

BRAND POSITIONING & CREATIVE PLATFORMS

June 26 2018



What we have for you today:

BRAND POSITIONING DEVELOPMENT

- Overview of Strategic Insights
- Brand Positioning Statement
- Tagline Options (10)

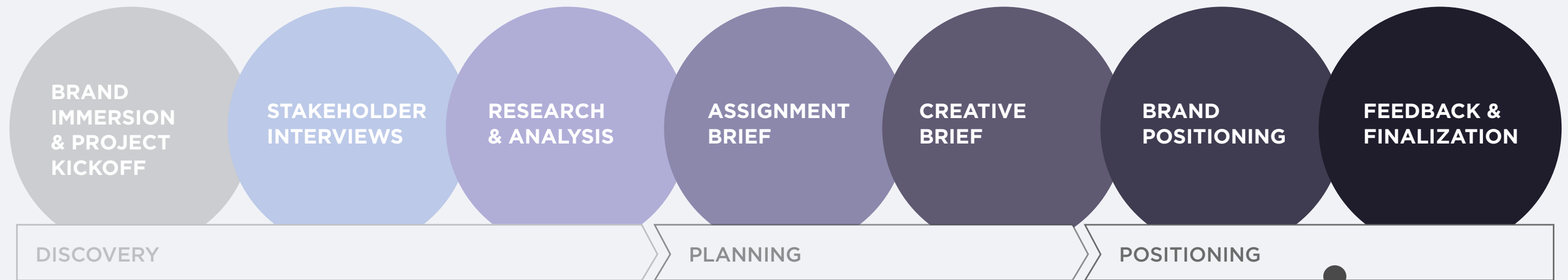
CREATIVE PLATFORMS

Three Creative Platforms, each including:

- Platform Narrative
- Sample Headlines
- Visual Approach

BRAND POSITIONING

Timeline



We are here.



BRAND
POSITIONING
STATEMENT

BRAND POSITIONING STATEMENT

Artivest is the only frictionless, end-to-end alternative investment solution, connecting qualified investors and their advisors with best-in-class products to protect their portfolios.

BRAND TAGLINES

Artivest.
The new traditional.

Artivest.
The new alternative space.

Artivest.
An alternative approach.

Artivest.
A different alternative.

Artivest.
An alternative vision.

Artivest.
An alternative future.

Artivest.
Redefine alternative.

Artivest.
Rethink alternative.

Artivest.
Rethink standard.



BRAND TAGLINES

Artivest.
You're in.

BRAND TAGLINES | RECAP

The new traditional.

The new alternative space.

An alternative approach.

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You're in.

CREATIVE PLATFORMS

WHAT IS A CREATIVE PLATFORM?

A Creative Platform establishes the messaging and visual direction for a campaign. It is a conceptual articulation of the brand's single-minded proposition, and explores tonality, look and feel, and how the concept can come to life.



SINGLE-MINDED PROPOSITION:

Artinvest is the gateway to protecting your portfolio with alternative investments.

PROTECT YOUR LEGACY

Alternative investments shouldn't be considered "alternative" in the sense of being more risky or not secure. They're just another normal way to diversify and enhance your portfolio. In fact, by making sure all your assets aren't correlated, you can better protect your portfolio—and Artivest is the best platform on which to do so. With greater access to products and more efficient processes, Artivest is your one-stop-shop solution for securing your funds and ensuring your legacy moving forward.

PLATFORM 1

PROTECT YOUR LEGACY

HEADLINES

HEAD: Diversify your diversification.

SUB: Artivest alternative investments. Enhance and protect your portfolio.

HEAD: Protect what's yours.

SUB: Artivest alternative investments help you better secure your portfolio and your future.

HEAD: Stay on top of your future.

SUB: With Artivest alternative investments, you can diversify your portfolio—and keep it protected.



