



CAIS Marketing

# 2023 Brand Guidelines

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# Chapters of CAIS Brand



**Brand Strategy**



**Visual Elements**



**Design Application**



Brand Strategy

# Key Attributes

## Key Attributes

Brand attributes determine how our marketing communications sound and look across all channels, to all audiences. The five CAIS brand attributes are the foundation for both our visual and verbal identities. They should inform every form of expression—from our word choices in a social media post to the photography we incorporate in our corporate materials to the way we talk to clients and everything in between.

### Trusted

Advisors, home offices, and asset managers can rely on CAIS' trusted professionals to deliver investment expertise, dedicated distribution support, and a superior customer experience.

### Inventive

CAIS is a pioneer in providing access to alternative investing and continues to deliver creative solutions that allow advisors, home offices, and asset managers to transact seamlessly at scale.

### Connected

CAIS connects the fragmented independent wealth ecosystem. From independent advisors and home offices of the largest broker-dealers to custodians and reporting providers, CAIS enables connections and integrations that improve the alternative investing lifecycle for all.

### Transformative

CAIS has transformed alternative investing by combining advanced technology with industry-leading expertise and exceptional service.

### Vital

CAIS provides advisors and home offices with simple, efficient, and cost-effective access to alternative investments and structured products that allow them to diversify client portfolios, deepen wallet share, and win new clients.



## Value Proposition

The CAIS Platform is designed in a **modular** way, allowing independent **financial advisors, home offices** of large independent broker-dealers and **RIAs**, and **asset managers** to use the features and capabilities desired, either as an end-to-end turnkey solution or by selecting only the components needed.

**YOUR ALTERNATIVE INVESTMENT PLATFORM.**

**YOUR WAY.**



Brand Strategy

## Tagline

**Transforming the world of alternative investing**

# Our Personality Traits



**Ability to dream enormous dreams (INVENTIVE)**  
as Matt did when he saw the CAIS vision before anyone else



**Connects to experiences of synchronicity, flow, and oneness (CONNECTED)** that happen for our clients when using the CAIS Platform to access and transact in alternatives



**Awe-inspiring intuition and cleverness (TRANSFORMATIVE)**  
as evidenced by our focus on ease and insight for our clients; others come to us to do what they often cannot do on their own



**Charisma (CONNECTED)**  
as demonstrated by our leadership and our friendly, supportive team



**Highly-evolved perspective (TRUSTED)**  
that sees the bigger, longer-term view of this new era of access



**Easily takes on or understands multiple perspectives (CONNECTED)**  
and thus can serve many different types of stakeholders within our industry



**Curious about the details (TRUSTED)**  
and the inner workings of our industry, client workflows, and technology



**Gets results (VITAL)** outside of the existing norms of the wealth management and alternative investing industries

## Our Voice Characteristics

We joyfully celebrate the transformation and the sense of awe that we instill across our industry.  
**Use uplifting, positive, optimistic language whenever possible.**

People choose to work with CAIS because they recognize we're here for the right reasons; we strive to delight others and connect them to the truth—through better data, through education and dedicated support, through direct access, and through our “evolved perspective” gained through our collective experience.



**Create communications that strike  
a balance between delight and truth.**

**We are comfortable taking credit for our accomplishments.**

What we encourage others to see as magic—e.g. seamless transactions, industry transformation—we know are the product of our hard work and thoughtful perception and consideration. We can be humble and realistic while still showcasing our impact on our industry and the lives of our stakeholders.

In line with our corporate values, we always strive to overcommunicate and be truthful—never deceptive or withholding—yet we can afford to retain some mystery about how our Platform works. **Focus on the benefits and outcomes for financial advisors, home offices, and asset managers** rather than the technical details of our own work or our technology.

# CAIS Vocabulary

The words we choose allow us to represent our entire firm in a uniform way, reinforcing our brand attributes and our brand promise.

## The CAIS Name

- ✓ **CAIS is always in capital letters**
- ✓ **The possessive of CAIS is CAIS'**

## Who We Serve



### Independent Financial Advisors

Include "independent" whenever possible; financial advisor, advisor, registered investment advisor, or RIA are also acceptable as secondary references.



### Asset Managers

Avoid using "investment managers" for consistency and include the word "alternative" when possible; use "bank issuers" when referring to structured note issuers.



### Home Office

Use "home office" to address professionals at larger enterprise firms, including RIA aggregators, independent broker-dealers, or bank and trust companies.



# CAIS Vocabulary Continued

## Other CAIS Terms

Capitalize the following CAIS branded terms when they appear in full. You do not need to capitalize the component words when they're not paired with "CAIS" or referencing a CAIS-specific offering. For a full list of branded terms, refer to the glossary.

- |                                       |  |
|---------------------------------------|--|
| ✓ CAIS Platform                       | ✓ CAIS IQ Foundations (courses)          |
| ✓ CAIS Member(s)                      | ✓ CAIS Alternative Insights (newsletter) |
| ✓ CAIS Intelligence & Insights (blog) | ✓ Asset Manager Experience               |
| ✓ CAIS Alternative Investment Summit  | ✓ Structured Products Platform           |
| ✓ CAIS Study                          | ✓ Custom Funds                           |

Capitalize the following terms only when you're referring to a CAIS offering. You do not need to capitalize individual words when they appear alone.

- **alternative investments**
- **structured products**
- **custom funds**

*Example: The CAIS Structured Products team works closely with the teams that specialize in alternative investments and custom funds on our platform.*

## Team/Role Names

Do not capitalize names of CAIS teams or roles.

- **CAIS product specialists**
- **CAIS client support**
- **CAIS marketing team**

*Example: CAIS product specialists are available to discuss the products on our platform.*

## Asset Class Names

Do not capitalize asset classes.

*Example: Alternative asset classes on the CAIS Platform include hedge funds, private equity, private debt, and private real estate.*

## Audience Segments

Do not capitalize audience segment names.

*Example: CAIS works closely with independent financial advisors and alternative asset managers.*

## Our Story

### When explaining the CAIS story, the appropriate story should be emphasized as follows:

In 2009, CAIS set its sights on leveling the playing field by building trusted relationships with independent financial advisors, alternative asset managers, and a broad spectrum of service providers across the independent wealth ecosystem. We navigated the established financial system, introduced new and innovative technology, pioneered new pathways for transacting, and launched the first independent alternative investment platform capable of empowering financial advisors and asset managers everywhere.

Our ideas resonated, and thousands of financial advisors who control over \$3 trillion joined our platform for improved access and efficiency.

Alternative asset managers too have recognized that the fragmented financial advisor community, while challenging to navigate, represents an untapped opportunity to grow and diversify their investor base.

As a result, we've surmounted a big challenge: captivating an audience on both sides while building the critical infrastructure to support facilitating transactions at scale and deliver both an end-to-end solution and customized experience.

## Our Boilerplate

**If you need the CAIS boilerplate for any specific asset, email, or company description, please reference the below:**

CAIS is the leading alternative investment platform for independent financial advisors who seek improved access to, and education about, alternative investment funds and products. CAIS provides financial advisors with a broad selection of alternative investment strategies, including hedge funds, private equity, private debt, real estate, digital assets, and structured notes, allowing them to capitalize on opportunities and/or withstand ever-changing markets. CAIS also offers custom funds for advisors seeking to create custom vehicles around ideas they source.

