

# Transforming a Family Office to Reimagine the Value it Delivers





**ETON**  
SOLUTIONS



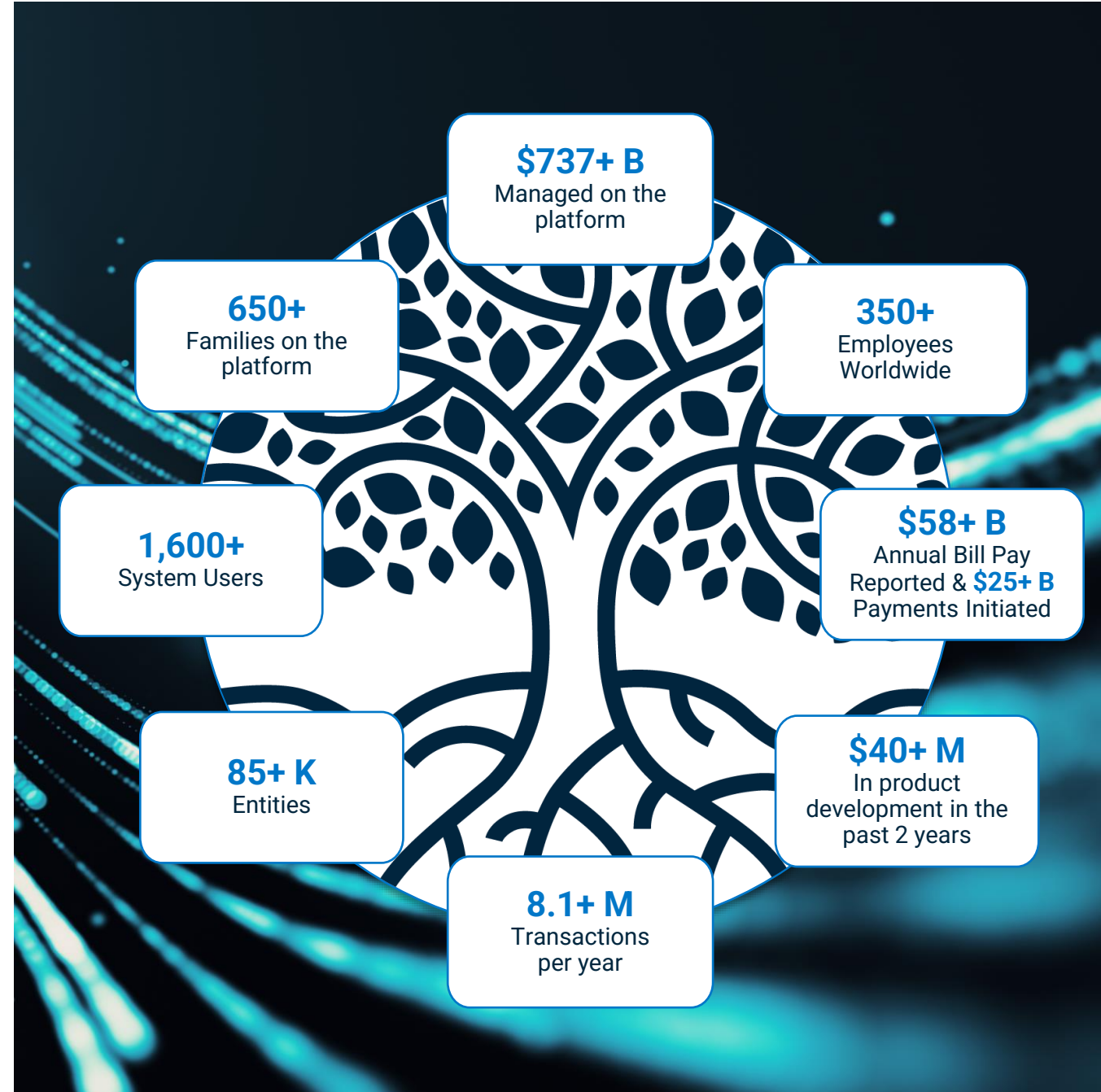
**Bryan Henning**

SVP, Head of International

# Built by a family office. For a family office.



- Eton Advisors, an MFO, was founded in 2009
- They grew frustrated with marketplace tech (or lack thereof)
- Decided to create their own integrated platform
- Brought it to market as Eton Solutions & AtlasFive® in 2015
- Eton Solutions & AtlasFive now have... ➡



