

# **INVESTOR DAY 2021**

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# Welcome

PRESENTED BY Brian Shipman Head of Investor Relations

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#### Safe Harbor Disclosure

This presentation contains forward-looking statements. These forward-looking statements include, in particular, statements about our plans, strategies and prospects. These statements are based on our current expectations and projections about future events. The words "may," "will," "should," "could," "expect," "scheduled," "plan," "seek," "intend," "anticipate," "believe," "estimate," "aim," "potential" or "continue" or the negative of those terms or other similar expressions are intended to identify forward-looking statements and information. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. These forward-looking statements are based on assumptions and estimates by our management that, although we believe to be reasonable, are inherently uncertain and subject to risks and uncertainties that could cause actual results to differ from historical results or those anticipated or predicted by our forward-looking statements. These risks and uncertainties, the matters referred to in the forward-looking statements contained in this presentation may not in fact occur.

We undertake no obligation to update or revise any forward-looking statement after the date of this presentation as a result of new information, future events or otherwise, except as required by law.

We qualify all of our forward-looking statements by these cautionary statements.



#### **Non-GAAP Disclosure Statement**

This presentation contains certain non-GAAP financial measures, including "adjusted revenues", "adjusted EBITDA", "adjusted net income" and "adjusted net income per share".

- "Adjusted revenues" excludes the effect of purchase accounting on the fair value of acquired deferred revenue. Under GAAP, we record at fair value the acquired deferred revenue for contracts in effect at the time the entities were acquired. Consequently, revenue related to acquired entities for periods subsequent to the acquisition does not reflect the full amount of revenue that would have been recorded by these entities had they remained stand-alone entities. Adjusted revenues has limitations as a financial measure, should be considered as supplemental in nature and is not meant as a substitute for revenue prepared in accordance with GAAP.
- "Adjusted EBITDA" represents net income (loss) before deferred revenue fair value adjustment, interest income, interest expense, accretion on contingent consideration and
  purchase liability, income tax provision (benefit), depreciation and amortization, non-cash compensation expense, restructuring charges and transaction costs, severance, fair
  market value adjustment on contingent consideration liability, litigation and regulatory related expenses, foreign currency, non-income tax expense adjustment, gain on
  acquisition of equity method investment, loss allocation from equity method investments and (income) loss attributable to non-controlling interest.
- "Adjusted net income" represents net income before deferred revenue fair value adjustment, accretion on contingent consideration and purchase liability, non-cash interest expense, cash interest on our convertible notes (subsequent to the adoption of ASU 2020-06 on January 1, 2021), non-cash compensation expense, restructuring charges and transaction costs, severance, fair market value adjustment on contingent consideration liability, amortization of acquired intangibles, litigation and regulatory related expenses, foreign currency, non-income tax expense adjustment, gain on acquisition of equity method investment, loss allocation from equity method investments and (income) loss attributable to non-controlling interest. Reconciling items are presented gross of tax, and a normalized tax rate is applied to the total of all reconciling items to arrive at adjusted net income. The normalized tax rate is based solely on the estimated blended statutory income tax rates in the jurisdictions in which we operate. We monitor the normalized tax rate based on events or trends that could materially impact the rate, including tax legislation changes and changes in the geographic mix of our operations.
- "Adjusted net income per diluted share" represents adjusted net income attributable to common stockholders divided by the diluted number of weighted-average shares outstanding. Beginning January 1, 2021, the dilutive effect of our Convertible Notes are calculated using the if-converted method in accordance with the adoption of ASU 2020-06. As a result, 9.9 million potential shares to be issued in connection with our Convertible Notes are considered to be dilutive for purposes of the adjusted net income per diluted share calculation beginning January 1, 2021.

This information is not calculated in accordance with GAAP and may be calculated differently than similar non-GAAP information for other companies. Quantitative reconciliations of our non-GAAP financial information to the most directly comparable GAAP information appear in the appendix of this presentation. Reconciliations are not provided for guidance on such measures as the Company is unable to predict the amounts to be adjusted, such as the GAAP tax provision. The Company's Non-GAAP Financial Measures should not be viewed as a substitute for revenues, net income (loss) or net income (loss) per share determined in accordance with GAAP.





Bill Crager CEO







#### Stuart DePina President



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# The Intelligent Financial Life: Unlocking the Network Effect

PRESENTED BY Bill Crager CEO

# Why Invest in Envestnet?

Vast market opportunity

**Strong value proposition** 

**Compelling financial model** 

## Winning go-to-market strategy











# **Investment Strategy**



# LONG-TERM HIGHER MARGINS





9

# **Deeper Position, Financial Impact, Breadth of Talent**

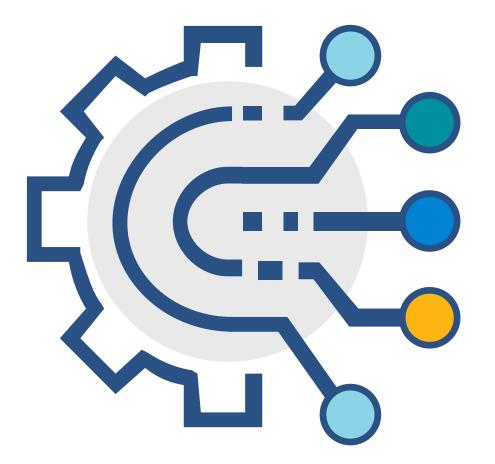




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# **Platform for Our Industry's Future**







# **Relationships as a Service**







# The Intelligent Financial Life™











#### Dashboard

- 2 Profile
- 🕒 Balance Sheet
- Investments
- Protection
- **(6)** Goal Planning
- 🛱 Business Center
- 12-Month Cash Flow
- Estate Planning
- E Cash Flow Planning
- 🗁 Estate Planning
- 🔗 Report Center
- Document Center
- Education
- 🖽 News

🚯 Health Insurance Exchange
-----------------------------

Online Trading

Sandy Brown	
Net Worth \$29,256,5 • \$10,234 (12.18%)	89
1.5% up this	month
Cash	\$2,412,30
Investments	\$25,312,9
Liabilities	\$145,23
Go to Balance Sheet 📎	

Hello,

►



		+,
	\$75,000	
	Donated	
YTD Contributions		\$13,050
		\$13,030
Go to Reports 🔊		

Finan	cial Analysis	1M <u>3M</u>	6M	1YR
Charita	ble Giving			
<u>~</u>	Yo	u: \$42,00	0	
	Peers: \$35,000			



**Retirement Goal** 

\$2,342,958

Go to Retirement Goals 📎

Loan Payments

Total Payments in SEP

Florida Home Mortgage

\$12,589

Mercedes

Payment

Payment

Tesla

Payment

93%

Probability of Success

\$2,331,958

\$542

32/50

\$5,542

32/360

\$232

14/50

1M

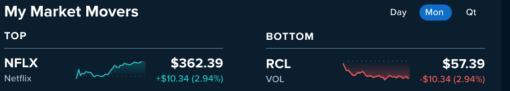
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			👥 Edit Dashbo
Brown Advertising			
SJC Current Estimate	Potential Value \$28,50	0,000	Value Gap <b>\$6,620,000</b>
Tasks to fill gap			
<ul> <li>Document how you monitor competition</li> <li>Due: 8/19/2021</li> </ul>		<ul> <li>Quantify the uniqueness of your products/services</li> <li>Due: 6/19/2021</li> </ul>	
Go To Business Portal 📎			
My Investments			

😕 Team 🛛 🚝 Todo

Sandy Brown







Rob Jones Financial Advisor



Sandy Brown
Business Owner

#### **Employees**





**Recommendations for** 

**Top Clients** 

Recent and Expiring Recommendations

**Rob Jones** 

3

**(i)** 



**Peachtree Financial** 

- Ø Purpose
- Observations
- Opportunity Reports
- Corporate Overview
- **\*\*** Team Values
- Team Communication
- Executive Programs
- Succession Plan
- Corporate Strategies
- Employee Rewards
- Document Center
- Education
- Industry Research

#### **Upcoming Meetings**

OCT Joe & Mary Bradshaw 02 1:00PM

OCT Audrey & Cameron Webb 04 9:00AM

OCT Robert & Amy Jones 07 12:00PM

Joe & Mary Bradshaw OCT 17 1:00PM

#### **Needs Review**

Brandon Jones Plan Updated April 18, by Brandon Webb Plan Updated April 18, by Brandon **Hawkins Plan** 

Updated April 18, by Brandon

**Edwards Plan** Updated April 18, by Brandon

#### **Clients with Opportunities**

\$1,845,654

\$844,156

\$823,124

**Opportunity Amount** 

**Opportunity Amount** 

**Opportunity Amount** 

\$32,213,362

\$21,123,321

\$18,423,312

**Bob Smith** 

Webb

Sandy Brown

Hawkins

#### **Client Watch** TOP PERFORMER Bradshaws Joe & Mary Edwards Aubrey & Josh

Hawkins Ricardo & Cameron

#### See Details 🔊

Last 12 Months -As of 7/30/20 \$2,344,156 0.15% **Opportunity Amount** Asset Growth

> \$113.49M Inflows

\$24.99M

-\$88.49M

Net Flows

Outflows

Webb

Wick

John & Lauren

Johnsons

Amy & Michael

John & Medow



#### Day Qt Mon

BOTTOM PERFORMER \$432,321 \$235,342

\$139,845

#### Here are the most important Recommendations that you should focus on today

Focus On

Ś.







142 Clients

( **(0)** Clients with Tax Loss **Opportunities** 

3 **(** Clients with High Single Stock Concetration

( 🗠 Clients Holding **Underperforming Products** 48 Clients

12 more

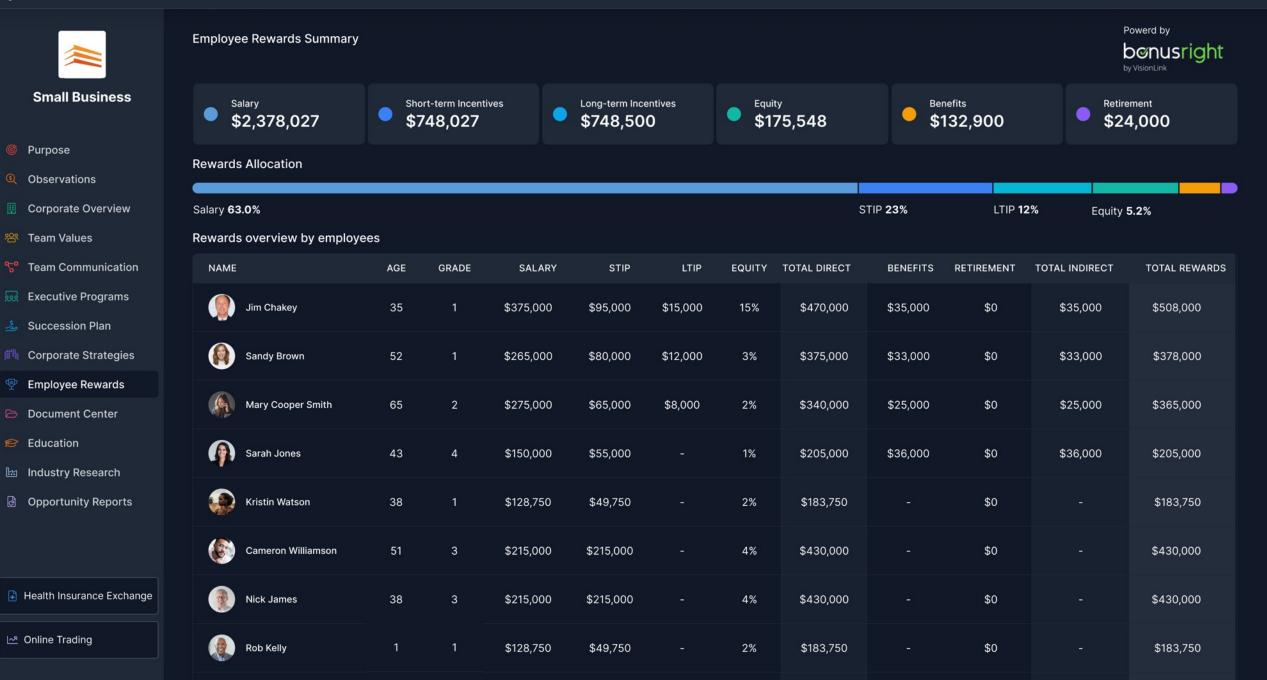
\$3,262,411



\$1,446,682









- 放 Dashboard
- 2 Profile
- 🕒 Balance Sheet
- 🗠 Investments
- Protection
- 📑 Credit & Lending
- Goal Planning
- 間 Planning Tool
- Document Center
- 🖽 Education
- 💷 News

#### Jim Chakey (All Employees)

EVP, Small Business



#### My Salary **\$140,000/yr**

►

Average Senior Product Designer Salaries 1,230 Salaries Updated May 13, 2021



Investment Asset Allocation WK 1M (3M) 6M 1YR

# Your Perfomance Snapshot Employee Team Revenue Culture

Technology

i Your Peers

You: 30%



Peers: 35%

🛯 🚳 Relationship

Stocks

#### **Compensation Overview**

2021	2022	2023
Cumulative Cash Received	Cumulative Cash Received \$1,058,518	Cumulative Cash Received \$1,666,551
TIP Total Plan Value \$79,680	LTIP Total Plan Value \$155,475	LTIP Total Plan Value \$168,990
Total Wealth Projection \$601,118	Total Wealth Projection \$1,213,993	Total Wealth Projection \$1,835,541
etail 📎		



#### 🗄 Health Insurance Exchange

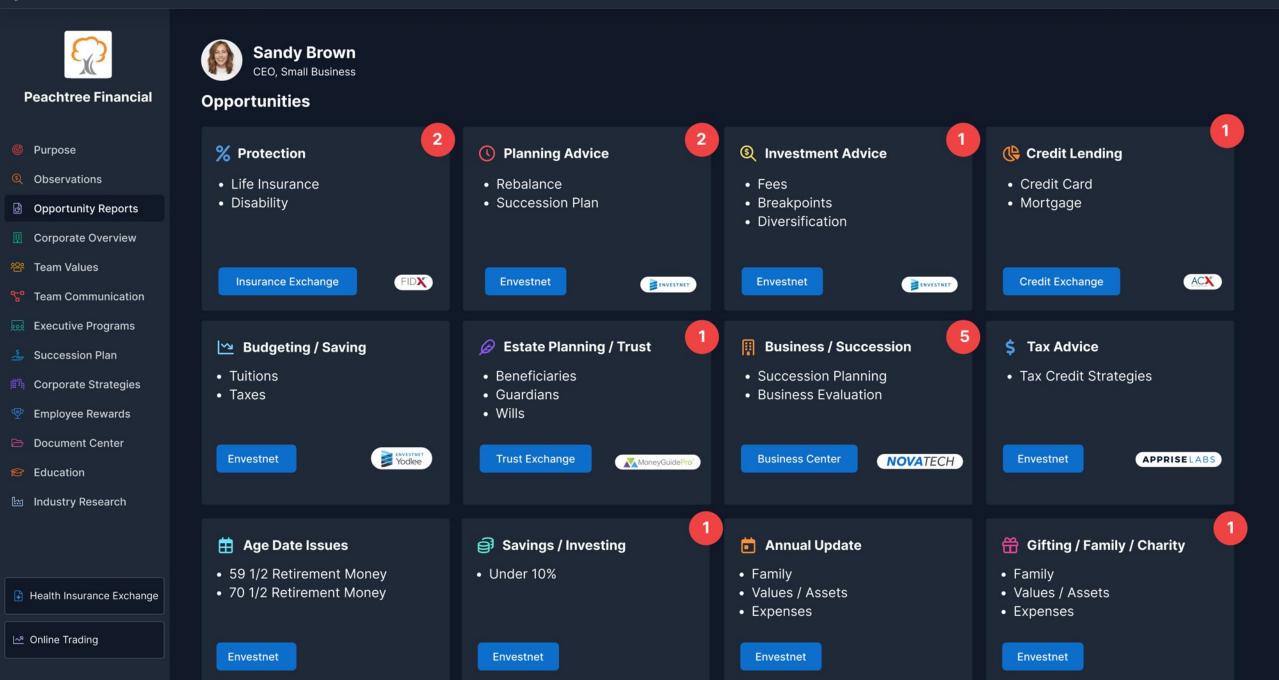
🗠 Online Trading

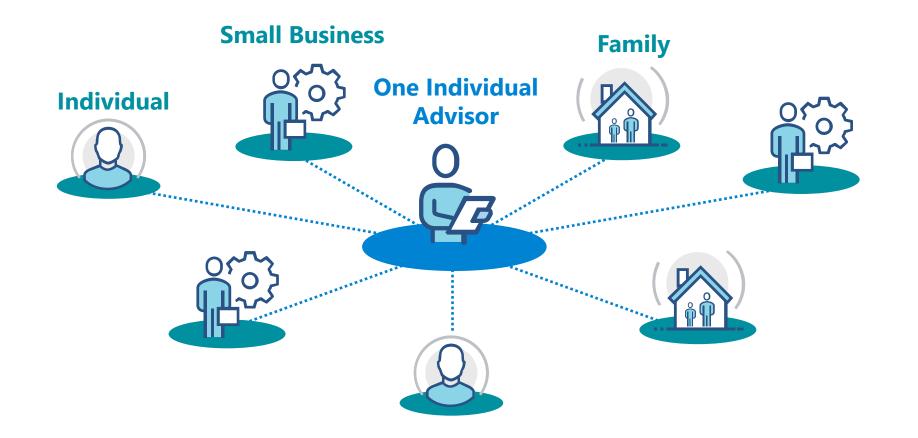


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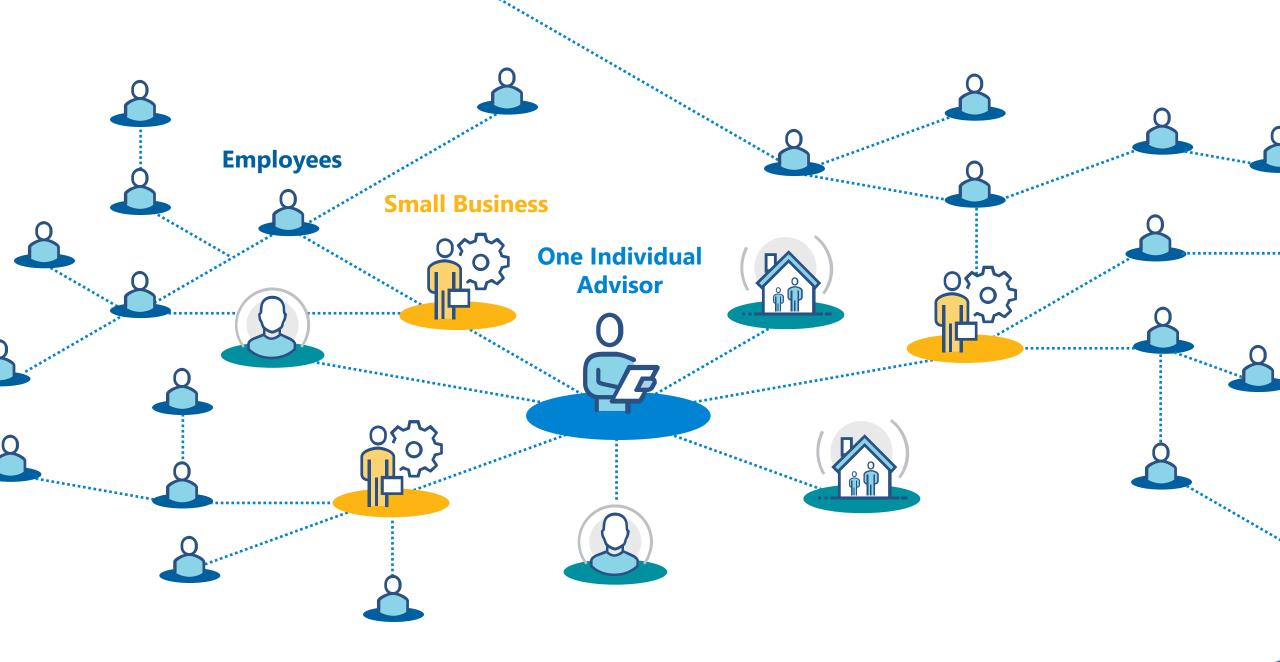
🛎 Team 🖆 Todo 🛛 🥵 Rob Jones





