PEARCE-RUSSELL

WEALTH MANAGEMENT OF

RAYMOND JAMES

Objective Consultations.
Comprehensive Solutions.℠

Managing Wealth for Business Owners, Professionals, and Their Families

Raymond James & Associates., Inc. Member New York Stock Exchange/SIPC
1 Town Center Road, 10th Floor, Boca Raton, FL 33486

A Level of Service Tailored to Our Clients' Needs

- ***Objective***
- ***Scalable***
- ***Consistent***

Core Investment Management

- Goals and Objectives
- Net-Worth Analysis
- Cash-Flow Analysis
- Asset Allocation
- Portfolio Performance

Financial Planning

- Retirement Needs
- Distribution Strategies
- Education Funding Strategies
- Survivor Needs
- Disability Coverage
- Long-Term Care
- Estate Planning

- Goals and Objectives
- Net-Worth Analysis
- Cash-Flow Analysis
- Asset Allocation
- Portfolio Performance

Comprehensive Wealth Management

- Conservation of Wealth
- Gifting
- Special Needs Planning
- Trust Integration
- Charitable Giving Tax Strategies
- Executive Compensation
  - Deferred Compensation
  - Stock Options
  - Concentrated Equity Positions
- Business Planning

- Retirement Needs
- Distribution Strategies
- Education Funding Strategies
- Survivor Needs
- Disability Coverage
- Long-Term Care
- Estate Planning

- Goals and Objectives
- Net-Worth Analysis
- Cash-Flow Analysis
- Asset Allocation
- Portfolio Performance

Biography

Russell Johnson, AIF®, CPFA
Senior Vice President, Wealth Management

Russ consults and engages with his clients – primarily business owners, professionals and their families – in the management of their wealth planning. He encourages coordination with his clients' other trusted professionals, including their CPA and attorney, to ensure their wealth plans incorporate the recommended tax strategies and estate planning components.

"I enjoy the ability and opportunity to visit a client's business and to appreciate their expertise, their devotion and pride in what they want to achieve, what it takes to get there and retain it – and then to create a wealth management plan designed to preserve it," said Russ.

Having lived primarily in Kansas City and Chicago through his formative years, Russ brings a strong foundation of Midwestern values to his wealth management practice and the community. "The 'grind it out and get it done' work ethic was part of my daily life as a child and carries through to this day," Russ said.

Russ holds several professional designations including Accredited Investment Fiduciary® (AIF). "I have and will continue to be a student of the industry. Even with 30+ years of professional experience, I continue to learn and pursue professional designations within the field," he said.

In 2005, Russ transitioned to Raymond James. "As our practice grew and the complexity of our services expanded, including acquiring an international clientele, we were in need of a firm with a deep bench of resources and which emboldened our 'client-first' approach," Russ said. "The open architecture at Raymond James allows us the freedom to understand each client's needs, and to design and implement a wealth plan, including the ability to seek out the 'best at position' investment on a largely nonproprietary basis."

Russ has served many nonprofit organizations throughout his career. He was co-founder and board chair of Oakstone Academy Palm Beach, committee chair of the Special Needs Children's Ministry of Ascension Catholic Church in Boca Raton, Florida, and an instructor with the State of Kansas Department of Wildlife and Parks.

Russ and his wife, Anamaria, live in South Florida with their three children. In his free time, Russ enjoys reading about American History, including the Lewis and Clark expedition, Native American history, the settling of the American West, World War II, the OODA Loop, and space exploration. He also enjoys cooking, specifically barbecue, smoked brisket, slow-cooked ribs, pulled pork (a point of Kansas City pride), and more recently a historical curiosity with Paella resulting from his European travels.