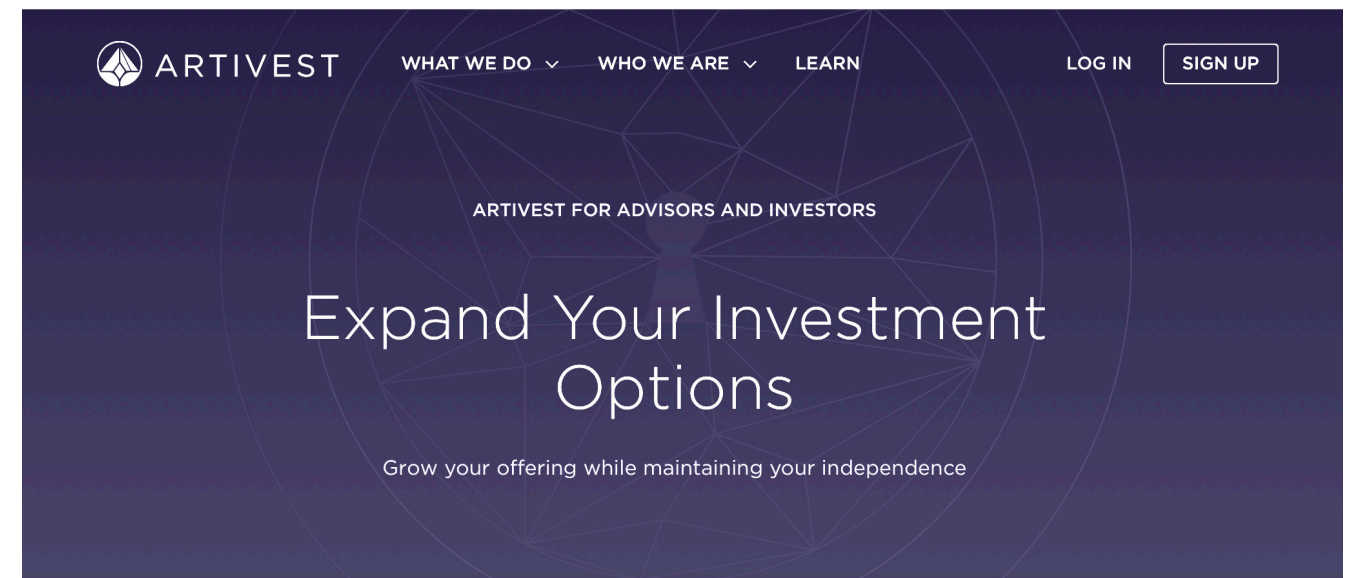
PLATFORM 1

PROTECT YOUR LEGACY

IMAGERY APPROACH

For this platform, how can we build on the brand look of geometric shapes and color while adding humanity for something ownable and memorable?

(From current site)



PROTECT YOUR LEGACY | IMAGERY APPROACH



GEOMETRIC SHAPES / PATTERNS OVERLAYED ON INVESTOR LIFESTYLE PORTRAITS.



PROTECT WHAT'S YOURS.

Artivest alternative investments help you better secure your portfolio and your future.



ARTIVEST



DIVERSIFY YOUR DIVERSIFICATION.

Artivest alternative investments.
Enhance and protect your portfolio.



ARTIVEST

DO THINGS DIFFERENTLY

Artivest is not just trying to be the best alternative investments platform in the space. We have a whole different vision for how alternatives should be done. As the only comprehensive, end-to-end alternative investment solution, Artivest is the best way to gain entry to limited-access products. More options, greater accuracy, less friction. We're doing things differently—and we think our customers will see different outcomes, too.

DO THINGS DIFFERENTLY

HEADLINES

HEAD: The best alternative to alternative investing.

SUB: Explore Artivest, the only end-to-end alternative investments solution.

HEAD: The best way into best-in-class.

SUB: Experience Artivest, the only one-stop solution for alternative investing.

HEAD: Beauty through simplicity.

SUB: Streamlined access. Seamless experience.
Welcome to the art of alternative investments.