As an extension of the platform, CAIS also delivers an on-demand, online learning experience, CAIS IQ, which is designed exclusively to help financial advisors deepen their knowledge and increase their confidence in alternative investment strategies.

All funds listed on the CAIS Marketplace undergo Mercer's independent due diligence and ongoing monitoring. Mercer diligence reports and fund ratings are available to advisors on the CAIS password-protected platform. CAIS streamlines the end-to-end transaction process through digital subscriptions and integrated reporting with the leading US custodians and reporting providers, which make investing in alternatives simpler.

Founded in 2009, CAIS, a fintech leader, is empowering over 8,300 unique advisor firms/teams who oversee more than \$3 trillion in network assets. Since its inception, CAIS has facilitated over \$21 billion in transaction volume as the first truly open marketplace where financial advisors and asset managers engage and transact directly on a massive scale. CAIS has offices in New York, Los Angeles, Austin, San Francisco, and London. For more information about CAIS, please visit [www.caisgroup.com](http://www.caisgroup.com).

*Securities offered through CAIS Capital LLC, member FINRA, SIPC.*

## Our Audiences | Financial Advisor



### High-Level Messaging for Segment:

As many advisors are shifting to a three-dimensional portfolio across stocks, bonds, and alternatives, we help you transact at scale and deliver a more seamless investing experience with the CAIS Platform. Access our curated, evolving menu of alternative investment strategies, such as hedge funds, private equity, private debt, real estate, and structured notes.

Along with our award-winning technology, through our dedicated team, we will work with you to diversify your clients' portfolios and help you transact more efficiently—so you can focus on what matters most to you and your clients.



### How We Explain the Platform:

The CAIS Platform is your turnkey solution for improving your knowledge about, and access to, the alternative investment landscape across private markets funds, hedge funds, and structured products.

Our first-of-its-kind platform was designed to serve your clients' unique needs, streamline your processes, and save you valuable time, so you can focus on strengthening your client relationships and growing your business.

## Our Audiences | Home Office



### High-Level Messaging for Segment:

If you work in the home office of an independent broker-dealer, a large RIA aggregator, or a bank and trust company with multiple advisor teams, branches, and offices, you recognize the complexity of scaling alternative investing. CAIS partners with you to make it easier for your advisors to access alternatives and for you to monitor their investments.

With our industry-leading technology and our relentless, personalized support, advisors in your network can start scaling their alternative investment allocations, attract more client assets, and deliver alpha across portfolios.



### How We Explain the Platform:

Our modular technology platform can be customized exclusively for your firm by leveraging either our turnkey marketplace or by using only the components your firm needs.

Through our award-winning platform, advisors in your network can learn about alternative investments and enjoy convenient access to an evolving marketplace of products, such as hedge funds, private equity, private debt, real estate, and structured notes.



## Our Audiences | Asset Manager



### High-Level Messaging for Segment:

Unlock new asset flows from the \$25 trillion\* independent wealth management market. Our award-winning CAIS Platform helps you build your distribution network, capture new business, and cultivate more meaningful relationships with independent financial advisors.

Asset managers can use our platform as a turnkey solution to engage independent advisors, gauge interest, and track investor activity across the fund life cycle by using our marketplace.



### How We Explain the Platform:

Alternative asset managers that feature their funds on the CAIS Marketplace have access to a custom Asset Manager Experience that helps them optimize their engagement, pipeline, and sales efforts. Measure the impact of your fund materials to help you better allocate your team's resources and forge more meaningful relationships with independent financial advisors on the CAIS Platform.

See detailed progress on your open trades—from indications to accepted documents—and monitor prospect activity. Track capital raised across your funds over time with data customizable to your firm.

# Glossary of CAIS Terms

<b>CAIS Platform</b>	Our core turnkey product and service offering at CAIS, including our technology, the CAIS Marketplace, and the people that support its users; the CAIS public website is not part of the CAIS Platform
<b>CAIS Marketplace</b>	The alternative investment and structured notes products available on our turnkey platform; Custom Funds are not part of the CAIS Marketplace, nor is our standalone platform technology
<b>Custom Funds</b>	The custom fund offering, including multi-manager funds and conduit vehicles, as well as the name of the team that provides them
<b>Structured Products Platform</b>	The application for browsing and learning about structured notes available via the CAIS Marketplace
<b>Asset Manager Experience</b>	The application for asset management professionals on the CAIS Platform
<b>Advisor Solutions</b>	The CAIS offering that allows advisors to use pieces of our platform as components
<b>CAIS IQ</b>	Our online learning experience; please refer to the CAIS IQ brand messaging document for more guidance
<b>CAIS IQ Foundations</b>	All non-fund-specific courses on CAIS IQ that provide introductory content about general alternative investing topics, asset classes, sub-strategies, or fund structures

## Glossary of CAIS Terms Continued

<b>CAIS Alternative Investment Summit</b>	Our annual flagship alternative investing event for the independent wealth management community, inaugurated in October 2022
<b>CAIS Alternative Insights</b>	Our weekly email newsletter sent to our network
<b>CAIS Insights</b>	Our investment strategy group's thought leadership articles posted on the public website
<b>CAIS Study</b>	Written or video case studies, published by CAIS, about how we have helped our clients
<b>CAIS Member</b>	An individual advisor that has CAIS Platform access
<b>advisor firms</b>	Businesses such as standalone RIAs, RIA aggregators, independent broker-dealers, and bank and trust companies
<b>advisor teams</b>	An advisor team within a larger wealth management firm that oversees a defined book of clients

[For a full glossary of preferred terms, please refer to the CAIS Content Guidelines.](#)



## Visual Elements

# CAIS Logo & Badges

The following pages provide instructions for successfully deploying the CAIS logo, badges, color palette, typography, graphic elements, and imagery.

## Visual Elements

# CAIS Logo

## Logo Usage

The CAIS logo is a vital element of our identity. This timeless and sophisticated wordmark supports our brand attributes and value proposition. Only CAIS approved logo artwork should be used. Never try to recreate, modify or augment the logo in any way.

This logo should be used on all newly developed materials. However, since the change to the logo is slight, the old logo used on existing materials has been grandfathered for cost and efficiency purposes.

CAIS



**Navy**  
Pantone 282  
C95 M58 Y0 K67  
R4 G35 B83  
#042353

## Logo Variation



CAIS



# CAIS Logo

## Dos and Don'ts

To ensure the CAIS logo receives the appropriate level of prominence in any communication, clear space guidelines must be followed. Minimum clear space must be maintained around the logo to separate it from any other items, such as text, graphics or colored areas.

To maintain the visibility and legibility of the CAIS logo, minimum size requirements must be applied in all print and digital communications. Never use the logo in a size smaller than the minimum sizes specified in these guidelines.

### Minimum Clear space = X



### Minimum Logo Width: 0.5 inches (Print) 100 pixels (Digital)

CAIS

## Logo Variation

### Dos

Use Only CAIS Approved Logo Artwork

CAIS

Scale Proportionally



Use correct clearspace (see page 19)



### Don'ts

Don't Change Color

CAIS

Don't Recreate Logo

CAIS

Don't Distort the Logo

CAIS

Don't Place Full-Color Logo Over Dark Colored Backgrounds



Don't Place Logo Over Busy Images



Don't Add Symbol(s)

CAIS

## Visual Elements

# Co-Branding

CAIS co-sponsors with different organizations, including a variety of Alternative Asset Managers, for co-sponsored events and for other reasons. When with CAIS, follow these guidelines for connecting the two logos.