RAYMOND JAMES®

Russ Johnson, AIF®
Raymond James & Associates – Boca Raton, FL
(561) 981-3651 or russ.johnson@raymondjames.com
www.pearce-russell.com

Russell Johnson – Personal Background

Education

- Accredited Investment Fiduciary® (AIF®) – Fi360 - 2020
- Certified Plan Fiduciary Advisor (CPFA) -National Association of Plan Advisors - 2019
- American Society of Pension Professionals and Actuaries (ASPPA)– 2008 – Certificate
- Kansas State University - Bachelor of Science – 1992
- Licenses held – Series 7, 24, 63, 65, Life, Health, and Annuity
- Raymond James Institute of Finance – Internal Designations:
  - Retirement Plan Consultant
  - Financial Planning Series for Business Owners
  - Financial Planning Series for Individuals
  - Advanced Trust Institute: Trust Specialist
  - Investment Management Consultant – Level I and II

Experience

- 2005-Present – Raymond James & Associates – Senior Vice President, Wealth Management
- 2000-2005 – Janney Montgomery Scott LLC, First Vice President , Investments
  - Insurance, Annuity, and Mutual Fund Co-Coordinator
- 1994-2000 - JWGenesis Securities/CSG - Vice President of Investments
  - Assistant Manager
- 1992-1994 – Hibbard Brown, Inc. – Private Client Consultant

The Advantage

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Extensive Resources to Help Meet Our Clients' Objectives

Client and Family

Attorney

Tax Professional

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Financial Planning

Investment Planning

Trust Services

Risk Management

Retirement Plan Consulting

Advisory Solutions

Legacy Planning

Overview *Pearce-Russell Wealth Management*

Our Mission

To help our clients achieve their own unique goals by managing their assets, striving to protect their wealth and building their financial legacies.

Our Approach

We serve our clients with a consultative, team-based approach that examines all aspects of their financial lives. We put our clients' interests above our own or those of our firm.

Our Objective

To educate our clients and increase their comfort and satisfaction by applying our experience to help achieve success in reaching their objectives.

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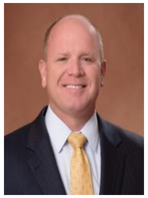
Design Team *Pearce-Russell Wealth Management*

We serve our clients with a consultative, team-based approach that examines all aspects of their financial lives. We put our clients' interests above our own or those of our firm.

Under the direction of Russ and Mark, our design team, consisting of associates from our Raymond James Corporate Office, plays an integral role in the design and implementation of solutions-based recommendations for the clientele of *RAM Advisory*.



Russ Johnson, AIF®, CPFA
Accredited Investment Fiduciary
Senior Vice President, Wealth Management
Raymond James

Dean Pippio, CIMA®
Vice President / Sr. Asset Management Consul.
Asset Management Solutions

Reagan Fricke
Portfolio Consultant / Asst. Vice President
Asset Management Services

Noreen McClure
Director
Fixed Income Private Wealth Management/
Fixed Income Solutions

Glenn Baker, LUTCF, CRPS
Insurance Planning Specialist
Raymond James Insurance Group

Chris Fluehr, J.D., CFP®
Trust Consultant
Raymond James Trust, N.A.

Marci Andriekus
Senior Internal Annuity Consultant
Raymond James Insurance Group

Our Client Advisory Process *Pearce-Russell Wealth Management*

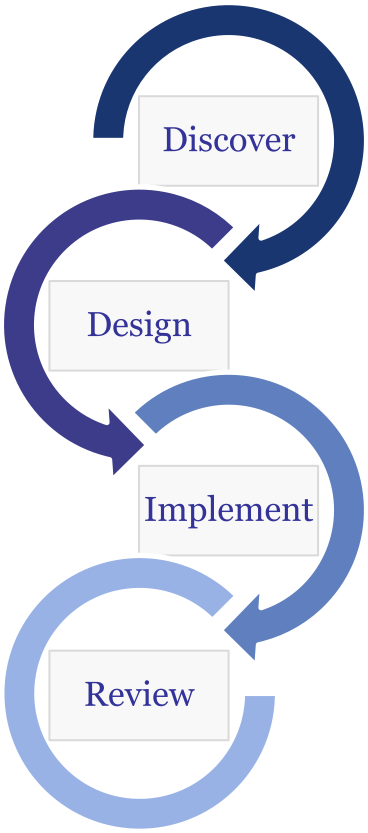
Our practice employs a disciplined process to craft solutions to meet the needs of our clients.

Individuals and families typically go through three very distinct stages over the course of life; **accumulation, distribution,** and **transfer**. As they move through life, their goals, objectives, and risk tolerance changes accordingly.

As professionals, it is our job to enable you to make informed financial decisions using the full complement of resources at our disposal.

Our process provides a framework for making decisions collaboratively and monitoring the outcome of those decisions over time.

Each step involves interaction between you, our team, and your outside professionals.



