

**FIERCELY
INDEPENDENT**

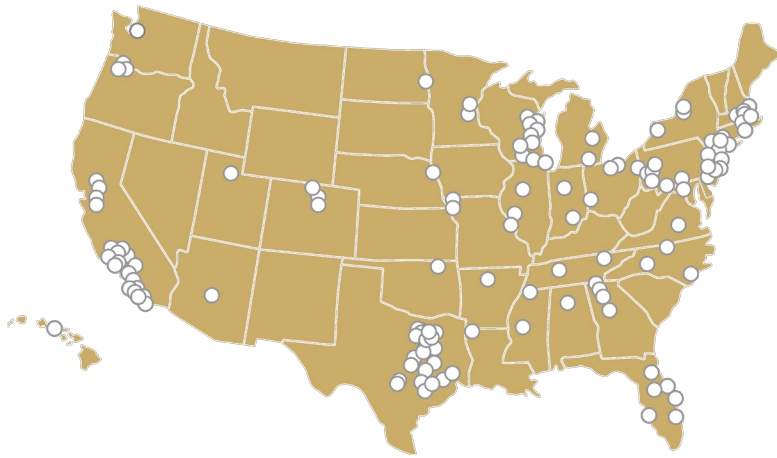


ABOUT LION STREET OWNER-FIRMS

Lion Street is a leading national financial services company comprised of 140 independent Owner-Firms that specialize in design and planning for high net worth and corporate clients. Each Owner-Firm is carefully selected, held to the highest ethical standards, and approved by an Executive Committee. The term “Owner” is used, as each advisor is a stockholder in Lion Street, similar to being a partner in a law or tax firm. This model supports “Fierce Independence” compared to being an employee, broker, or member of an organization. Ownership in Lion Street is by invitation only; we have no members.

ELITE NATIONAL NETWORK OF FIERCELY INDEPENDENT OWNER-FIRMS

Being part of an elite national network creates a culture of collaboration and best practices to support each firm in providing the best solutions for their clients.



140 Owner-Firms and 200 Advisor-Owners
100 Cities and 40 States

OPEN ARCHITECTURE AND NO PROPRIETARY PRODUCTS

Owner-Firms leverage a state-of-the-art platform with access to all major products combined with sophisticated resources needed to design advanced solutions for high net worth and corporate clients. As one of the top national distributors, Lion Street maintains significance and scale in the marketplace for the benefit of our Owner-Firms and their clients. We do not offer any proprietary products in order to maintain complete objectivity and product-agnostic advice.

ABOUT LION STREET, INC.

Lion Street headquarters are located in Austin, Texas, with over 50 employees that support our Owner-Firms by providing the intellectual capital and resources needed to keep our firms “Fiercely Independent”.

MARKETS AND AREAS OF EXPERTISE

- Wealth Transfer and Estate Planning
- Executive and Corporate Benefits
- Business Planning Solutions
- International Planning
- Retirement & Longevity Planning
- Specialty expertise in Premium Finance, Private Placement, Captives, ESOP's and other unique solutions

EXCLUSIVE TECHNOLOGY

- *TRACKER* is the industry leading tool for real-time pricing analysis of permanent insurance products from all major companies
- *Ovation* allows corporate clients electronic enrollment for executive and employee plans
- *Proformex* provides Owner-Firms and fiduciaries a policy management system to manage in-force life insurance policies



PROFORMEX