We are headquartered in **Research Triangle Park, North Carolina, USA** with our **International HQ** in **Singapore**. The **Dubai** rep office serves Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates (GCC), Indian sub-continent, Africa, Turkey, parts of Central Asia.





## We collaborate with different partners to build up the family office ecosystem



We remain a **non-advisory, agnostic and independent player** in the **family office ecosystem**, and are open to collaborate with extensive partner networks to help our Family Office clients grow and scale up.



As a **unified platform**, we are a catalyst to support partners in helping family offices **achieve operational efficiency, cost savings and sustainable growth**.





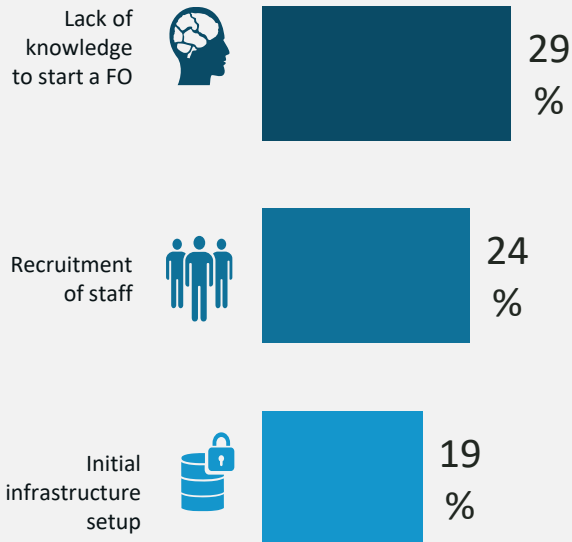
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# **Challenges of Family Offices**

