



Alternative Investment Insight through Research, Training and Increased Efficiency

Introduction to AI Insight

Broker Dealers • Financial Advisors • RIAs

AI Insight
659 High Street | Worthington, Ohio 43085
(877) 794-9448 | www.aiinsight.com



Alternative Investment Insight through Research, Training and Increased Efficiency

Company Overview

Founded in 2005, **AI Insight Inc. is a leader in alternative investment research, education and compliance documentation.** Financial firms and advisors can research the individual investment offerings from AI Insight’s universe of programs to train, track compliance activity, access marketing support and monitor ongoing performance—all via a customizable, dedicated platform.

AI Insight is an easy-to-use, web-based tool that gives broker dealers, RIAs and financial advisors access to hundreds of open and closed alternative investment programs while promoting transparency of these investments. It also serves as a documented protocol to **meet FINRA compliance requirements** associated with alternative investments.



AI Insight offers a convenient way for broker dealers, RIAs, financial advisors, alternative investment managers and sales representatives to connect. We’re currently working with about 150 broker dealers and RIAs representing about 50,000 advisors. We’re also working with more than 120 alternative investment managers whose investments are included on the platform.



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AI Insight Value Proposition

- Why • How • What
- Primary Objectives

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Why • How • What

WHY?

- In today's regulatory-centric environment, it is imperative for firms to remain competitive to appeal to high net worth clients and top advisor talent.
- Broker Dealers, RIAs and advisors need confidence to expand into complex product lines to provide your clients with opportunities to diversify portfolios in sophisticated ways.

HOW?

- AI Insight's 360-degree alternative investment platform helps you perform thorough, independent analysis on alternative investment offerings, customize regulatory-compliant training and store detailed compliance documentation—all on one convenient, online platform.
- Get direct access and easily connect with alternative investment managers and other high-level industry professionals through the platform.

WHAT?

- AI Insight presents the features of alternative investment offerings in a consistent and transparent manner, and customizes product training based on your preferences and the funds you sell.
- Our team of alternative investment product professionals leads our cutting-edge technology, research and support for advisors and firms using alts to help make it easier for them to sell products.



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Primary Objectives



Provide a centralized database to support research and review of alternative investment products for financial firms and financial advisors.



Offer consistent, prospectus-based training and education on Alternative Investment programs. Provide documentation to meet regulatory requirements.



Facilitate communication between Broker Dealers, RIAs, Financial Advisors and Alternative Investment Managers, making it easier to do business.



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AI Insight Subscriber Benefits

- Key Benefits by Audience
- Extensive Industry Network

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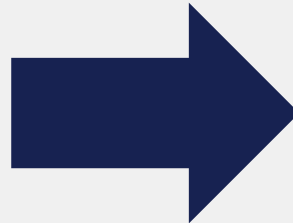


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AI Insight – Key Benefits

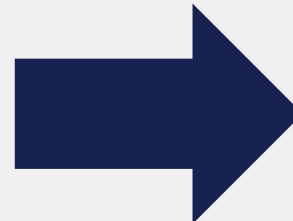
Support Regulatory Compliance and Create Efficiencies To Offer Complex Investments

**Independent Broker Dealers
RIAs and Financial Advisors**



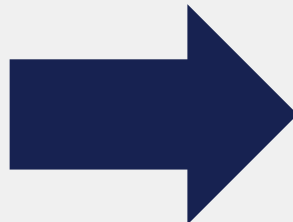
- Alternative Investment Research & Training
- Support Compliance Documentation with our Training, Education & Research log
- Comparative Product Reporting

**Alternative Investment
Managers and Sales
Associates**



- Support Broker Dealer Training Requirements for Alternative Investment Programs
- Build & Offer Generic Continuing Education (CE) Credit Courses
- Communicate Commitment to Transparency

