Your Clients Your Business Your Legacy

NEST CAPITAL

BE A PART OF SOMETHING BIGGER

Who is NEST Capital?

- Founded in 1989 as Katterhenry Investment Group (KIG), partners Eric Haubert and Lisa Katterhenry Howe decided to take their practice to the next level by forming NEST Capital, which allows affiliated advisors to join, own, and maintain their brand.
- NEST Capital was created as a separate entity so that other advisors could come on board and have access to all of NEST's benefits.
- As the team continues to exponentially grow, the NEST team and its affiliates are proud to share with you all we have to offer...

Our History

1989 — Katterhenry Investment Group (KIG) founded by Kevin Katterhenry as a private wealth practice

1994 — Eric Haubert joins practice during college; Lisa (Katterhenry) Howe joins another financial services firm following graduation

1997 — Lisa joins Katterhenry Investment Group

2001 — Kevin retires; Eric and Lisa form partnership to grow KIG

2004 — KIG joins Wells Fargo Advisors Financial Network (FiNet)

2021 — NEST Capital formed as parent brand which KIG and other advisor's practices can affiliate

The Leadership Team

ERIC HAUBERT

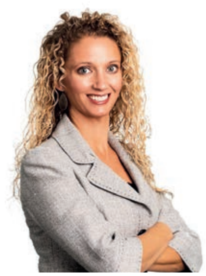
Owner, Senior Financial Advisor, Registered Principal

LISA KATTERHENRY HOWE

Owner, Senior Financial Advisor, CFP™, CRPC©, CMFC©, CDFA®, ADPA™, SE-AWMA

TIM IRWIN

Director of Growth, CIMA®



KASEY MASSIE-YEAGLE

Chief Operations Officer

RUTH HAMILTON

Director of Development

POLINA NOCERA

Senior Registered Client Service Advocate

LESLIE ARNOLD

Senior Client Service Advocate, Team Lead

<u>California Insurance Licensing Information:</u>
Eric Haubert: CA insurance #0D68746
Lisa Katterhenry Howe: CA insurance #0D65744

Recent Milestones

2011
Acquisition of Bellefontaine, OH Practice

2016
Acquisition of Dublin, OH Practice

2021
Acquisition of Weeks' Practice (Chicago, IL)

Feb 2023
Acquisition of BWMG Practice (Fort Wayne, IN)

May 2023
Affiliation of FPL Practice (New Albany, OH)

June 2023
Affiliation of SWM Practice (Wooster, OH)

April 2024
Affiliation of BOIG Practice (Brunswick, OH)

April 2024
Affiliation of AIM Practice (Wilmington & Greensboro, NC)

May 2024
Aqcuisition of J/F Practice (Chicago, IL)

Our Mission & Values

Mission: To help financial advisors find a better path to independence; to customize the client experience; and to provide more optionality to their own business, continuity, or succession plans.

Growth Mindset

↓

Lead with integrity.
Move forward relentlessly.
Dream. Believe. Achieve.

↓

The Forever NEST

Enjoyment

↓

Empathize with heart.
Celebrate moments.
Elevate humanity.

↓

Better Work, Better World

Teamwork

↓

Choose team over self.
Commit to diversity.
Communicate to connect.

↓

Service Excellence

By the Numbers

Our team is not only constantly growing in size, but also growing personally through continuous education.

The numbers show:

(Figures as of May 2024)

660 Years of combined experience	**15 Certifications & Designations**
$2.4B AUM in total	**13 Locations** around the U.S.

Certifications:

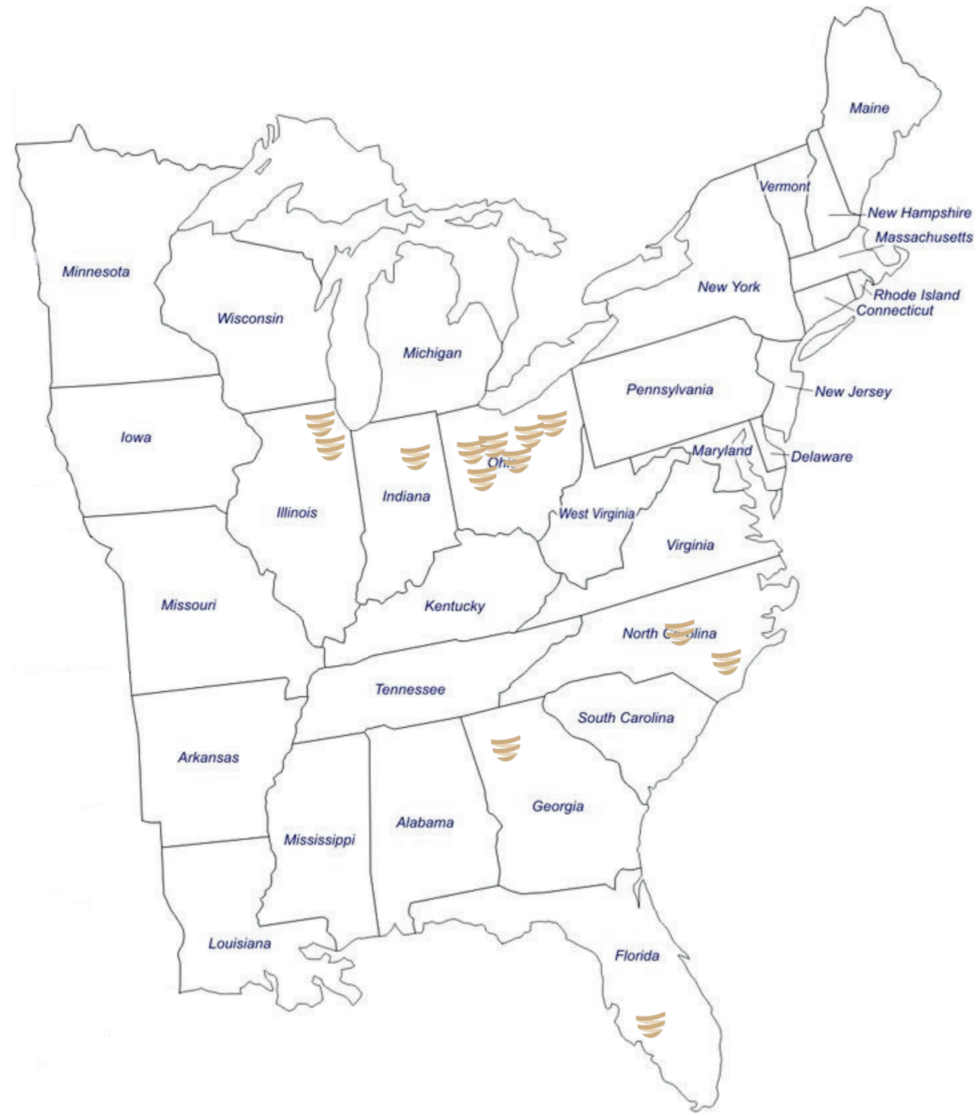
- ADPA - Accredited Domestic Partnership Advisor (3)
- CDFA - Certified Divorce Financial Analyst*
- CFP - Certified Financial Planner (2)
- CIMA - Certified Investment Management Analyst (2)
- CMFC - Chartered Mutual Fund Counselor (2)
- CRPC - Chartered Retirement Planning Counselor
- SE-AWMA - Sports & Entertainment Accredited Wealth Management Advisor
- Masters in Financial Planning
- Masters in Business Administration (2)

*The use of the CDFA® designation does not permit Wells Fargo Advisors or its Financial Advisors to provide legal advice, nor is it meant to imply that the firm or its associates are acting as experts in this field.

An Ever-Expanding Team

13

Total locations



- Troy, OH
- Dublin, OH
- Bellefontaine, OH
- New Albany, OH
- Westlake, OH
- Wooster, OH
- Ft. Wayne, IN
- St. Charles, IL
- Chicago, IL
- Wilmington, NC
- Greensboro, NC
- Canton, GA
- Port Charlotte, FL

Guided Independence with NEST Capital

- Practice scalability
- Enhanced client experience
- Payouts
- Own your practice/brand
- Option for partnership
- Remove day-to-day friction
- Dedicated transition support
- Distinct advantages versus retire-in-place programs
- Access to capital
- Increased business valuations

Affiliation Options

As an affiliate of Wells Fargo Advisors Financial Network, we are able to provide support for advisors who affiliate as their own branded practice within Nest Capital or who join Katterhenry Investment Group. Review to see which affiliation most aligns with your interests.