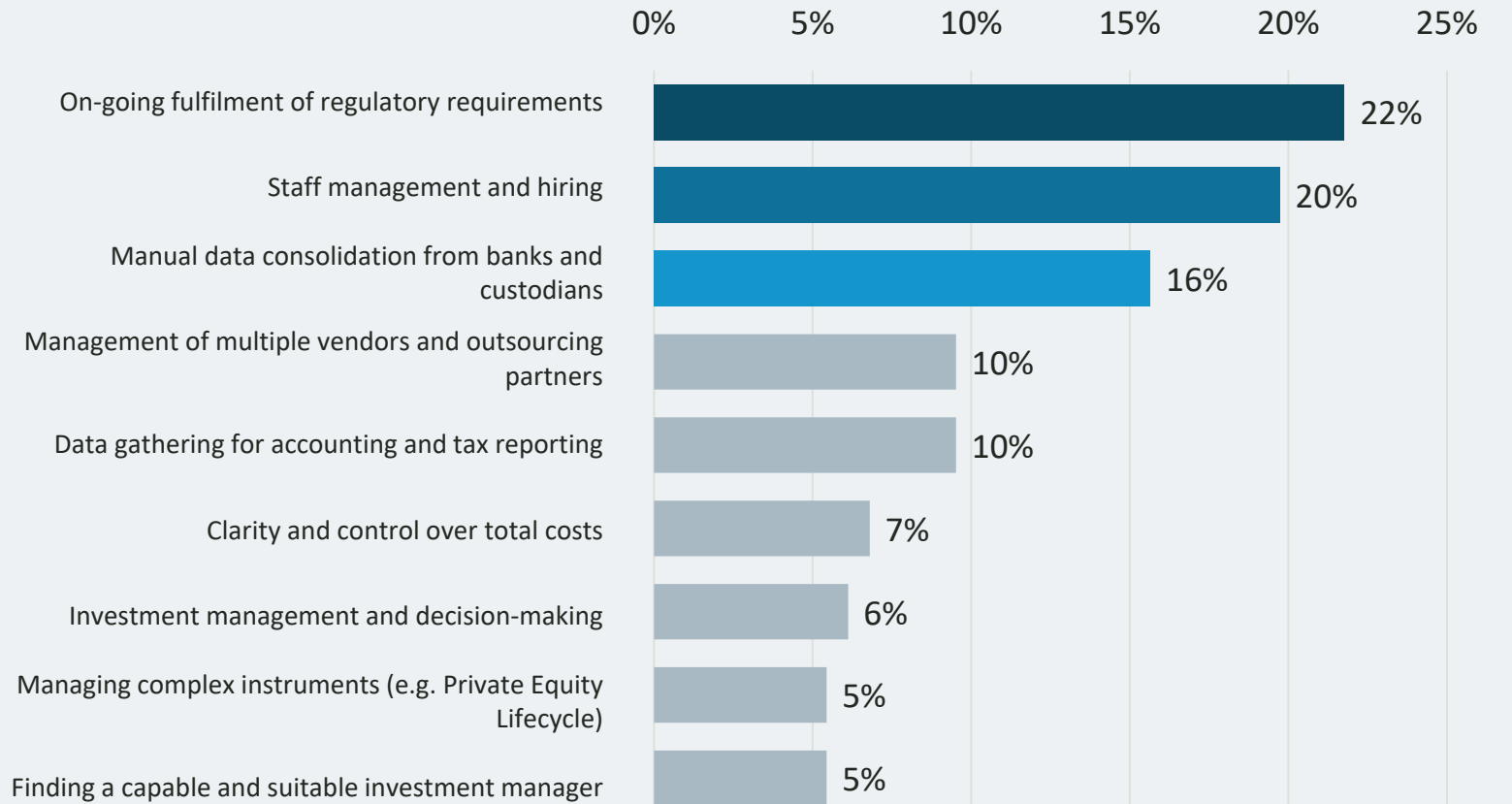
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# Inefficient family office setups at incorporation manifests in compounding efforts and inefficiencies in day-to-day operations.