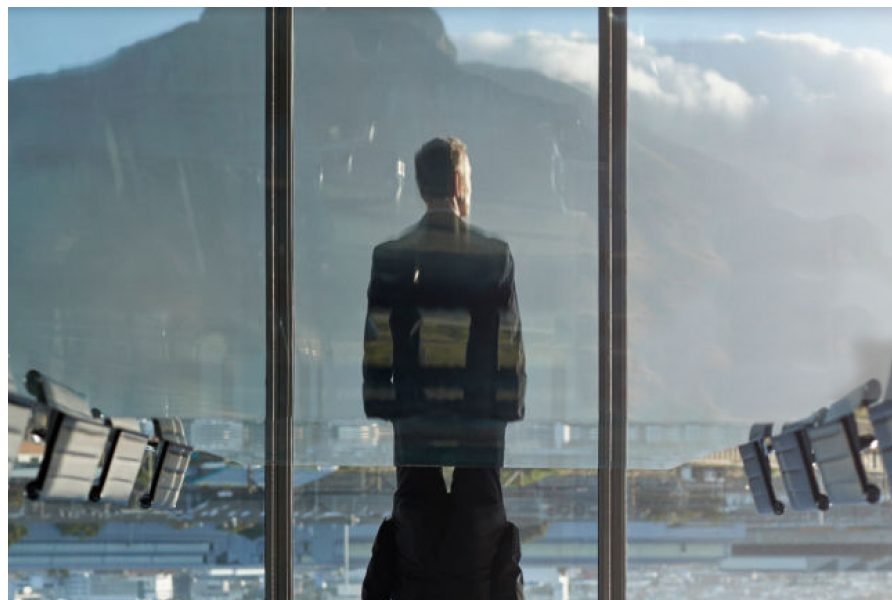
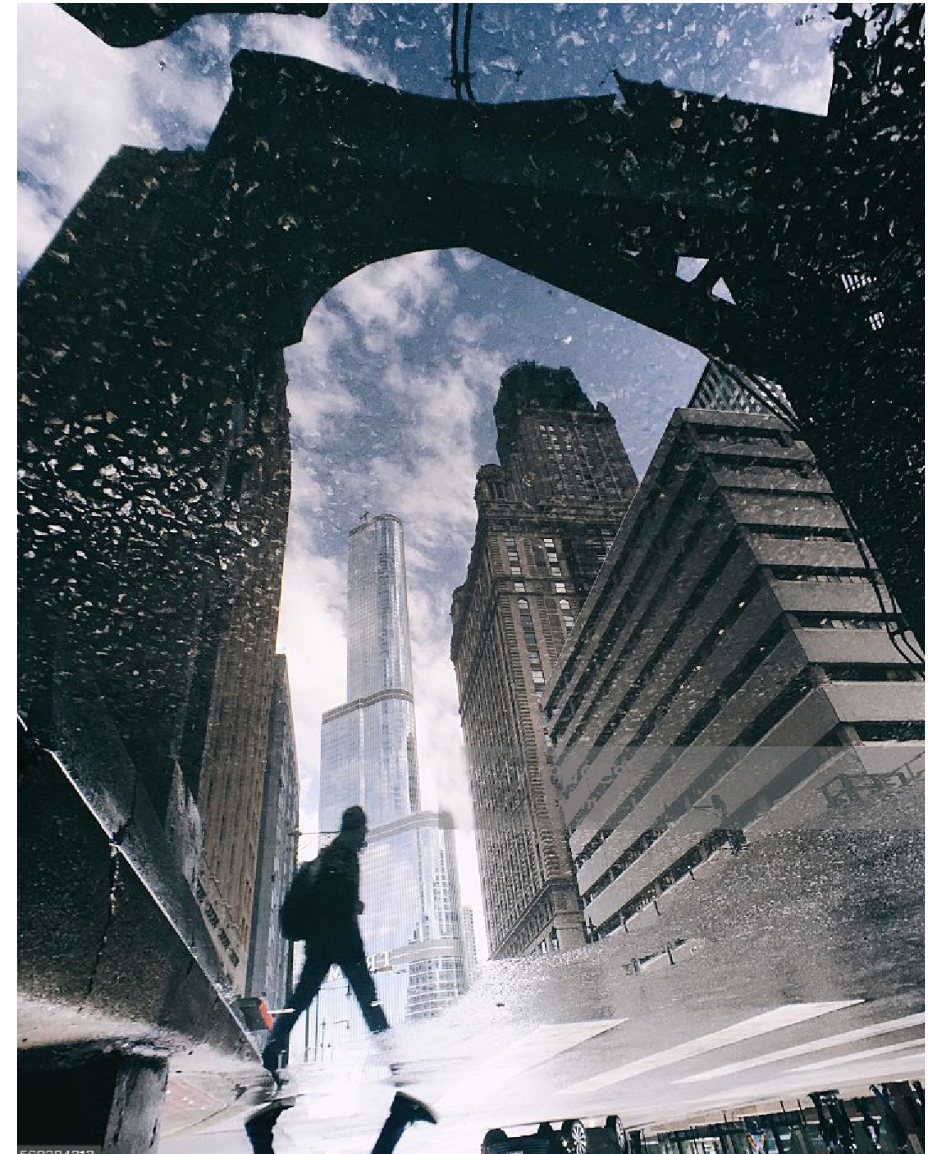
PLATFORM 2