## Visual Elements

# Badge Design

CAIS partners with various asset managers, integration providers, and enterprise firms. CAIS offers three badges which include; "Available on," "In partnership with," and "Powered by" creative to emphasize our collaboration on the appropriate venues such as websites, collateral, and email communications.

### Available on



### In partnership with



### Powered by



## Badges Use & Best Practices

When choosing the badge that best fits your needs, please review the dos and don'ts below.

### Print

- ✓ Use CMYK for print materials such as PDFs of your marketing materials
- ✓ Maintain a size of at least 0.3 inches when using on any printed material
- ✓ Use “CA” in “CAIS” as minimum clear space

### Digital

- ✓ Use RGB for digital materials such as your website
- ✓ Maintain a size of at least 120px
- ✓ Use the “CA” in “CAIS” as minimum clear space
- ✓ Link to badges: [Click here](#)



### Do not:

- ✓ Distort the aspect ratio
- ✓ Change the colors
- ✓ Add effects such as a drop-shadow.
- ✓ Unnecessarily put a color block behind the badge. For example, on a solid color background.


## Visual Elements

# Badges Example

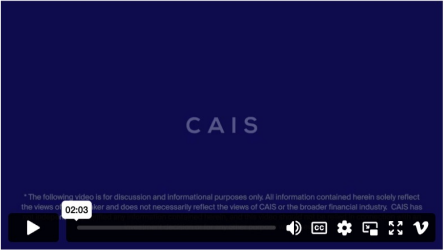
After choosing your badge, please use the dark logo on light backgrounds and the light logo on dark backgrounds. See the examples below.

 Forever Funds, LLC

Login to the CAIS Platform

  
**WELCOME**

**Powered by CAIS**






CAIS and Forever Funds, LLC are delighted to welcome you to our alternative investment platform. Watch a brief intro video from Brad Appleton, Director of Portfolio Consulting, Forever Funds, LLC.


**Support**  
Connect with your CAIS regional product specialist to learn about available products.


Regional Contacts

**Learn**  
Missed part of our introductory webinar series?

Watch Now

 Keith Richards  
Sapphire Financial

 Stonebridge Capital  
**Stonebridge Vintage Fund**

  
Available on

Overview Performance Documents Education

LEARN INVEST

A diversified digital asset management business with over \$350 million in AUM. The team has deep institutional experience managing third party capital across traditional and alternative asset classes, strong relationships with institutional service providers and...

[Read more](#)

**Fund terms**

Management fee	N/A (cost pass through)
Incentive fee	20%
Subscriptions	Quarterly (up to 25%)
Investor level	Qualified purchaser
Tax reporting	N/A

**Performance**  
The following charts depict certain performance statistics and analysis relating to the fund<sup>1</sup> as of Jan 30, 2020. Returns presented in italics are estimated.<sup>2</sup>

**Annualized return\*** Cumulative return\*

3 year <b>4.32%</b>	5 year <b>4.32%</b>	10 year <b>-2.16%</b>	Since inception <b>7.16%</b>
------------------------	------------------------	--------------------------	---------------------------------



# Typography

## Primary Font

### Suisse International Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Suisse International Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Suisse International Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Secondary Font

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Arial Bold

ABCDEFGHIJKLMN  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
0123456789



The fonts for CAIS-branded communications offer the flexibility needed to communicate in a way that is unique to CAIS across a variety of media. Suisse International is our primary font. It is a geometric sans serif typeface that reflects the brand's modern aesthetic, while conveying confidence and professionalism.



Our alternate font, Arial, is used for Microsoft Office digital communications, such as PowerPoint, when Suisse International is not available.

## The CAIS Wave and Dot Pattern

### The CAIS Wave

To help visually differentiate our brand, the CAIS Wave and the CAIS Dot Pattern were developed to be used in all our branded communications.

The CAIS Wave symbolizes transformation, connectivity, ease of use and transparent flow of information, as well as CAIS' adaptations to meet the needs of independent financial advisors, enterprise firms, alternative asset managers and bank issuers. The color bands represent client groups and product sets, suggesting a seamless flow through the CAIS ecosystem.

### The CAIS Dot Pattern

The CAIS Dot Pattern symbolizes sophisticated technology as a constant overlay to the human-focused journey. The CAIS Dot Pattern can be used in conjunction with the CAIS Wave or separately on its own.

Only CAIS approved artwork of the CAIS Wave and approved artwork of the CAIS Dot Pattern should be used. Never try to recreate, modify, or augment the artwork in any way without permission. Refer to the following pages for correct examples of using the CAIS Wave and the CAIS Dot Pattern.

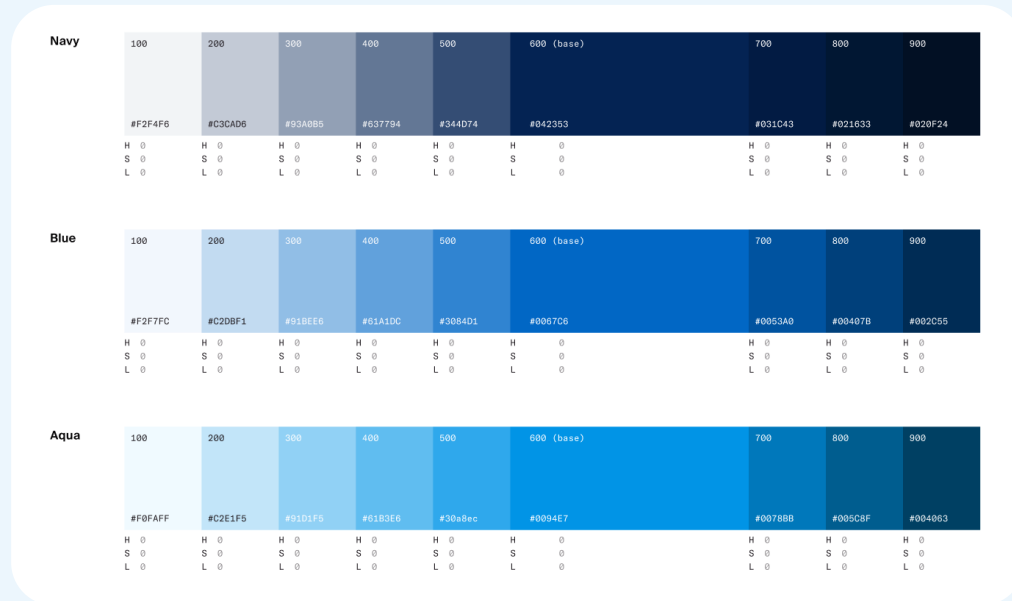


## Visual Elements

# The CAIS Wave and Dot Pattern

## The CAIS Wave Colors

Primary color palette and gradients



**Navy**  
Pantone 282  
C95 M58 Y0 K67  
R4 G35 B83  
#042353



**Aqua**  
Pantone 2925  
C100 M30 Y0 K13  
R0 G156 B222  
#0094E7



**Blue**  
Pantone 300  
C87 M61 Y0 K0  
R0 G103 B198  
#0067c6

# Secondary & Tertiary Colors

Green	100	200	300	400	500	600 (base)	700	800	900
	#F5FAF9	#CEE7E3	#A7D3CC	#81C8B6	#5AAC9F	#339989	#297C6F	#205F65	#164238
	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0
	S 0	S 0	S 0	S 0	S 0	S 0	S 0	S 0	S 0
	L 0	L 0	L 0	L 0	L 0	L 0	L 0	L 0	L 0