## Top pain points that family offices face in incorporation



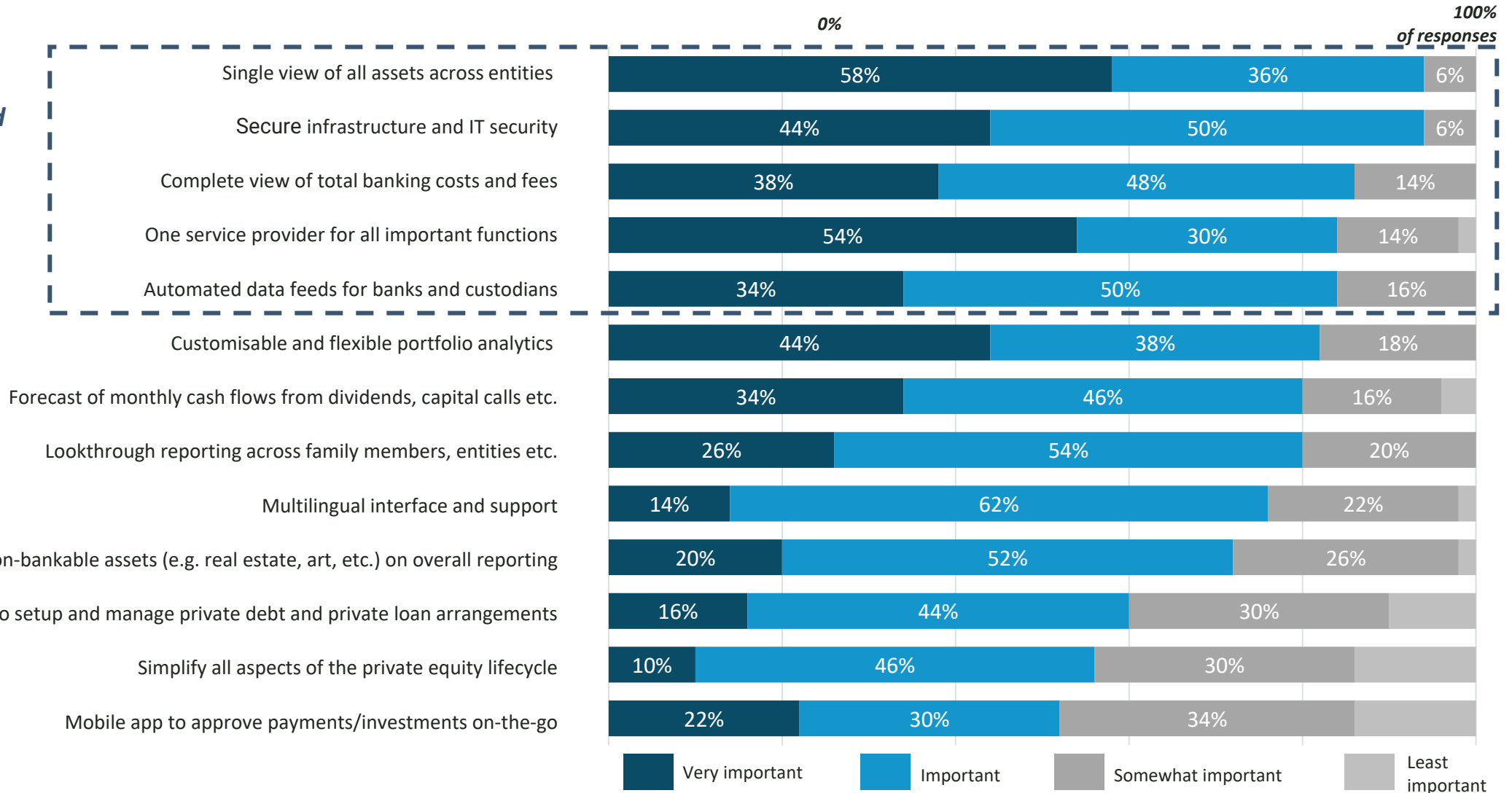
## Top pain points that family offices face in day-to-day operations