DO THINGS DIFFERENTLY

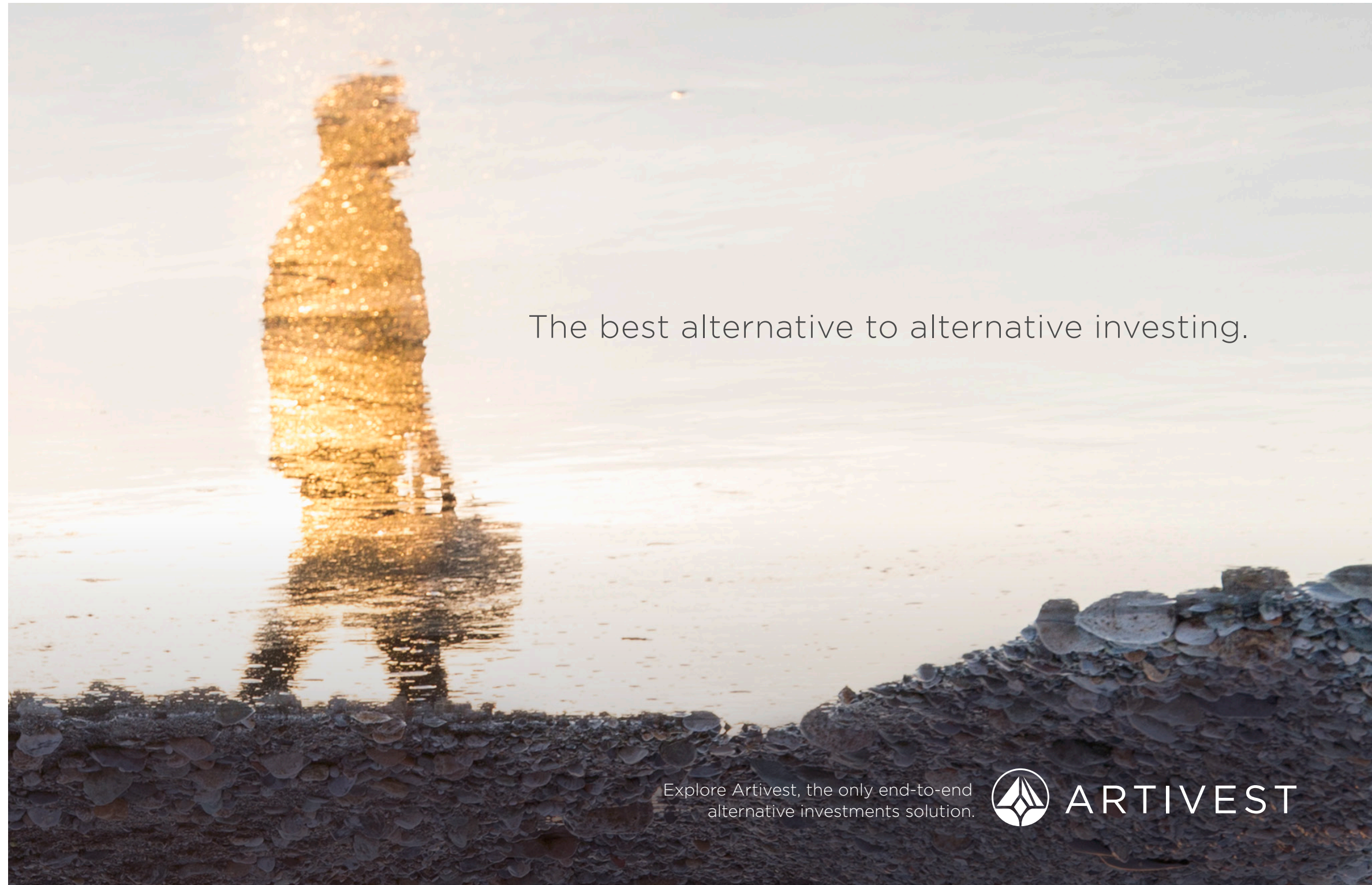
IMAGERY APPROACH

For this platform, how can we visualize the idea of doing things differently with a new perspective?