Red	100	200	300	400	500	600 (base)	700	800	900
	#F9EBEB	#EDC7C7	#E2A3A3	#D68080	#BF3838	#BF3838	#9D2E2E	#7A2424	#581A1A
	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0
	S 54	S 51	S 52	S 51	S 52	S 55	S 55	S 54	S 54
	L 98	L 85	L 76	L 67	L 58	L 48	L 40	L 31	L 22

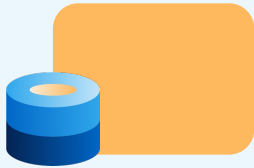
Yellow	100	200	300	400	500	600 (base)	700	800	900
	#FFF7F7	#FFEE99	#FFD9A9	#FED49C	#FEC67D	#FEB95F	#CE964D	#9D7338	#6D5029
	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0
	S 0	S 0	S 0	S 0	S 0	S 0	S 0	S 0	S 0
	L 0	L 0	L 0	L 0	L 0	L 0	L 0	L 0	L 0

Gray	100	200	300	400	500	600	700	800	900
	#F6F6F6	#E3E3E3	#C7C7C7	#B5B5B5	#8F8C8F	#6A666A	#4B4045	#2E2A2E	#211C21
	H 0	H 0	H 300	H 300	H 300	H 300	H 300	H 300	H 300
	S 0	S 0	S 1	S 1	S 1	S 2	S 4	S 5	S 8
	L 96	L 89	L 78	L 71	L 55	L 41	L 26	L 17	L 12

Purple	100	200	300	400	500	600 (base)	700	800	900
	#F9F7FD	#E2D9F6	#CCBBF0	#B59DE9	#9F7FE2	#8861D8	#6E4FB1	#543C88	#3A2A5E
	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0	H 0
	S 0	S 0	S 0	S 0	S 0	S 0	S 0	S 0	S 0
	L 0	L 0	L 0	L 0	L 0	L 0	L 0	L 0	L 0

# Audience Segments

CAIS has relationships with both providers and consumers of alternative investments and structured notes.  
Marketing materials can be color-coded to reflect the audience being addressed, as indicated.



**Asset Managers**



**Independent Financial  
Advisors**



**Home Office**

## Visual Elements

# Photography

People



Relationships



Technology



## Primary Iconography

As indicated, marketing materials can include icons to reflect the audience or offerings. They are best used on print and digital advertisements, presentations, and other external and internal facing collateral. All icons follow the same spacing and background rules as the logo.



**Alternative Assets**



**Asset Manager**



**Bank Issuer**



**CAIS IQ**



**Custom Funds**



**Dashboard**



**Financial Advisors**



**Home Office**



**Marketplace**



**Structured Notes**



**Trade**

## Secondary Iconography

The secondary icons below are designed with CAIS primary blue and incorporate the wave element representing fluidity and connection. They are best used in divider and general presentation slides.

### Asset Classes



Hedge Funds



Private Equity



Infrastructure



Natural Resources



Private Debt



Real estate



Multi-asset



Digital Assets

### Platform & Services



Pre-trade



Post-trade



Trade



Operations



Client Services



Platform  
Vibrancy

### Structured Notes



Growth



Protection



Yield

### Leadership



Leadership team



Board of Directors



Advisory  
Council



# Tertiary Iconography

The tertiary icons below are designed with our secondary and tertiary colors. They are best used in general slides to convey the story you are looking for.

