

Transforming a Family Office to Reimagine the Value it Delivers





ETON
SOLUTIONS



Bryan Henning

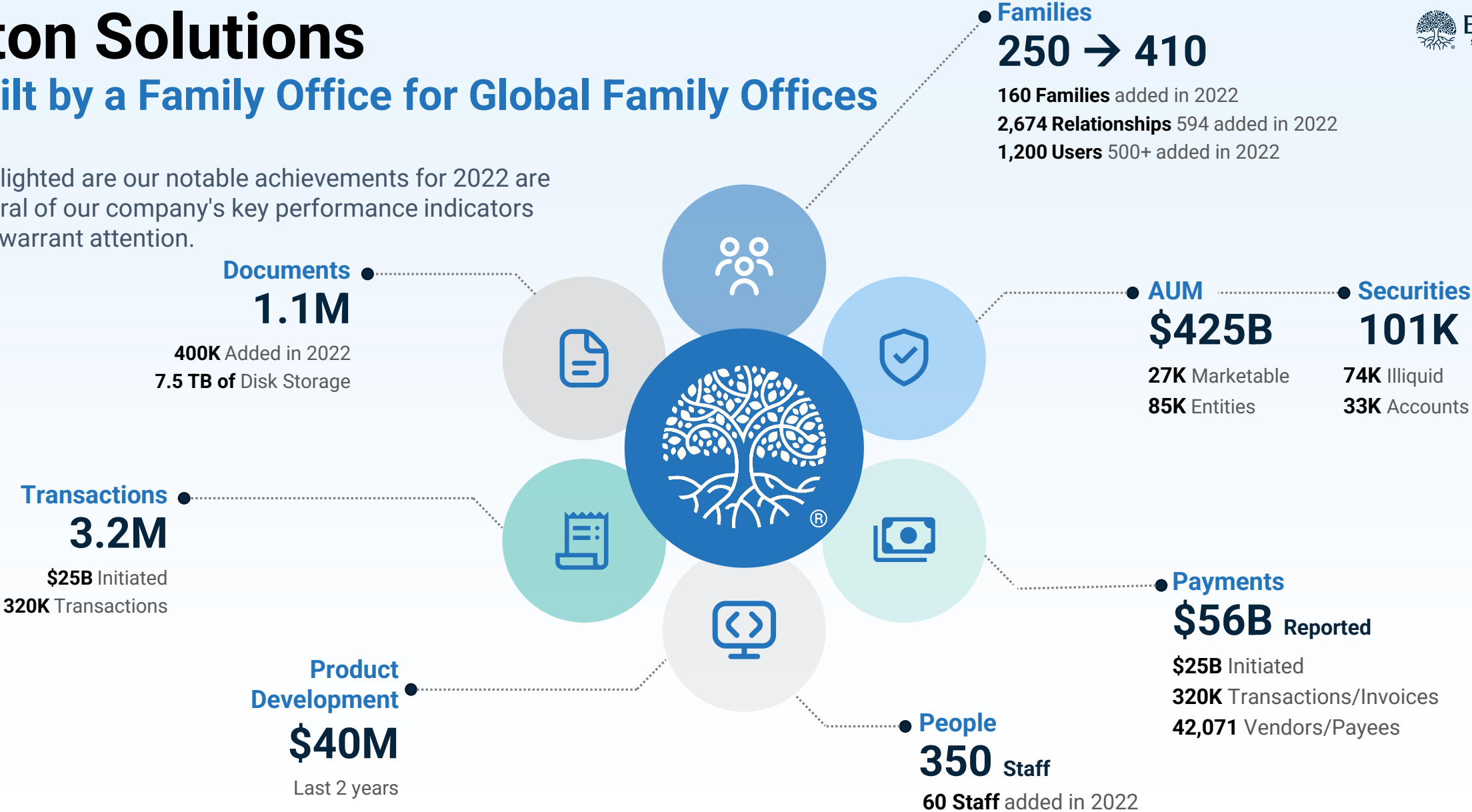
SVP, Head of International

Eton Solutions

Built by a Family Office for Global Family Offices

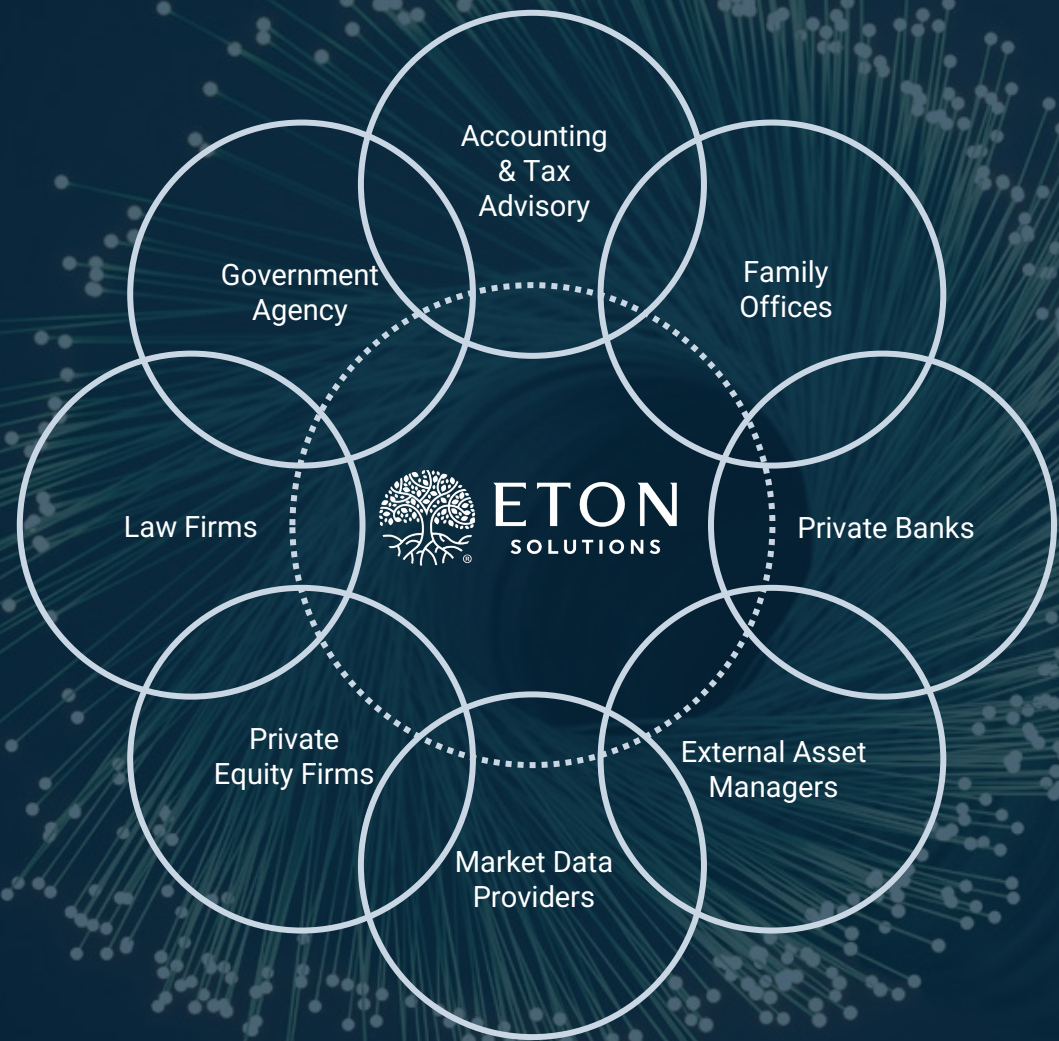


Highlighted are our notable achievements for 2022 are several of our company's key performance indicators that warrant attention.



Singapore is our hub: we have established **Eton Solutions IHQ** in Singapore to best serve Family Offices across Asia-Pacific, Middle-East/Africa and Europe





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

1

Observed different Asian FO archetypes with distinct needs and motivations, with complex and non-linear interactions with ecosystem players.

Motivations	← Harvest investment opportunities and wealth preservation →			← Obtain residency and prestige →	
	Founder Offices	Investment Club	Legacy Creator	Budget Beginner	Status Aspirant
Personnas & Initial AuM (USD)	 100 – 250m	 250 – 1,000m	 >1,000m	 20 – 100m	 20 – 100m
Key needs	<p>Core administrative business functions to handle financial needs</p> <ul style="list-style-type: none"> Standardised solution that caters to essential FO needs (accounting, investment reporting, , transaction, etc.) Flexibility to scale up in future 	<p>Efficient set up to harvest investment opportunities</p> <ul style="list-style-type: none"> Transparent reporting setup (partnership accounting and segregation of entities) Jointly explore exclusive investment opportunities 	<p>Institutional-grade