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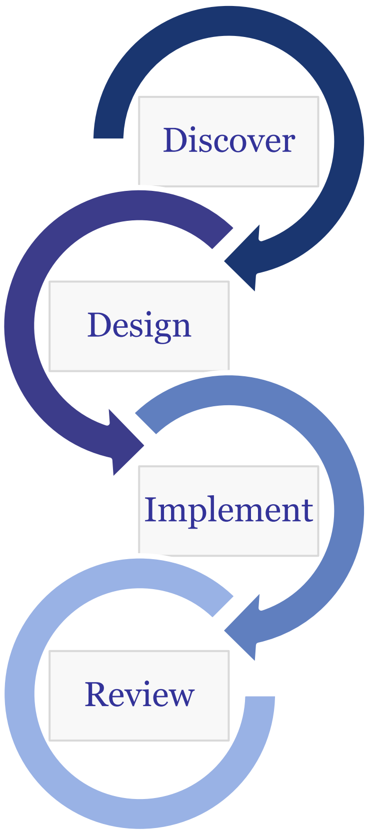
Our Client Advisory Process *Pearce-Russell Wealth Management*



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Discover

We use a variety of tools including questionnaires and interviews to understand your personal goals, current financial situation, investment experience and risk tolerance. In this step, we make you fully aware of our capabilities and provide educational support to assist our clients in understanding the scope of services we offer to help you meet your objectives.

Design

Our team analyzes the information you share with us and designs solutions intended to help you reach your objectives. This step may involve collaboration with other specialists or your existing professionals. We present our recommendations to you, answer your questions, consider alternatives and outline the steps we need to take to implement your plan.

Implement

In this step, we execute your customized strategy using the extensive tools available to us through Raymond James. This involves the selection of specific account types, investment products and optional services; we then complete the necessary paperwork in a coordinated approach.

Review

Once implemented, we continually monitor the progress of our recommendations relative to your defined objectives and suggest changes where needed. A key to this step is your involvement in the process and communication of any significant changes in your life. We accomplish this by providing ongoing reporting of your account activity and by conducting periodic reviews.

ADVISORY SOLUTIONS *Objective Scalable Consistent*

Raymond James is a firm that was founded on the principles of financial planning. While our investment resources are extensive, our Client Advisory Process extends beyond the management of portfolios. It encompasses our clients' lifetime financial needs.

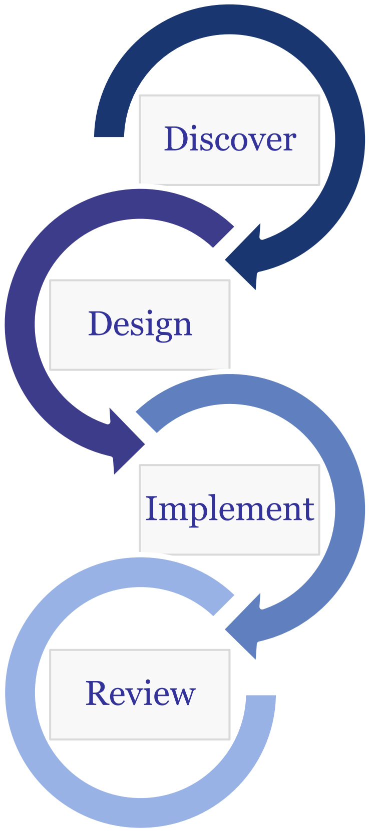
Our team has access to a variety of specialists employed by Raymond James that provide meaningful insight into our process.

Planning for Retirement

Preserving Your Wealth

Building Your Legacy

Wealth Management Solutions



Our Commitment

We are committed to our clients and promise them:

Protection of Privacy	A Disciplined Investment Process
Objective Recommendations	Regular and Effective Communication

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PLANNING FOR RETIREMENT: MANAGING YOUR RISK

As you look to the future, there are a lot of unknowns, and the key to a secure and comfortable retirement is making sure that your plan is flexible enough to withstand the unexpected. Using our innovative tools, we can evaluate your personal plan for its sensitivity to changes in many of the different risks that can impact your chances of achieving your goals.