Affiliation Lite

NEST covers:	Advisor covers:
• *Compliance and Supervision • Platform Fees • Audit Assistance • Payroll/Benefit Administration • Operational Guidance • Billing Support • Talent Acquisition Guidance • Customer Relationship Management Guidance • Backup Your Team • Licensing Support • Premier Service Matrix Initiatives • Weekly Dept Calls (optional) • Asset Management (custom pricing)	• Salary, Benefit, Payroll & Admin Decisions • Production Grid Expenses (minimized through NEST) • Office Space, Rent, and Expenses • Practice Branding/Marketing • Vendor Selection & Expense • Tech Support/Costs • Licensing Expenses

Full Affiliation

NEST covers:	Advisor covers:
• *Compliance and Supervision • Platform Fees • Production Grid Expenses (minimized through NEST) • Audit Assistance • Staff Compensation • Office Space, Rent, and Expenses • Human Capital Management • Talent Acquisition • Business Operations Support • Bookkeeping and Billing • Management • Local/Enterprise Tech Support • Vendor Sourcing and Management • Marketing/Client Outreach Design and Support • Customer Relationship Management Administration • Premier Service Matrix Initiatives • Weekly Dept Calls (optional) • Asset Management (custom • pricing)	• Advising Clients • Managing Book of Business Junior FA Compensation (if applicable)

**Select support services provided through affiliation with Wells Fargo Advisors Financial Network*

Practice Support

We pride ourselves on the level of support we offer our practices, starting Day 1 and from then on. Here are some highlights:

Team building

Executing	Influencing	Relationship Building	Strategic Thinking
Responsibility*		Developer, Relator, Empathy, Positivity	
	Maximizer*, WOO, Communication, Activator	Harmony	
Achiever, Restorative		Adaptability*, Relator	Strategic
		Connectedness	Context, Input, Learner, Intellection
Achiever*, Discipline, Focus		Harmony	Futuristic
Arranger	WOO*, Communication	Positivity	Strategic
		*Developer, Empathy, Connectedness, Relator, Harmony	
Achiever, Responsibility		Relator*	Analytical, Learner
Achiever, Responsibility, Focus			Analytical, Futuristic
Discipline, Consistency	Communication	Harmony*	Analytical
Responsibility*, Achiever		Adaptability, Empathy	Input
Achiever*, Restorative			Input, Learner, Intellection
Restorative		Developer, Individualization, Relator, Includer	
Deliberative, Restorative			Input, Analytical, Intellection
Achiever*, Restorative	Communication, Significance		Context
Activator*, Discipline	Communication	Relator	Strategic
Responsibility*		Harmony, Connectedness, Relator	Learner
Responisibility, Arranger		Relator*, Developer, Empathy	

Weekly client insights

NEST CAPITAL

Greetings friends!

Well it's been a great start to the year for global markets. The S&P 500 is already up double digits and the rest of the major stock asset classes are positive for the year as well. Much like 2023, a lot of those key themes have translated into this year in that growth, large cap companies, and U.S. companies are all outperforming.

Now, looking ahead. First, historically speaking, anytime January February and March are all positive, that tends to bode well for returns the rest of the year. From a technical perspective, we are starting to really see the market broaden out. For much of 2023, the market performance was concentrated into a couple sectors. That's not the case this year. Lastly and probably most importantly, the fundamental story remains strong. The labor market is still doing very well, margins are hanging in there, and a lot of leading economic indicators we pay attention too are pointing positively.

The biggest risk to this forecast in our view is that interest rates move higher from here, maybe even potentially significantly. If that does occur it's probably because inflation has reinserted itself into the economy or the recent spike in oil prices has made its way into bond yields and potentially hurt consumer spending.
So in summary, we think the markets move higher from here with a couple minor pullbacks along the way. Especially when you consider how fast we've come out of the gate.

Sincerely,
Brett Meiring
Financial Advisor, Investment Strategist, CFP®

Social media

Weekly Social Media Guide (as of 7/23)

M: Motivation Monday (KIG)
- Success in the workplace/life, leadership, team-building, culture, etc.

T: Tuesday's Transition Tip (NEST)
- Common FAQs, Value Prop, things to think about when going Indy, etc.

W: Wednesday's Weigh-In (KIG)
- Financial strategies, tips, tricks, how-to's, relevant happenings, etc.

