NATIONAL FINANCIAL®

Dedicated to helping you meet your goals

Fidelity INVESTMENTS®

"Today's investors have evolved dramatically. Now, meeting your clients' needs requires an advice model that empowers them with greater access to their accounts. National Financial is qualified to support your firm with the products, services, and technology ***designed to help you build deeper relationships and grow your business into the future****."*

— Sanjiv Mirchandani
President, National Financial

NATIONAL FINANCIAL OFFERS YOU

1. SUPERIOR SERVICE
2. COMPREHENSIVE PRODUCT SOLUTIONS
3. VALUE-ADDED SERVICES
4. TECHNOLOGY SOLUTIONS
5. STRENGTH AND REPUTATION
6. EXPERIENCE OF A LEADING CLEARING AND CUSTODY PROVIDER

1 Focus on your goals with a firm committed to superior service.

At National Financial, our goal is to help you meet your goals. When you work with us, your firm, your advisors, and your investors will all be supported by our dedicated service—enabling you to focus on developing stronger relationships.

PROCESS

- Measure with scorecards and share results
- Focus on continuous improvement
- Provide ongoing assessment and delivery of technology
- Implement end-to-end solutions

PEOPLE

- Dedicated relationship managers
- Knowledgeable and experienced operational services
- Business transition services

TECHNOLOGY

- Distributed service capabilities
- Straight-through processing
- Online service requests, tracking, and reporting
- Coordinated reviews of evolving business needs

National Financial’s relationship management team:

- Is dedicated to understanding your business and helping you grow strategically
- Identifies product and service opportunities for your firm
- Serves as your advocate within Fidelity Investments
- Remains committed to providing you with the full breadth of Fidelity’s knowledge and experience

2 Build your business with comprehensive product solutions.

Your firm may better serve your clients and expand growth opportunities leveraging our product solutions, which are delivered in an automated and open architecture environment.

Manage your clients’ wealth with:

- Cash management
- Fee-based programs
- International trading
- Lending
- Personal trust

Help provide your clients security with:

- Annuities
- Fixed-income products
- Retirement products and income planning

Offer your clients the benefits of investment flexibility with:

- Access to Fidelity Capital Markets’ diverse liquidity pool[1]
- Alternative investments
- Market data and research
- Mutual funds and exchange-traded funds
- Trading solutions

3 Help boost productivity with value-added services.

Expand your firm’s productivity and improve efficiency with National Financial’s wide range of services designed to help you do more with less.

Consulting services:

- Technical integration upon new business acquisitions
- Operational models
- Technology strategy
- Workflow efficiency

Recruiting services:

- Annual Recruiter Summit
- Advisor transition management
- Lead generation programs

Practice management services:

- Business development workshops
- Market commentary and regulatory perspectives
- Online resource center
- Preferred pricing

[1] Fidelity Capital Markets is a division of National Financial Services LLC.

4 Increase efficiency with technology solutions for your entire firm.

To help enable you to capture the opportunity presented by the evolution of our industry, we offer comprehensive tools to help you satisfy your clients' needs for greater account access, while enhancing advisor productivity through greater investor flexibility.

Tap into our technology hub

With Streetscape® you get a leading technology solution that incorporates the best applications from across the Fidelity enterprise. It's designed to help you maximize efficiency and enrich your user experience. We've built our flexible and customizable platform with the help of our broker-dealer clients, who were extensively involved in its design and development. Streetscape is the solution your firm may need to help you handle your commission- and fee-based business.

Streetscape® offers your firm:

- Complete transaction processing. One-click access to account information, advisor sales tools, and educational resources.
- Open architecture. Empowers integration with "best-of-breed" third-party providers to allow for choice and scale.
- Mobile access. Delivers productivity for your firm and the ability to do business virtually any time, anywhere, on approved devices.[2]

We've built our flexible and customizable platform with the help of our broker-dealer clients, who were extensively involved in its design and development.

[2]System availability and response times may be subject to mobile phone network and market conditions.

Streetscape is the single solution your firm may need to help you handle your commission- and fee-based business.

Features home pages for both Streetscape and Streetscape iPad®, which can be customized to serve individualized needs.[3]

[3]The third-party products mentioned herein are the property of their respective owners.

"National Financial's new platform enhancements are very powerful and the user-friendly tools save us a lot of time. ***It opens up a whole world of possibilities for us.***"

— Debbie Riney Smith
Private Wealth Advisor, Senior Vice President
The Wellborn Group, SunTrust Investment Services, Inc.

Streetscape core capabilities may help you:

Increase efficiency with:

- **Open Platform.** Delivers integrated workflows between Streetscape and third-party market-leading technology providers to offer a greater level of integration, which is a top priority for many financial advisors.
- **Reporting and Alerts.** Enables your entire organization to take advantage of on-demand and customized reporting, targeted alerts, and easy navigation to relevant content.
- **Client Householding.** Helps investment professionals save time and have more meaningful conversations while strengthening their customer relationships. Users are able to access client- level portfolios as well as create user-defined relationships to include an entire family of accounts.
- **Data Aggregation.** Integrates select third-party providers with your platform. This optional feature allows your advisors to view their entire book of business, which can provide insights into assets held away.
- **Service Center.** Features an automated service inquiry and response tool.
- **Annuity Processing and Posting.** Delivers automated processing for a variety of carriers, with built-in suitability and compliance checks. Includes postings from more than 45 insurance carriers available on Streetscape, myStreetscape, and FBSI, in addition to monthly brokerage statements.

