

WATERFRONT BALANCED



3Q 2024 Fact Sheet

MORNINGSTAR RATING™

Source: Morningstar, Inc. As of 09/30/2024. The ratings reflect historical risk-adjusted performance and the Overall Rating is derived from a weighted average of the Separate Account’s three, five and ten-year Morningstar rating metrics.

Overall Rating (636 rated):
★★★★

DESCRIPTION: A composite of separately managed accounts seeking to opportunistically allocate between asset classes to provide a combination of capital appreciation and current income.

OBJECTIVE: The Waterfront Balanced (‘WB’) strategy seeks to provide a total return in excess of a 60/40 blended benchmark of equity (S&P 500) and fixed income (Bloomberg U.S. Government / Credit Index). The blended portfolio of assets is diversified across sectors with security selection governed by a disciplined emphasis on finding reasonably priced profitable companies with sound capital structures.

PERFORMANCE AS OF 09/30/2024	CUMULATIVE		ANNUALIZED				
	QTD	YTD	1YR	3YR	5YR	10YR	SINCE INCEPTION
WB SMA Strategy (Gross)	5.94%	10.99%	19.74%	6.32%	10.42%	8.38%	8.47%
WB SMA Strategy (Net) ¹	5.77%	10.45%	19.01%	5.78%	9.71%	7.57%	7.65%
BLENDED BENCHMARK²	5.58%	14.77%	25.86%	6.57%	9.80%	8.95%	9.00%
S&P 500	5.89%	22.08%	36.33%	11.90%	15.96%	13.36%	13.36%
BBG U.S. Gov’t / Credit	5.10%	4.39%	11.31%	-1.50%	0.41%	2.00%	1.97%
Morningstar Category³	5.33%	12.24%	21.91%	4.76%	7.92%	6.95%	N/A

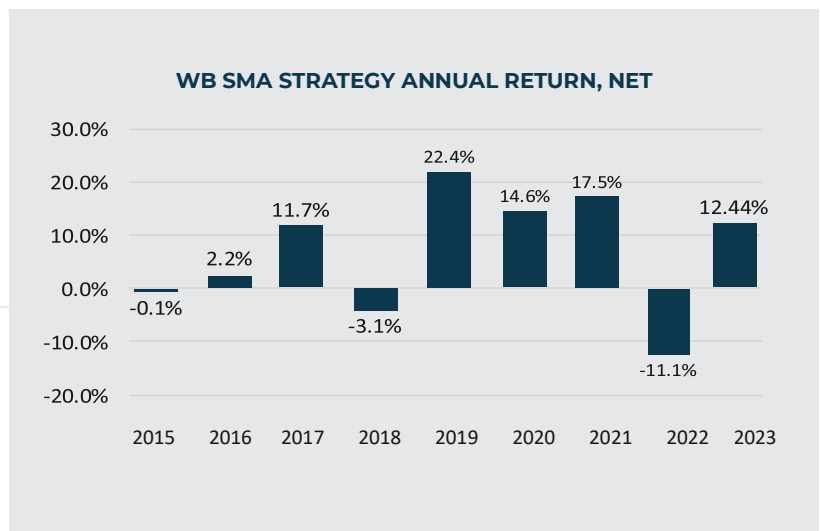
Performance data quoted represents past performance and is no guarantee of future results. All investing involves risk including the possible loss of principal. Current, individual account returns may be lower or higher than what is stated for the composite return. Index performance do not reflect any management fees, transaction costs or expenses, which would lower performance. Index performance assume dividends and distributions were reinvested. N/A: Not Available. N/M: Not meaningful.

PRODUCT DETAILS:

Total Assets	\$57.95M
# of fund holdings	103
Inception date*	8/4/2014
Management fee	0.65%
Min. Initial Investment	\$250,000