FO platform, and services across entities</p> <ul style="list-style-type: none"> Consolidated and detailed reporting, control and risk-mgmt. Total wealth mgmt. across entities (philanthropy, estate mgmt. and succession planning) 	<p>Offshore FO with cost-efficient setup</p> <ul style="list-style-type: none"> Cost-efficient setup requiring the least effort and resources Option to scale in the mid-term, however mostly outsourced components 	<p>Focused on residency benefits and/or prestige</p> <ul style="list-style-type: none"> Bare minimum to meet regulatory FO setup requirements Not fully aware and actively seeking available solutions
Selling proposition	<ul style="list-style-type: none"> Starter-kit for basic administration needs 	<ul style="list-style-type: none"> Scalable solution that supports both SFO and MFO 	<ul style="list-style-type: none"> Professional/bespoke solution (with integration across entities) 	<ul style="list-style-type: none"> MAS-accredited solution for credential and risk mitigation Light and efficient solution with minimum features 	
Critical touchpoints	<ul style="list-style-type: none"> Banking partners, Accounting and tax advisory (Big 4), private networks, direct sales, etc. 			<ul style="list-style-type: none"> Immigration agencies, incorporation service provider, banks, etc. 	
	← Professional and comprehensive setup →			← Simple and efficient setup →	

2

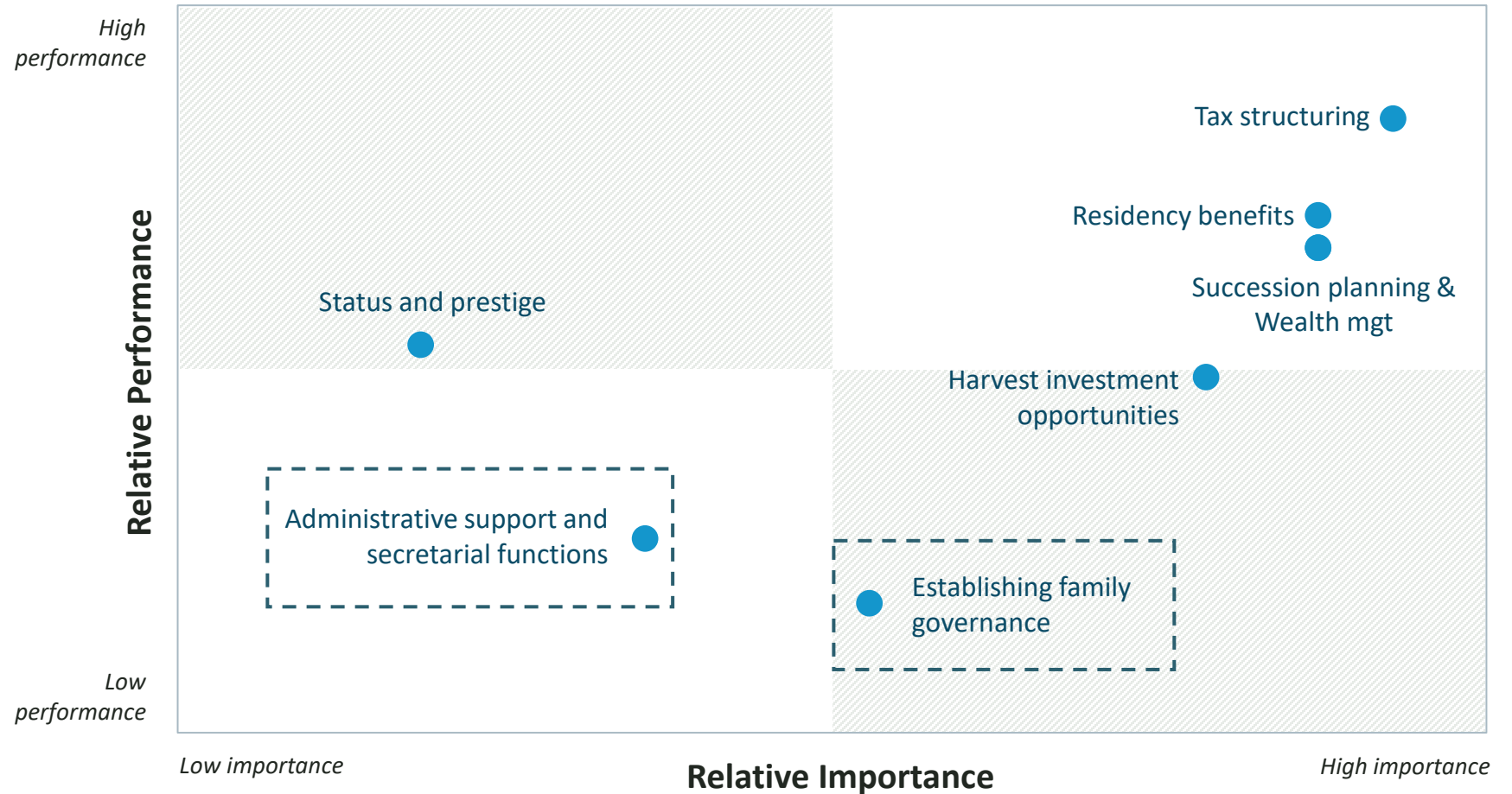
Motivations do not necessarily link to performance. Principals typically struggle with achieving holistic family governance.