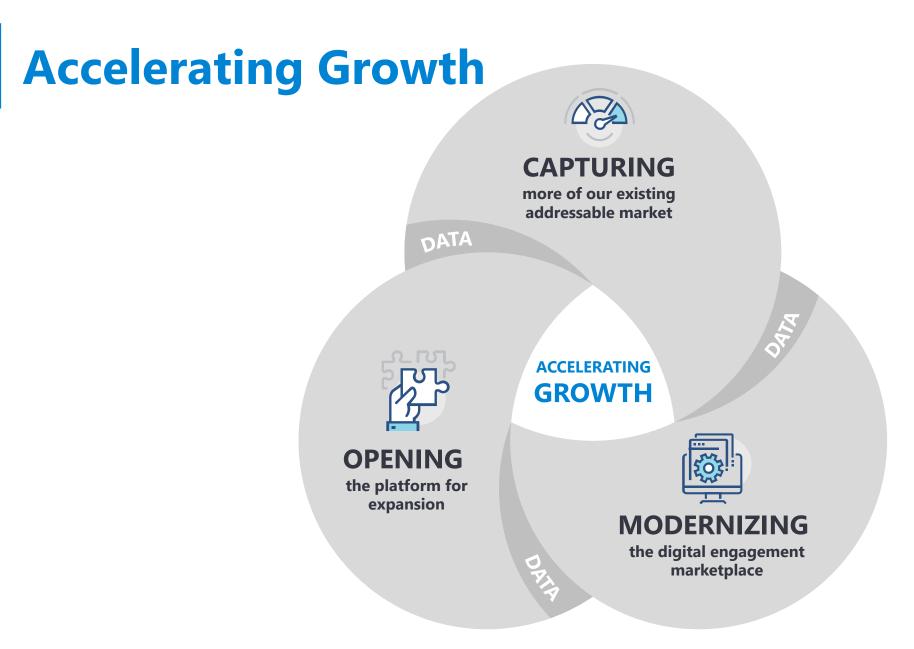








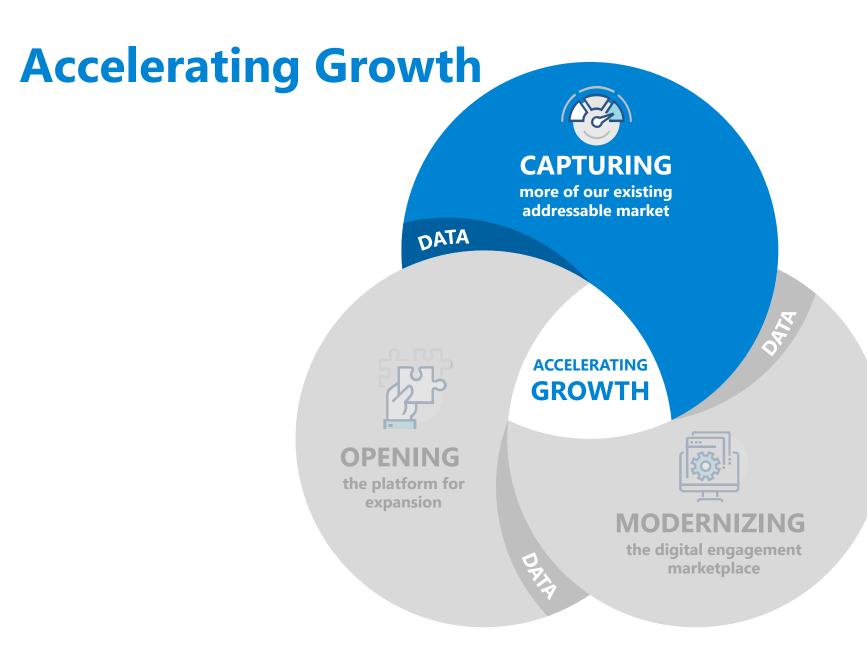






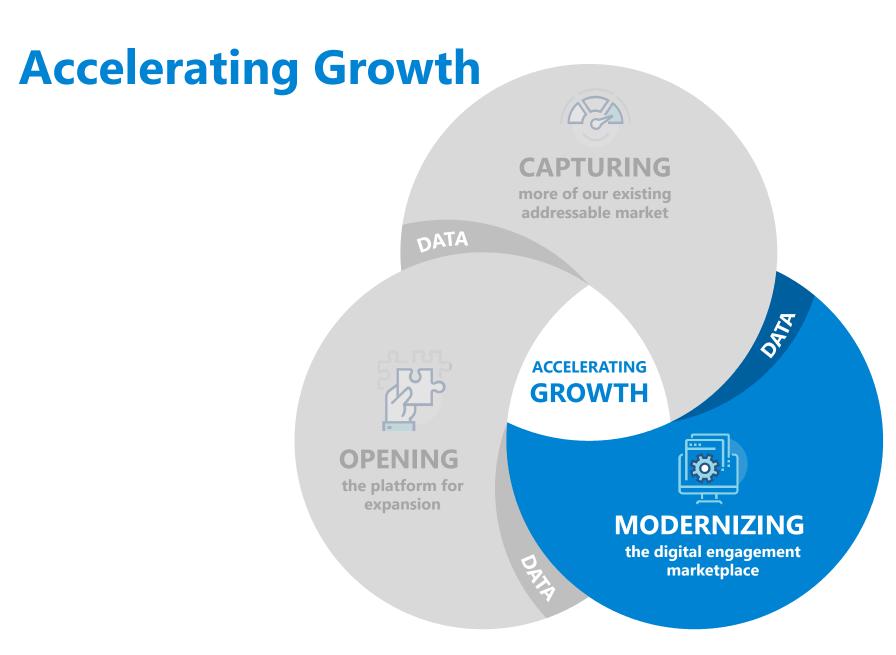
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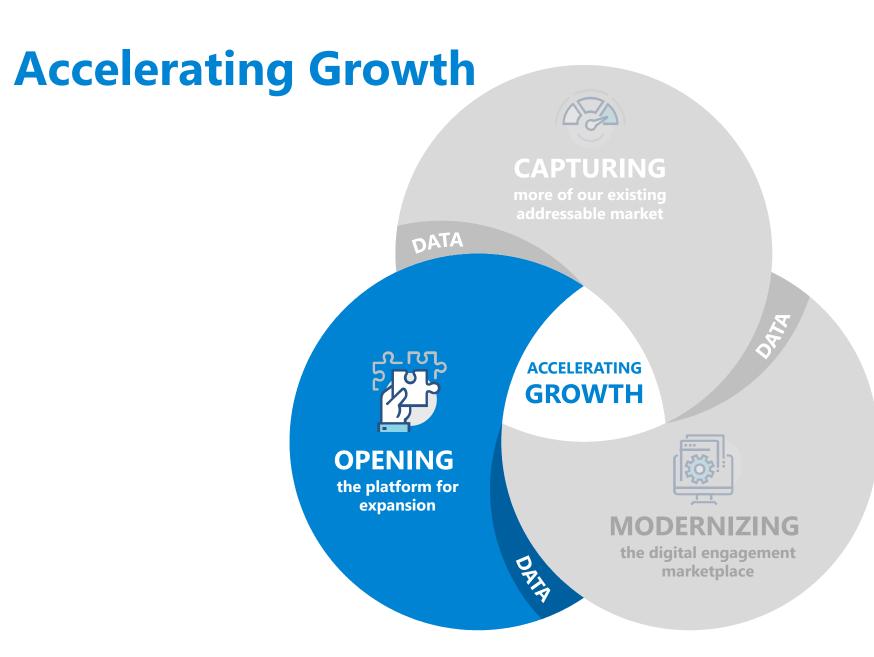




















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# The Intelligent Financial Life™



# Pursuing the Opportunity Ahead

PRESENTED BY Stuart DePina President

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# Why Invest in Envestnet?

Vast market opportunity

**Strong value proposition** 

**Compelling financial model** 

## Winning go-to-market strategy



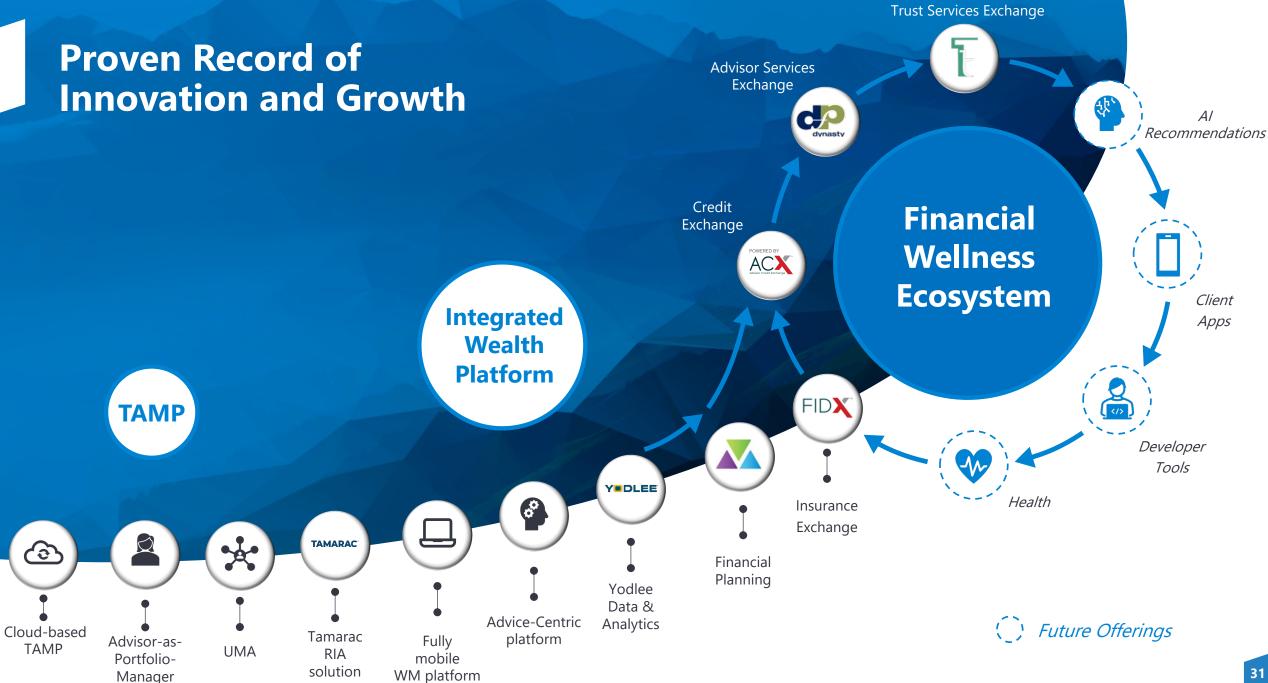
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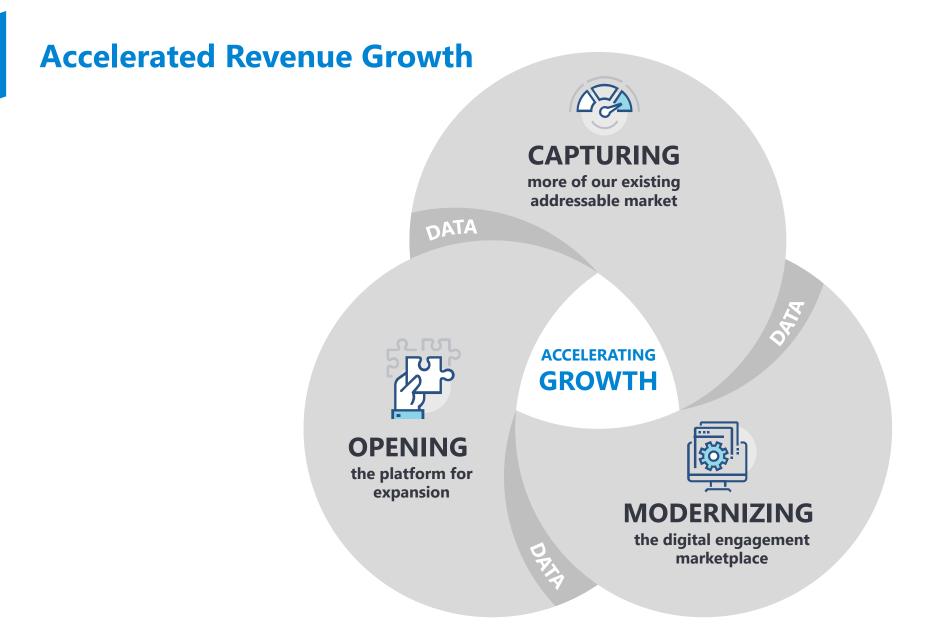






