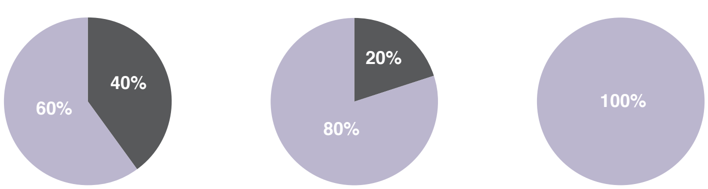
* The graph above is for illustration purposes only and does not represent a specific time frame or portfolio.

Portfolio Allocation

Bonds   Stocks



Risk Tolerance:	**Income**	**Conservative**	**Moderate Conservative**
WealthGuard:	**7.5%**	**7.5%**	**10%**



Moderate	**Moderate Aggressive**	**Aggressive**
15%	**20%**	**20%**

With WealthGuard, it’s easier than ever for you and your advisor to keep in close communication regarding your accounts.

In fact, you will receive weekly, up-to-date texts and emails so you stay informed and ahead of the curve. You worked hard for your money, and you deserve to know what’s going on. We know that when investing, emotions can run high, and this can pose a threat to your long-term success. WealthGuard can help you feel more confident when investing in the stock market. When it comes to successful investing, we think the equation is simple: you need a smart portfolio with a safe approach.

WealthGuard™
Guard Your Investments

WealthGuard is tracking software used to monitor the performance/growth of a client’s portfolio, and to predetermine the amount of downside the client is willing to tolerate. It is NOT an actual stop loss, and will NOT automatically sell the individual securities in the portfolio. Therefore, the WealthGuard Value is a reference point to encourage a conversation between the advisor and the client, and to determine if the client would like to liquidate the portfolio and move the assets into cash, reset the WealthGuard percentage, or reallocate to a different risk profile. During any liquidation process, there is no guarantee the exact WealthGuard Value will be captured, nor that the assets will be sold the very same day.

Simple

Investing made easier.

Your financial future doesn't have to be complicated. It's simple when you work with FormulaFolios.

With FormulaFolios and WealthGuard, you'll always know the answers to the two most important financial questions:

1. What do I have?
2. How am I doing?

Daily Alerts of New All-Time Highs

By utilizing FormulaFolios, you will receive automatic alerts each time your portfolio reaches a new all-time high. This is done via email, text message, or both, giving you the added peace of mind you need when investing.

Weekly Financial Summaries

As a client, you'll receive a weekly update letting you know the value of all financial accounts, along with the weekly change in value.

Simple, Easy-to-Read Quarterly Performance Reports

Each calendar quarter, clients will receive a detailed, yet simple, performance report. This will allow you to always know your quarterly, YTD, and since-inception returns. This same report also shows the total you've paid in fees, which makes it easy to always know the value you receive.

Reputable, Transparent Account Custodians

FormulaFolios works with multiple custodians to manage your account, such as Fidelity Investments, TD Ameritrade, Charles Schwab, and FOLIO Institutional. This helps protect clients, as we never take custody of client funds. Your account is always in your name, and you maintain full control at all times. We are simply your chosen money manager, only given limited trading authority and never the ability to take distributions from your accounts.

Annual Gain/Loss Reports for Easy Tax Planning

Rather than just work off complicated 1099 reports, we can provide a simple and friendly tax-filing summary for each client. This makes tax preparation less expensive and much easier.

A Knowledgeable, Professional Financial Advisor

FormulaFolios and WealthGuard™ are only available through select financial advisors, registered specifically as Investment Advisors. This means all advisors we work with are required to put your interests ahead of their own. We feel this is what's right for clients, and as such, do not work with traditional stockbrokers.

Smart. Secure. Simple.

When you work with FormulaFolios and WealthGuard, you'll notice a difference.

Call your Financial Advisor today to learn more, or visit formulafolios.com

Investment Advisory Services Offered Through FormulaFolio Investments, LLC (“FFI”), a Registered Investment Advisor. The information contained herein has been prepared solely for informational purposes and is not an offer to buy or sell or a solicitation of an offer to buy or sell any security or to participate in any trading strategy. If any offer of securities is made, it will be pursuant to a definitive investment management agreement prepared on behalf of FFI which contains material information not contained herein and which supersedes this information in its entirety.

Any decision to invest in investments should be made after reviewing such definitive investment management agreement, conducting such investigations as the investor deems necessary, and consulting the investor’s own investment, legal, accounting and tax advisors in order to make an independent determination of the suitability and consequences of an investment.

Investing entails risks, including possible loss of principal. The use of tools cannot guarantee performance. Past performance is no guarantee of future results. No investment strategy can guarantee a profit or protect against loss in periods of declining values.

This presentation is designed to provide general information on the subjects covered. This presentation is not intended to provide specific legal or tax advice and cannot be used to avoid tax penalties or to promote, market, or recommend any tax plan or arrangement.

The information in this material may contain projections or other forward-looking statements regarding future events, targets, or expectations, and is only current as of the date indicated. There is no assurance that such events or targets will be achieved, and may be significantly different than that shown here. The information in this material, including statements concerning financial market trends, is based on current market conditions, which will fluctuate and may be superseded by subsequent market events or for other reasons.

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