Key highlights

Most FOs see **tax and residency as the main key motivations** for the set up of family offices in Singapore.

When compared to industry performance, we observe that family offices still **fall short in achieving the goals with regards to family governance.**

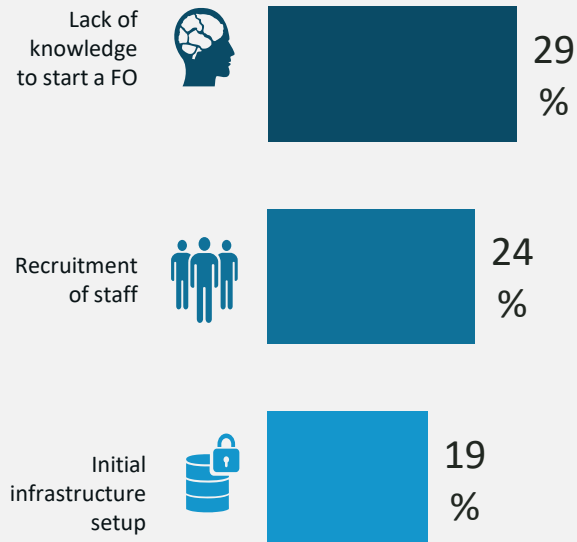
Family Office needs **an integrated solutions** to meet with end-end needs and operate efficiently in the long-run.