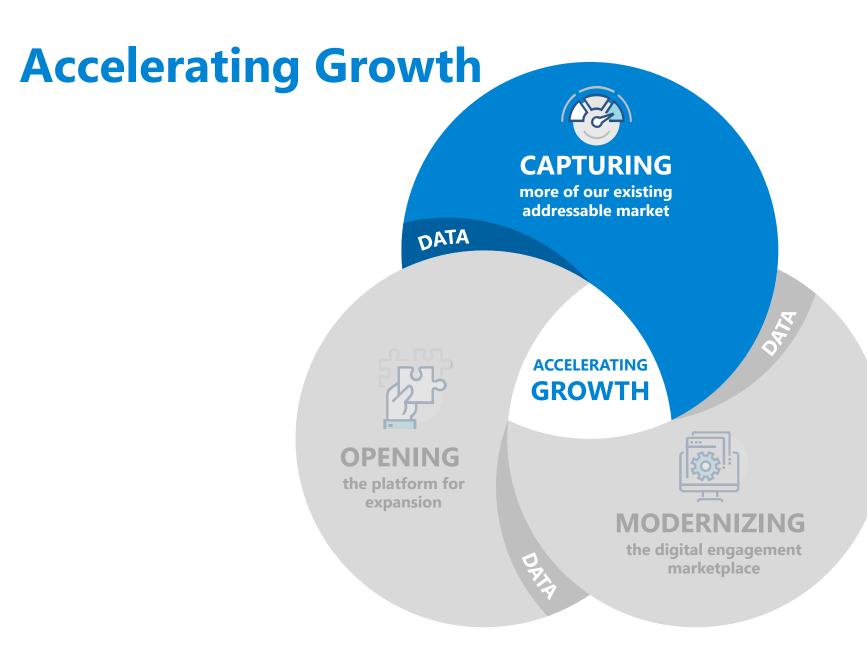








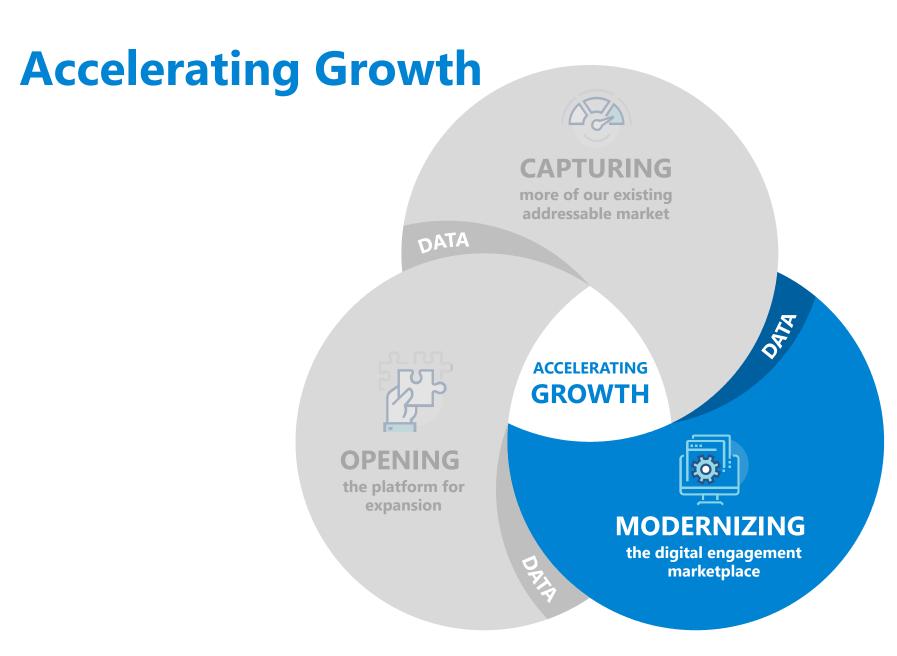






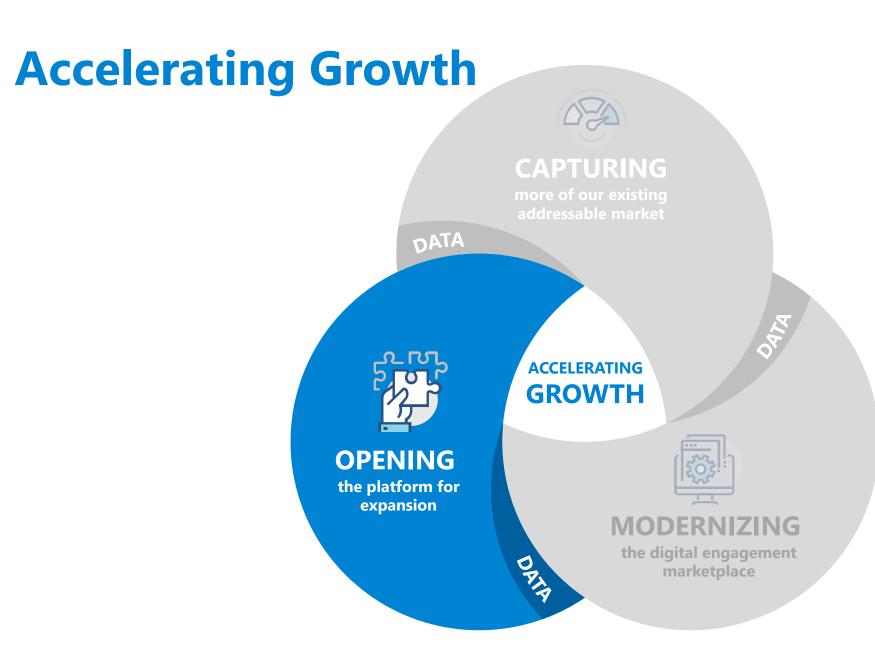
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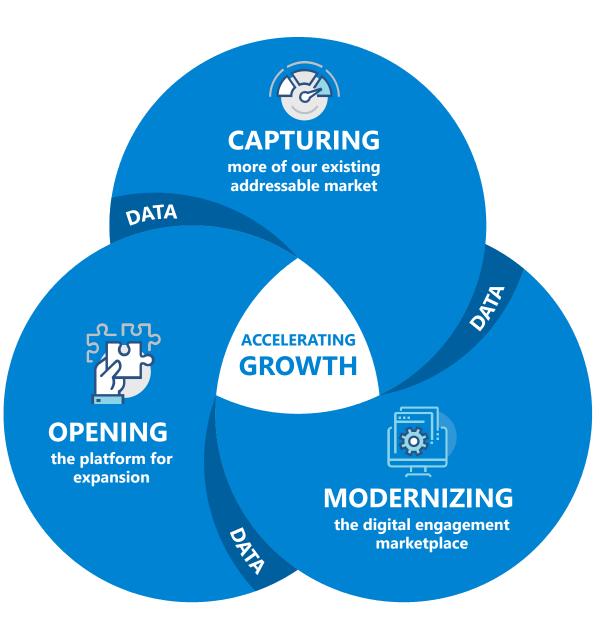
















# What You'll Hear Today...

Fueling Growth Through Data Intelligence

Capturing More of the Existing Addressable Market With Financial Wellness Solutions

Modernizing the Digital Engagement Marketplace

**Opening the Platform for Expansion** 

Activating a Go-to-Market Strategy to Propel Growth

Driving Profitability and Accelerated Revenue Growth

Closing

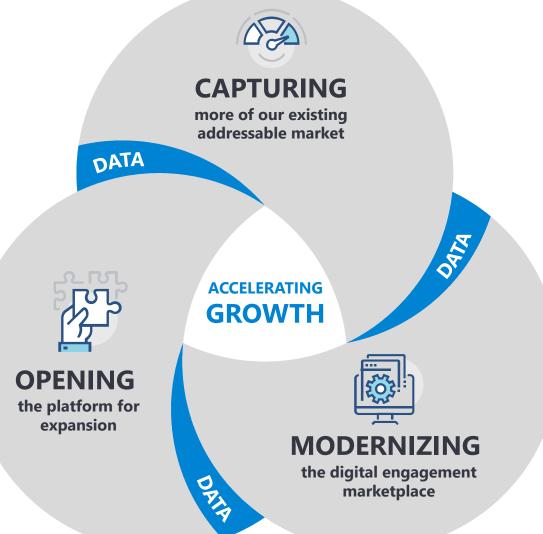




# Fueling Growth Through Data Intelligence

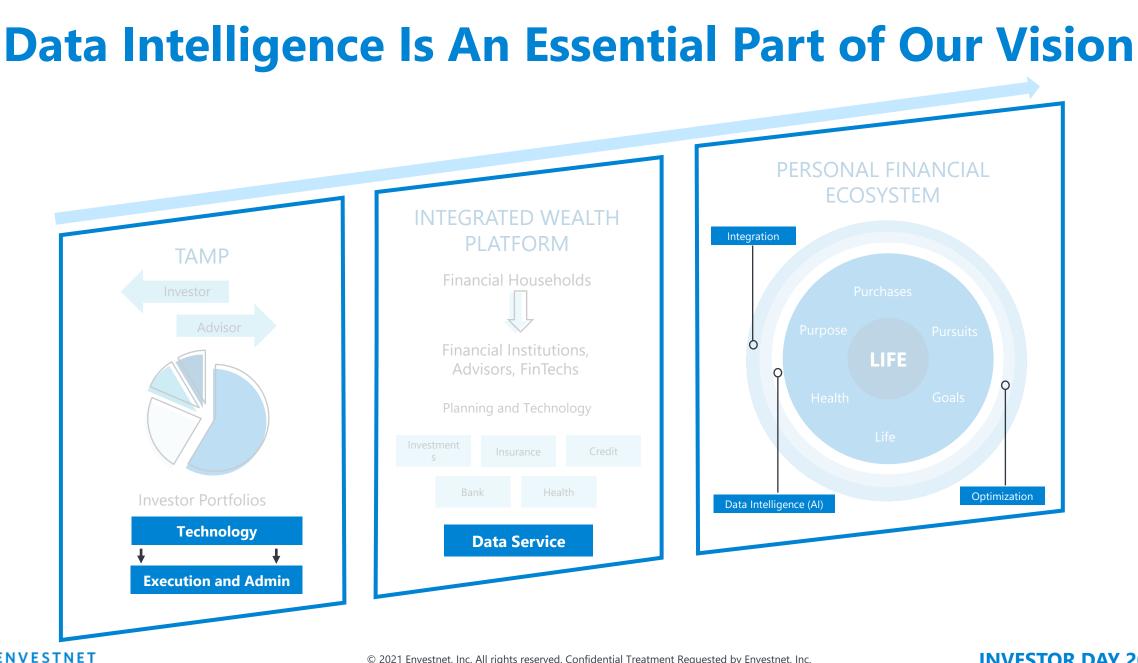
PRESENTED BY Farouk Ferchichi Chief Data Analytics Officer

### **Envestnet's Vision for Accelerating Growth is Deeply Rooted in Data**

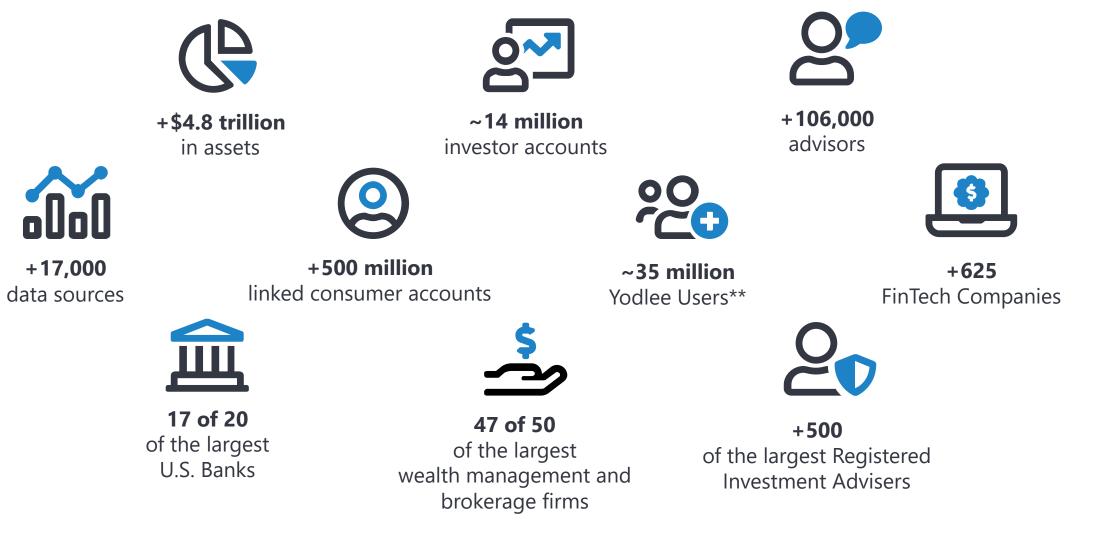




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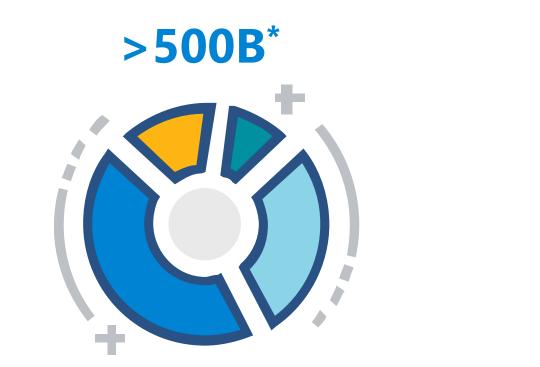


## Our Unparalleled Data Set Lays the Groundwork for Being the Market Leader in Analytics and AI





**Claiming Our Share of a Massive and Growing Market to Accelerate Envestnet's Planned Revenue Growth** 

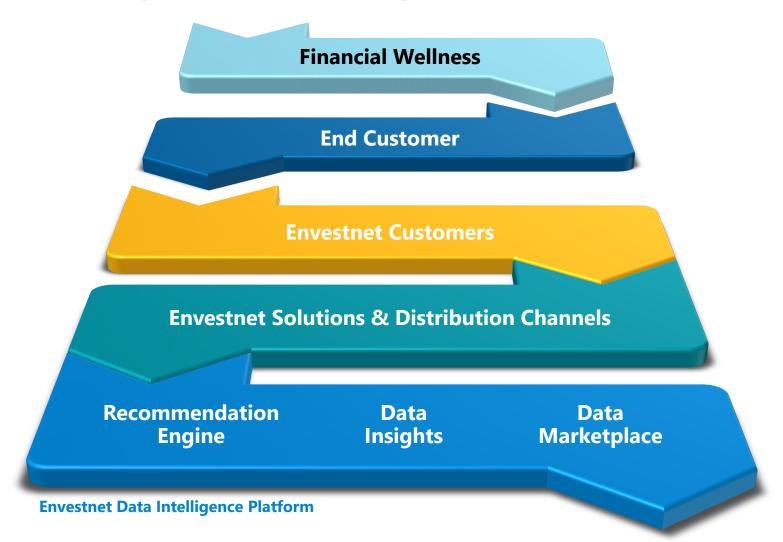




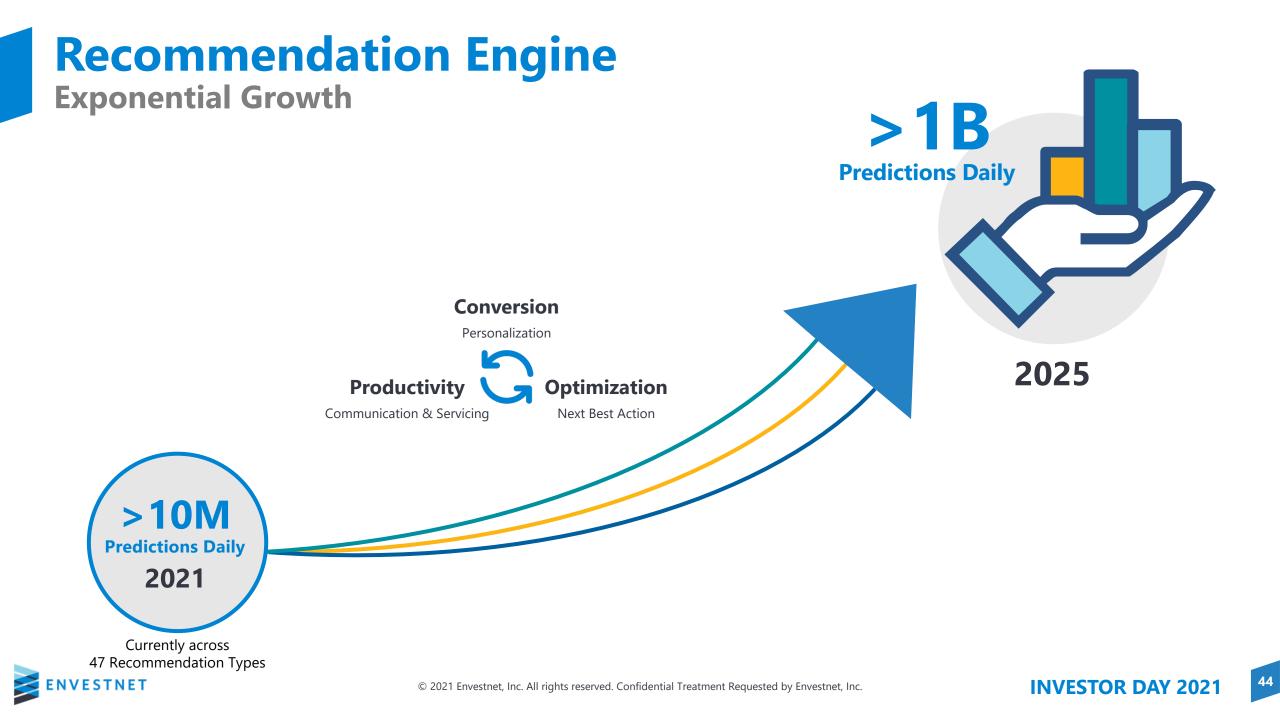
\*Sources: Wikibon, Global Data Analytics, Allied Market Research, Statista, Research and Markets

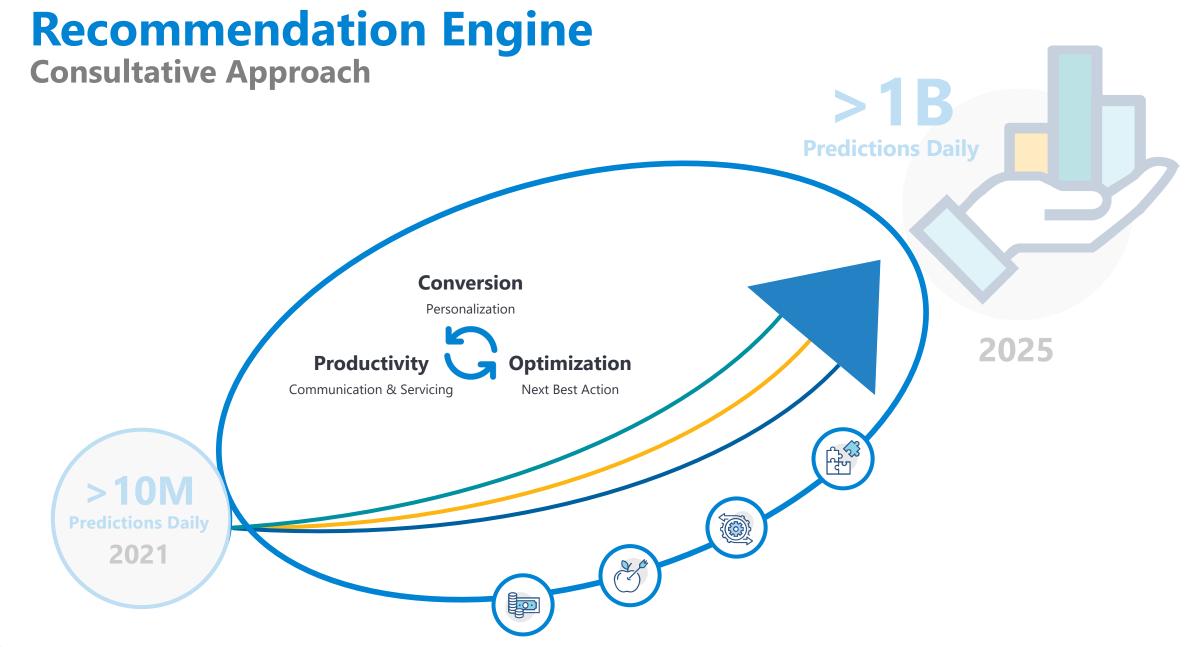


### **Enabling The Financial Wellness Ecosystem Through Market-Leading Data Intelligence Platform**



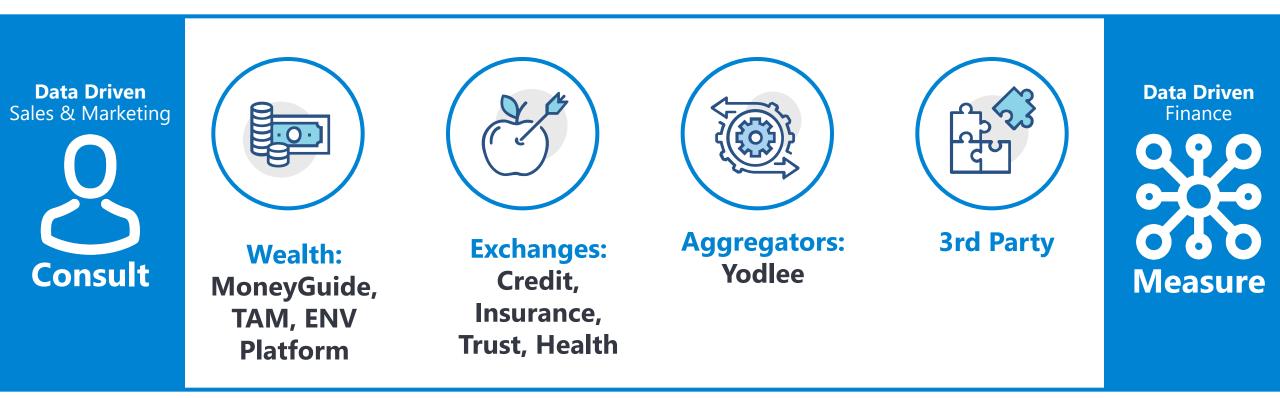






## **Recommendation Engine**

**Consultative Approach** 





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#### **Recommendation Engine** Delivering Value