DO THINGS DIFFERENTLY | IMAGERY APPROACH



IMAGERY OF FLIPPED REFLECTIONS OF PEOPLE / CITYSCAPES FOR AN ALTERNATIVE VIEW / CHANGE OF PERSPECTIVE.



The best alternative to alternative investing.

Explore Artivest, the only end-to-end
alternative investments solution.



ARTIVEST



The best way into best-in-class.

Experience Artinvest, the only one-stop solution for alternative investing.

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ACCESS THE INNER CIRCLE

This is a new age for alternative investing. Where once alternatives were largely only available to institutions, now more and more individuals want in on the game—and Artivest is the ticket to entry. As we expand our capabilities and expertise with the merger of Altegris, we are expanding the benefits of alternatives to the greater right-fit audience, and in ways the competition can't. It's still an exclusive space. Just with a better overall experience, and without the barriers and complications. Welcome to the inner circle.

ACCESS THE INNER CIRCLE

HEADLINES

HEAD: You're in.

SUB: Now, access to the most comprehensive alternative investment solution is yours.

HEAD: Welcome to the premier alternative space.

SUB: Gain exclusive access to the only end-to-end alternative investment solution.

HEAD: Access is yours.

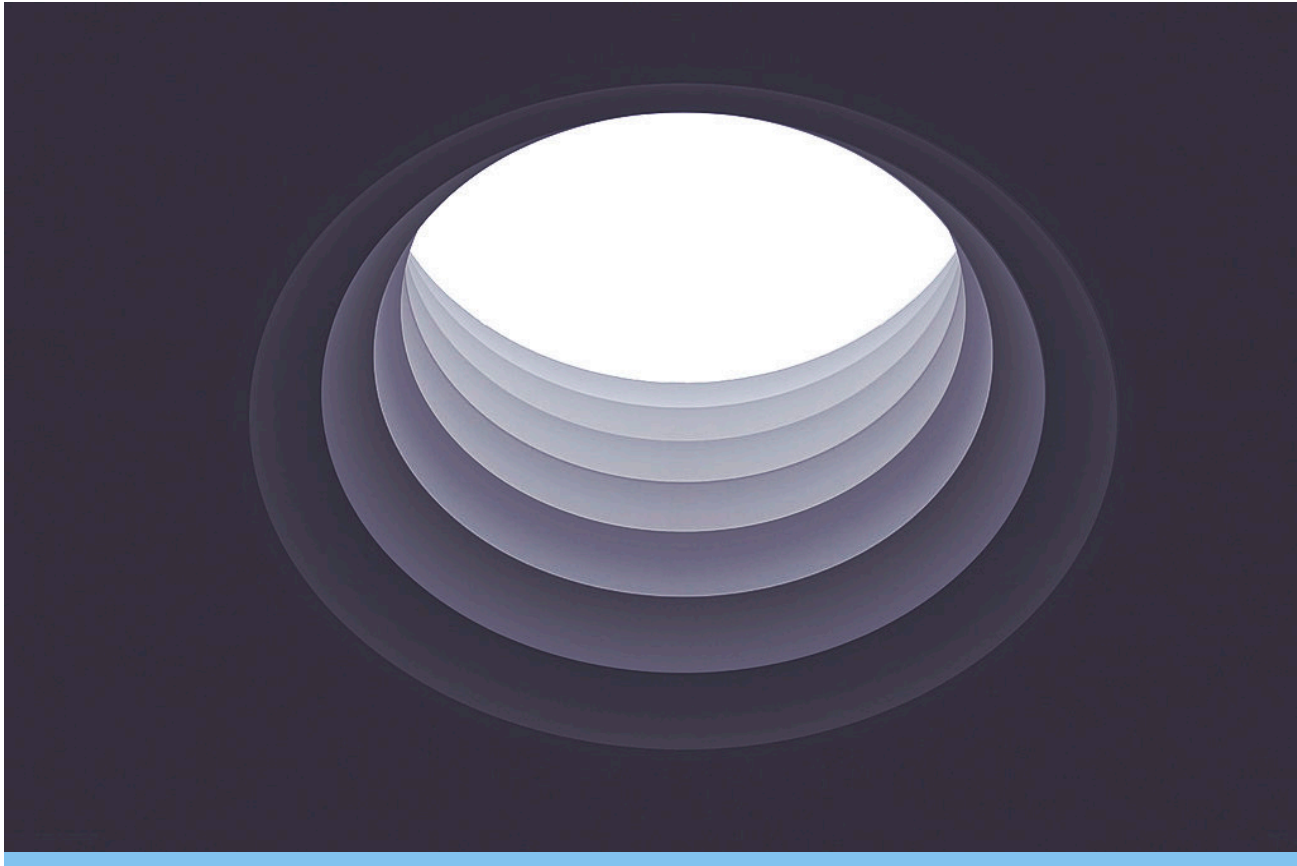
SUB: Welcome to premier alternative investing. Welcome to the inner circle.