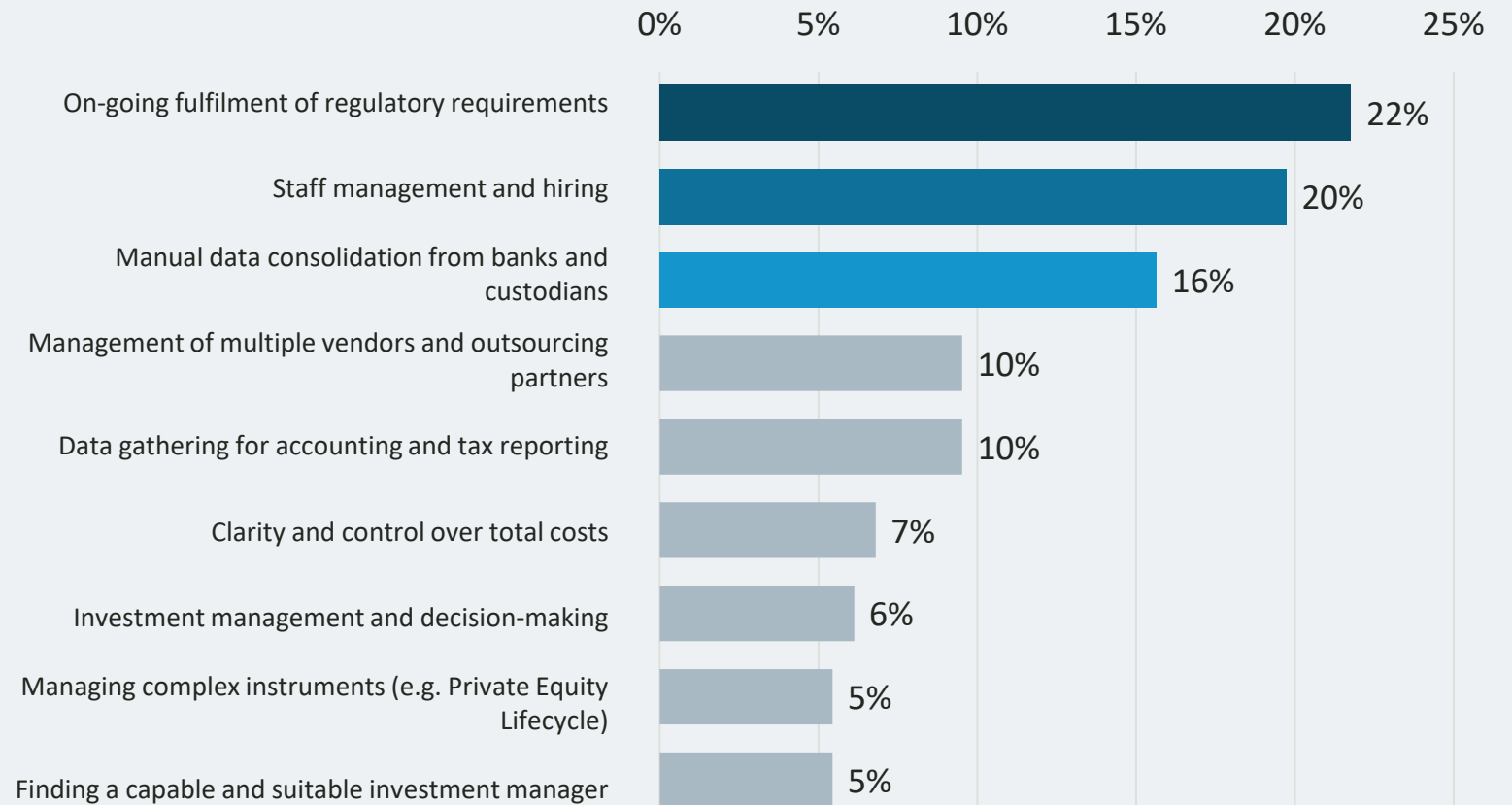
3

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



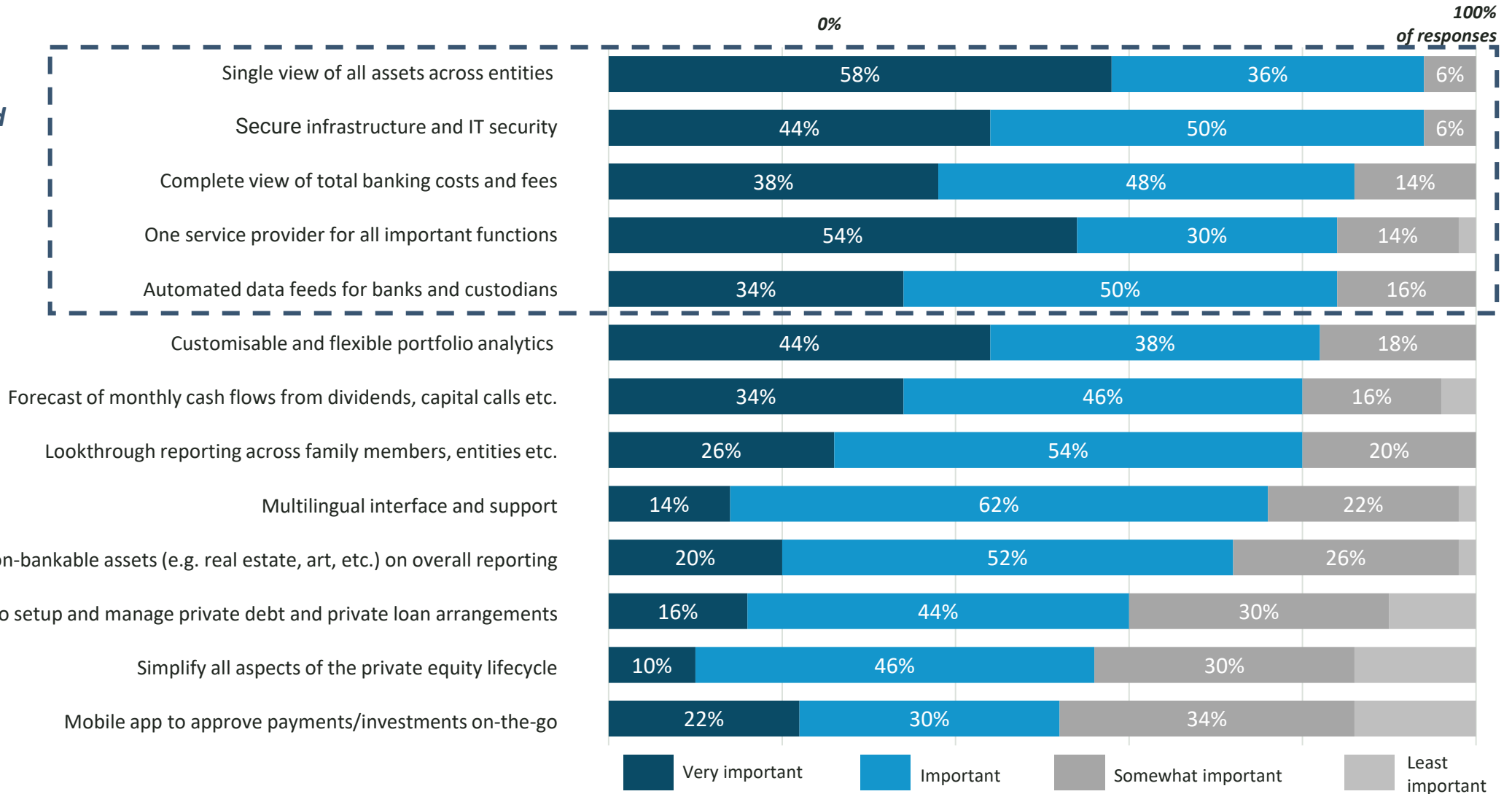
Top pain points that family offices face in day-to-day operations



4

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 digital family office powered by AtlasFive®

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

With Eton, Family Offices regardless of size, will operate with the same capability as institutional family offices