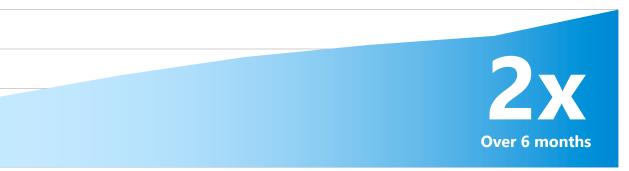


><sup>\$25B</sup> Firm Brokerage Assets

**~60%** Fit Target Demographic for Accumulation Needs

**>**<sup>\$</sup>**10B** High Priority | ~100k Accounts | Misaligned vs. Client Profile

Since program launch, this firm has converted over \$1B in Brokerage accts to managed.





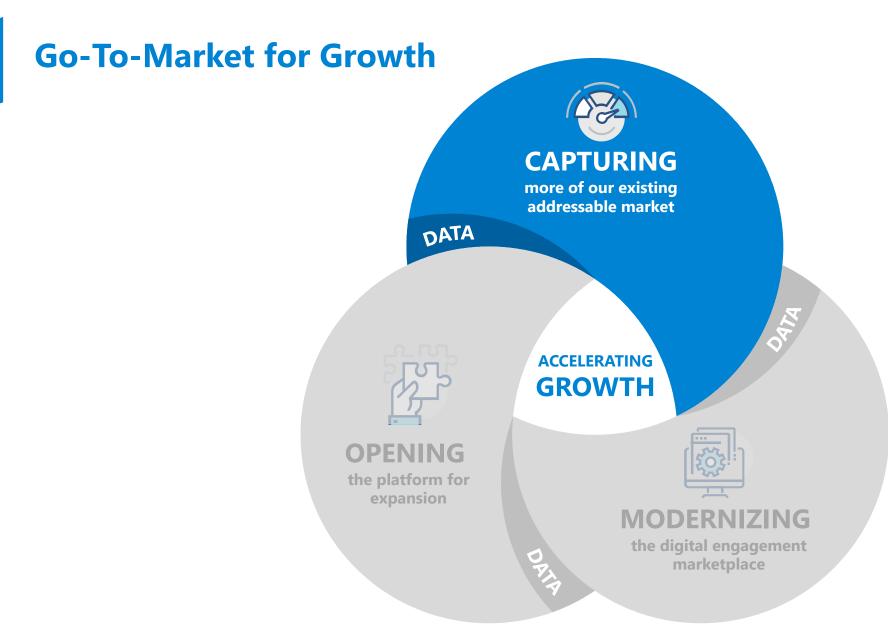
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## Financial Wellness Solutions to Capture More of the Existing Addressable Market

PRESENTED BY Dana M. D'Auria, CFA Co-Chief Investment Officer PRESENTED BY Thomas Sipp, CFA Senior Group Head of Envestnet Solutions

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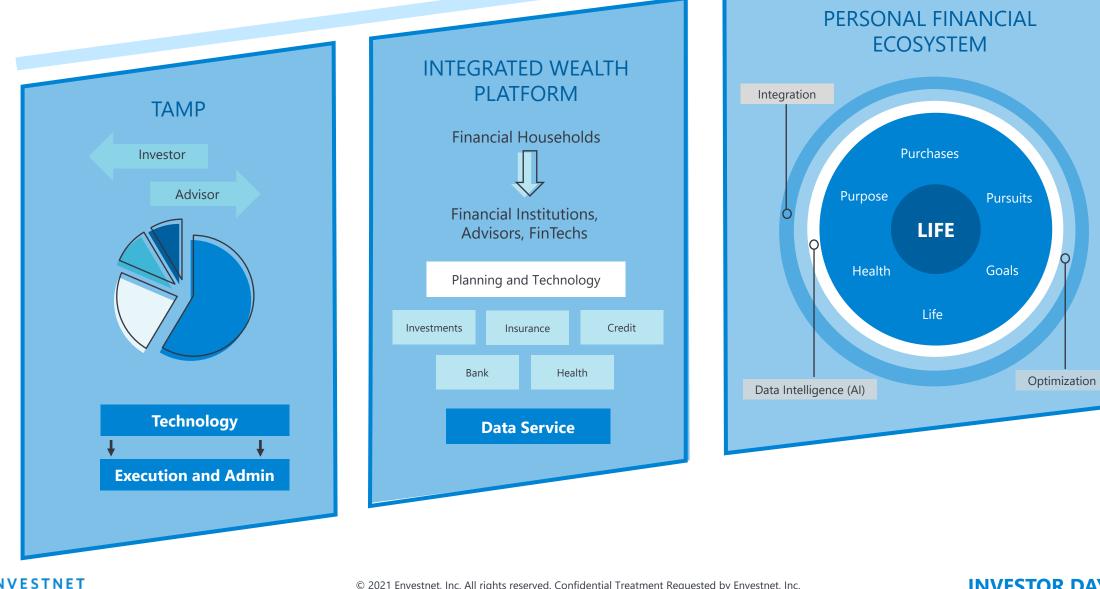




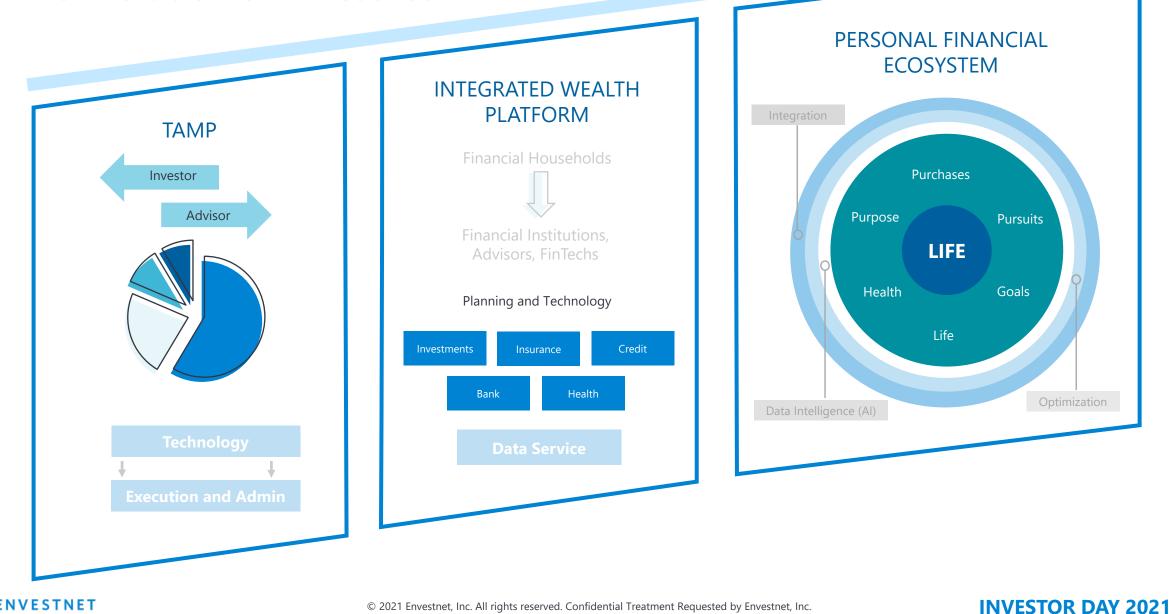
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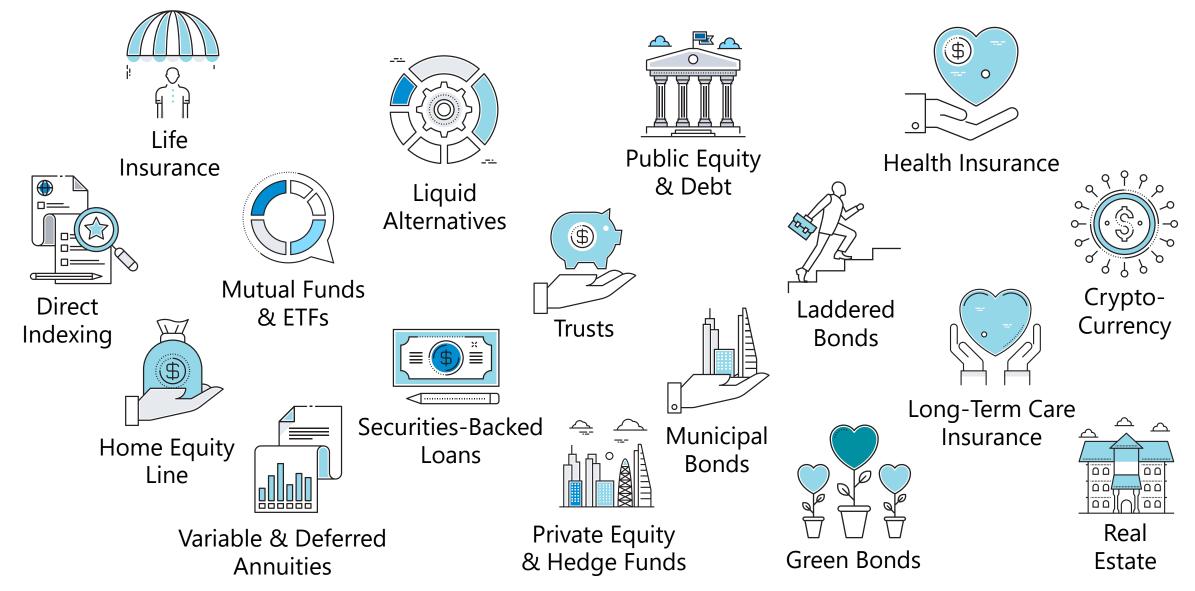
#### **The Evolution of Envestnet**



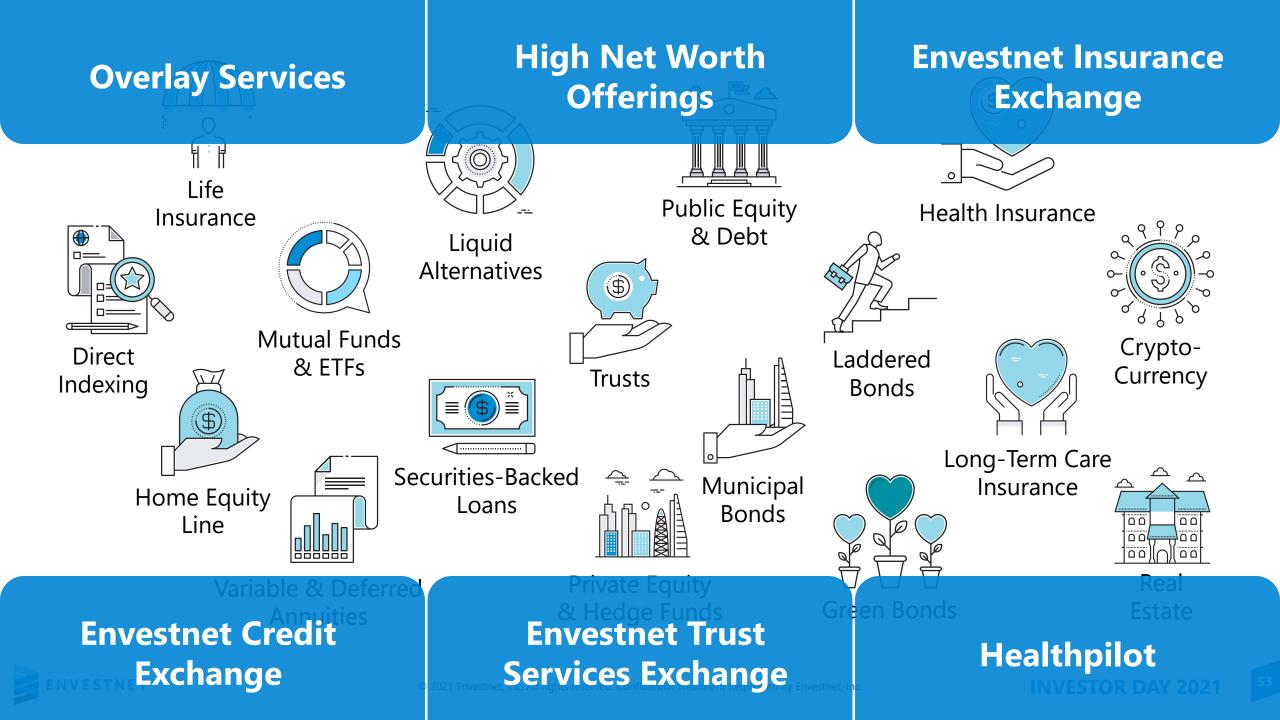
#### **The Evolution of Envestnet**



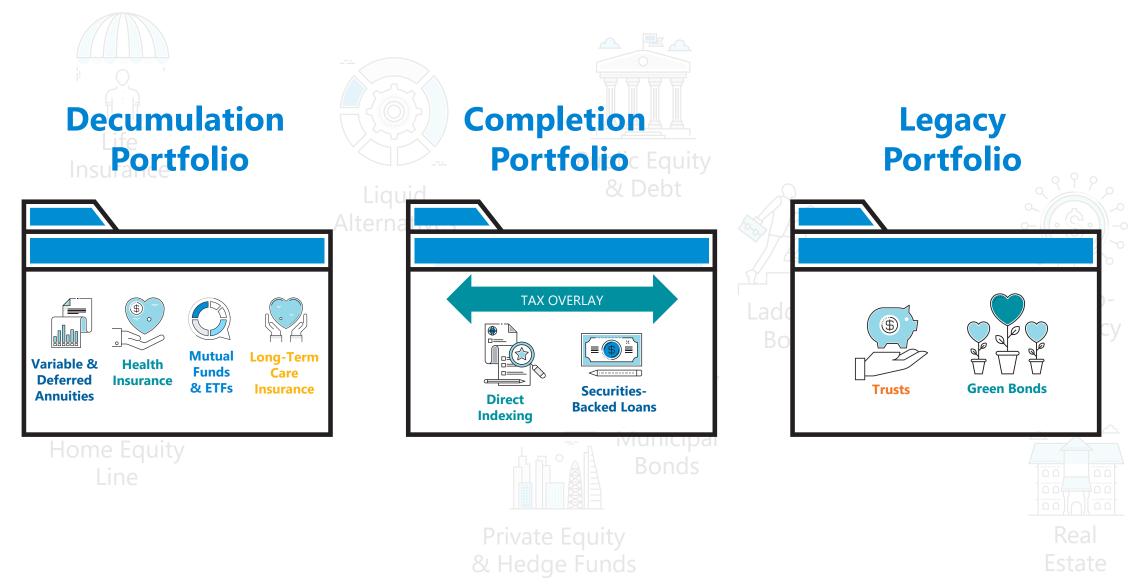
#### **Cutting Through the Clutter to Simplify Financial Decisions**