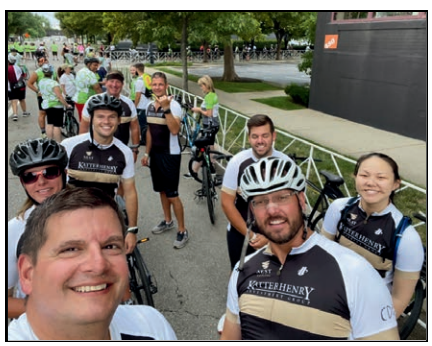
Th: Thursday's Food for Thought (NEST)
- Something intellectually stimulating: inspirational quote, teamwork, "Did You Know," importance of culture, something relevant in the news, etc.

F: Brett's Finance Friday's (KIG)
- Brett's regular Finance Friday's; might help with visuals

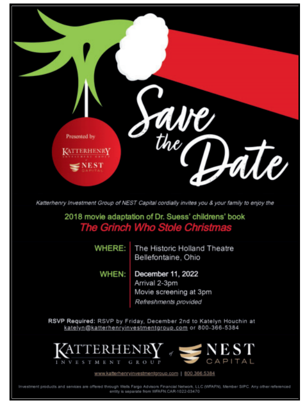
S: Saturday's Success Story (NEST)
- Successes of NEST, whether that be its affiliates/associates or just in general

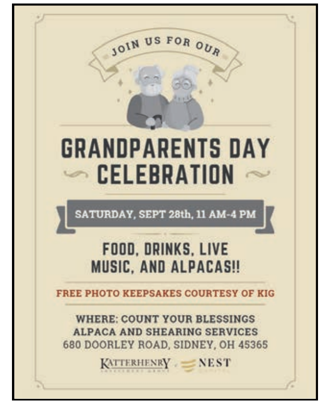
Su: Sunday Funday (KIG)
- Something fun: previous KIG Call's icebreaker answers or highlighting a specific employee and their favorite restaurants/music/things to do

Community initiative



Wow events





Training processes

CSA Duties

	Shown	Familiar	Fluent	Expert	Loves
Account Maintenance					
529 Beneficiary Changes					
529 Ownership/Successor Change					
Account Reinstatement					
Adding Brokerage Cash Services					
Adding FC					
Adding FC - Inception Process					
Adding FS					
Adding FS - Inception Process					
Broker Dealer Change (Linking)					
Brokerage Cash Services Add					
Brokerage Cash Services Remove					
CDSC Requests					
COBO (Certificate of Beneficial Ownership)					
Contact Management/Dashboard (Refresh, update, nickname)					
Cost Basis Info (Add/Change)					
Dissasociate Letter					
Duplicate Statements					
Email, Phone Change, Address Change					
Financial Info Change					
IRA Beneficiary Add/Change					
Name Key					
On-Line Access					
Ownership Change					

New Employee | Receptionist | CSA | New FA | Colors

The NEST Transition Process

1 INTRO MEETING

1 Week

- Fit Determination
- Story
- Initial Discovery
- Identify Goals
- Practice Due Diligence

2 PROPOSAL

1 Week

- Affiliation Model
- Partnership Option
- Branding Presented
- Pro Forma

3 Q + A

2 Weeks

- Review Proposal
- Solicit Questions
- Centers of Influence Introductions
- Next Steps
- Legal Review
- Tech Stack Review
- Modification Review
- Discovery for Affiliate

4 DOC PREP

1 Month

- Schedule On-Boarding
- Finalize Documents
- Holding Company
- New Logo

5 LOI + AGREEMENTS SIGNED

2 Months

- Deal Terms Presented
- Initial Plan Put in Place

6 TRANSITION PLANNING

60-180 Days

- Work with Ops Team
- Planning for Going Live

7 AFFILIATION

- Plan Layout
- Celebrate
- Press Announcements

8 INTEGRATION

- Transition Support
- On-Boarding
- Celebrate Phase II

9 CONTINUED SUCCESS

- Advocacy
- Growth
- Recruitment

Our Commitment to Excellence

<table>
<tr><th>Continuance of:</th><th>New for 2024:</th></tr>
<tr><td>

Weekly FA calls including:

Compliance-approved regular client emails
Compliance-approved Social Media Posts (LinkedIn and Facebook)
Actionable planning, value-add, marketing, growth ideas
Market Updates
Guest speakers with access to Center of Excellence and Home Office Leadership
"In the news…" Awareness for local events/networking opportunities and area layoffs
Open forum for sharing successes, ideas, challenges, opportunities

CSA calls and emails including:

Tip/tricks for new tech roll-outs and daily efficiencies
Reminders on tax season, RMD's, etc.