**Industry Associations and
Third Party Due Diligence
Firms**

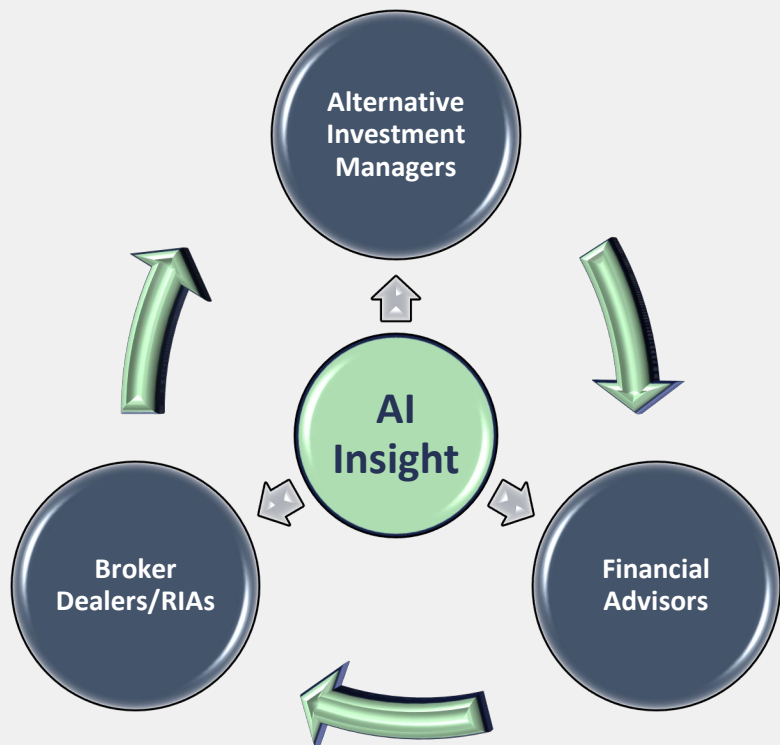


- Increased Awareness and Ease of Distribution of Educational Materials & Reports
- Opportunity to Offer Financial Advisor Level Reporting and Updates
- Create and Introduce CE Credit Training



Alternative Investment Insight through Research, Training and Increased Efficiency

AI Insight created a fast-growing network of independent registered investment advisors, broker dealers and family offices that are expressly interested in alternative investments.



- **About 150 broker dealers and RIAs varying from 10 to 10,000 financial advisors** rely on AI Insight’s research and training capabilities to help understand complex products.
- **Provides an efficient way for broker dealers, RIAs and financial advisors to research products** to ensure their compliance processes all while increasing their assets under management.
- **Easily connect with Alternative Investment Managers** directly through the platform. Keep up to date with performance and quarterly financial information – plus you can quickly access, offering documents, industry events and marketing materials.



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Subscriber Benefits

- High-Level Benefits
- Subscription Features

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High-Level Benefits



Get Hard-To-Find Product Information

- Review independent, unbiased program summaries for hundreds of alternative investments.
- Create powerful comparison reports based on offering price, compensation fees and more.
- Get ongoing financial performance data directly from quarterly and annual filings.



Customizable Training

- Regulatory-compliant training on product features, risks and suitability.
- Customize training for each approved product on your platform, incorporating your specific requirements.
- Review all aspects of offering fee structures to assist with product selection while considering the client's best interest.



Centralized Compliance Documentation

- Document training per regulatory notices and support compliance requirements.
- Download on-demand compliance reports, including consolidated training and research logs.
- Easily access to failed test question analysis reports, and current or past selling agreements.



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AI Insight High-Level Subscription Features for Broker Dealers, Advisors and RIAs

Alternative Investment Platform

Customized Training Microsite

Fund Summaries

Fee Due Diligence

Access 200+ Offering Documents

Education & Training Development

LMS System

Product Training

FINRA Continuing Education

Best Practice Consulting

C-Level Ongoing Support

Advisor Research & Training History

Systems & Tools Integration

Staff Development Needs

SSO Advisor Portal



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AI Insight Research Capabilities

- Performance Reporting
- Analysis Capabilities
- Product Comparison Tools
- Alternative Mutual Fund Research
- *Coming Soon:* Industry Reporting

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Access to Hard-To-Find Industry Data

Get access to reporting tools to compare funds available on AI Insight

Program Fee & Expense Report

- Perform detailed fee and compensation analysis.
- Compare industry mean, median and range values by category, including how each feature ranks against similar programs.
- Review fee categories organized by Offering Phase, Operational Phase and Liquidation Phase.
- Receive ongoing updates directly from supplements, 10Qs, 10Ks and more.