#### **Portfolios of the Future: Customized to Clients' Specific Needs**





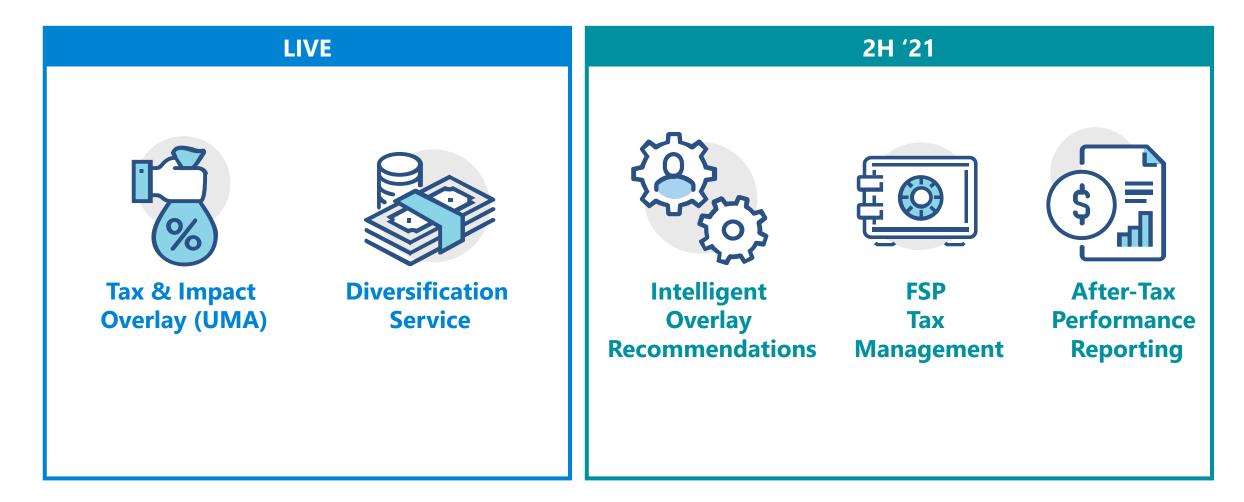
# **Tax Overlay Services**







## Tax & Impact Overlay Roadmap





## **Case Study: How Tax Overlay Reduces Gains Realization**

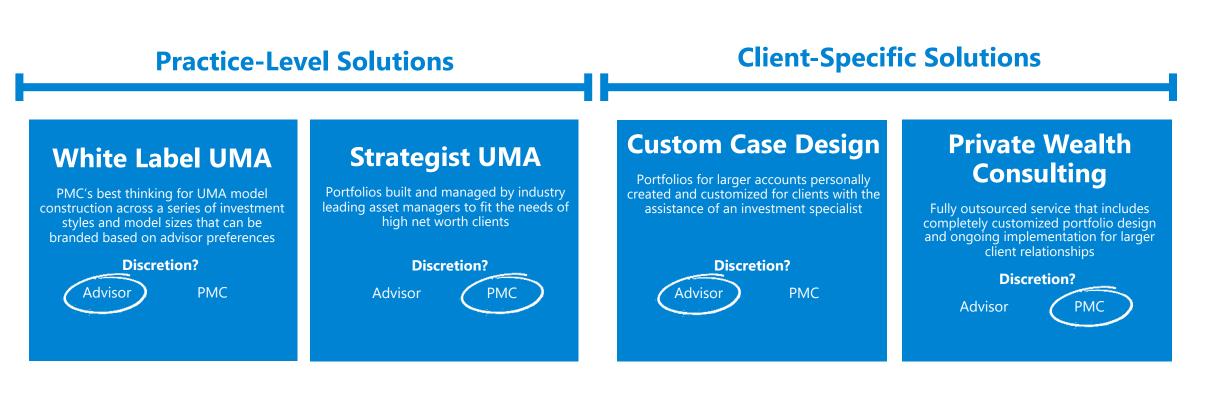
Potential Cost of Portfolio Transition – with or without tax management

Year 1 Tax Budget	Net Realized Short-Term Gains	Net Realized Long-Term Gains	Weighted Account Tracking Error	First-Year Tax Bill Due To Transition	Tax Management Fee	Potential First- Year Tax Savings
No Tax Management	\$376,234	\$1,625,776	.02%	\$550,220	\$0	N/A
\$0ST/\$0LT	\$0	\$0	2.81%	\$0	\$11,649	\$538,571
\$0ST/\$500K LT	\$0	\$500K	1.80%	\$119,000	\$11,649	\$419,571
\$0ST/\$1MM LT	\$0	\$1MM	1.22%	\$238,000	\$11,649	\$300,571
\$0ST/Unlimited LT	\$0	\$1.625MM	.80%	\$386,750	\$11,649	\$151,821

\*\*This is a hypothetical example for illustrative purposes only and not based on actual account information. Assuming an income tax rate of 43.4% and a capital gains rate of 23.8%.



## **Consulting Solutions – High Net Worth Offerings**

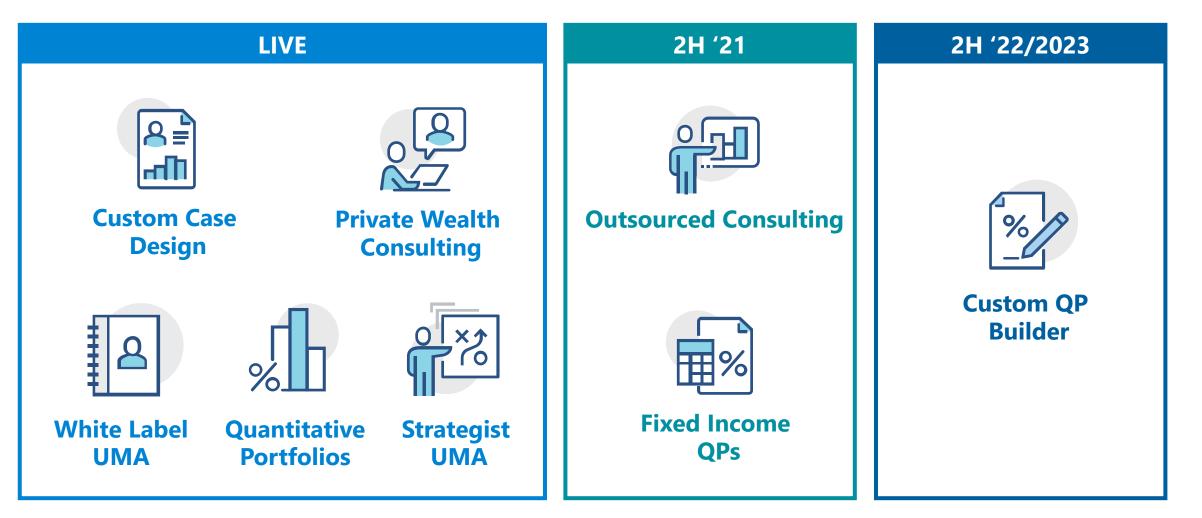




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ESTNET

## **Consulting Solutions – High Net Worth Roadmap**



### **Case Study: Customization for Personalized Portfolios**

Portfolio Construction with Impact Overlay

#### **Client Details**

- \$1.4M in cash
- Avoid corporations that:
  - Abuse the Environment
  - Profit from Nuclear Power
  - Put profits in front of Customer Rights, Employee Rights and Human Rights

#### **Proposed Solution**

- Invest in an ActivePassive portfolio
- Apply IMPACT Overlay with the following screens:
  - Environment, Nuclear Power, Customer Rights, Employee Rights and Human Rights

Customized ESG Portfolio					
Equity (86%)					
Large Cap Core – Active & Passive					
QP: Impact Large Cap Core – ESG (SMA)	23%				
Dana Social ESG Equity (SMA)	19%				
Small Cap Core – Active					
Trillium Small Mid Cap Core (SMA)	12%				
International Developed Markets – Passive					
QP: Impact International ADR – ESG (SMA)	19%				
Emerging Markets - Active					
Lazard EM Equity Select ADR (SMA)	6%				
Global Equity - Active					
Pax Global Environmental Markets Instl	7%				
Fixed Income (14%)					
Intermediate Bond - Active					
CRA Qualified Investment Instl	7%				
TIAA-CREF Social Choice Bond Instl	7%				



## **The Envestnet Insurance Exchange: Providing Protection** Powered by FIDx

The Envestnet Insurance Exchange enables advisors to offer **protection solutions alongside managed investments**, fully integrated through a clients overall financial plan



## **Envestnet Insurance Exchange: Integration with MoneyGuide**

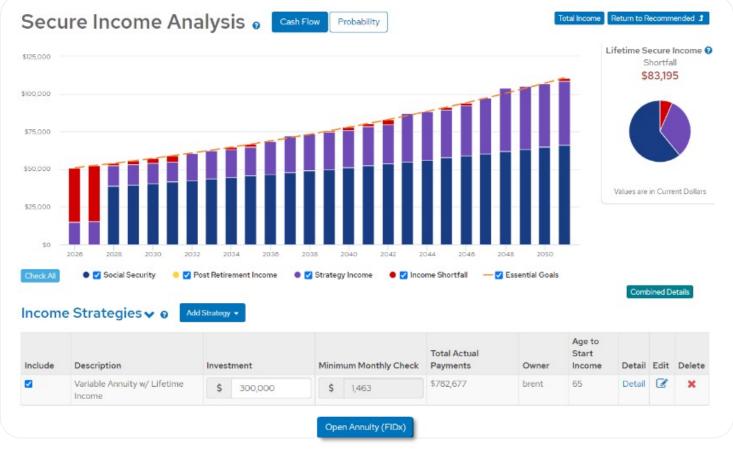
### Building financial plans with secure income



Uncover a client's need for protected income

- Identify a secure income strategy
- 3

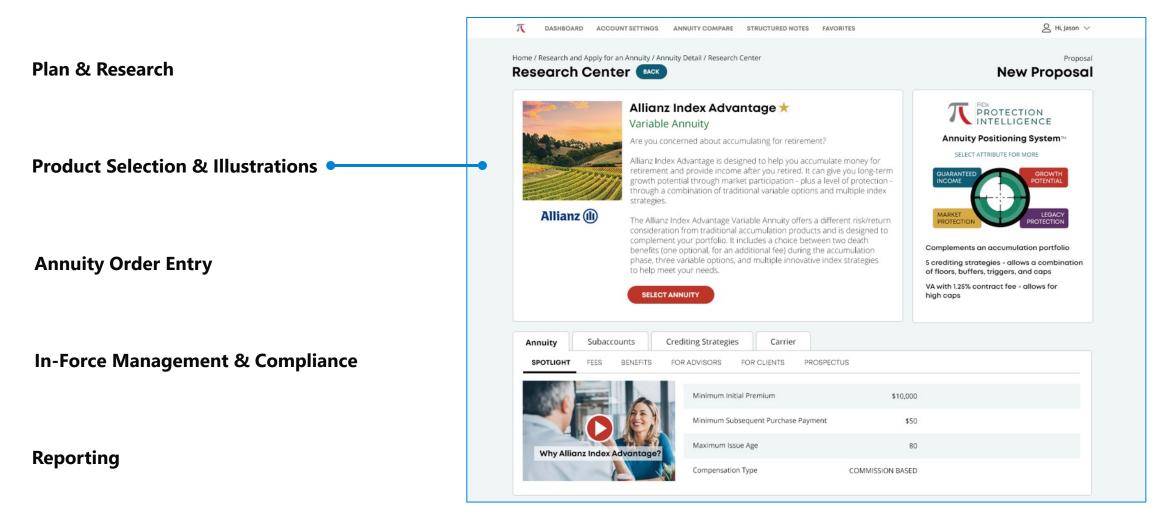
Implement a selected secure income strategy



Demo clients and accounts for illustrative purposes only

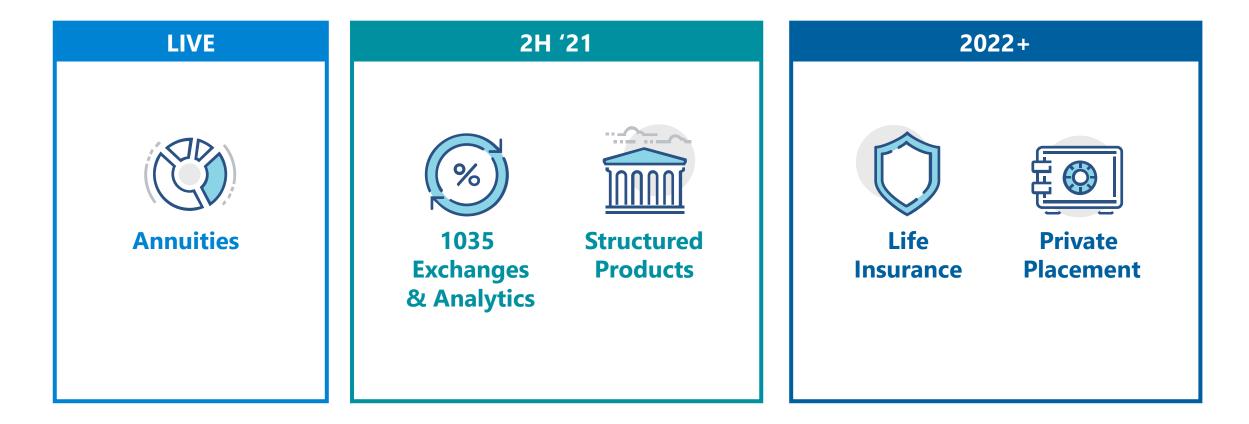
# The Complete Insurance Lifecycle Experience

Includes ability to seamlessly integrate Account Order Entry





# The Envestnet Insurance Exchange Roadmap







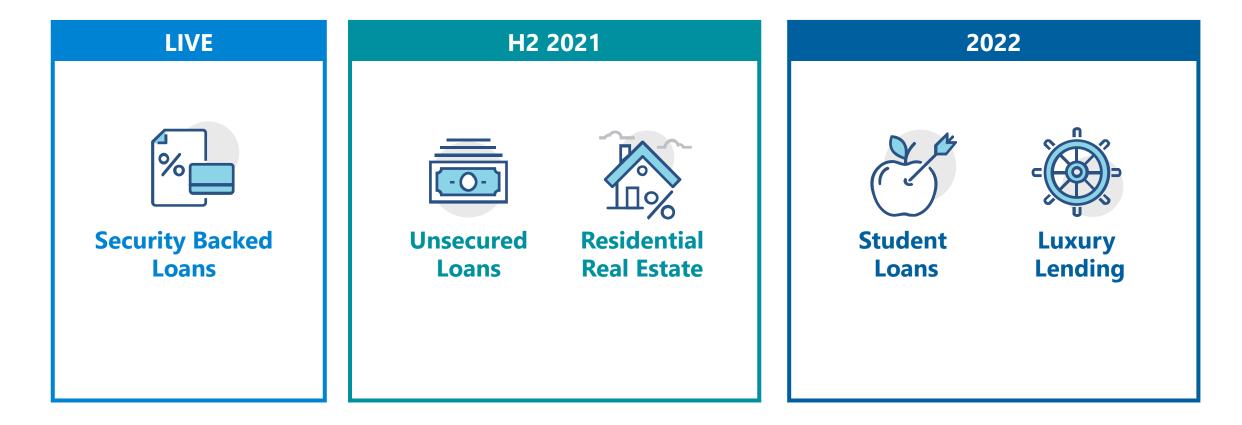
## **The Envestnet Credit Exchange: Managing Credit** Powered by ACx

Empower advisors to deliver advice-driven financing that helps clients manage **both sides of the balance sheet** to better build net worth and achieve financial wellness by offering a broad range of easily accessed, pre-qualified credit options from high-caliber lenders



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# The Envestnet Credit Exchange Roadmap





## Envestnet Credit Exchange – Spend vs Borrow on MoneyGuide

Should I Spend or Should I Borrow? Goal Information Asset Information Loan Options

A Edit Personal Information



© 2020 MoneyGuide, Inc. All rights reserved. Disclosures Loan Options what type of LOAN IS RIGHT FOR YOU?

The following types of loans are the most applicable to your unique situation.

Please select a Loan Option

#### Home Equity Line of Credit

Typically 10 years in duration and home equity is used as collateral. Monthly payments can vary and often applied only to interest. You will be required to payback any outstanding principal at the end of the loan. <u>Read More</u>

Select this option

#### Securities Backed Line of Credit

Allows use of existing investments as collateral. Usually shorter duration loans with interest only payments that can vary month to month. You will be required to payback any outstanding principal at the end of the loan. Read More

#### Mortgage - Fixed Rate

The most common loan type when purchasing a home. Your monthly payments are fixed, consist of both principal and interest, and are typically 15 to 30 years in duration. <u>Read More</u>

) Select this option

#### Personal Loan

These unsecured loans can be used for any reason. Your monthly payments are fixed and consist of both principal and interest. Typically less than 8 years in duration. <u>Read More</u>

**ENVESTNET** 

# **Securities Backed Loan Worksheet**

Pre-approved term sheets processed nightly for clients

	ABC Wealth	Management		Q Client Se	arch					Michael Smith   <u>Log Off</u> 2, 2019  10:08 PM EDT	Advisor	Credit Exchange
Номе	NP SBL Jane Doe	Worksheet							Significan	nt Adjustment (+/- 10%)	Changes	Entered 🔇
	🖀 Non-Pu	rpose Securities Ba	acked Loan	I.								
	Below is the position detail for the Non-Purpose Securities Backed Loan that your client may qualify for, based on the investment assets held. You can adjust the lender, the postion units, and/or include aditional positions by making edits to the fields below. Adjusting/adding positions will affect the loan amount and terms available to your client and the corresponding Loan Opportunity Shet (LOS). * Please note that changes made to lender, accounts, and positions will ONLY be save for use today.											
OPPORTUNITY		Lender Product 💡	Nationwide - Sm	art Credit		•	Annual Income	\$3,450,000	0 0	Assets	\$33,341	.117 3
	Add/Remove Pos	stions from these Accounts 🧿	BYA5983060 ×			•	Annual Expenses	\$575,30	0 3	Liabilities	\$3,782	,000
		Ineligible Accounts 🕜	TYC78273625	MCN98765432			Total Bank Deposits	\$530,00	8	Eligible Investments Held Away	\$1,000	,000
NP SBL WORKSHEET	Security Type	Custodian	Account	Security Name	Symbol	CUSIP	Units	Price	Market Value	Release ? F	Position ligibility ?	
UNSECURED	Equity	Fidelity IWS	BYA5983060	Exxon Mobil	XOM	30231G102	5,000.000	\$76.33	\$381,605	64%	\$244,256	Remove
WORKSHEET	Equity	Fidelity IWS	BYA5983060	US Steel	х	912909AD0	4,201.000	\$44.65	\$187,575	55%	\$103,166	🛿 Remove
REAL ESTATE WORKSHEET	Equity	Fidelity IWS	BYA5983060	Merck & Co.	MRK	58933Y105	4,800.000	\$54.60	\$262,080	65%	\$170,351	Remove
	Equity	Fidelity IWS	BYA5983060	Macy's Inc.	М	55616P104	5,200.000	\$28.91	\$150,332	65%	\$97,715	Remove
OTHER WORKSHEET	Equity	Fidelity IWS	BYA5983060	Caterpillar Inc.	CAT	149123101	4,804.000	\$154.92	\$744,235	72%	\$535,850	Remove
	Equity	Fidelity IWS	BYA5983060	Haliburton Company	HAL	40621101	5,900.000	\$46.47	\$274,173	65%	\$178,212	S Remove
INSURANCE WORKSHEET		Select •										🔁 Add