## Growth/Statistic



## Verified/Safe



## Services/Utility



## Team Members



## Sync



## Targeted



## Documents/Info



## Corporate/Building



## Group Exchange



## Sync 2



## Scale



## Additional Info



## Contacts



## Innovate



## New Digital Feature



## Institution/Banks



## Time/Pie Chart



## Connect



## Additional Digital



## Public



## Exchange



## Organization/Flow



## Communication



## Check Circle



## Upload

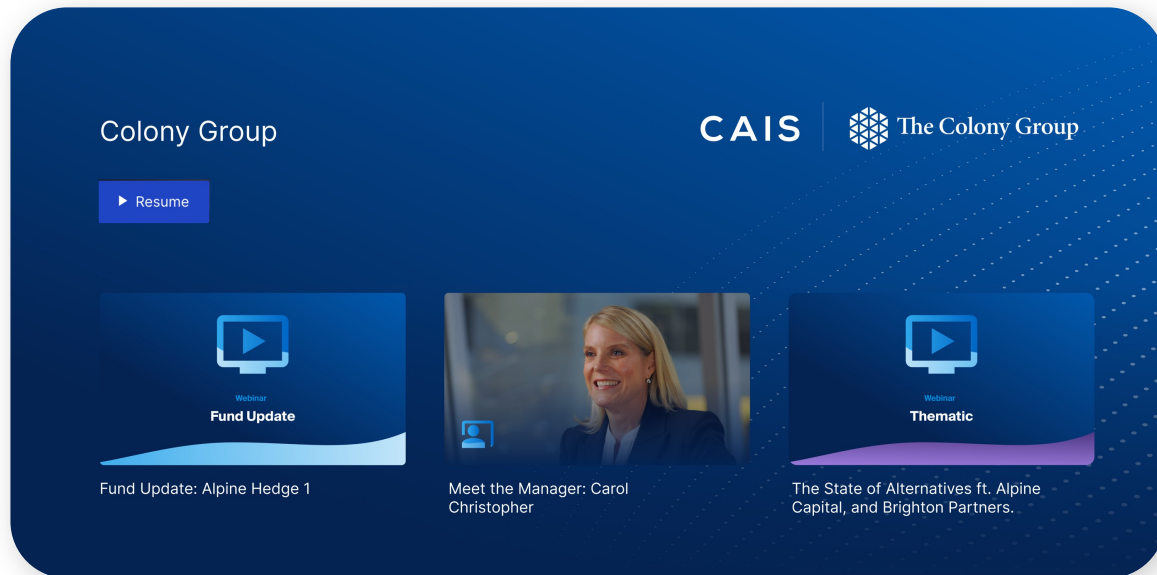


## Visual Elements

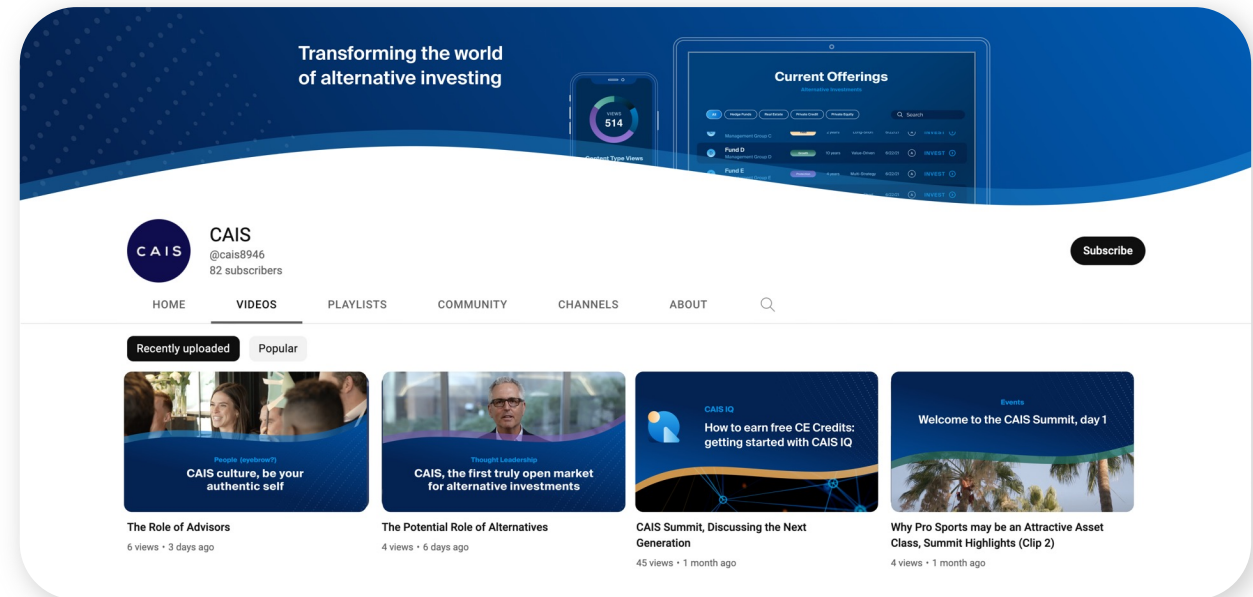
# Video Thumbnails

The CAIS Platform and YouTube thumbnails are created to showcase the diversification of our video content while creating brand consistency.

## Platform User Interface



## YouTube User Interface





Visual Elements

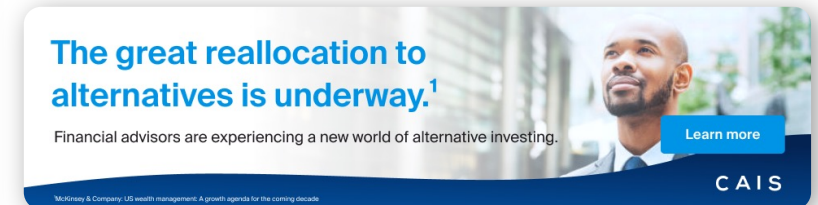
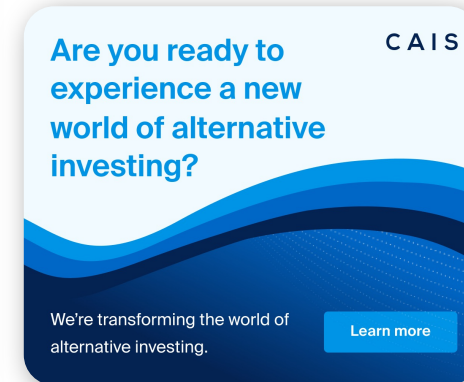
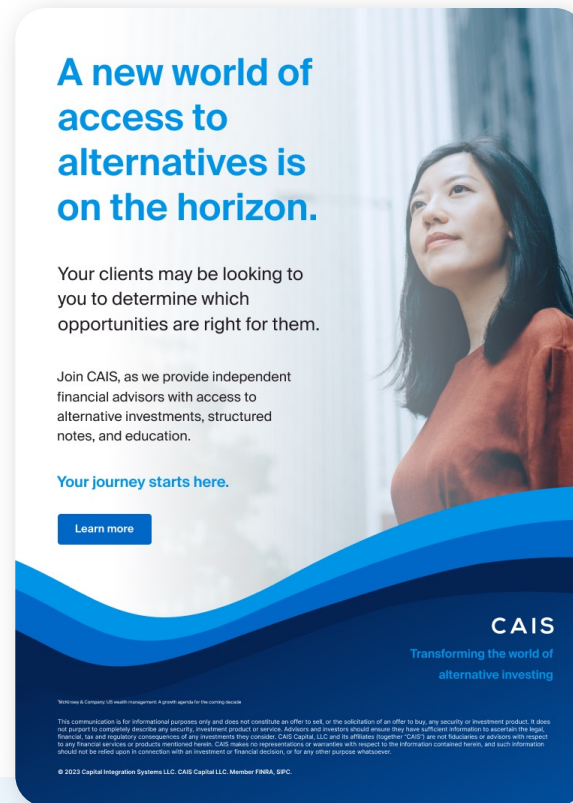
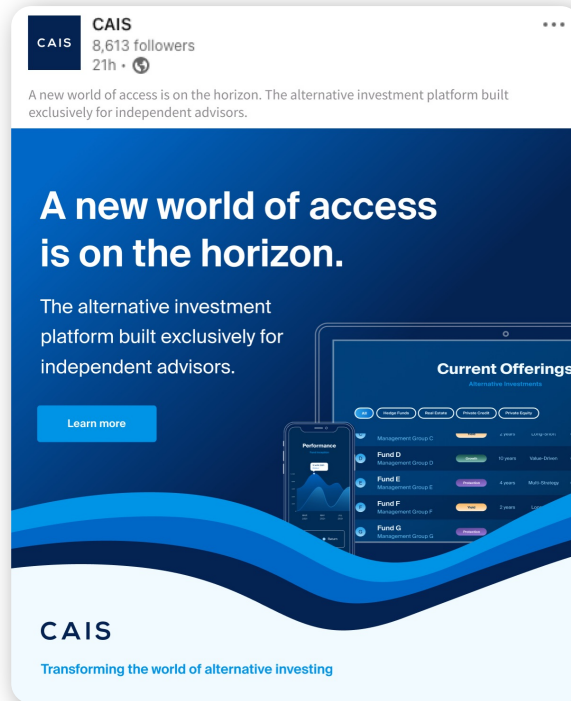
# Design Applications

The following pages illustrate how we go to market—from digital and print advertisements, whitepapers, fact sheets, the public website, social media, and more.

# Digital and Print Advertisements

While CAIS ads will be unique and vary from application to application, incorporating brand elements, including the CAIS Wave, Dots, icons and colors are a way to reinforce the brand. Guidelines for brand consistency in ads should be followed, including typeface used and rounded edges for photography.

Digital ads will link to the CAIS website or another CAIS location, making brand consistency imperative.



## Business Cards

**Matt Brown**

Founder, Chairman and Chief Executive Officer

527 Madison Avenue, 2nd Floor  
New York, NY 10022

**M** +1.212.424.2653 • matt@caisgroup.com  
[www.casigroup.com](http://www.casigroup.com)

Securities offered through CAIS Capital LLC, member FINRA, SIPC



# Header and Footer

CAIS

CAIS |  VISTA  
EQUITY PARTNERS

CAIS |  VISTA  
EQUITY PARTNERS

CAIS

## Aqua 600

700 CAIS does not provide investment advice and is not making any recommendation whatsoever with respect to the appropriate selection for any financial advisor or investor. Financial advisors and investors must closely review the formal offering documents prior to making any investment decision. Past performance is not a guarantee or indication of future performance.