PLATFORM 3

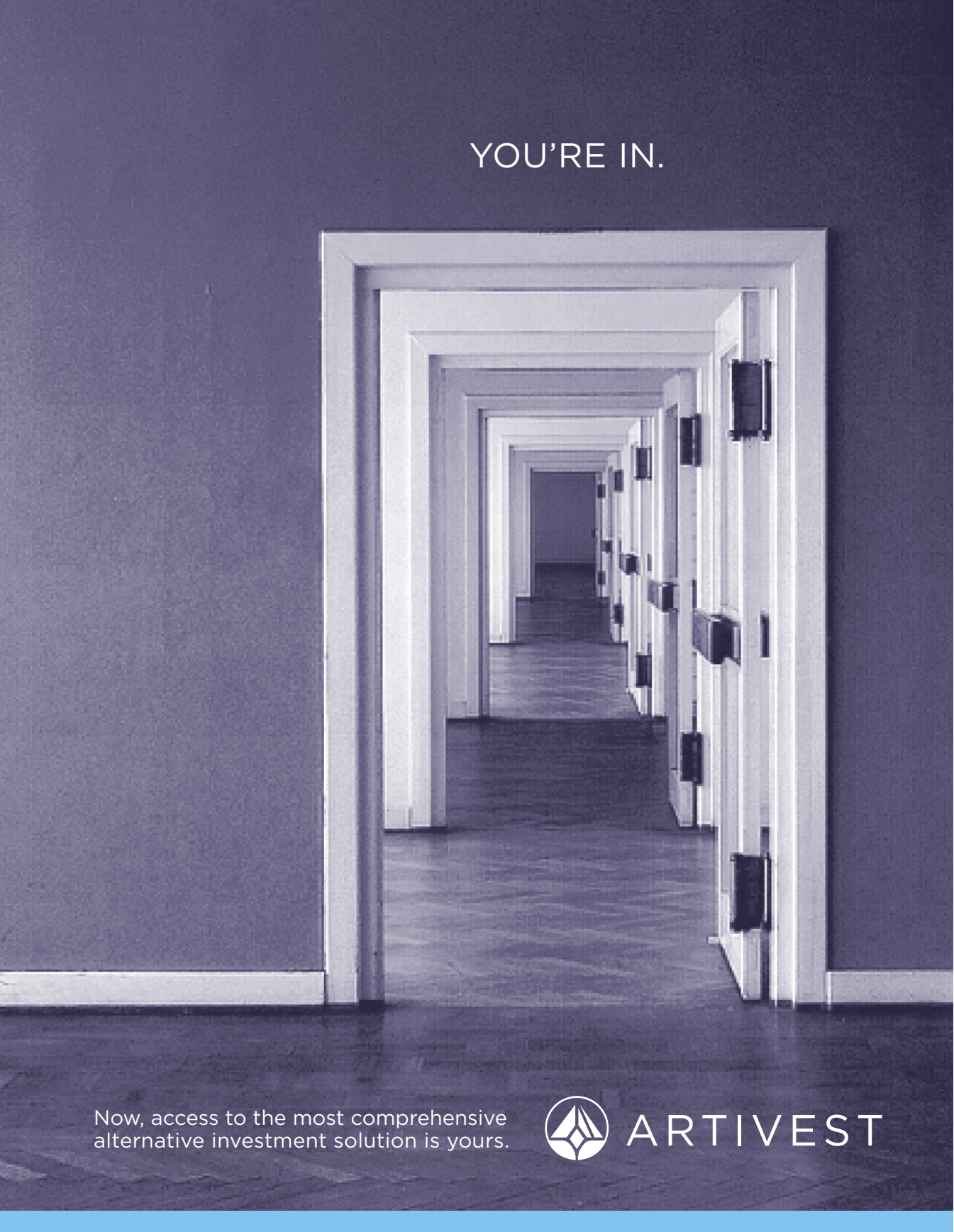
ACCESS THE INNER CIRCLE

IMAGERY APPROACH

For this platform, how can we visualize the idea of exclusive access in a way that will make the brand memorable?