# **Residential Real Estate Loan Worksheet**

#### Loan Opportunities by Lender

15 Year Fixed 📀

Interest Pate (APP)

Quick Compare       Single-Family Home       Primary Home       90201       Excellent (800 - 850)       Non-Military       Paid when closing on mortgage and who pait them?         Purchase Price       Down Payment       Loan Amount       Image: Calculate       Image:	ning ance an APR? ) ) (o ges are
Term Lender One Lender Two Lender Three	<u>o pays</u>



2 575% (2 409%

2 625% (2 653% 2)

3,250% (3,317% 2)

## **Envestnet Trust Services Exchange: Legacy and Trust Planning** Powered by Trucendent

Help advisors cultivate and grow relationships with the next generation of clients by **digitally providing wealth transfer and trust services** as part of a holistic financial plan



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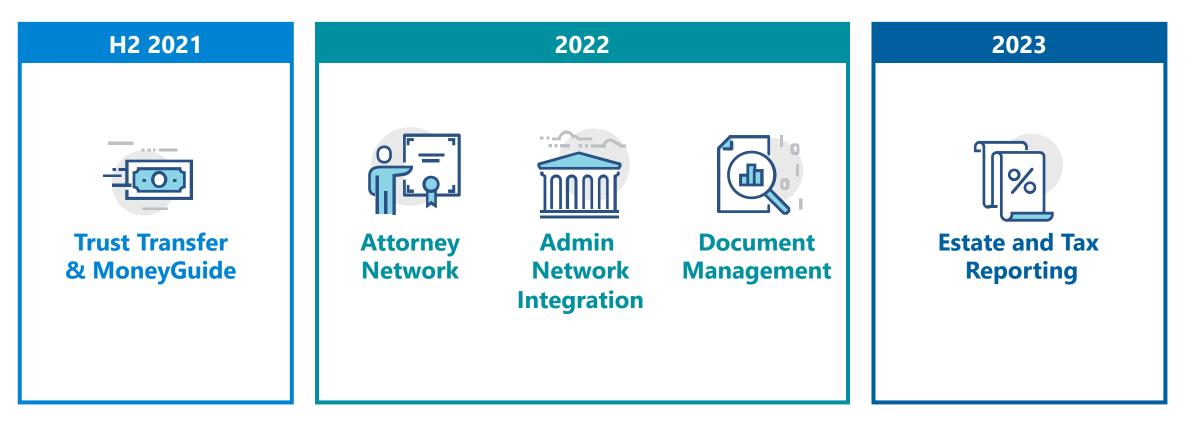


# **Distribution and Recommendation**

	Cole, Jim Recommendation	on Approval		×				
Inactive								
Welcome James Foley, This tool will help you define the structure of your trust based on your family's goals and objectives and make a detailed recommendation on how to setup a trust for your specific family needs.	Trust Recommendation         Your client has accepted the recommendation. Our attorney will reach out to you and your client with next steps.         Unmarried         Trust Package							
Your friends @ Trucendent	Primary Document(s): Revocable and Residuary Trusts		Includes:					
STEP 1	Revolable and Residual y 11 uses		A <u>Revocable</u> trust may be used to (a) avoid probate, (b) avoid ancillary probate, provide for continuity of asset management by a co or successor Trustee, or (d) keep private the dispositive terms of the estate plan.					
Create your family tree			A <u>Residuary</u> trust is helpful to (a) shelter assets from federal estate tax when the firs spouse dies, and/or (b) shelter assets likely to appreciate, where sheltered growth is desirable.					
STEP 2 Estimate your family assets			Family members identified as minors or having special needs will be included in custom documents.					
STEP 3 Define your estate distribution	Details submitted for recommend	ation	Submitted on - 01 Apr	2021				
STEP 4	Family Tree Last Edited - 01 Apr 2021							
Review your trust recommendation	Account Owner: Jim Cole Others: 3	Partner: N/A	Children: 0					
	Asset Estimation Last Edited - 01 Apr 2021							
	Family Assets: \$2,403,098							



## The Envestnet Trust Services Exchange Roadmap







### Medicare Decision Support Engine: Medicare Planning and Selection Powered by Healthpilot

Deliver Medicare recommendations based on a client's unique profile delivered as part of holistic financial wellness

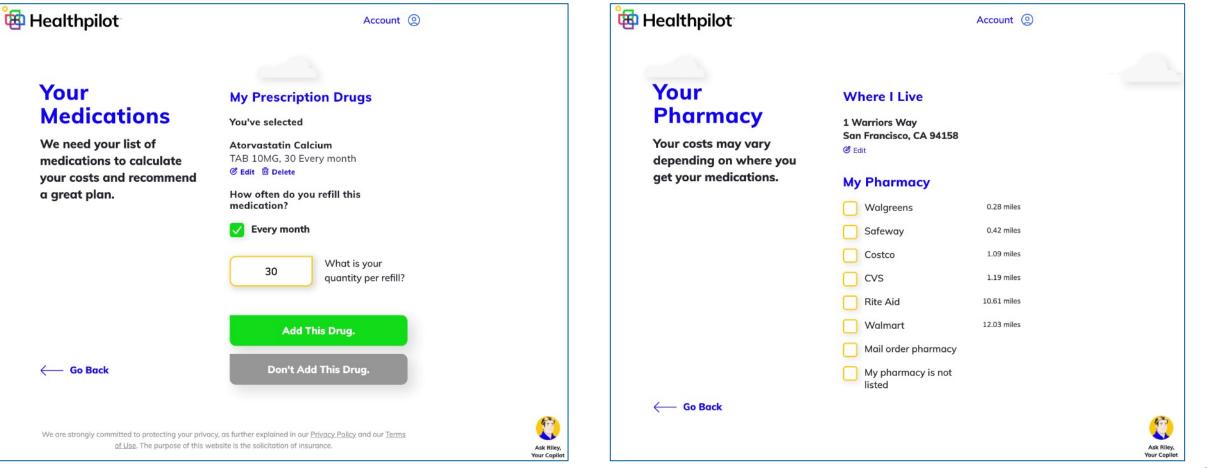


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# **Client Prescription Dashboard**

We make it easy to collect prescription and pharmacy information needed to make the plan recommendation





# **Plan Selection Dashboard**

Details of the best two options appear for customers to choose from

Humana Gold Humana. Plus H4461-034 (HMO-POS)		United World Plan G Mutual Omana	
		WellCare Wellness Rx (PDP)	WellCare
This Plan Compared With	Estimated Savings	This Plan Compared With	Estimated Savings
Original Medicare (Part A+B)	<b>\$7,640</b> /yr	Original Medicare (Part A+B)	\$5,652/yr
Your Current Plan	<b>\$630</b> /yr	Your Current Plan	<b>\$140</b> /yr
Premium	\$0	Premium	\$139
Deductible	\$0	Deductible	\$203
Primary care office visit copay \$0		Primary care office visit copay \$0	
Specialist office visit copay \$25		Specialist office visit copay \$0	
Max out-of-pocket	\$2,650	Max out-of-pocket	No Limit
More Details		More Details	
Coverage		Coverage	
All medications		All medications	
Walgreens (preferred)		Walgreens (preferred)	
2 of 3 doctors View		All US doctors	
Dental		Dental View	
<ul> <li>Transportation</li> </ul>		č	
		🗵 Transportation	n <u>View</u>
Apply Now		Apply	Now



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Your Co

# **Medicare Decision Support Engine Roadmap**



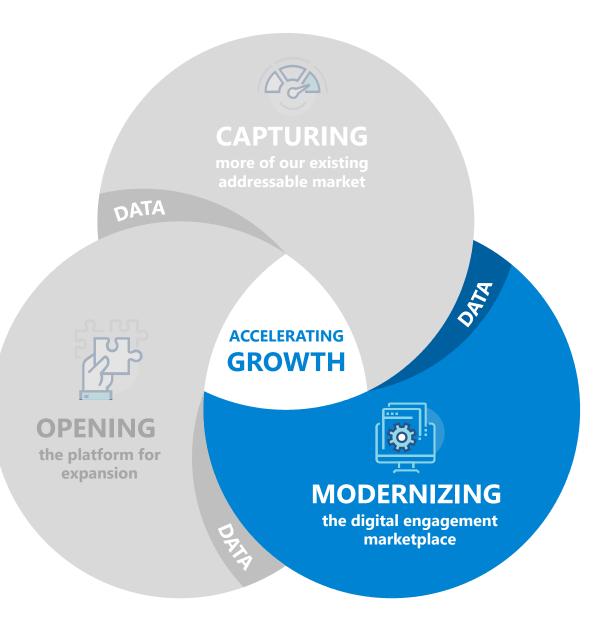






### Modernizing the Digital Engagement Marketplace

PRESENTED BY Brandon Rembe Chief Product Officer





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# Trends Driving Our Roadmap

- Single view for the client's entire financial life
- Digital engagement tools to support all client profiles
- Seamless advisor and client journeys from retail to ultra-high-net-worth
- Omni-channel distribution for the advisor and the client
- Data-driven "Next Best Action" for clients and advisors
- Hyper-personalization at scale

# **Envestnet Portal Experience**







**Full Portal** 

### **Hosted Widgets**

### **FinTech**

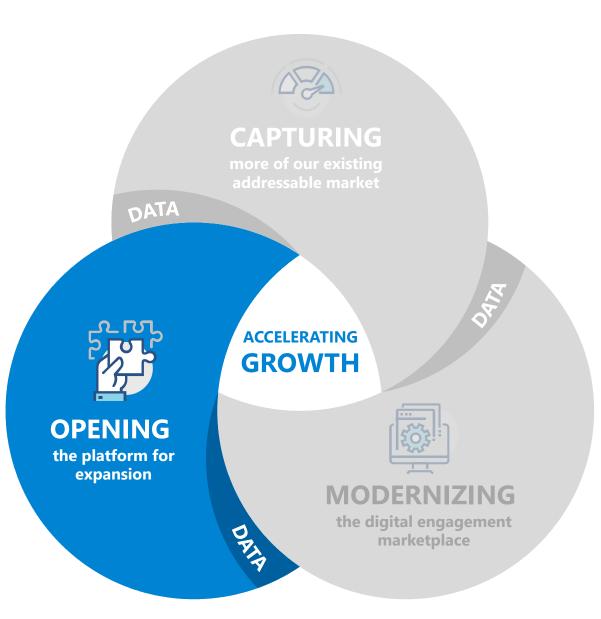


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# **Opening the Platform for Expansion**

PRESENTED BY Dani Fava Head of Strategic Development









TAM \$2B+ Revenue TAM \$2M

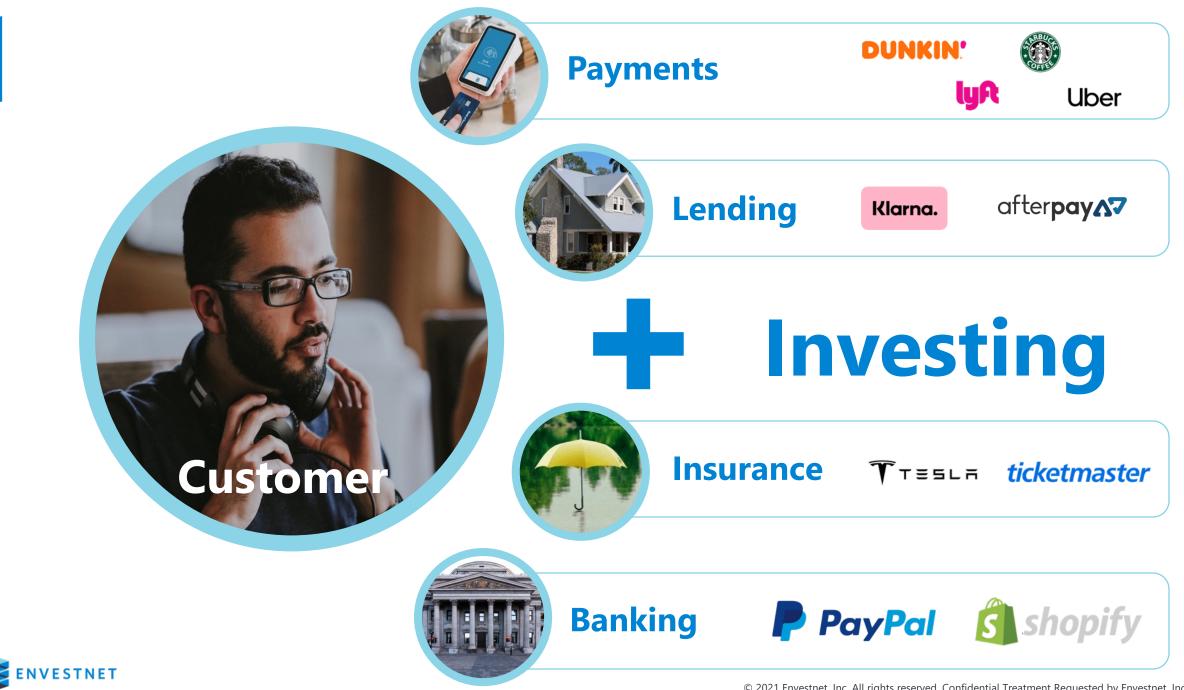
#### TAM \$250B+ Revenue TAM \$250M

TAM \$400B+ Revenue TAM \$400M TAM \$1.2T+ Revenue TAM \$1.2B



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### **Embedders**



### Investor

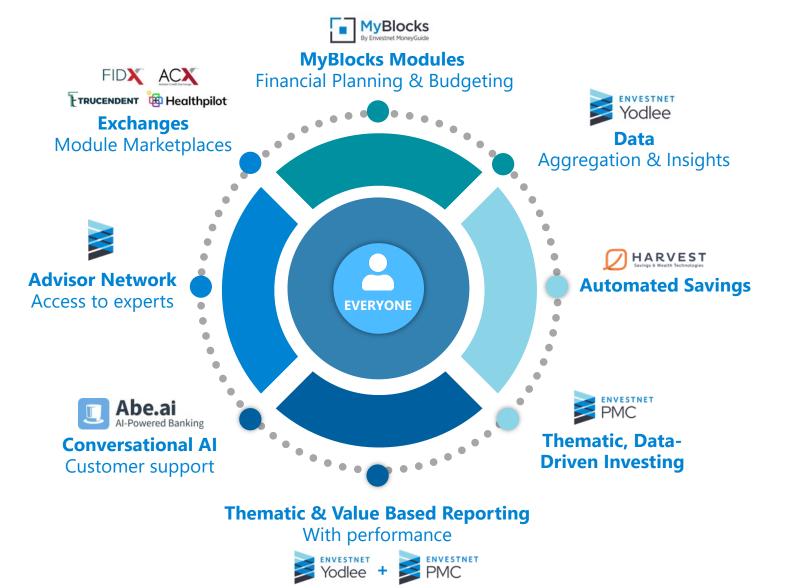


Tomorrow's advisor clients



### **How Is Envestnet Positioned to Power Embedded Finance?**

Financial Wellness API Network



# What Happens Next?

Wealth inequality and financial education are center stage.

People want to make a difference in the world; and they'll use investments to do it.

Savers and investors will have money sprinkled in more places.