Use of video recording equipment (tripod/light, rig)
Insurance specialist (General Agent) as an extension of the team for all of your Insurance (Life/Disability/LTC)
Retirement Plan specialist as extension. Recordkeeping, TPA, DCIO
Human Resource Tools & Tips

</td><td>

Onboarding new members to the Compliance and Ops Teams
Onboarding new members to the Admin/Service Team
New associate added to the Planning and Trading Teams
Monthly Team Lunch-n-Learns (some to be client-approved) including business content (eMoney, new tech rollouts, efficiency tips & tricks, social media training, etc) and personal content(drug addiction awareness, safety/self-protection, aging in place, etc.)
Super CE Events
Webinars for Next-Gen client family members (invite your clients "NEST"branded or R&D, rip-off-&-duplicate)
Leadership development education and facilitation
Minimum one annual in-person gathering

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Testimonials

Chuck Clutter

PARTNER | COLUMBUS, OH

Once I made the decision to move my practice, I spent a great deal of time doing research for the "right fit". They say in real estate it's "Location, Location, Location." For me, as an advisor joining another practice, it was "Culture, Culture, Culture." When I met with Lisa and Eric, it was clear that we shared the same priorities and philosophies for our clients and associates. They have created that successful culture and joining Katterhenry Investment Group [NEST Capital] has been one of the best investment decisions of my career!

Michael Leonard

SENIOR FINANCIAL ADVISOR | CANTON, GA

We have been quite impressed with the level of expertise within the group. While we were familiar with Eric Haubert [Owner, Senior Financial Advisor, Registered Principal] and Lisa Katterhenry Howe [CRPC ©, CMFC©, CDFA ®, ADPA ™, Owner, Senior Financial Advisor, Certified Financial Planner™ practitioner], we have found their level of commitment has permeated through their staff as well.

Essentially, they delivered on their promise as a strategic partner.

Craig Weeks

SENIOR FINANCIAL ADVISOR | ST. CHARLES, IL

Through NEST Capital, I was able to plug into a practice with the resources, experience and human capital needed to transition my clients without any concern about the advice or service my clients would get moving forward. The team's deep bench of talent, experience and specialties help to ensure my clients receive our highest level of care and service… I didn't want to move toward retirement until I was certain that my clients would be in great hands. I believe they are certainly here at NEST. My only regret is not joining forces sooner.

David Alspach

SENIOR FINANCIAL ADVISOR | NEW ALBANY, OH

There was first a good conversation about my business and goals. Once an initial fit was identified, we got to the details and I found that they had all thought through the process of adding advisors to the practice that answered the key questions of how it would work and who would be doing all the support… NEST is a practice that has committed assets and effort to quality growth of advisors that are a fit for their culture. I feel part of the team and have the best support in my career.

Building Relationships. Connecting People.

Since 2004, we have built strong relationships throughout Wells Fargo Advisors Financial Network (WFAFN). The titles below reflect many of the individuals within WFAFN who help us better support and advocate for the needs of those who join our practice. Whether at the point of consideration, during transition, or as you build your practice, we know who to connect with to help keep you moving forward.

FOCUSED ON GROWTH

- Divisional Directors
- Market Leader
- Director of Business Development
- Owner Satisfaction/Success Director
- Regional Business Director
- Practice Movement Director

OPERATIONS & COMPLIANCE

- Onboarding & Transitions Director
- Transition Manager
- Head of IAG Technology
- Head of Governance & Supervision
- Governance & Supervision Manager
- Risk Officer
- Senior Supervisory Control Specialist

NEST CAPITAL

EXECUTIVE ACCESS

- Head of Independent Advisor Group-AIG/President of FiNet
- Head of IAG Business Management/President of First Clearing
- Head of Growth
- Head of Market Development & Delivery
- Head of Product Development
- Head of Onboarding & Transitions

ADMINISTRATIVE SUPPORT

- Head of Client Firm Services
- Lead Brokerage Manager
- Senior Brokerage Manager
- Head of Strategy, Analytics & Initiatives
- Senior Productivity Consultant
- Head of Central Division

Titles are for illustration only and are subject to change.

Contact Us Today!

TIM IRWIN

Director of Growth, CIMA®

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@NEST Capital

The experiences discussed are specific to those associates listed and may not be representative of the experience of other associates.

Investment products and services are offered through Wells Fargo Advisors Financial Network, LLC (WFAFN), Member SIPC. NEST Capital is a separate entity from WFAFN.