IMAGERY: DOORWAY / SURREAL GATEWAYS WITH BRANDED COLOR OVERLAYS AND SUPPORTING COLOR PALETTE ACCENTS.

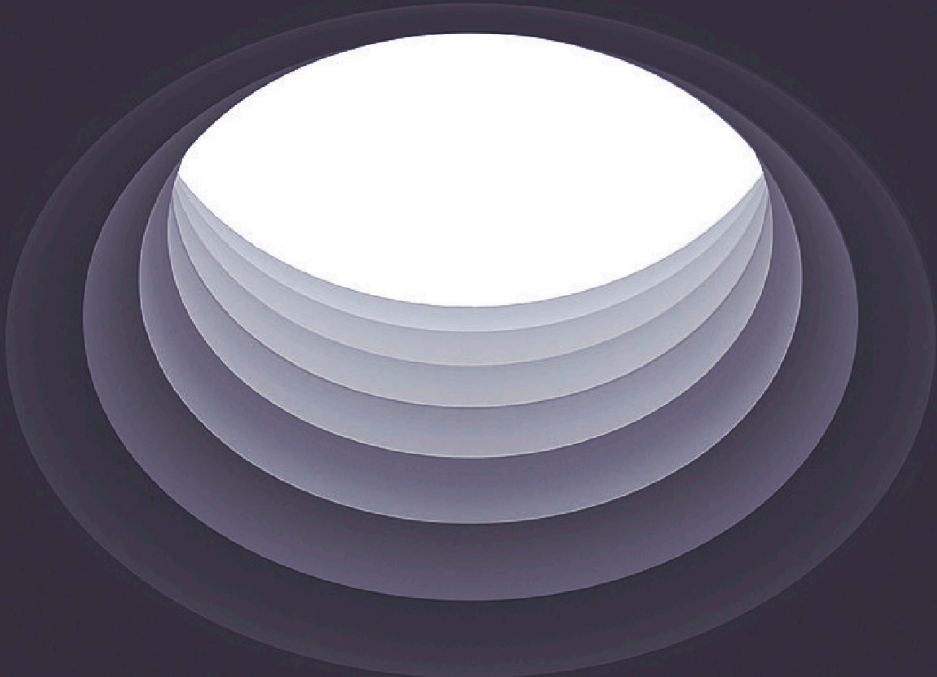


YOU'RE IN.

Now, access to the most comprehensive alternative investment solution is yours.



ACCESS IS YOURS.



Welcome to premier alternative investing.
Welcome to the inner circle.



ARTIVEST

PLATFORMS RECAP

PLATFORM 1

PROTECT YOUR LEGACY

- HEAD:** Diversify your diversification.
SUB: Artivest alternative investments. Enhance and protect your portfolio.
- HEAD:** Protect what's yours.
SUB: Artivest alternative investments help you better secure your portfolio and your future.
- HEAD:** Stay on top of your future.
SUB: With Artivest alternative investments, you can diversify your portfolio—and keep it protected.



PLATFORM 2

DO THINGS DIFFERENTLY

- HEAD:** The best alternative to alternative investing.
SUB: Explore Artivest, the only end-to-end alternative investments solution.
- HEAD:** The best way into best-in-class.
SUB: Experience Artivest, the only one-stop solution for alternative investing.
- HEAD:** Beauty through simplicity.
SUB: Streamlined access. Seamless experience. Welcome to the art of alternative investments.



PLATFORM 3

ACCESS THE INNER CIRCLE

- HEAD:** You're in.
SUB: Now, access to the most comprehensive alternative investment solution is yours.
- HEAD:** Welcome to the premier alternative space.
SUB: Gain exclusive access to the only end-to-end alternative investment solution.
- HEAD:** Access is yours.
SUB: Welcome to the premier alternative investment platform. Welcome to the inner circle.



NEXT STEPS

- | | |
|--|---------------------------|
| Artivest to select one platform and provide feedback: | Friday, July 6 |
| RDI to present updated platform: | Monday, July 16 |
| Artivest to provide final feedback: | Friday, July 20 |
| RDI to send final platform: | Wednesday, July 25 |
| Artivest to provide final approval: | Thursday, July 26 |

THANK
YOU