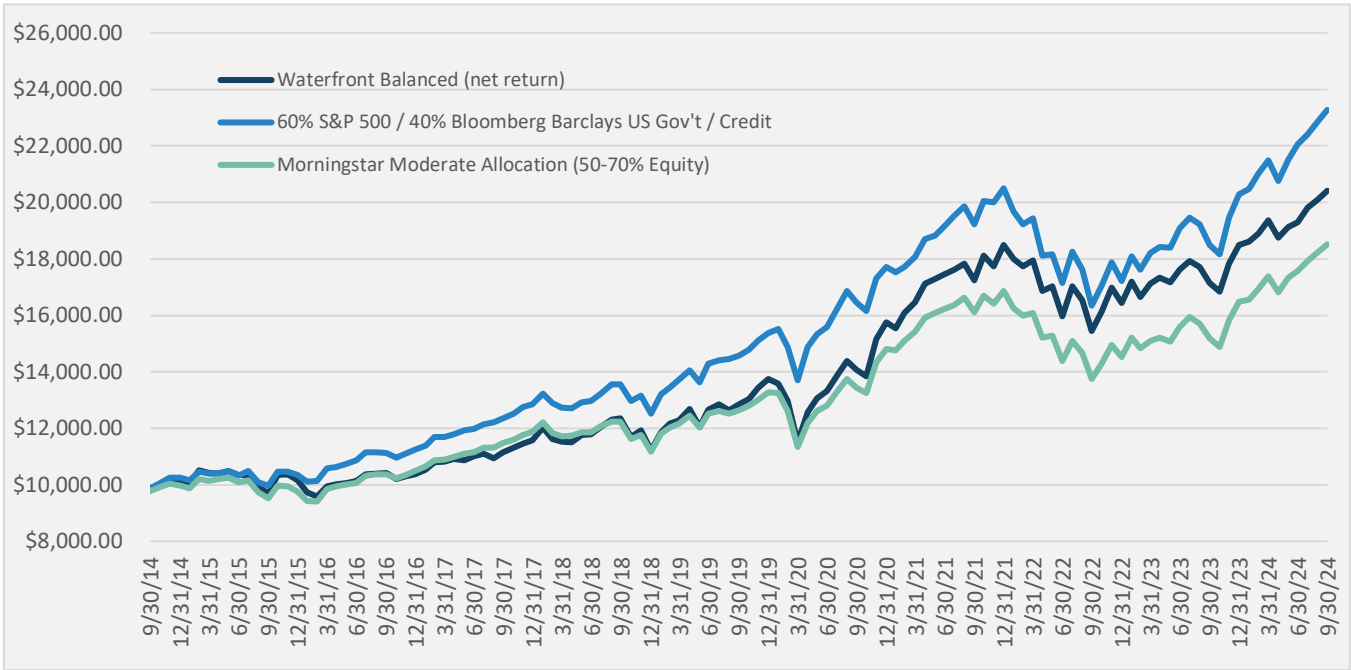
EQUITY MARKET CAPITALIZATION RANGE

\$0-10B	4.13%
\$10-100B	48.03%
\$100-1T	29.41%
>\$1T	18.43%

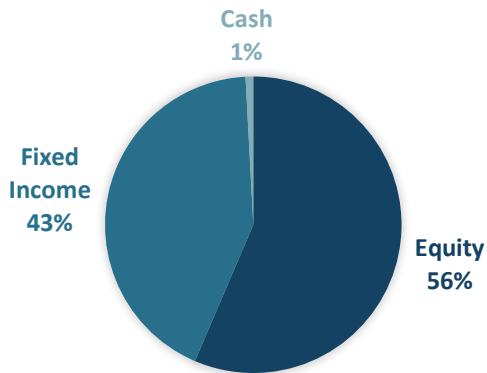


*Inception date of composite is 8/4/2014

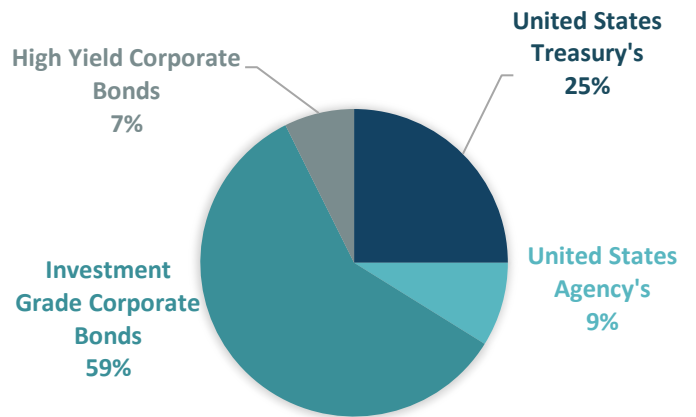
- Net-of-fees returns are presented after all trading expenses and are calculated by deducting a model management fee using the maximum annual management fee for the time period reported. The current maximum annual management fee for separately managed accounts in the Waterfront Balanced composite is 0.65% of portfolio assets.
- The custom benchmark is a 60%/40% blend made up of the S&P 500 Index (60% weight) and the Bloomberg U.S. Government/Credit Index (40% weight). The benchmark is rebalanced monthly.
- Source: Morningstar, Inc. as of 09/30/2024.