AtlasFive® Proprietary Platform

Democratizing
technology used by
institutional family
offices



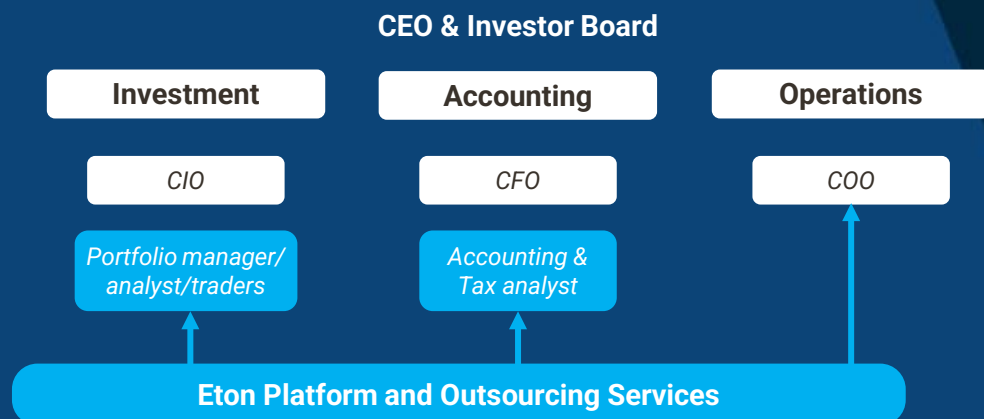
Eton Services Suite

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

Bringing together technology and services to best serve global family offices

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

- 

Augment staff with platform & services
- 

≤50% decrease in operating cost
- 

Automated, real time data feeds

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



01

Experience family-level governance

Institutionalize family objectives and comply with regulatory requirements



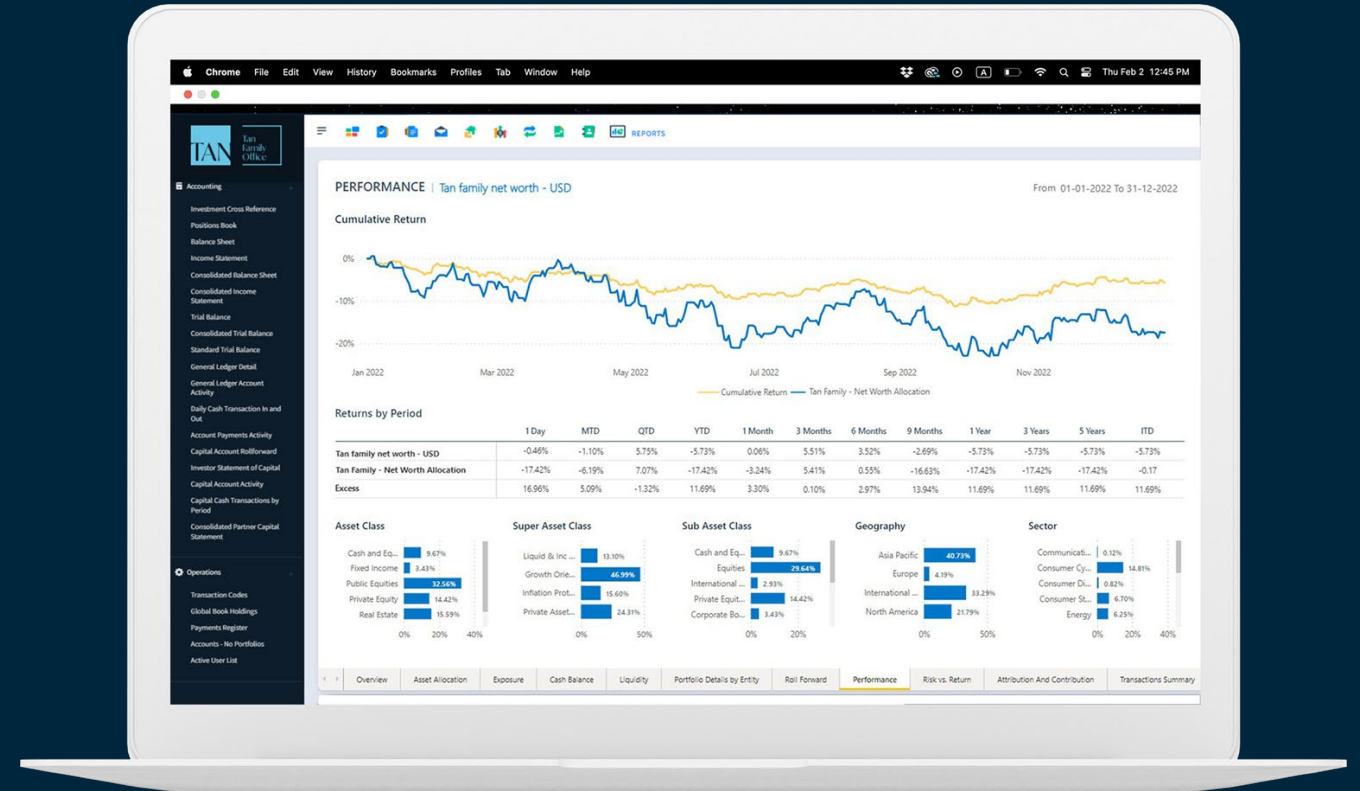
Investment objectives

Establish family-specific investment objectives and track portfolio targets to actuals



Regulatory compliance

Meet all of your regulatory reporting needs



02

Get full control at your fingertips

Initiate, authorize and manage all tasks and operations



User permissions and digital audit trails

Manage dynamic permissions for document types, workflow activities, data set-up, transaction approvals, and view all activities through digital audit trail



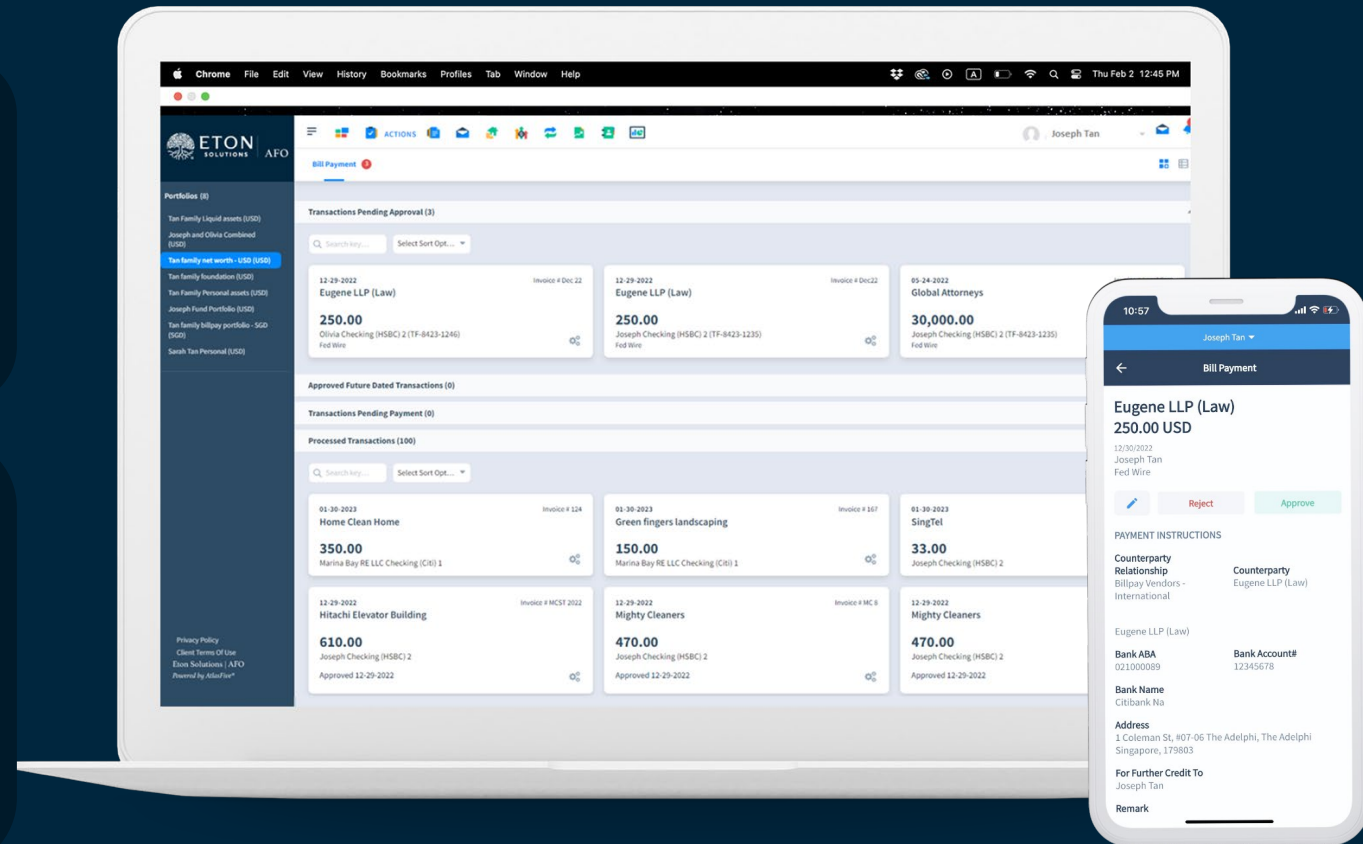
Secure document hub

Store and securely share private documents with third-party vendors and partners on a single platform



Control on-the-go

Enforce structural controls with dynamic workflows and approve transactions from anywhere



