R.T.HAUSLER
STRATEGIC MARKETING

Investment Business
Advisors

SRC

FTS - The Alternative to the Big 4

September 27th, 2016 New York, NY

I am pleased to announce an expansion in the range of high-quality services FTS can offer its clients. We have created a new service – FTS PLUS – that provides access to the specialized expertise of three strategic advisory partners:

- **Investment Business Advisors, LLC: Paul Ehrhardt, Managing Member**, specializes in assisting GP alternative firms to enhance the effectiveness of all investment and business support processes, to plan and execute firm strategic initiatives and to adopt alternative industry "Best Practice".
    - **www.InvestBizAdvisors.com** **pae@InvestBizAdvisors.com**
    - **(212) 920-6042 or (202) 333-2324**
- **R.T. Hausler Strategic Marketing LLC: Bob Hausler, CMO/Founder** and his team work closely with money managers to deliver successful outcomes on key growth initiatives. The firm's track record for innovative and creative ideas has helped raise over $45 billion in AUM. Their services are uniquely positioned to help firms think and do things "differently and better".
    - **www.RTHausler.com** **bob@rthausler.com** **(201) 745-9071**
- **Spurwink River Consulting: Brian O'Connell, Managing Member** offers exceptional access to institutional investors and the investment consultant community. With a deep understanding of how the hiring decision process works in this channel, SRC can help you navigate the process to increase the probability of gathering new assets from institutional investors.

- oconnellbp@comcast.net (781) 864-1480

Each of these alliance partners complement FTS' core alternative investment fund services. We expect our clients will be able to meaningfully benefit from their individual and collective industry expertise. The specialized capabilities of the senior leadership people at these firms, whom we know well and trust, can help alternative managers achieve their highest-priority strategic growth objectives.

We look forward to discussing your needs further. As always, we will continually try to add value to your relationship with FTS in the years ahead. Please feel free to contact us if you have any questions.

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Visit Our Website

Introducing

FTS Plus

Fund Tax Services is the premier award winning tax firm exclusively dedicated to the alternative investment industry with extensive knowledge, expertise and experience servicing Private Equity Funds, Real Estate Funds and Hedge Funds. By providing only non-audit services, the FTS team is able to proactively focus on a broad range of services to help our clients achieve their goals.

- **Investment Business Advisors LLC** specializes in advising GP alternatives firm CEOs, COOs and CIOs regarding firm and fund assessments, strategic initiatives, alternative industry "Best Practice" and overall firm effectiveness, efficiency and transparency.
- Money managers turn to **R.T. Hausler Strategic Marketing** for our industry experience in delivering successful outcomes on their key initiatives. Our track record for innovative and creative ideas have helped gather over $45 billion AUM. We are uniquely positioned to help you think and do things "differently and better".
- **Spurwink River Consulting** offers exceptional access to institutional investors and the investment consultant community. With a deep understanding of how the hiring decision process works in this channel, SRC can help you navigate the process to increase the probability of gathering new assets.

FTS "PLUS" -- A COMPELLING VALUE PROPOSITION

The new alliance partners complement the alternative investment fund-focused services and financial consulting expertise offered by FTS. Our clients can benefit from the industry expertise and specialized capabilities of the senior leadership people who we know well and trust.

Investment Business Advisors LLC.

Investbizadvisors.com

Advisory Consulting

Paul Ehrhardt has 30+ years of experience in executive leadership & strategic advisory positions with global asset management firms with investment teams located in the US, UK, Tokyo, Beijing, Hong Kong and Singapore.

His experience spans private equity, real estate, fund of hedge funds & long-only managers.

The focus of his work has been on managing and enhancing the transparency, effectiveness and efficiency of investment processes & supporting business process of GP managers and their funds and helping them meet the expectations of institutional investors, regulators & "Best Practice" standards.

Paul has served as Managing Director/Chief Operating Officer/ Strategic Advisor to firms including:

- Arden Asset Management
- Legg Mason International Equities
- Citigroup Asset Management London
- American Century Investments
- Landmark Partners
- Aetna and CIGNA Investments

Assessments
- -Firm/Fund Governance
- -Strategic Plans/Projects
- -Readiness:
  - -Due Diligence
  - -Regulatory Audit
  - -Global Expansion
  - -Organization Structure

Strategy
- -Growth: Organic / Acquisition
- -New Investment Strategies / Products
- -New Investor Geography / Platform
- -New Partner Investment

Best Practice
- -Investment Committee
- -Investment Processes
- -Business Support Processes / Role Alignment
- -Third Party Services Provider
- -Lessons Learned '08-'09

Education:

- St. Bonaventure University BA
- Woodrow Wilson School of Public & International Affairs - Mid Career Program, Princeton University
- Green Templeton College, Oxford University - Advanced Management Programme

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Marketing

Bob Hausler is an accomplished asset management and financial services marketing executive with a proven track record of success spanning the Institutional, Retail, RIA and HNW private client channels.
During the course of his career, Bob has helped raise more than $45 billion in new AUM for investment product campaigns that he and his marketing teams brought to the market.

A creative and conceptual idea generator, Bob's past industry experience includes CMO / head of distribution roles at:

- Bernstein Private Client
- AllianceBernstein
- Oppenheimer Capital
- CIBC Oppenheimer
- Beck, Mack & Oliver

Education:

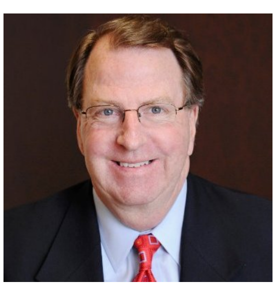
- Syracuse University - B.S in Finance

AUM Growth
-Business Plan Development
-Implementation of Growth Strategy and Tactics
-Positioning / Branding
-Distribution
-Communications

Product
-Market Research
-Product Assessment
-Competitive Analysis
-Channel & Product Expansion
-Product Development
-Pricing

Strategy
-Creative Growth Strategies
-Trade-Off Decision-Making
-"Different and Better"
-Key Benefits and Advantages
-Budget Optimization

Bob@rthausler.com | **201.745.9071**



Distribution

Brian O'Connell is a senior investment distribution professional. Brian has developed deep relationships with institutional investors (corporate, public and union/pension plans, foundations, endowments, hospital/healthcare organizations) consulting firms, and family offices. Over the course of his career, he has consistently helped firms grow AUM.

Brian has held senior distribution positions at leading firms including:

- Cole Real Estate
- DDJ Capital

Channel Sales
-Institutional Plans
-Consultants
-Family Offices
-Endowments
-Foundations

- CRA Rogers Casey
- Evergreen Investment Management

Best Practices

-Presentation Content & Design

-Coaching

-Sales Training

-Vendor Selection & Support

Education:

- Bentley College - B.A in Marketing
- Affiliations: AIMSE, IMCA

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John McEnroe | FTS | jmcenroe@fundtaxservices.com | www.fundtaxservices.com