



Orion Advisor Services to Acquire Advizr, Inc.

On July 11, Orion Advisor Services, the premier portfolio management solution provider for registered investment advisors, announced its acquisition of Advizr, Inc., an innovative financial planning and client experience technology platform out of New York.

When will the deal be closed?

The transaction is closed as of the time of this announcement.

Why is Orion acquiring a financial planning and client experience technology?

The decision to bring a planning and client experience technology into the Orion fold was made for a number of reasons. Over the last several years, the industry has experienced a transition toward financial planning and continues to evolve to emphasize the importance of the client experience. While the benefits of an advice-driven process are undeniable, from our vantage point, the importance of portfolio accounting and investment management are equally as critical. As we look toward the future, we believe these tools will combine to usher in the next evolution of financial advice—one where the experience takes center stage through transparent and collaborative conversations that relate progress toward goals with investment performance. The result will redefine the client experience and cement an advisor's value in new ways.

How was Advizr determined to be the right technology?

We feel Advizr is the Apple-experience equivalent of financial planning. Known for its sleek interface and impressively intuitive user experience, including a best-in-class client portal powered by a comprehensive financial planning engine, we see Advizr as the firm that is best positioned to help our clients skate to where the puck is going. In addition, the ways that Advizr has designed their workflows are intuitive and easy to use. It has what we call the "I want to use this factor," and it's a great indicator that what they are doing will resonate with our clients.

How will Advizr be integrated within Orion's tools?

Within Orion's platform, Advizr's capabilities will provide clients with the option to upgrade their client portal and will power advisors using our TAMP with better income proposal capabilities that enables them to address their client's specific goals. Additional details will be provided in the coming weeks.

Will there be a fee to access Advizr's tools within Orion?

Advizr's disruptive platform and Orion's signature portfolio management technology will be part of a single platform, with the cost rolled into our existing per account fee and a minimal data aggregation fee. Advice-Driven Experience will become part of Orion's core solutions, similar to reconciliation, reporting, billing, and trading, meaning we will not be offering Advizr's solution as a standalone



product. Orion, however, can provide their tools to prospects as part of a broader Orion technology package.

How will Orion support a new business line like financial planning?

Orion has long focused on client experience as a firm; Advizr now gives us exponential opportunities to empower our advisors with a best-in-class client experience. Furthermore, we will look to Advizr's co-founders, CEO Hussain Zaidi, and COO Mustapha Baassiri, who will join Orion's team as President of Financial Planning Solutions and EVP of Financial Planning Solutions, respectively, to steer the direction and execution of Advizr's technology within Orion.

Who can I call with questions?

Clients are encouraged to reach out to their primary relationship manager for more information, or can call 402.496.3513 to speak with a member of our sales or service team.