### What investor positions are impacted by the CAIS Millennium 2022 year end distribution?

- Classes A-I of CAIS Millennium USA LLC and CAIS Millennium International Ltd.
- These classes have exposure to the underlying Millennium Class FF interests

### What investor positions are NOT impacted by the year end distribution?

- Any investor in Classes A-I of the impacted Funds that has submitted a full redemption for 12/31/22
- Any investor that is currently invested in B-HH or E-HH already
- Any investor in the Commitment Series interests B-HH-D, E-HH-D
- Any investor into the new commitment series Funds – CAIS Millennium International

### What are the details of the new share classes?

- Advisory share class – B-HH 25bps sponsor fee + 45bps Service Fee calculated as a percentage of NAV
- Brokerage Share class – E-HH 100bps (75bps of which is payable to the Platform Client/Broker-Dealer and 25bps of which is payable to CAIS) +45bps Service Fee calculated as a percentage of NAV
- Both classes have exposure to underlying Millennium class HH Interest

### Are there liquidity differences between the old share classes and new share classes?

- Yes, the new share classes are subject to a Series Level 5% gate which could materially delay the investor's ability to fully redeem their interests. If the fund is subject to the gate for a particular redemption date (typically quarterly), the fund will reduce the redemption request for all investors pro-rata by reference to the total value of Series HH. The gate may be imposed each quarter end, therefore it could take up to 5 years for an investor to redeem/withdraw all of their interests in underlying Fund series HH interests.
- The old share classes allowed 25% quarterly liquidity.

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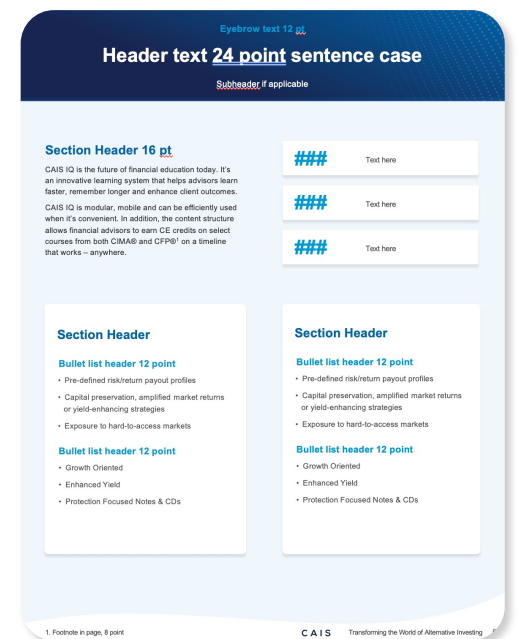
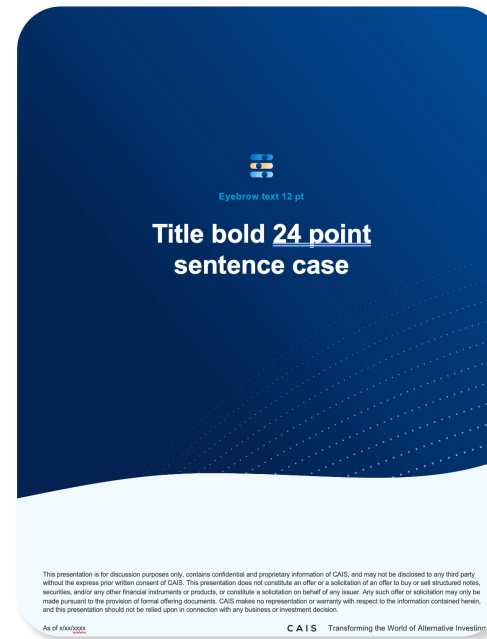
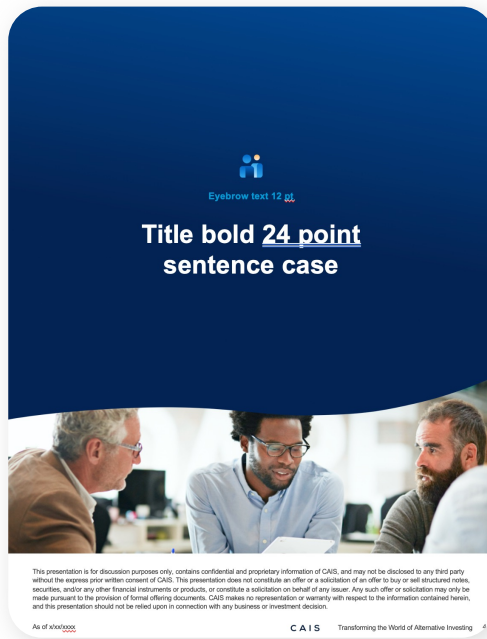
[Download Template](#)



## Design Applications

# Factsheets

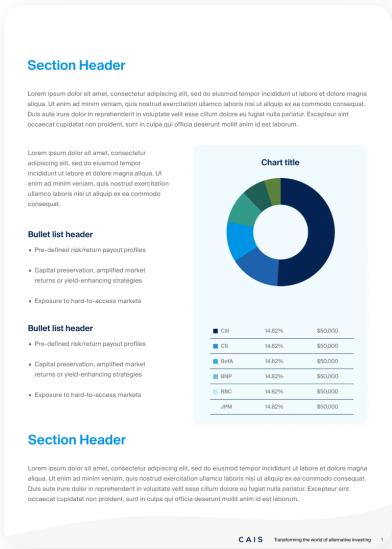
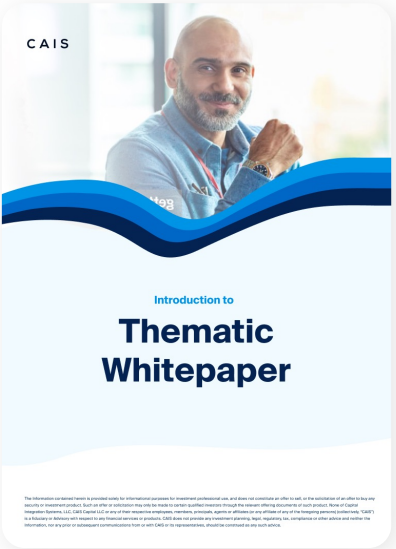
Below are two factsheets with selected designs to be driven by content needs. One is more appropriate for a bullet format to highlight lists of benefits. The other has the flexibility to promote CAIS Platform features. All factsheets will come with a cover page, which allows for more real estate on the second page to add graphs and design elements and decreases clutter.



# Whitepapers

The design for technical white papers is straightforward so as not to detract from the information presented. Information is contained in a one-column format that allows for callouts of key information. Graphics are clear using CAIS’ primary, secondary, and tertiary colors, as needed.