2

## Strong need for integrated professional solution that support and collaborate with other players in the ecosystem

*Integrated & secured solution to bring cost/operational efficiencies*







**Your virtual  
family office  
in the palm  
of your hand**

Privacy | Security | Control

# Operational inefficiency is preventing the traditional Family Office from realizing its full purpose and potential

## Typical Family Office setup (100 – 250M AuM)

CEO & Investor Board

Investment

Accounting

Operations

CIO

CFO

COO

Portfolio manager/  
analyst/traders

Accounting &  
Tax analyst

Multiple vendors, 5-6 private banks and outsourced services

### Inefficiencies in typical setup



Average  
~3-5 FTEs



1-1.5M  
operating cost



~50% time spent  
on manual tasks

Front Office

**20%**  
of mind-share

Strategy and  
Governance

Succession  
planning

Social  
Impact

Wealth  
Management

Trust  
Accounting

Performance  
Reporting

Transaction  
Processing

GL Accounting

IT  
Infrastructure

Cybersecurity

Asset setup and  
maintenance

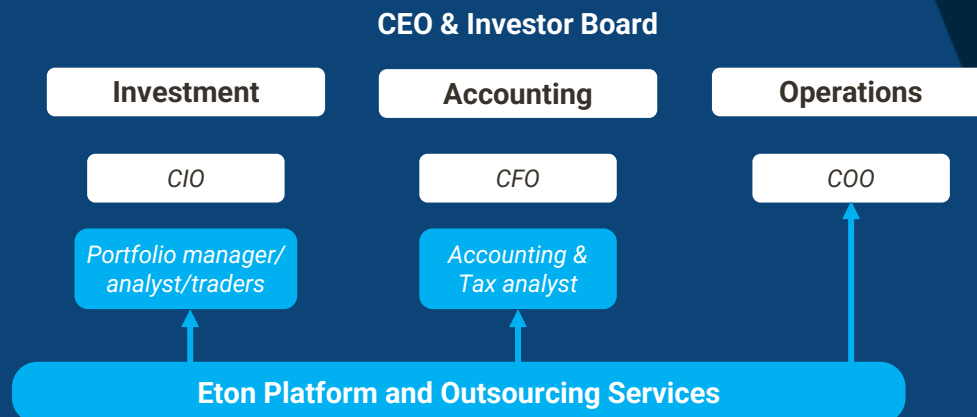
Data  
Management

Administrative  
Functions

**80%**  
of mind-share

# We enable customers to focus on higher-value tasks to achieve their goals while we handle their operational needs

## Delivering impact to Family Offices globally in all aspects



## Our clients will achieve greater efficiency and cost savings



## Front Office

You can focus on the activities that matter the most

Strategy and Governance

Succession planning

Social Impact

Wealth Management

## Administrative Functions

Eton's AFO empowers your family office



**Eton Solutions' AFO is a unique technology & services solution targeted at smaller family offices and UHNWIs looking for cost effective and efficient digital solutions to manage their wealth**

**AtlasFive®  
Proprietary  
Platform**

Opens access to  
technology used by  
institutional family  
offices



**Eton  
Services Suite**

World class middle- and  
back-office services to  
enhance efficiency and  
operational leverage

Provides world-class Middle and Back Office Services to enhance efficiency and operating leverage



# Secure to the core

Encrypt everything  
Verify everything  
Monitor everything  
within a **Secure application** and  
a **Secure Infrastructure**

We protect your data  
through world class  
**Microsoft Azure**  
security infrastructure



## Industry Certifications

**Best-in class certifications and external auditors' validation** (SOC2, ISO27001, ISO27701\*, GDPR\*, CCPA\*, OSPAR\*)



## Data Encryption

Fully **encrypted** data (in transit and at rest) with **entity-level visibility** and can be stored locally or in **56 Countries** of your choice



## 24/7 Monitoring

**24/7 Security Operations Centre** to detect and manage cybersecurity events



## Azure Native

Leverages **Microsoft's** leading expertise on **cybersecurity**



## Security First

Security testing at **every stage**, from software **development** to **deployment** and beyond



## User Identity

**Single Sign-on** and **Multi Factor Authentication** using **Azure Active Directory**

\*Certifications expected in Q42023

# Eton Solutions Administrative Family Office

Streamline your family office operations with best-in-class AtlasFive® integrated platform for **improved efficiency** and **elevated focus**

