

Apex Alts:

Offer Alternative Investments Within Your Existing Investing Experience

Expand Access to Alternatives to Help Increase Wallet Share

Looking for another way to deepen engagement with investors, especially those looking for new investing opportunities? Broker dealers, advisory firms, and other wealth management providers can add alternative investments and make buying an alt similar to buying a mutual fund.

Historically, alternative investments were held by institutional players or ultra-high-net-worth investors, but now you can lower barriers to entry and expand access to this type of asset diversification and potential returns. And with built-in workflow automations, providing greater access doesn't have to be a heavy lift.

The result? Additional ways to earn more wallet share — and even the opportunity to bring your own alt fund.

Key Features

One Solution for Alternative Investments

- ✓ Explore fund options through the widened connectivity of the Apex Alts Marketplace
 - ✓ Bring your own fund
 - ✓ Purchase alternative investments
 - ✓ Use cohesive account and admin tools
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One Account for Alts and Other Assets

- ✓ Make alternative investments easier to manage with one unified Apex account
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Pre-Built Modules and White-Label UIs

- ✓ Make it simpler to get your product or experience to market
 - ✓ Plug into off-the-shelf accreditation modules and an admin portal
 - ✓ Enable investor access, registration, and easier advisor administration
 - ✓ Designed for use by broker dealer, advisory firms, and other wealth management providers
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Fewer Alternative Workflows, More Like ETFs

- ✓ Use the standard, intuitive Apex purchasing process and brokerage accounts

The Flexibility to Bring Your Own Alt Fund

- ✓ Share your own alts funds and expose them to millions of appropriate buyers, including institutional investors, accredited retail investors, and non-accredited investors in the Apex Alts Marketplace
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A Connected Alts Marketplace for Funds Discovery

- ✓ Access a robust Apex Alts Marketplace of funds, including hedge funds, funds of funds, private equity, non-traded REITs, private company shares, private credit, limited partnership interests, and business development companies
 - ✓ Diversify your offerings with a wide array of established alternative investment issuers
 - ✓ Increase distribution of your own alt fund by including it in the Apex Alts Marketplace
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Paperless Account Opening and Communications

- ✓ Virtually eliminate the need for printed paperwork and wet signatures during the investor accreditation workflows
- ✓ Operate more efficiently with digital subscription document delivery, signature processing, and validation across the purchase
- ✓ Keep investors informed with consolidated account statements that include traditional and alternative assets

Fund Issuers: Tap into Apex's Unique Retail Base

Get in Front of 20M+ Brokerage Accounts*

Expand your reach and distribution through the Apex Alts Marketplace, where your funds can be exposed to an eager accredited and non-accredited retail customer base and institutional investors seeking differentiated investment strategies.

Why Apex Alts?

To be clear, Apex enables clearing, custody, and trading for our B2B clients and their end investors. We're not competing with you for their wallet share. We entered the alternatives space to continue to broaden access to wealth-building opportunities.

* Apex proprietary data as of 12/31/2024.

Alts that Feel More Familiar

Provide a seamless investment experience similar to mutual funds and ETFs.

Boost investor confidence through a unified digital account workflow.

Opportunities to Expand Your Reach

Amplify fund discovery and exposure with Apex.

A Scalable Experience

Prioritize simplicity. No longer complex and disjointed, alternative investments are now accessible to a wider range of investors.

Unlock the opportunity to scale up alternatives with digital and automated workflows that can reduce the burden of servicing more investors.

Streamlined Fund Distribution

Count on us to provide the tools and resources to help you integrate seamlessly with our platform, ensuring your products gain visibility.

Unlock Opportunities with Apex Alts

Let's talk about how you can open up an array of new possibilities for your business with Apex Alts.

[Start a Conversation](#)

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