## Cover Page options



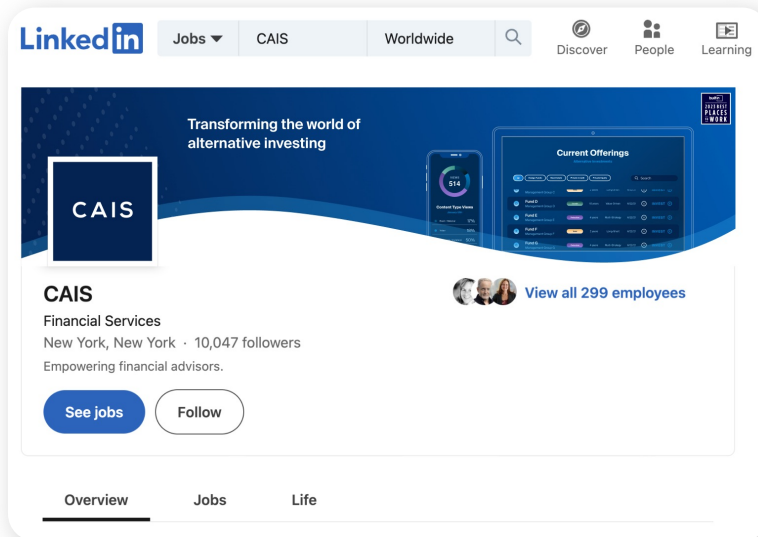


## Design Applications

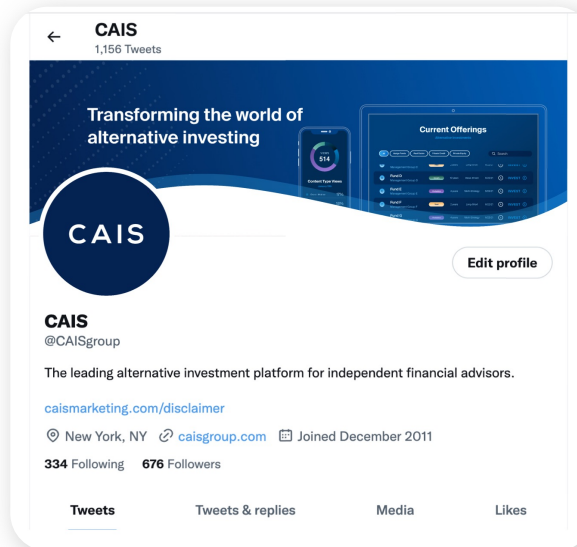
# Social Media

Below are headers designed for CAIS LinkedIn, Twitter, and YouTube accounts that showcase the CAIS Platform.

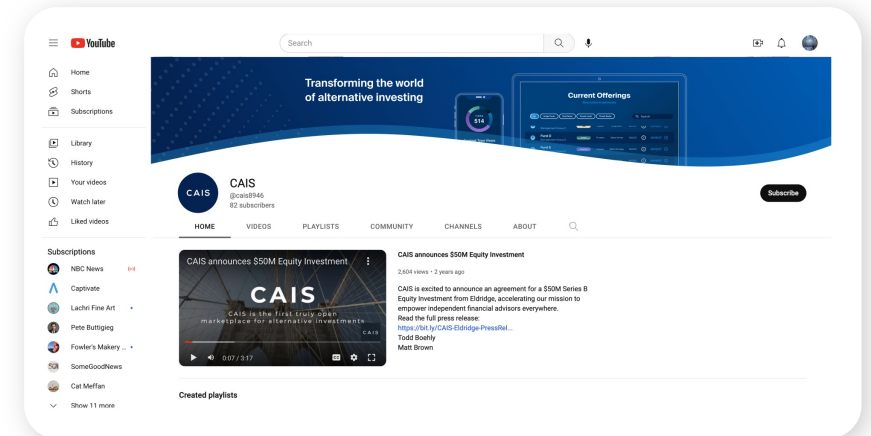
### LinkedIn



### Twitter



### YouTube



## Design Applications

# Social Media Posts

There are three variations of social posts. The first social post is for events showcasing speakers, and location imagery. The second and third options showcase quotes and holiday creative.

### Events



### Quotes



### Holiday

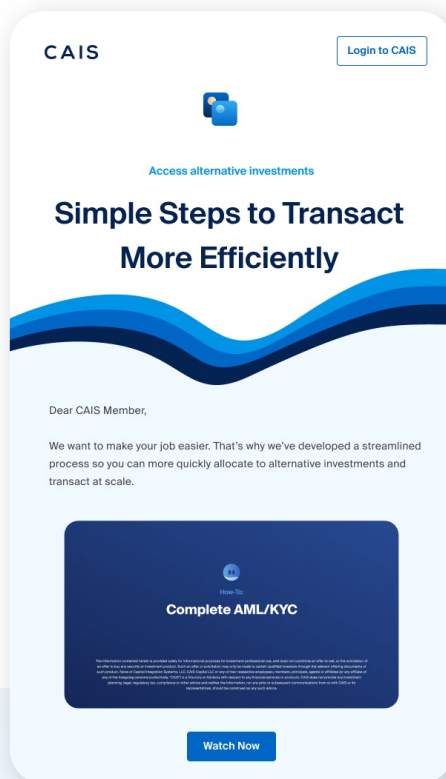


## Design Applications

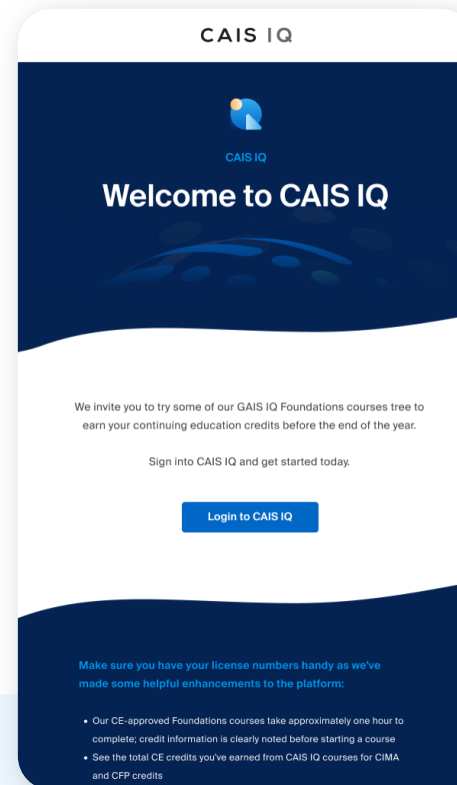
# Email Templates

There are three email templates below. The first is an example of CAIS Welcome Journey series with the CAIS tri-color wave. The second email is a Welcome to CAIS IQ email showcasing the CAIS IQ globe creative. Lastly, the Thematic Webinar highlights CAIS tertiary color and wave.

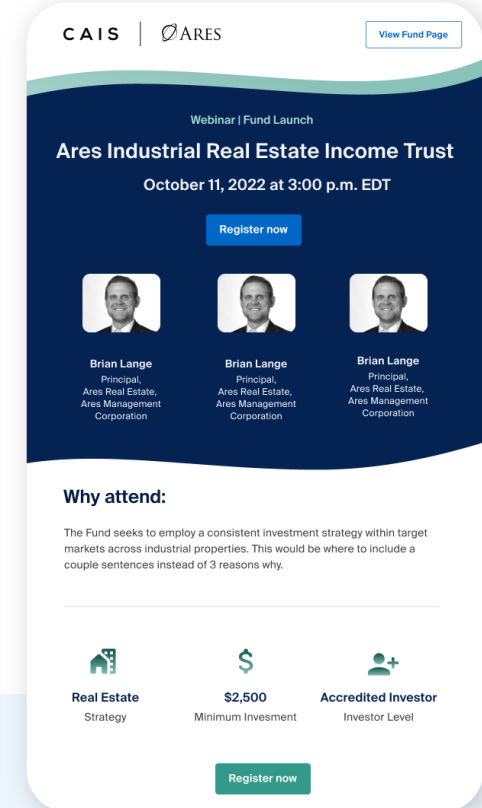
### Welcome Journey



### CAIS IQ



### Webinar



## Design Applications


# Spotlights

The newly designed spotlights below highlight our primary colors, relationship photography, and eyebrow font.

## Fund Introduction

## Blog Post Features

Introducing



# Ares Private Markets Fund

Ares Private Markets Fund ("The Fund") seeks to build a diversified private equity investment solution that aims to deliver attractive, long-term capital appreciation. The Fund's dynamic and flexible allocation to private equity, anchored principally in traditional secondaries, aims to potentially reduce J-curve and vintage risk, while aiming to provide enhanced manager and investment diversification.