Manage your risk with:

- **Risk & Compliance Hub.** Offers the combination of Streetscape with the SunGard Protegent suite to give you the integrated pretrade, post-trade, and risk management tools that can help you protect your firm. These tools include AML and supervisory oversight solutions and social media surveillance that can enable your advisors to use social media to potentially grow their businesses.

"There are profound changes unfolding in our industry, and National Financial is committed to being ahead of the curve. ***With Streetscape, we are confident that we have the best the industry can offer to help us serve our clients now and in the future.***"

— David Knoch, President, COO 1st Global

Grow your business with:

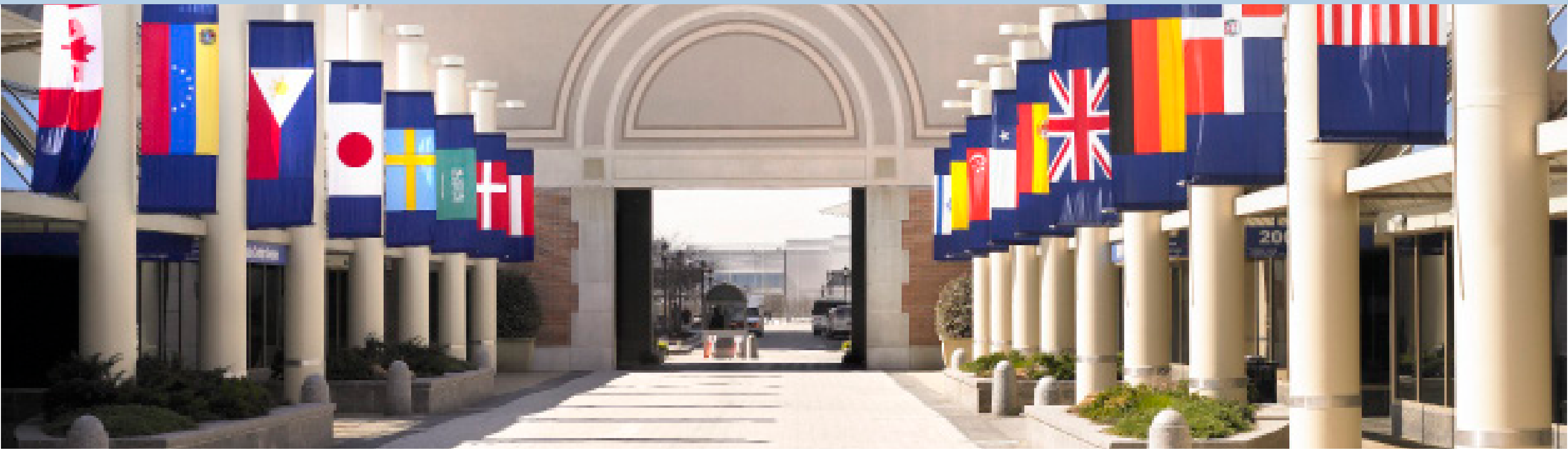
- CRM Integration. Gives you single sign-on access and prefills prospect and client information from select providers to seamlessly open an account.
- Business Process Manager. Increases your efficiency with electronic document storage and retrieval, integrated account opening, and eSignature capabilities. It also combines our suite of productivity solutions with our Unified Account Opening function to give you a single entry point for brokerage, direct mutual fund, and annuities accounts.
- International Trading. Enables your firm and your clients to go global with international equities and foreign currency transactions.
- Research and Market Data. Delivers "best-of-breed" research and market data from leading third-party providers, including Thomson Reuters, Morningstar®, and Standard & Poor's.
- An Industry-Leading Investor Solution. Offers your clients the benefits of account access via myStreetscape's online and smartphone formats, as well as enhanced statements, upgraded market data, and eDelivery capabilities.

Reduce your costs with:

- Paperless Office. Uses our Business Process Manager tools and paperless account opening with online eSignature capabilities for new accounts and transfer of assets.

Leverage valuable thought leadership with:

- Insight & Outlook. Employ this program to gain insight from Fidelity executives, relevant industry studies, research papers, article reprints, and client-focused publications.
- Proprietary Research. Take advantage of our Insights on Advice series — including the Fidelity Investor Insights and Fidelity Advisor Insights studies — as well as our Recruiting and Women & Wealth initiatives, to help focus your firm's efforts.
- Analysis. Tap into our various market commentaries and an informative series of webinars to stay abreast of the issues and to help you drive growth.



5 Gain confidence from the strength and reputation of Fidelity Investments.

Positioning your organization to succeed into the future starts with having the confidence that your provider will be by your side every step of the way. Fidelity's ongoing commitment to the clearing and custody industry, combined with its financial strength, offers your firm the following:

- Private ownership and continuous reinvestment
- A recognized name your clients trust
- Balance sheet strength
- $5.0 trillion in assets under administration[4]

6 Serve your firm's needs with a leading clearing and custody provider.

As your firm evolves to meet the changing needs of your clients and prospects, you need a clearing and custody provider with the experience and vision to help guide your business into the future.

National Financial's experience includes:

- Serving more than 275 broker-dealers[5]
- More than 1M daily trades[5]
- Net capital of $2.5 billion, exceeding the minimum regulatory requirements by $2.1 billion[5]
- Servicing 25 million brokerage accounts representing $3.3 trillion in assets[5]

National financial serves the clearing and custody needs for:

- Institutional Advisors
- Hybrid Advisors
- Full Service
- Banks
- Insurance
- Independents

[4] Data as of August 31, 2014.

[5] Data as of June 30, 2014.

Visit **www.nationalfinancial.com** or call **877.262.5950**.

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