**Tomorrow's advisor clients are found in different places.** 

**Embedded finance is not a feature; it's a category.** 

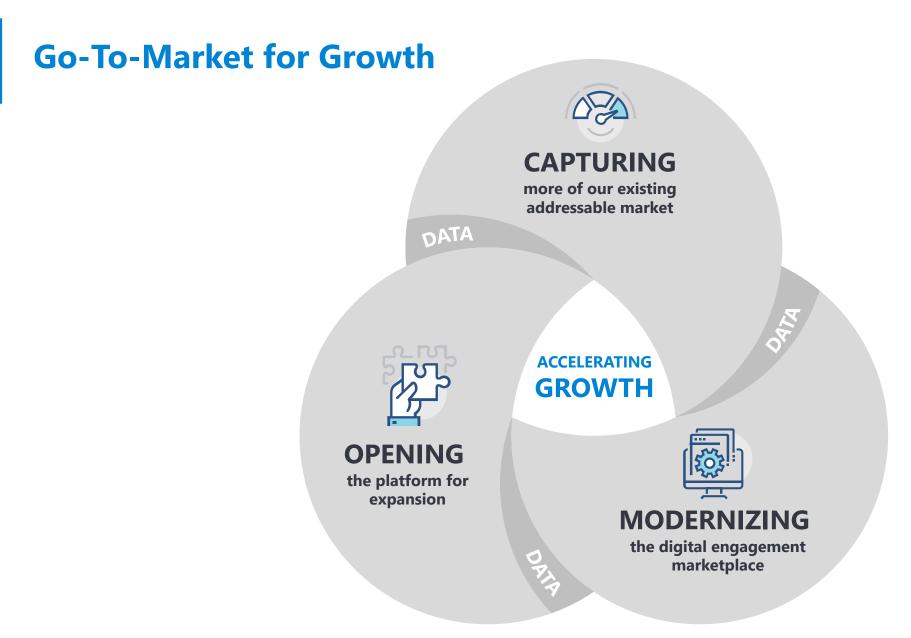




### Activating a Go-to-Market Strategy to Propel Growth

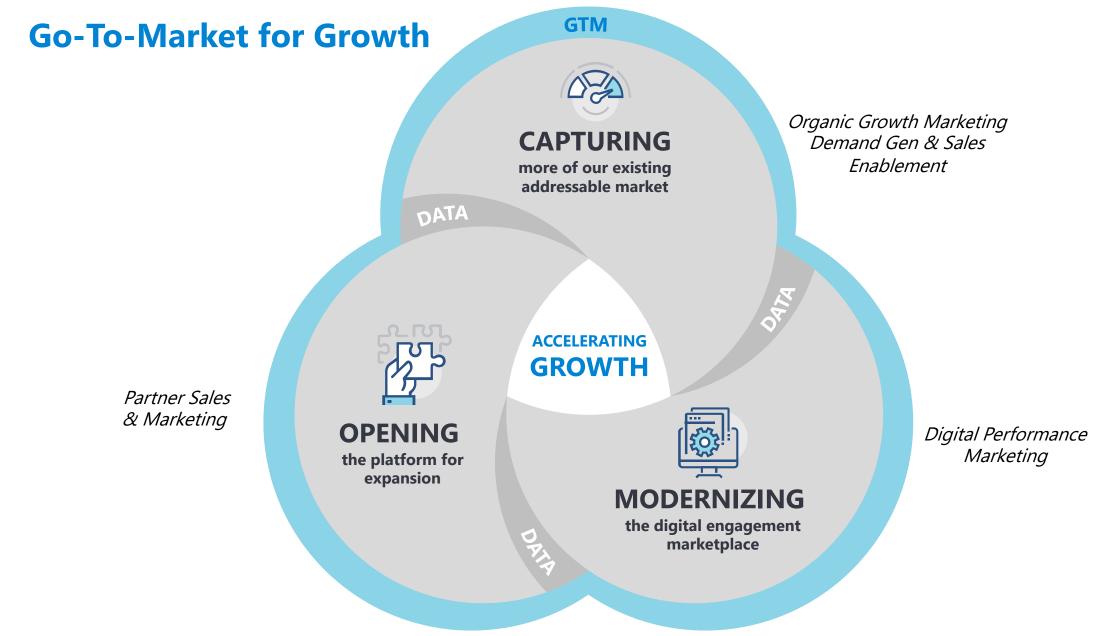
PRESENTED BY Mary Ellen Dugan Chief Marketing Officer

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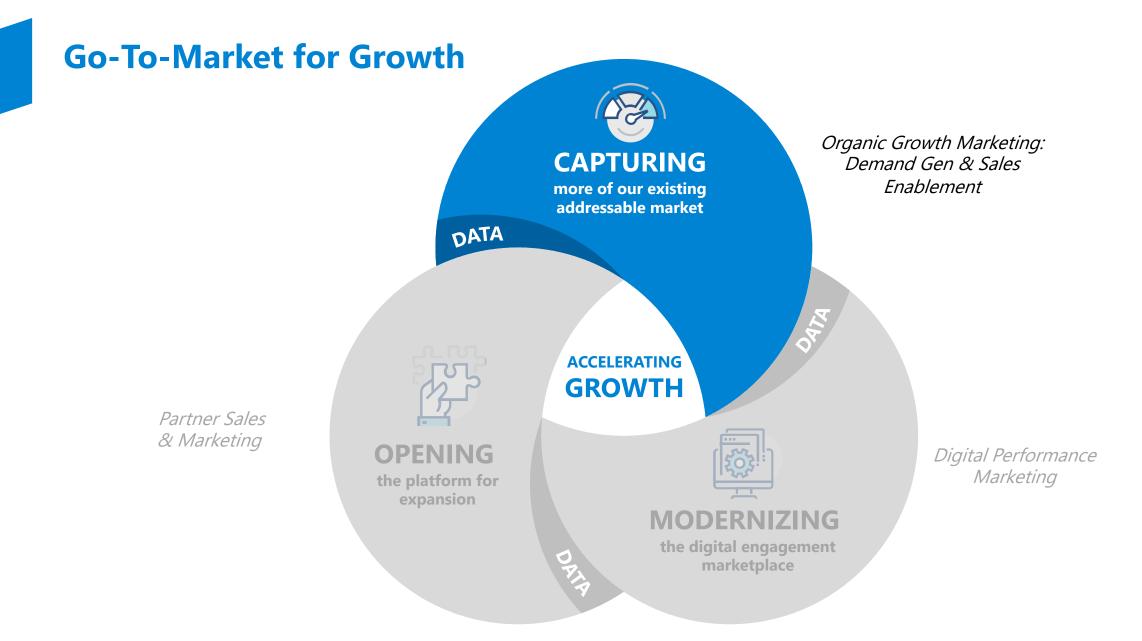






ENVESTNET



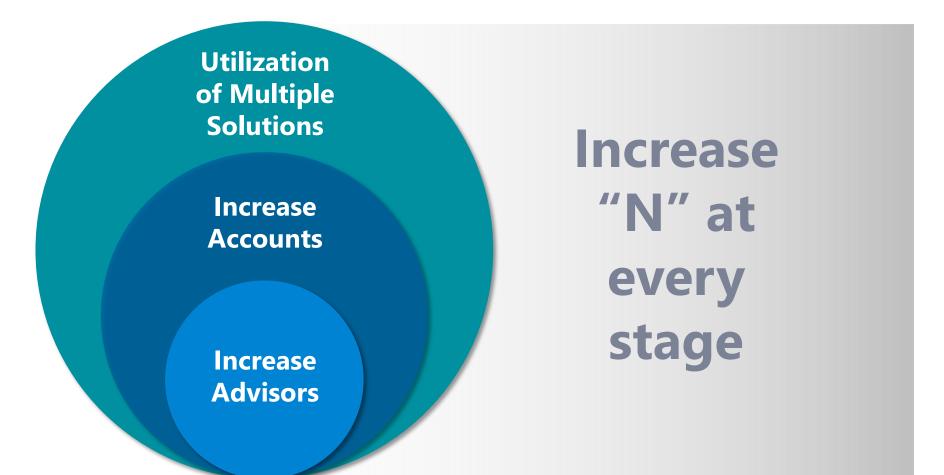




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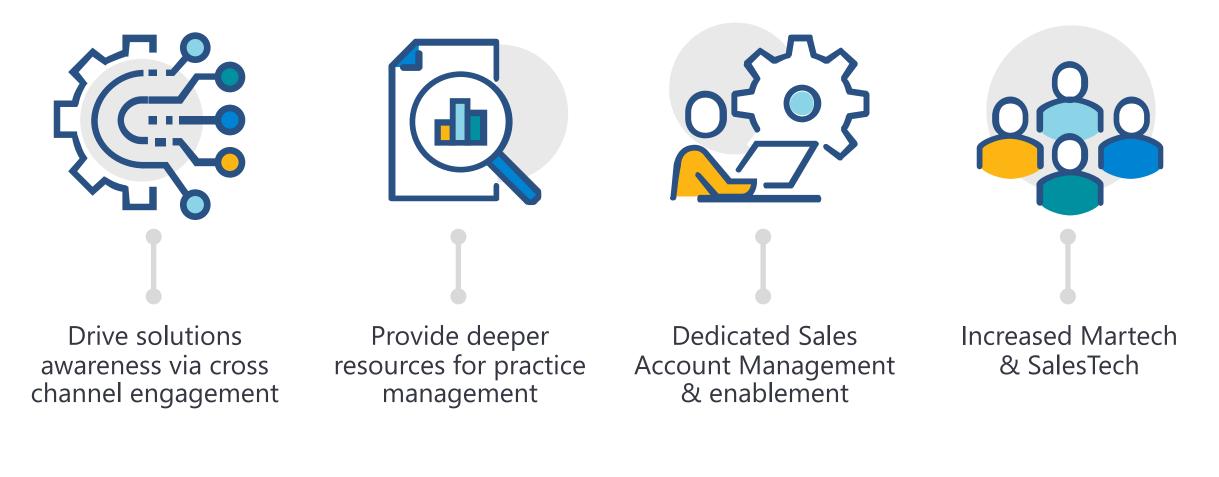
# **Network Effect With Organic Growth**







### **Organic Growth: Creating Demand & Enablement**







### **GTM Efficiency & Conversion**

Tax Overlay:

#### TARGETS

WHO: Data identification of advisors/clients across segments:

RIAs Enterprise FI

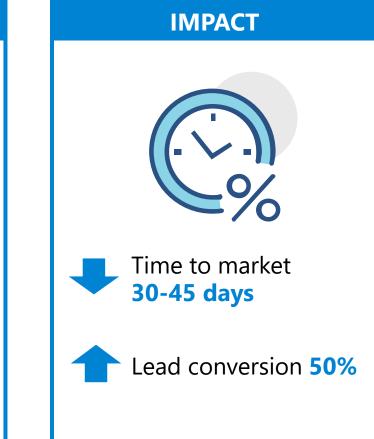
Activated Advisors Adopted/ Non-Activated Advisors Overall Eligible Advisors

#### **MARKETING & SALES**

WHAT: Targeted demand gen efforts driving predictive results

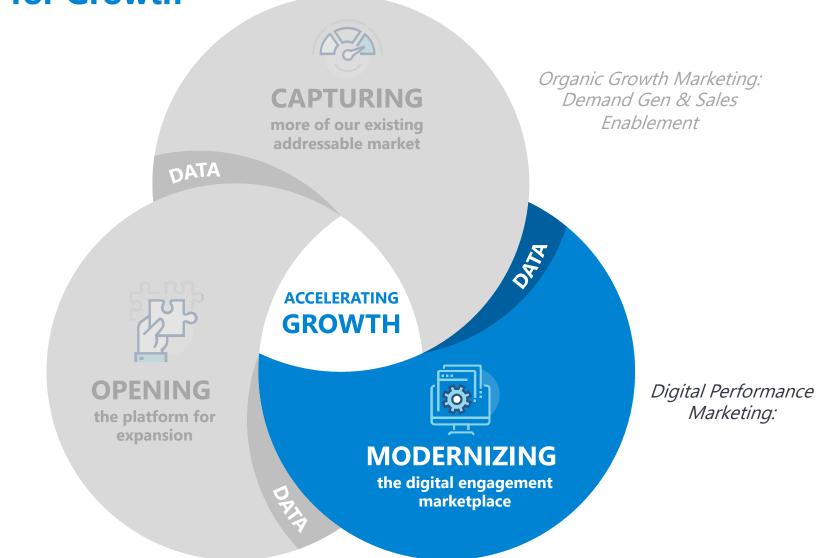
HOW: Optimal cross channel marketing & sales engagement







#### **Go-To-Market for Growth**

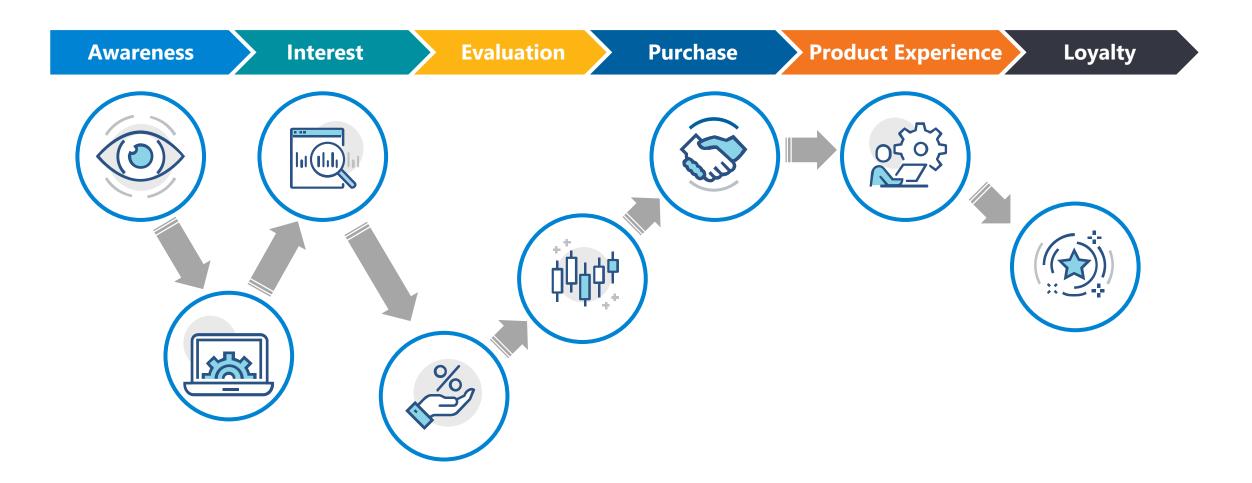


Partner Sales & Marketing





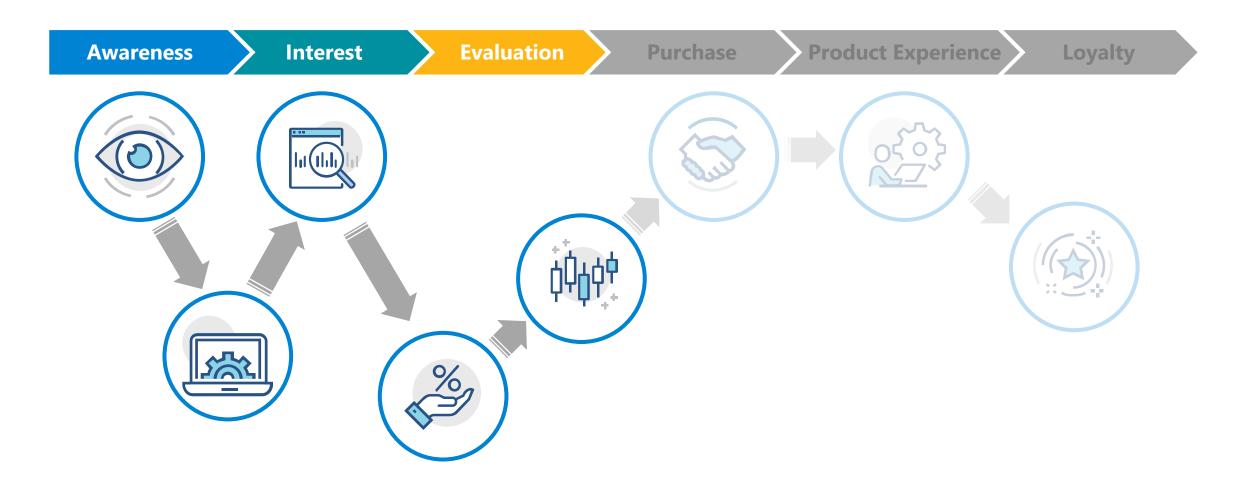
### **Delivering the Cross-Channel Digital Customer Experience**







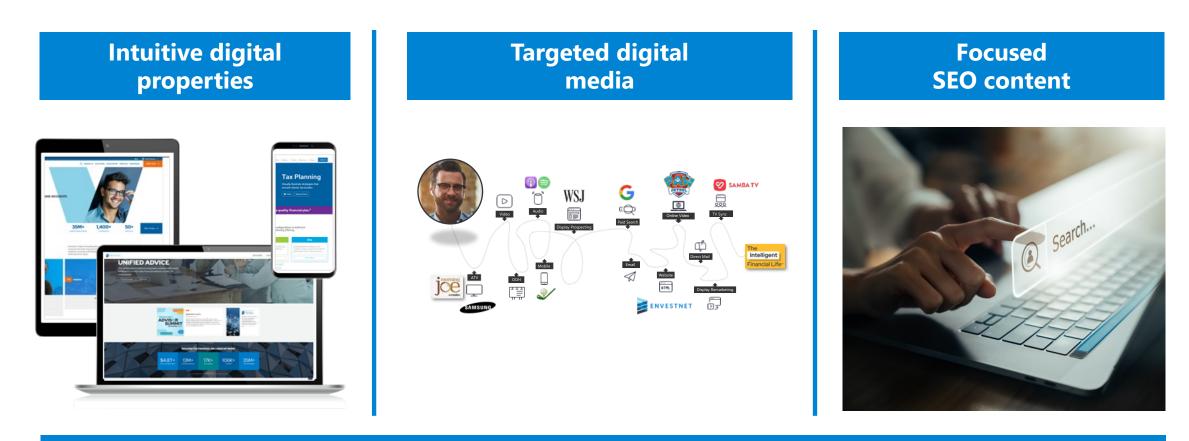
### **Delivering the Cross-Channel Digital Customer Experience**