[Access Webinar](#)[View Fund Page](#)

### About

**Strategy**  
Private Equity

**Sub Strategy**  
Secondaries

**Minimum Investment**  
\$25,000

**Eligibility**  
Qualified Client

Intelligence & Insights

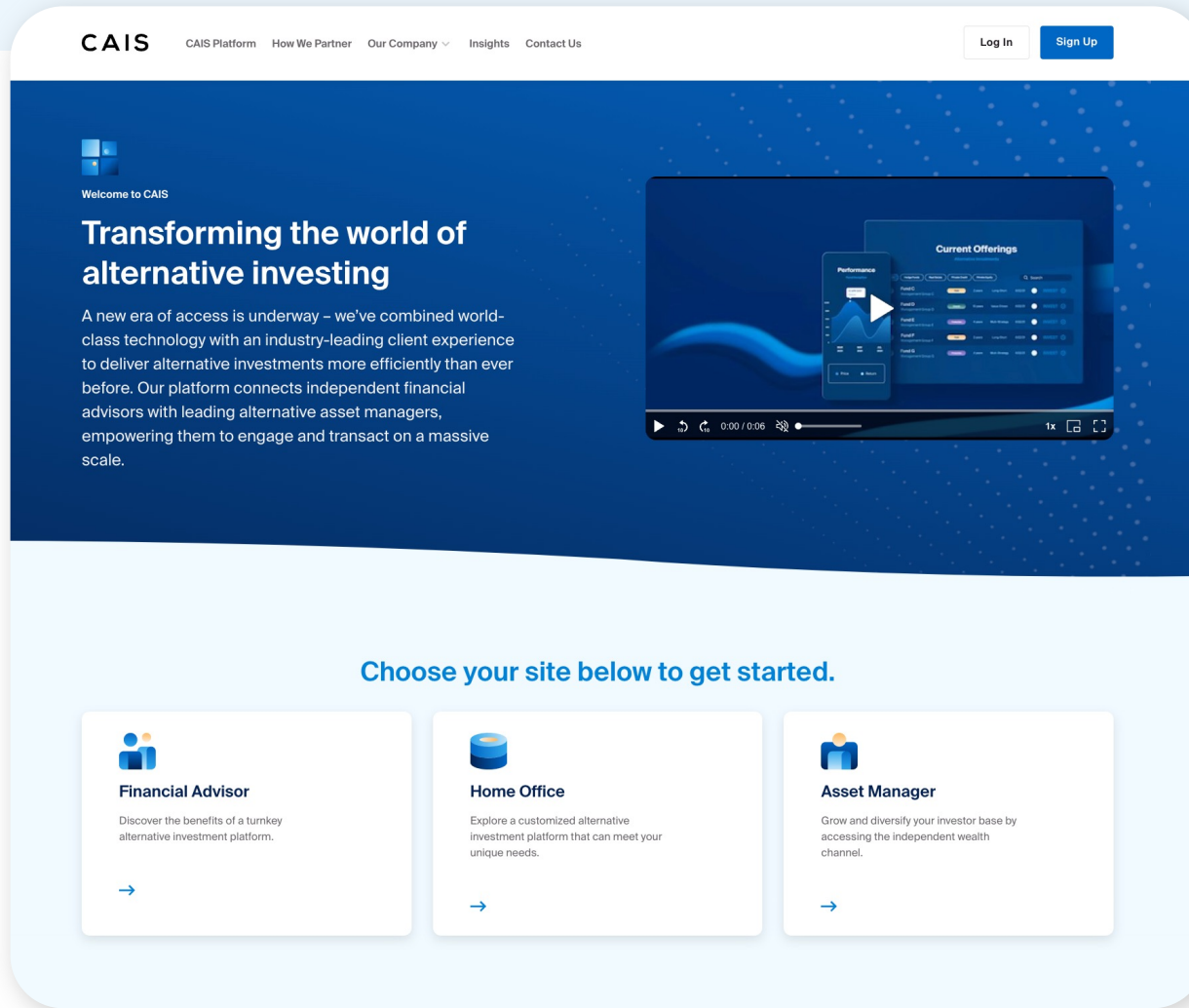
# Hedge funds in periods of market drawdowns

Dig deeper into how hedge funds have performed versus the global equity markets since the turn of the century.

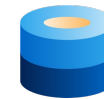
[Read The Article](#)



# Website | User Journey



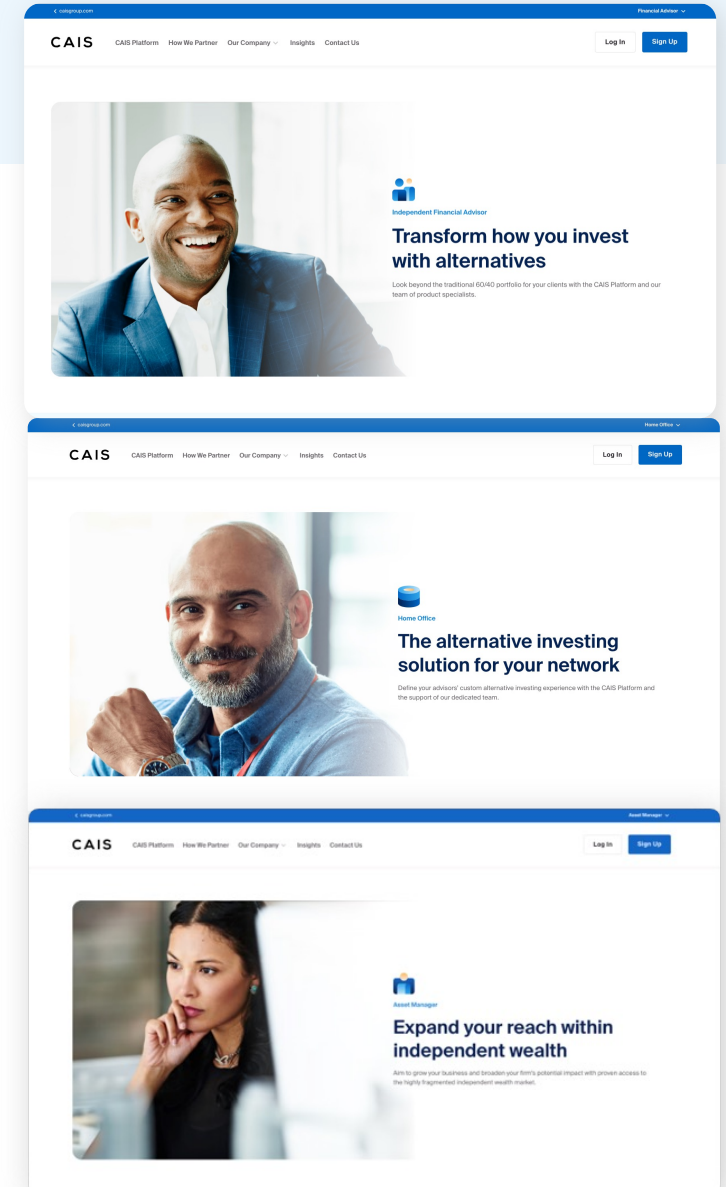
Independent  
Financial  
Advisors



Home Office



Asset  
Managers



# Thank you

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