Longevity

Outliving your money

- Long retirement horizons due to longer life expectancies
- Outliving assets

Spending and Withdrawals

Running out of money

- Wants vs. needs
- Sustainability of withdrawals
- Impact of spending behavior

Unknowns

"What if …"

- Long-term care needs
- Potential disability
- Medical expenses
- Early death of a spouse
- Unexpected expenses

Inflation

Things cost more over time

- Erodes the value of savings and reduces returns
- Healthcare inflation 6+%
  Source: U.S. Bureau of Labor Statistics

Market Risks

Can't control the markets

- Uncertain returns and income
- Return sequence
- Asset allocation and location

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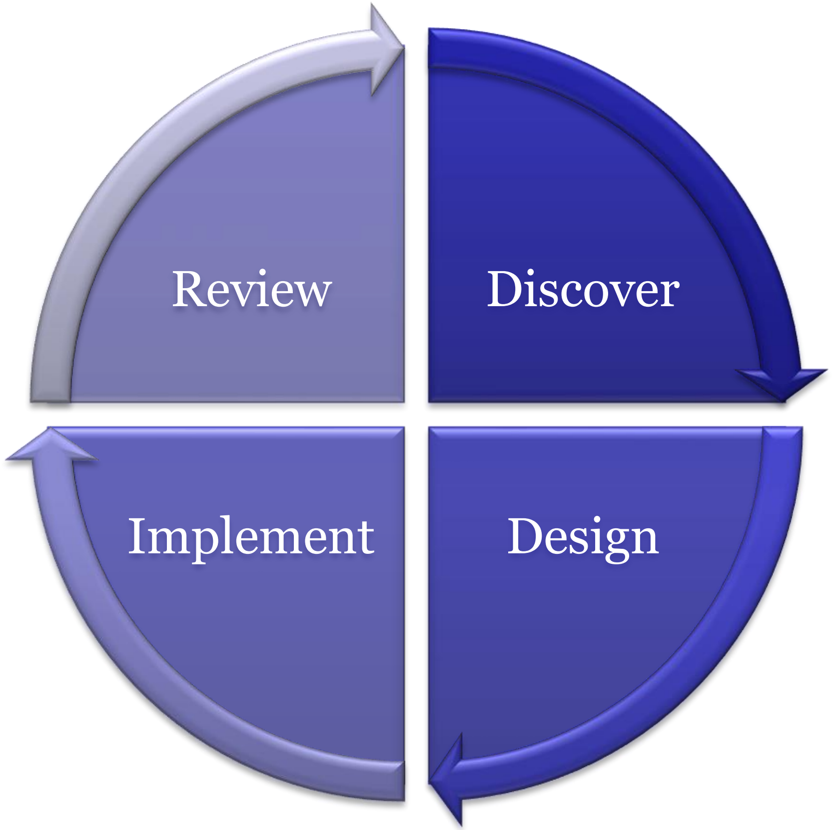


About Raymond James

Our stability as a firm is supported by low earnings volatility and consistent return on equity. Our foundation is fortified by a **straightforward capital structure** – supported by **$11.2 billion** of shareholders' equity.

2x+
Required regulatory capital

$1.57T+
Total client assets under administration

147+
Consecutive quarters of profitability

A-, A- and A3
Stable outlook credit* ratings from Fitch, S&P and Moody's, respectively

No. 6
Largest Wealth Manager in the U.S.**

8,800
Financial advisors

As of September 30, 2024.

*A credit rating of a security is not a recommendation to buy, sell or hold the security and may be subject to review, revision, suspension, reduction or withdrawal at any time by the assigning rating agency.

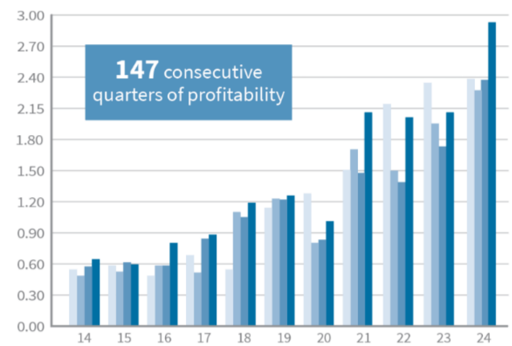
** Based on client assets. The definitions for client assets may be inconsistent across companies. Rankings include independent broker/dealers but exclude RIA custodians. Sourced from company reports with latest available data.

Past performance is not indicative of future results. The information provided is for informational purposes only and is not a solicitation to buy or sell Raymond James Financial stock.