03

Gain total visibility & risk management

Capture family net worth for risk management and seize market opportunities



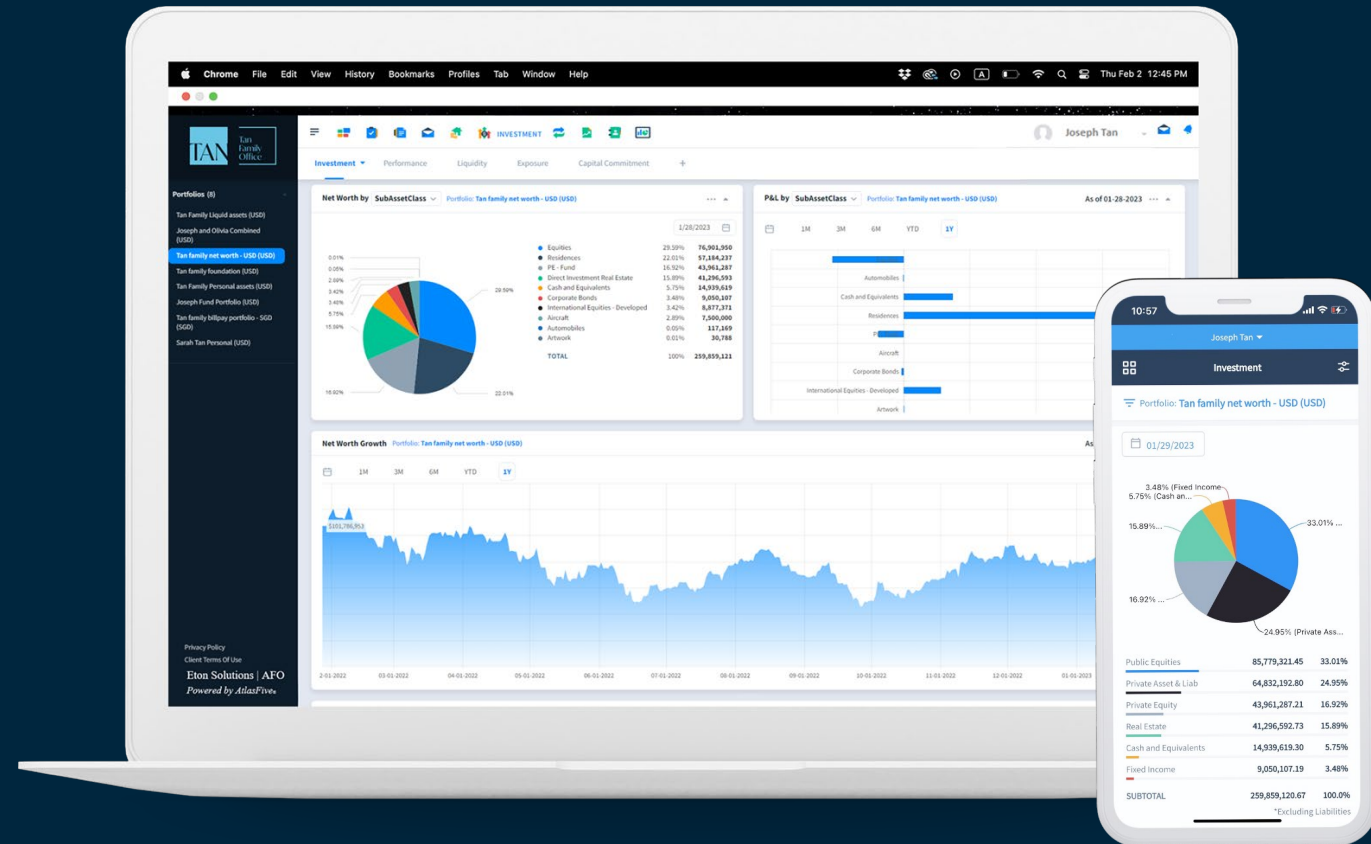
Holistic view of your portfolio

Get a holistic view of total assets across entities with a bird's-eye view down to the granular details



Performance management

Understand portfolio performance and measure decision impact by benchmarking against industry standards and custom criteria



04

Manage complex investments seamlessly

Simplify the entire Private Equity Lifecycle



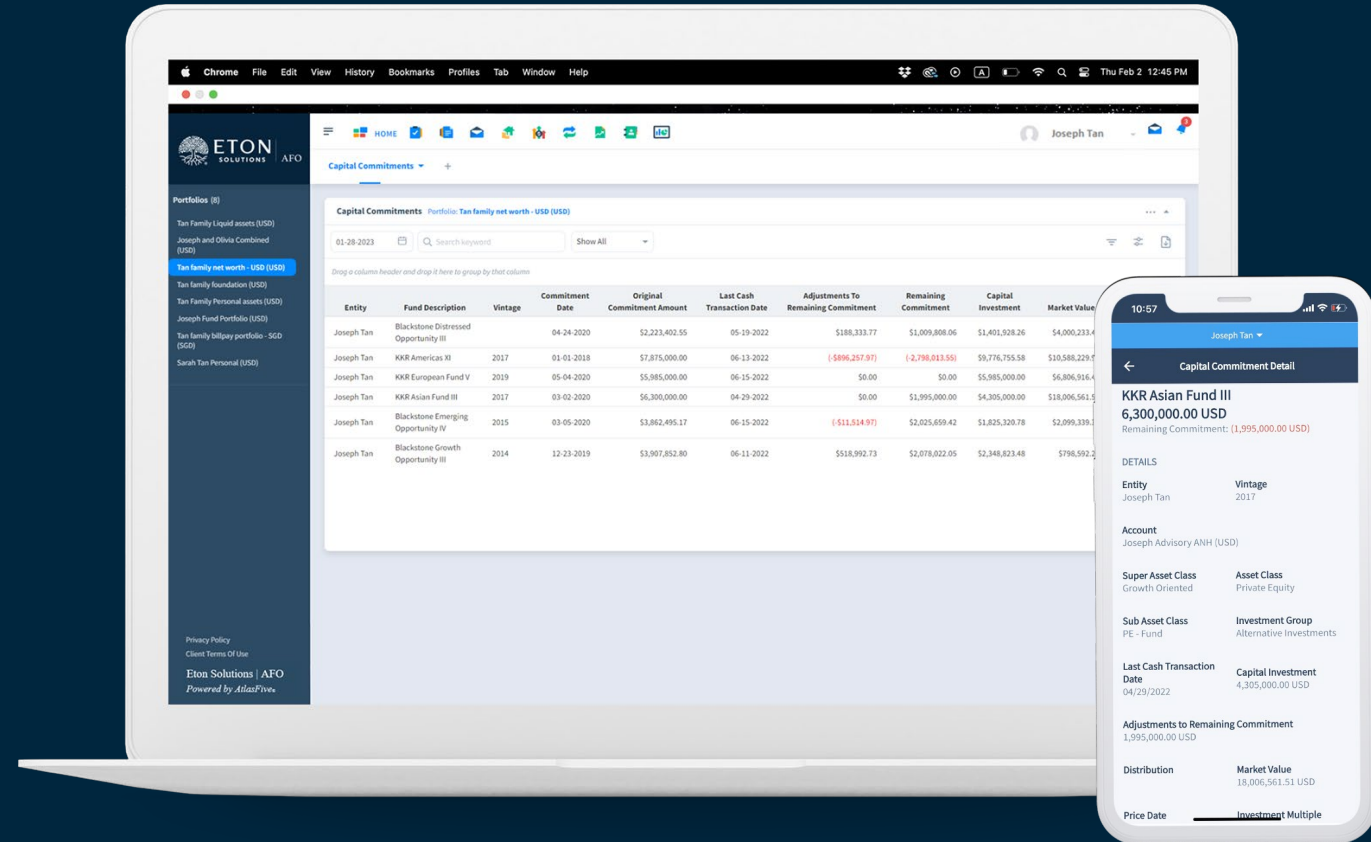
End-to-end management of Private Equity

Simplify the PE lifecycle by initiating capital calls, authorizing payments, and updating capital commitment schedule on the platform