**01**

Experience family-level governance

**02**

Get full control at your fingertips

**03**

Gain total visibility & risk management

**04**

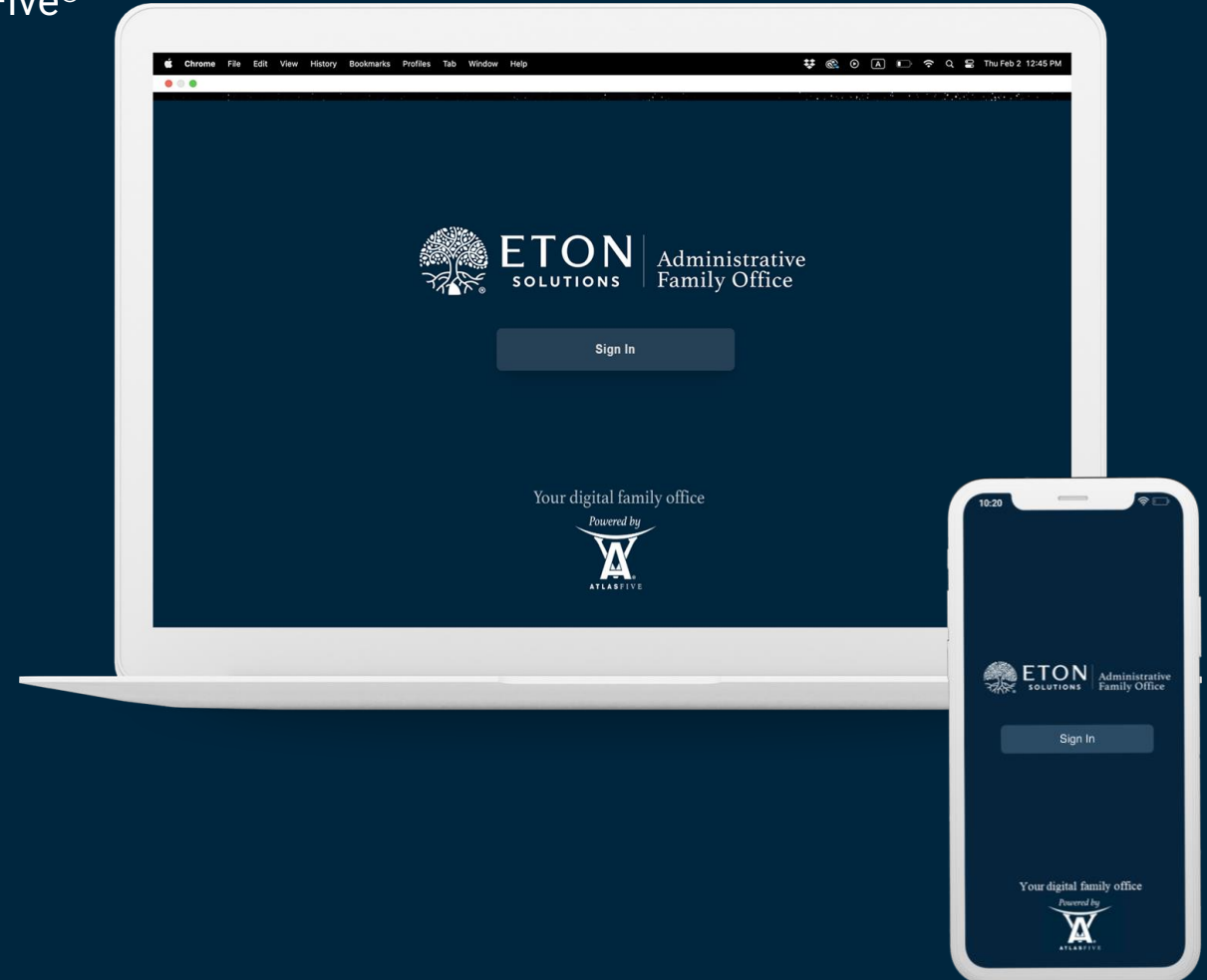
Manage complex investments seamlessly