RAYMOND JAMES AT A GLANCE

Raymond James has delivered **147 consecutive quarters of profitability.** We credit much of this performance to the firm's client-first perspective and adherence to its founding core values of **professional integrity, advisor independence, and a conservative, long-term approach to investing.**

STRENGTH AND STABILITY[1] – Earnings Per Share (Basic)



BY THE NUMBERS

- Over **8,800** financial advisors
- Approximately **$1.57 trillion** in total client assets
- More than **2x** required total capital ratio
- Stable outlook credit ratings of **A-**, **A-** and **A3** from Fitch, S&P and Moody's

DID YOU KNOW?

Continuing its tradition of giving back, Raymond James and its associates donated to charitable organizations in 2023, including **$6.9 million** to the United Way.

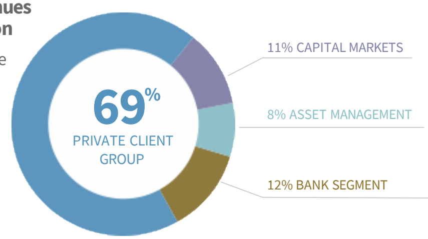
The firm also celebrated **13 years** of Raymond James Cares Month. More than **3,300 associates** volunteered over **8,300 hours** benefiting **269 charitable organizations** across **120 communities**.

Raymond James was the first in the nation to publish its Client Bill of Rights, setting the standard for the industry.

A DIVERSIFIED SET OF BUSINESSES[2]

Total net revenues of $12.82 billion

Total net revenue for fiscal year ending Sept. 30, 2024



[1]During our fiscal fourth quarter of 2021 the Board of Directors approved a 3-for-2 stock split, effected in the form of a 50% stock dividend, paid on September 21, 2021. All share and per share information has been retroactively adjusted to reflect this stock split.
[2]Pie chart is intended to show relative contribution of each of the firm's four core business segments. The chart does not include intersegment eliminations or the "Other" segment. "Other" includes the firm's private equity investments, interest income on certain corporate cash balances, as well as certain corporate overhead costs of Raymond James Financial including the interest cost on our public debt, losses on extinguishment of debt and certain acquisition-related expenses.

The decision to hire a professional financial advisory team should take into account the quality and professionalism of the firm that stands behind them.

In choosing to do business with our team, you are also doing business with Raymond James.

It is important that you understand how our affiliation with Raymond James benefits you by providing us with the tools and resources to execute our mission to serve clients to the best of our abilities.

Account Protection

Assets held within a Raymond James account are protected in three ways.

The financial strength of Raymond James.

Raymond James & Associates is a member of the Securities Investor Protection Corporation (SIPC), which protects securities customers of its members up to $500,000 (including $100,000 for claims for cash). An explanatory brochure is available upon request, at sipc.org or by calling 202-371-8300.

Raymond James has purchased excess SIPC coverage through various syndicates of Lloyd's, a London-based firm. Excess SIPC is fully protected by the Lloyd's trust funds and Lloyd's Central Fund. The additional protection currently provided has an aggregate firm limit of $750 million, including a sub-limit of $1.9 million per customer for cash above basic SIPC for the wrongful abstraction of customer funds. Account protection applies when an SIPC-member firm fails financially and is unable to meet obligations to securities clients, but it does not protect against market fluctuations.

Contact Information

Russ Johnson, AIF®, CPFA
Accredited Investment Fiduciary
Certified Plan Fiduciary Advisor
Senior Vice President, Wealth Management
Ph: 561-981-3651
Toll-Free: 800-327-1055
Russ.Johnson@raymondjames.com

Robin Perkins
Senior Registered Client Service Associate
Ph: 561-981-3647
Toll-Free: 800-327-1055
Robin.Perkins@raymondjames.com

Shannon Leavey
Registered Client Service Associate
Ph: 561-981-3633
Toll-Free: 800-327-1055
Shannon.Leavey@raymondjames.com

www.pearce-russell.com

*Investing involves risk and you may incur a profit or loss regardless of strategy selected. Past performance does not guarantee future results. Asset allocation and diversification do not ensure a profit or protect against a loss. Raymond James and its advisors do not offer tax or legal advice. You should discuss any tax or legal matters with the appropriate professional.