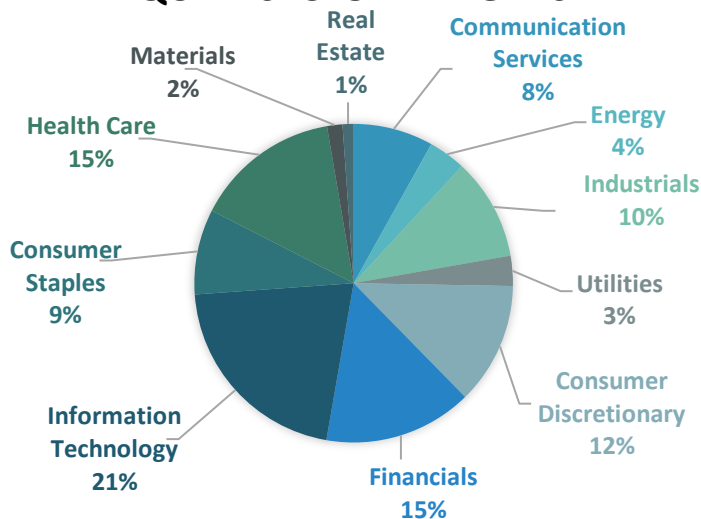
COMPOSITION OF ASSETS



FIXED INCOME ALLOCATION



EQUITY SECTOR WEIGHTS



Waterfront Asset Management is a division of Waterfront Wealth, Inc., a registered investment advisor with the Securities and Exchange Commission. State securities laws require that the firm be registered, or qualify for an exemption from registration, in order to provide investment advisory services to residents of a particular state. Should you choose to contact the firm, any substantive communication between you and the firm will be conducted by a representative who is appropriately licensed, registered, or qualifies for an exemption or exclusion from registration in the state where the prospective client resides.

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The investment presented may not be suitable for all investors. Investors must make their own decisions based on their specific investment objectives.

There is no guarantee the Strategy will meet its investment objectives. Past Performance does not guarantee future results. All investing involves risk including the possible loss of principal. Current individual account returns may be lower or higher than what is stated for the composite return.

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Returns presented are time weighted returns. Valuations are computed and performance is reported in U.S. dollars.

Policies and procedures for valuing investments, calculating performance, and preparing performance reports are available upon request.

The composite was created on November 16, 2021 and the inception date is August 4, 2014.

Performance prior to November 16, 2021 occurred while the investment manager was affiliated with another firm. Historical returns include the Ivy Balanced Institutional share class (ticker: IYBIX) returns which was managed by Matthew Hekman from 8/4/2014 until 11/15/2021. The Investment Manager has managed the composite since its inception, and the investment process has not changed. The historical performance has been linked to performance earned at Waterfront Asset Management.

Portfolios are excluded from the composite if they have a significant cash flow. A significant cash flow is defined as a contribution or withdrawal greater than 25% of the beginning market value of a portfolio. The portfolio is excluded from the composite for the month in which the significant cash flow occurred.

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Morningstar rating™ is calculated on a quarterly basis for Separate Accounts with at least a three-year history. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a Separate Account's monthly performance, placing more emphasis on downward variations and rewarding consistent performance. The top 10% of Separate Accounts in each category receive five stars. The next 22.5% receive four stars, the next 35% receive three stars, the next 22.5% receive two stars and the bottom 10% receive one star. The Overall Morningstar Rating for a Separate Account is derived from a weighted average of the performance figures associated with its three-, five- and 10-year (if applicable) Morningstar Rating metrics. Morningstar will not calculate ratings for categories or time periods that contain fewer than five Separate Accounts. There are some differences between the Separate Account rating methodology and the rating methodologies of other investments. All Separate Account performance data is reported to Morningstar as a "composite" of similarly managed portfolios. Separate Accounts are based on total returns that have not been adjusted for investment management fees, and the returns are not tax-adjusted for accounts that invest in municipal bonds. To ensure that ratings are fairly assigned, ratings are calculated only for firms that indicate their composites are calculated according to GIPS® from the CFA Institute. Approximately 90% of the firms in Morningstar's database submit composites that are depicted as GIPS-compliant. ©2023 Morningstar. All rights reserved. Certain information contained herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information.

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