Advanced cash flow analysis and reporting

Visualize historical and projected private equity cash flows for ensuring liquidity for upcoming capital calls



The laptop screen displays the Eton Solutions platform interface. The main content area shows a table of Capital Commitments for the portfolio 'Tan family net worth - USD (USD)'. The table includes columns for Entity, Fund Description, Vintage, Commitment Date, Original Commitment Amount, Last Cash Transaction Date, Adjustments To Remaining Commitment, Remaining Commitment, Capital Investment, and Market Value.

Entity	Fund Description	Vintage	Commitment Date	Original Commitment Amount	Last Cash Transaction Date	Adjustments To Remaining Commitment	Remaining Commitment	Capital Investment	Market Value
Joseph Tan	Blackstone Distressed Opportunity III		04-24-2020	\$2,223,402.55	05-19-2022	\$188,333.77	\$1,009,808.06	\$1,401,928.26	\$4,000,233.4
Joseph Tan	KKR Americas III	2017	01-01-2018	\$7,875,000.00	06-13-2022	(\$896,257.97)	(\$2,796,043.58)	\$9,776,755.58	\$10,548,229.5
Joseph Tan	KKR European Fund V	2019	05-04-2020	\$5,985,000.00	06-15-2022	\$0.00	\$0.00	\$5,985,000.00	\$6,806,914.4
Joseph Tan	KKR Asian Fund III	2017	03-02-2020	\$6,300,000.00	04-29-2022	\$0.00	\$1,995,000.00	\$4,305,000.00	\$18,006,561.5
Joseph Tan	Blackstone Emerging Opportunity IV	2015	03-05-2020	\$3,862,495.17	06-15-2022	(\$11,014.97)	\$2,825,659.42	\$1,825,320.78	\$2,099,338.1
Joseph Tan	Blackstone Growth Opportunity III	2014	12-23-2019	\$3,907,852.80	06-11-2022	\$518,992.73	\$2,878,022.05	\$2,948,823.48	\$796,592.5

The smartphone screen displays the 'Capital Commitment Detail' for 'KKR Asian Fund III'. The total commitment is \$6,300,000.00 USD, with a remaining commitment of \$1,995,000.00 USD. The details include: Entity: Joseph Tan, Vintage: 2017, Account: Joseph Advisory ANH (USD), Super Asset Class: Growth Oriented, Asset Class: Private Equity, Sub Asset Class: PE - Fund, Investment Group: Alternative Investments, Last Cash Transaction Date: 04/23/2022, Capital Investment: 4,305,000.00 USD, Adjustments to Remaining Commitment: 1,995,000.00 USD, Distribution, Market Value: 18,006,561.51 USD, and Price Date.

05

Keep track of all your private assets

Centrally manage your private assets wherever you are



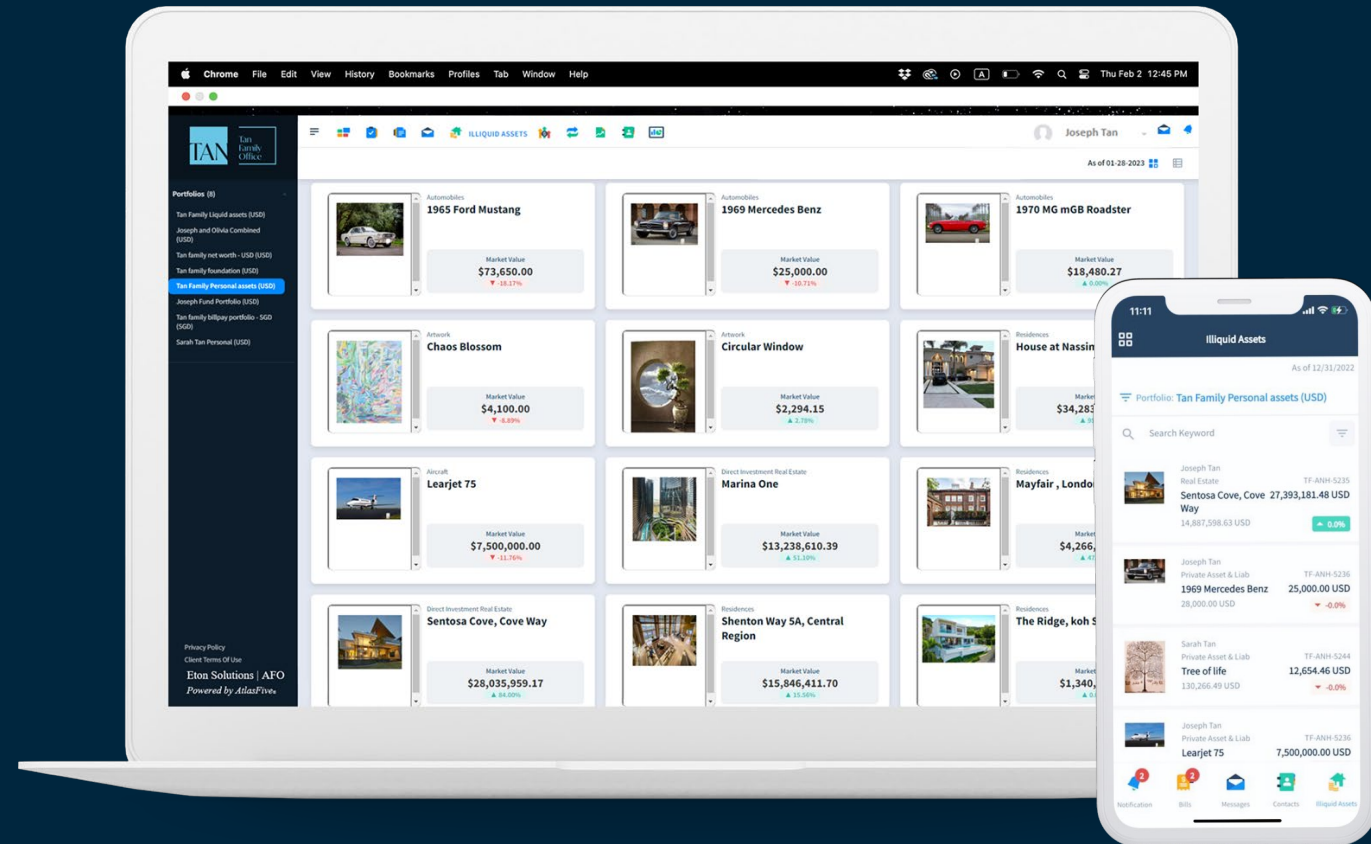
Centrally managing all your private assets