**05**

Have a high quality, accurate, and secure data infrastructure

**06**

Keep track of all your private assets

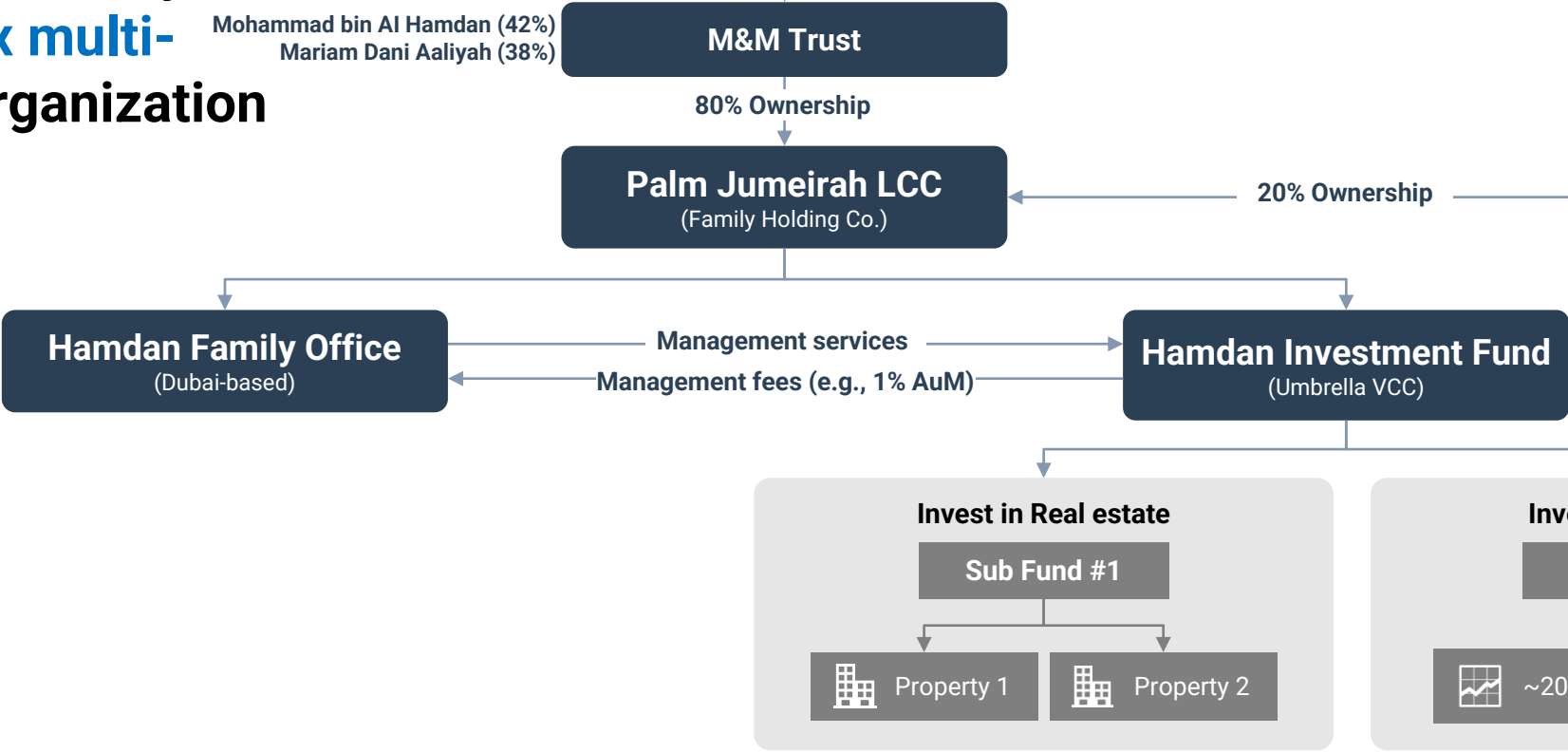
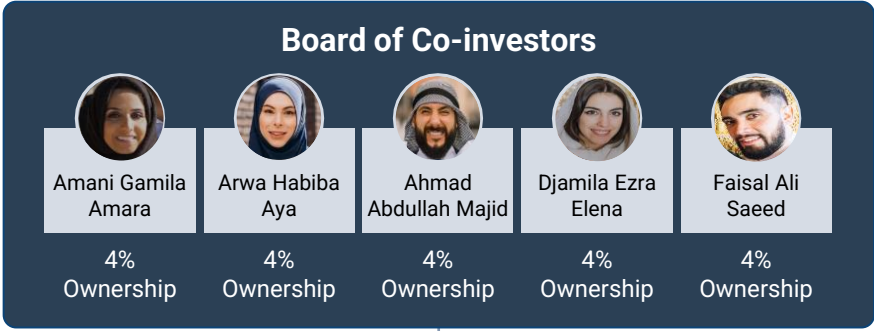
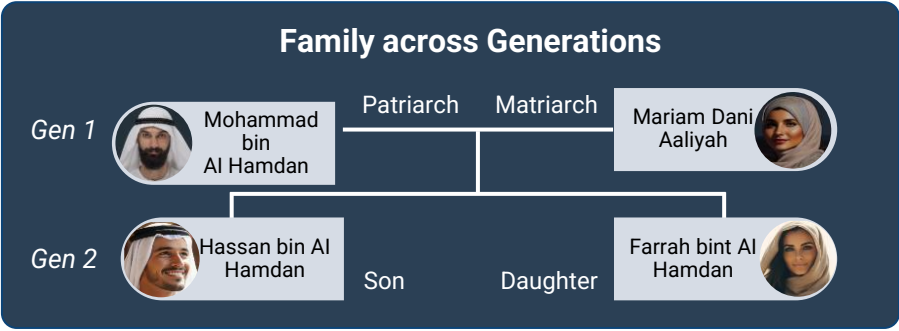