# **Digital Marketing Enabling Our Growth Strategy**



#### **Enhanced MarTech**



# **Digital Performance Marketing**

Cross-functional teams running test-andlearn to optimize



Media Mix Optimization



Effective Creative & Content



Digital Personalization



Acquisition & Conversion

#### **Effectiveness:**

Reaching target audiences: 106k advisors 600k developers 625 FinTechs

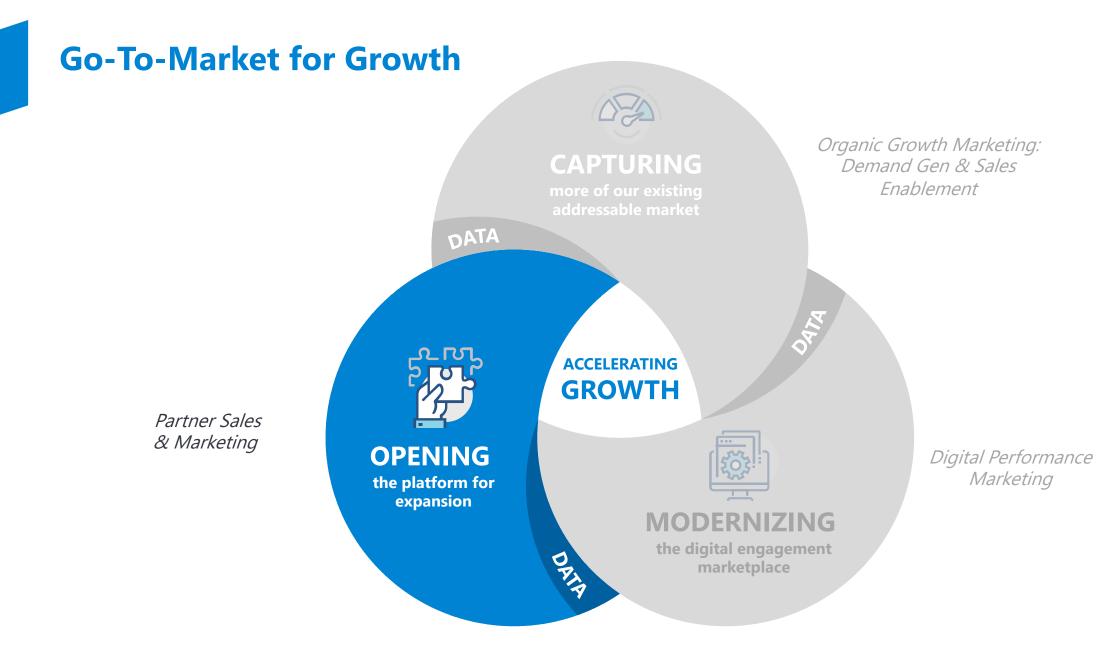
**Efficiency\*:** 





Conversion Cost 25%

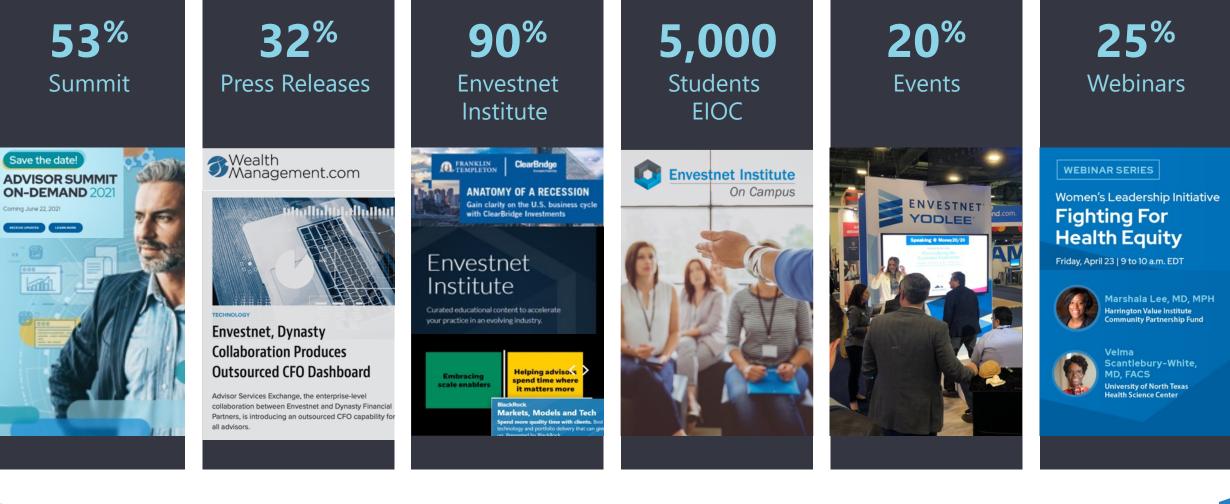






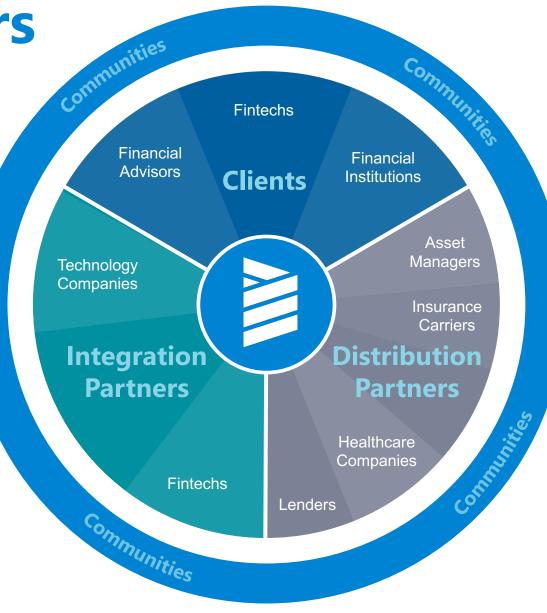


# Partner Marketing Today



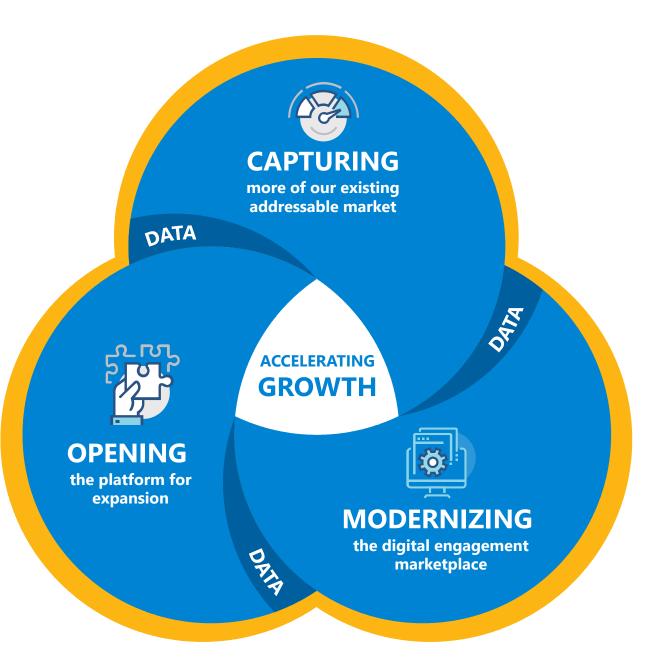


# **Our Partners**













# The Intelligent Financial Life™

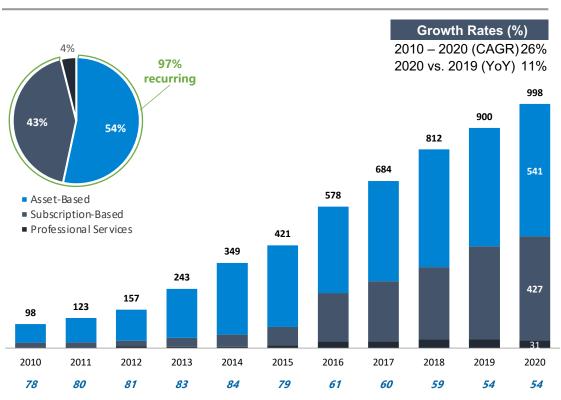


### Driving Profitability and Accelerated Revenue Growth

PRESENTED BY Pete D'Arrigo Chief Financial Officer

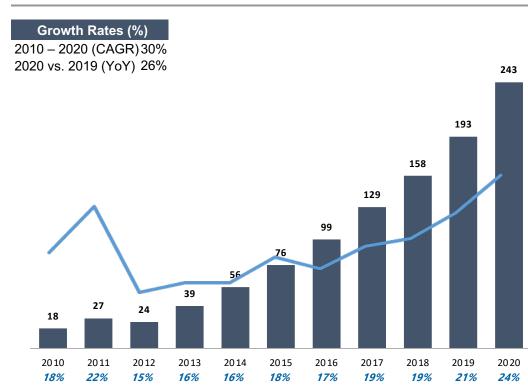
### **Track Record Of Solid Top- And Bottom-Line Growth**

- Strong organic growth, accelerated by disciplined acquisition strategy
- Earnings growth > organic revenue growth demonstrating scale, operating leverage



Asset-Based Fees (%of Rev.)

#### Revenue (\$M)



Adjusted EBITDA Margin

Adjusted EBITDA (\$M)<sup>(1)</sup>

Note: Numbers may not sum due to rounding.

(1) Adjusted EBITDA is a non-GAAP financial measure. See Appendix for additional information.



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#### **INVESTOR DAY 2021**

### **Compelling Financial Model**

**Growth** - Expanding addressable market with broader access to FinTech, financial institutions and advisors

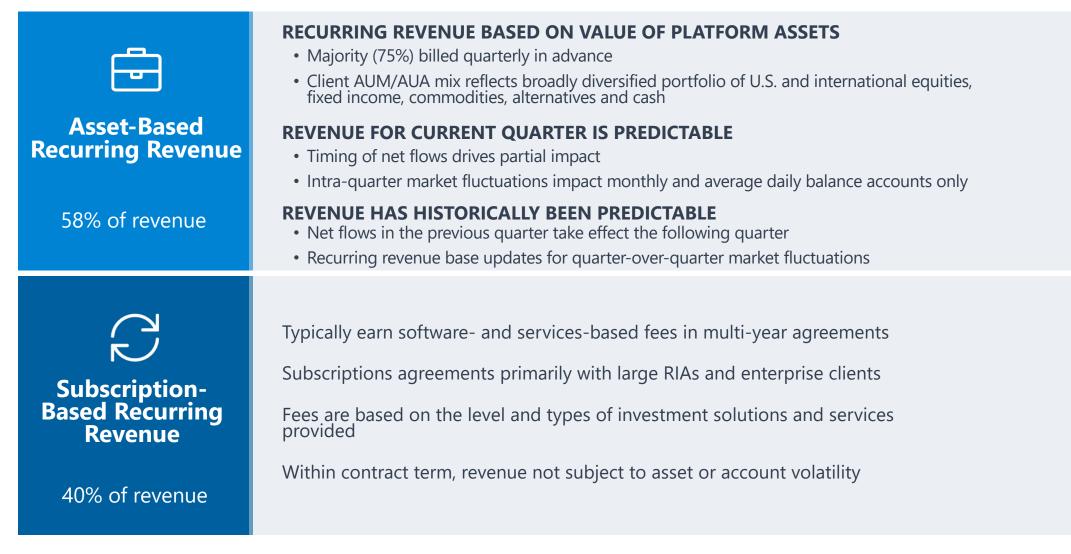
**Visibility** - Asset-based revenue billed quarterly in advance and subscription revenue on multi-year contracts

**Recurring** – 98% recurring revenue, long-term subscription agreements based on high level of customer retention

**Significant operating leverage -** Margins benefit from scalable business model and long-term market appreciation

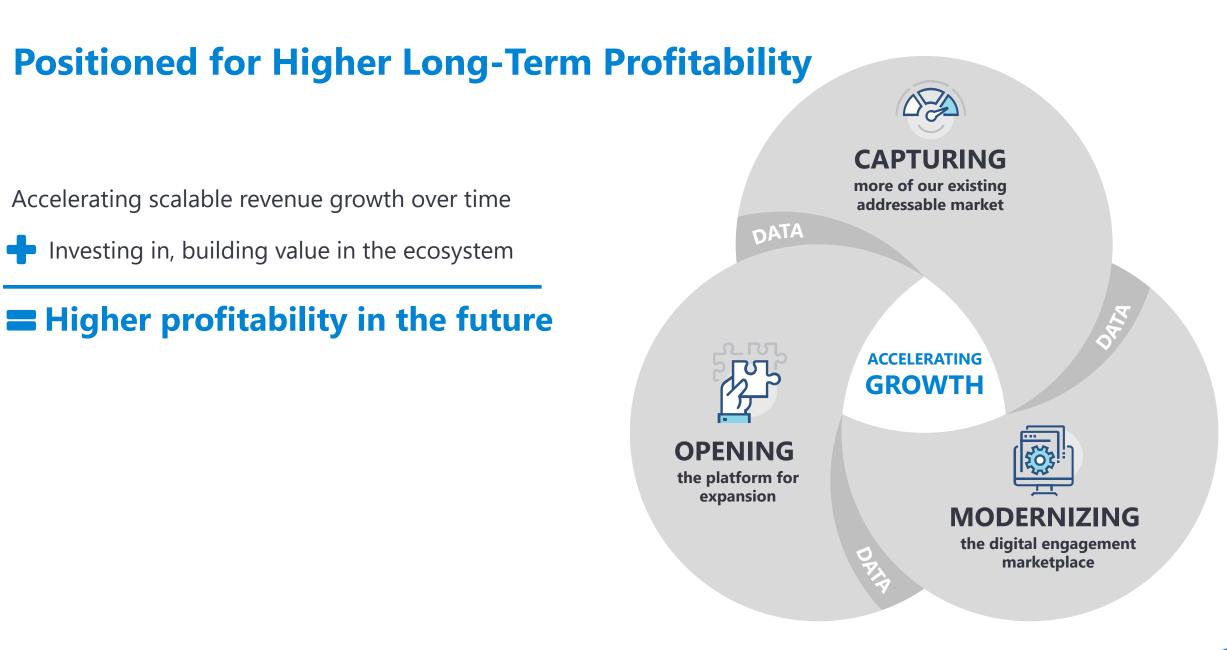


### **Revenue Model**





INVESTOR DAY 2021



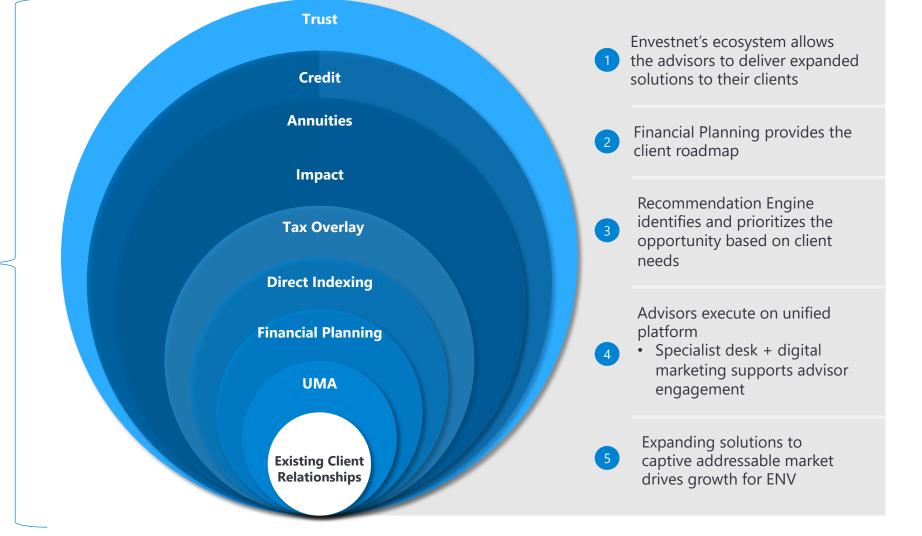


#### **Capture More of the Addressable Market: The Ecosystem in Action -- Expanding Solutions to Existing Clients**



\$4.8 trillion captive addressable market and growing

~\$500 million <u>incremental</u> revenue opportunity



# **Ecosystem Product Suite**

Complete, Intelligent, Open Ecosystem | Consumable as Apps or Entirety







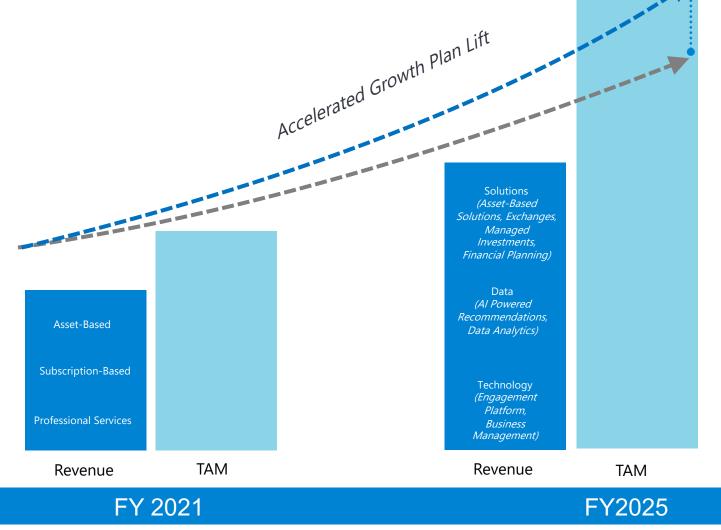
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### **Modernize the Digital Engagement Marketplace, Open the Platform** to the Ecosystem: Growth Opportunity



**Envestnet revenue accelerates** through Ecosystem Enhancements



**Seamless Integration** 



Increases Advisor Productivity

client portal and recommendation engine increase end client and advisor adoption of Data, Solutions and Technology



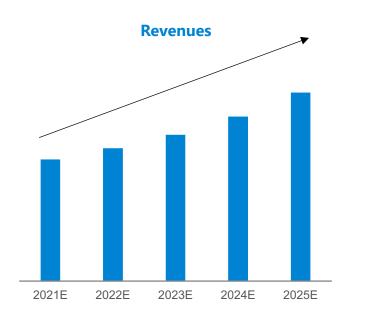
**Open Platform APIs** 

Increases end client adoption and connections to advisors, and increases Embedded Finance use cases

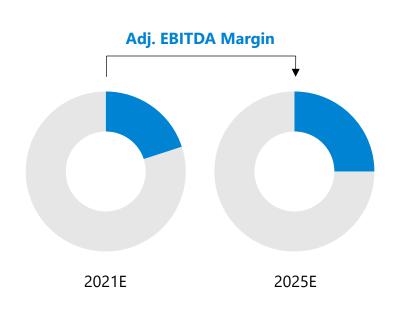


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# **Growth Outlook**



#### Accelerated & sustainable Revenue Growth In mid-teens through 2025





#### Expanding Adj. EBITDA Margin to 25%+ in 2025

#### **Sustainably growing** Earnings Per Share





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