View your entire collection of watches, art, real estate, wine, etc. with location tags and descriptions on the platform



Visualisation and Reporting

Add your assets to your total net worth and monitor changes in the underlying asset value through dashboards and reports



06

Have a high quality, accurate, and secure data infrastructure

Remove manual data management efforts and simplify your data operations



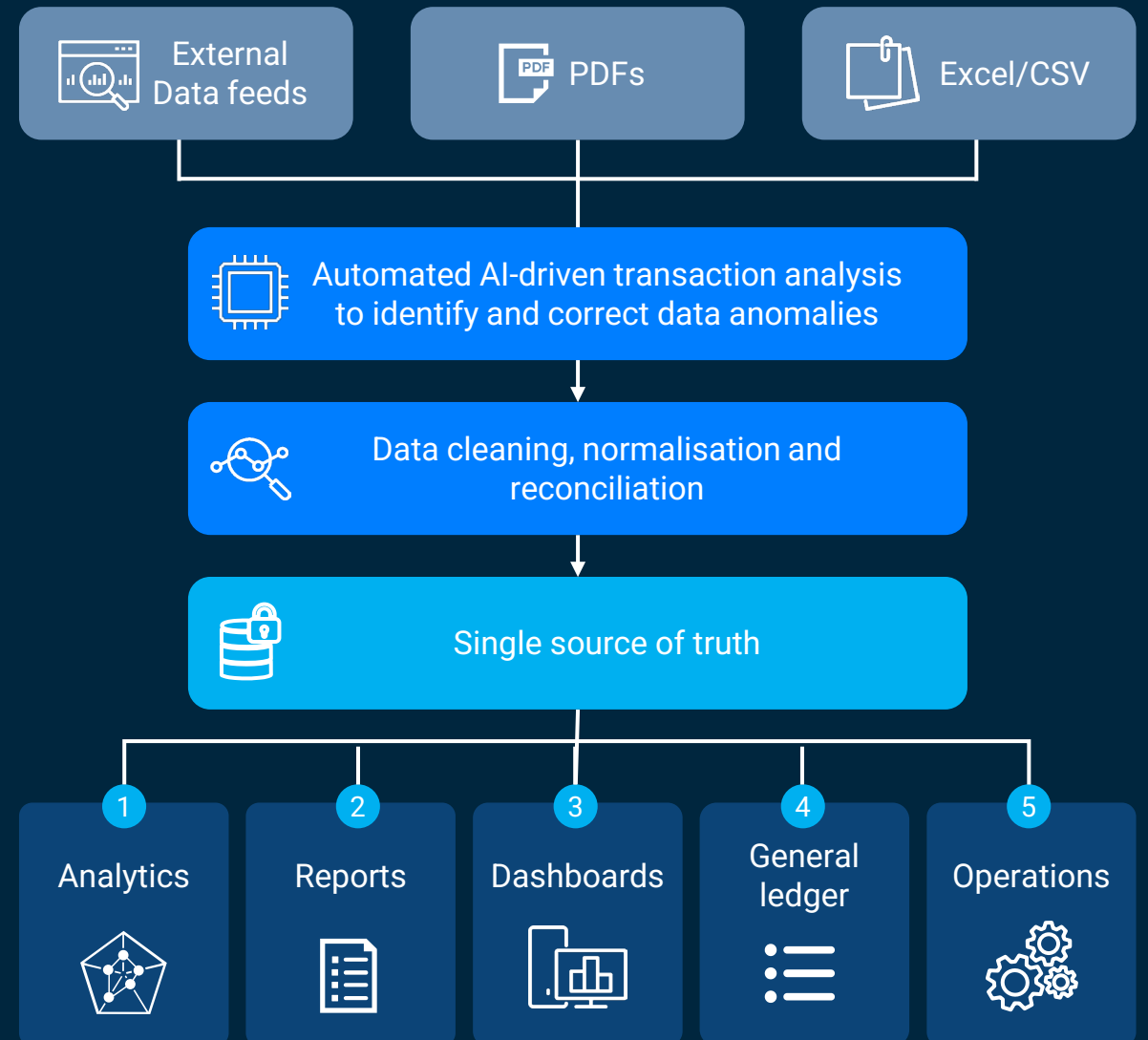
Integrated data in secure infrastructure

Automate data feeds across banks and custodians to unify and secure all data on one platform for all needs



Streamline data operations

Automate AI-driven transaction analysis to detect and fix anomalies and inconsistencies, leaving you with accurate and clean data



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 (SOC2, ISO and OSPAR) and **external auditors' validation**



Data Encryption

Fully **encrypted** data (in transit and at rest) with **entity-level visibility** stored locally in **Singapore**



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**



Eton Solutions AFO Fit-For-Purpose Collaboration Model

AFO

One solution to run your family office in an efficient manner

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

Eton Solutions AFO Fit-For-Purpose Collaboration Model

AFO

One solution to run your family office in an efficient manner

AFO Power

Performance-driven investment reporting for growth

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

Eton Solutions AFO Fit-For-Purpose Collaboration Model

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

Eton AFO brings cost savings & operational efficiencies with fit-for-purpose packages at a fractional cost

Your Digital Family Office Powered By AtlasFive®

~30-40% cost savings
(~450 – 600k p.a. typical in Eton's 250M AuM client)

Operational excellence
in day-to-day management

Annual All-in Fee from

US \$45,000



Reduce Vendor Costs



Costs of Data Aggregation & Reporting



Streamline Staffing and Hiring



Quality and real-time data



Speed of response to market



Regulatory & tax compliance



Focus on strategic activities

Our Offerings For All Your Needs

AFO

AFO Power

AFO Professional

Our dedicated AFO Management Team serves out of Singapore to best deliver impact at pace

Client Sales & Engagement



Bryan Henning

Senior Vice President, Head of International

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



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 and Taiwan.



Tracie Soh

VP, Marketing and Client Engagement

Marketing professional with over 17 years of APAC experience in finance, insurance and private banks



Ronan Goh

Client Service Manager

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

Client Services Team



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 digital family office powered by AtlasFive®

Privacy | Security | Control