# Eton Solutions Entity Management



Eton helps the family to manage Hamdan Family complex multi-entity organization



**Compliance reporting requirement**

- AuM
- Business spending
- Local investment

**Transparency in governance structure, especially distribution of net income among the Hamdan Family members and Co-investors**



# Eton Solutions AFO Fit-For-Purpose Collaboration Models

## AFO

One solution to run your family office in an efficient manner

## AFO Power

Performance-driven investment reporting for growth

## AFO Professional

Professional-grade wealth solution for complex investments

Liquid and illiquid data aggregation



Core accounting and reporting



Transaction processing



Dashboards and workflows



Mobile app



Virtual mailroom



Performance benchmarking



Private assets tracking



Bespoke analytics and reporting



Private Equity lifecycle



Cashflow Analysis & Reporting



# We also offer add-on specialist services to cater to your unique needs

## CUSTOMISED BRANDING



*Customised logos shown on your client portal, mobile app and all your reports*

## FUND & TRUST ACCOUNTING



*Trust setup & maintenance, fund setup & implementation, fund allocation reports, trust statement of assets, trust activity report, ...*

## TAX SUPPORT SERVICES



*Consolidation of documents for tax support, income report and reconciliation, tax cost roll forward reports, tax analyst, ...*

## PRIVATE LOANS & OTHERS



*Loan and receivables management, creation and maintenance of bespoke portfolio benchmarks, ad-hoc customised reporting*

# Dedicated AFO Management Team to serve you and deliver impact at pace

## Client Sales Team

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**Bryan Henning**

**Senior Vice President, Head of International**

Financial services expert with 25 years in Wealth Management/ Private Banking, Singapore PR



**Chetan Chaudhari**

**Vice President, Sales**

Over 17 years of experience in sales across banks, wealth management, capital markets and IT across the MEA & India region.



**Ada Dong**

**Vice President, Sales**

Over 15 years of experience in sales, dealing with financial institutions in Asia, especially institutional investors in Singapore, Hong Kong, China & Taiwan.



**Ronan Goh**

**Client Relationship Manager**

10 years of middle-office and front-office experience in the banking sector

## Client Services Team

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**Nimish Soni**

**Head of Administrative Family Office (AFO)**

Over 25 years as an entrepreneur and in senior executive roles at listed companies across the world



**Srikrishna Madhavan**

**General Manager, AFO**

Over 20 years in leading finance & businesses across Global outsourcing



Your virtual  
family office  
powered by  
AtlasFive®

Privacy | Security | Control