Financial Performance Reporting*

- Unbiased monitoring of key performance metrics for non-traded REITs, BDCs and closed-end interval funds.
- Review performance information from financial filings—both during and after the offering period.
- Compare performance using customizable charts and spreadsheets.
- Export information to add your own data or commentary.

Comparative Reports

- Create comparison reports based on 90+ program features.
- Conduct independent analysis on alternative investments.
- Run side-by-side comparisons based on any criteria in the AI Insight Program Summary.
- Identify differences between next generation programs once one offering closes and another is introduced.

*Available for an additional fee

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Access to Hard-To-Find Industry Data

Alternative Mutual Fund Research Capabilities

- **Alternative Mutual Funds are growing in popularity** and, as a result, we've seen an uptick in regulatory activity. To help advisors meet their need of performing thorough due diligence on Alternative Mutual Funds and to better understand the complexities of these investments, AI Insight offers fund-level research and category-level education on nearly 80 funds.
- **The Alternative Mutual Fund Research report** covers comprehensive insight into investment strategies and processes to help advisors frame their use of liquid alternatives while also making it easy to automatically capture and document efforts for regulatory compliance purposes.
- **Our Alternatives-centric strategy** provides a report as well as education to help advisors apply Alternative Mutual Funds in their practices. Easily compare details of each fund, to include financial performance, in a customizable and dynamic way.



Alternative Investment Insight through Research, Training and Increased Efficiency

Access to Hard-To-Find Industry Data

Coming in 1Q 2018: Industry Reporting Capabilities

- AI Insight is introducing Industry Reporting in the first quarter of 2019, which will include data insights for non-traded REITs, BDCs, Closed-End Interval Funds, Private Placements and Alternative Mutual Funds.
- Keep watch on trends within each industry through our industry snapshot reports, and efficiently monitor programs through our fund-level reporting.
- We conduct an extensive review of available programs and provide key financial statistics for each industry and program such as distributions and coverage ratios, sector allocations, capital raise, leverage ratios and more.
- We provide data going back five years as well as commentary on the trends to help you monitor and make informed decisions.



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About AI Insight

- Leadership
- Contact Information

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AI Insight Expertise – Executive Management



Sherri Cooke | Founder & Chief Executive Officer

Sherri Cooke has been active in the financial services industry for over 25 years and founded AI Insight in 2005. Prior to forming AI Insight, Ms. Cooke was a consultant to the industry providing insight on product structuring and positioning, product education, and strategic implementation of Alternative Investment products within the Broker Dealer community. Product development, due diligence, compliance, and key account management have been her primary areas of responsibility. She has also worked extensively in all aspects of product marketing. Ms. Cooke holds her FINRA Series 7, 63 and 39 licenses. She began her career in the industry with Daseke & Company providing financial analysis and investor services. She served as Senior Vice President with ATEL Securities for four years where she was Chief Compliance Officer. Prior to 1997, Ms. Cooke held the position of Vice President, Due Diligence Manager with Phoenix Leasing Securities for seven years.



Jennifer Simon | Chief Operating Officer

Jennifer Simon joined AI Insight as the firm's Chief Operating Officer in 2011. Ms. Simon has been active in the Financial Services industry since 1994. Prior to joining AI Insight, she had an impressive 17-year career at Ameriprise Financial ; during her last 9 years at the firm, she was responsible for the distribution of all Alternative Investments. This included overseeing the non-traded Real Estate Investment Trusts, Managed Futures, Hedge Fund Offerings, 1031 Real Estate Exchange Program, syndicate offerings of Closed-end Funds and Structured Products offered through a network of more than 10,000 financial advisors. Ms. Simon's responsibilities included overseeing the product strategy and management, research, review and approval of new products along with the implementation of those products and the on-going product management. Ms. Simon received her Bachelors of Science degree from Iowa State University and holds her FINRA Series 7, 24 and 79 registrations.

View more at www.aiinsight.com/about-us/team-bios

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