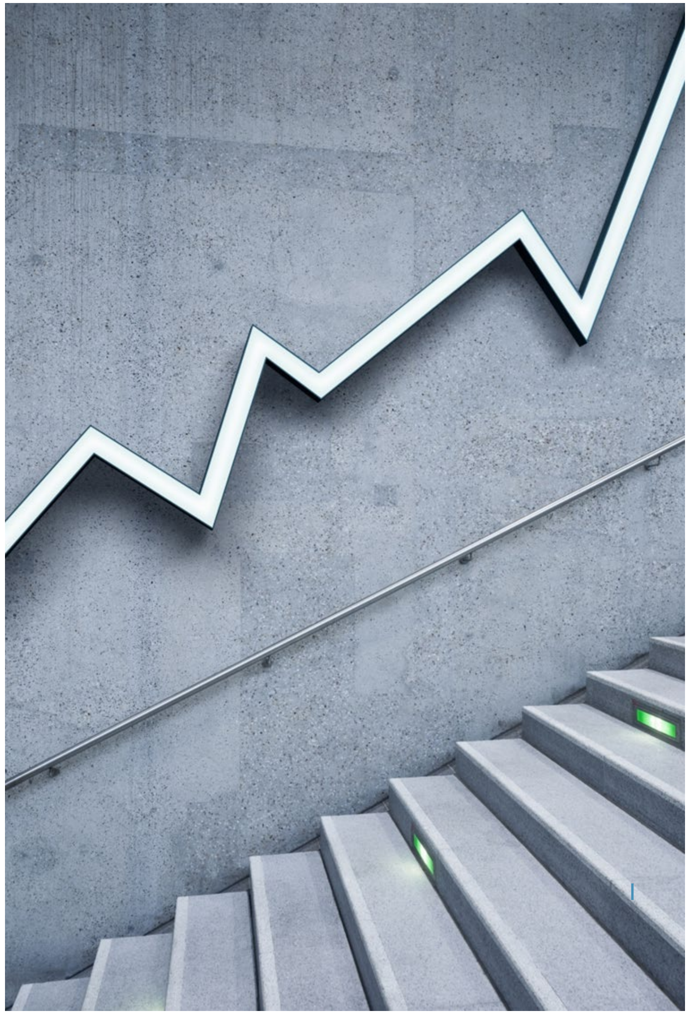
GENERATION PRIVATE AND GENERATION PRIVATE WEALTH ADVISORY - SERVICE OFFERING

November 2024

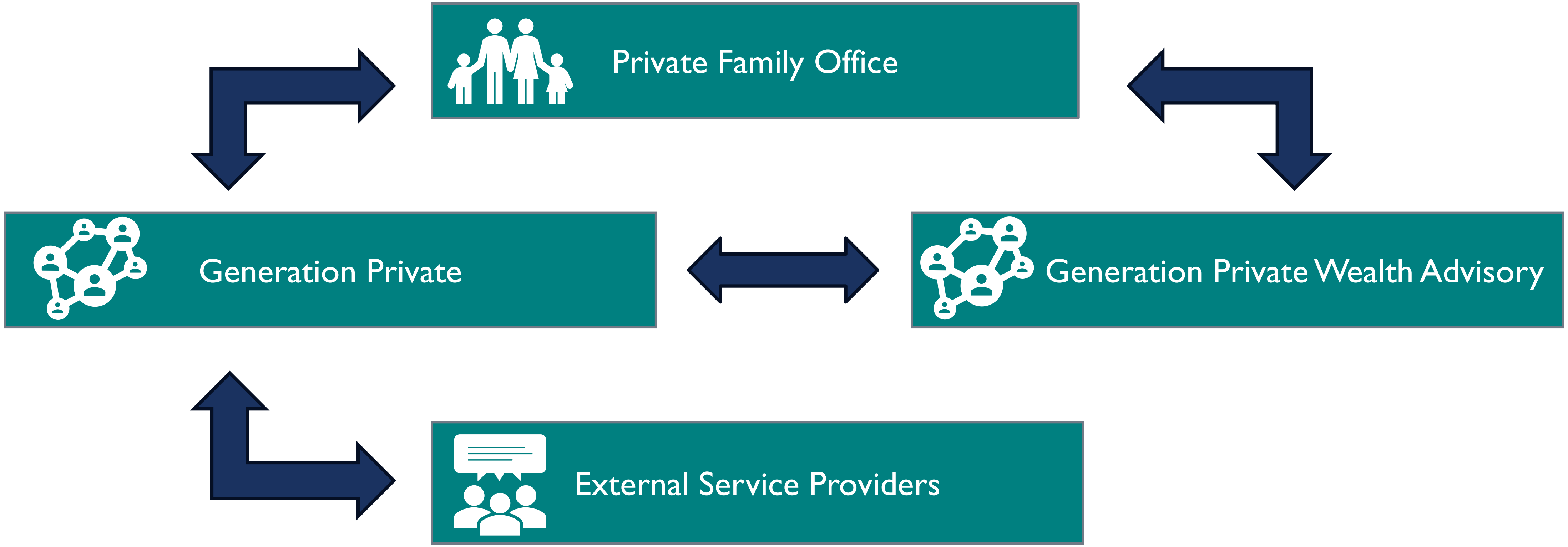


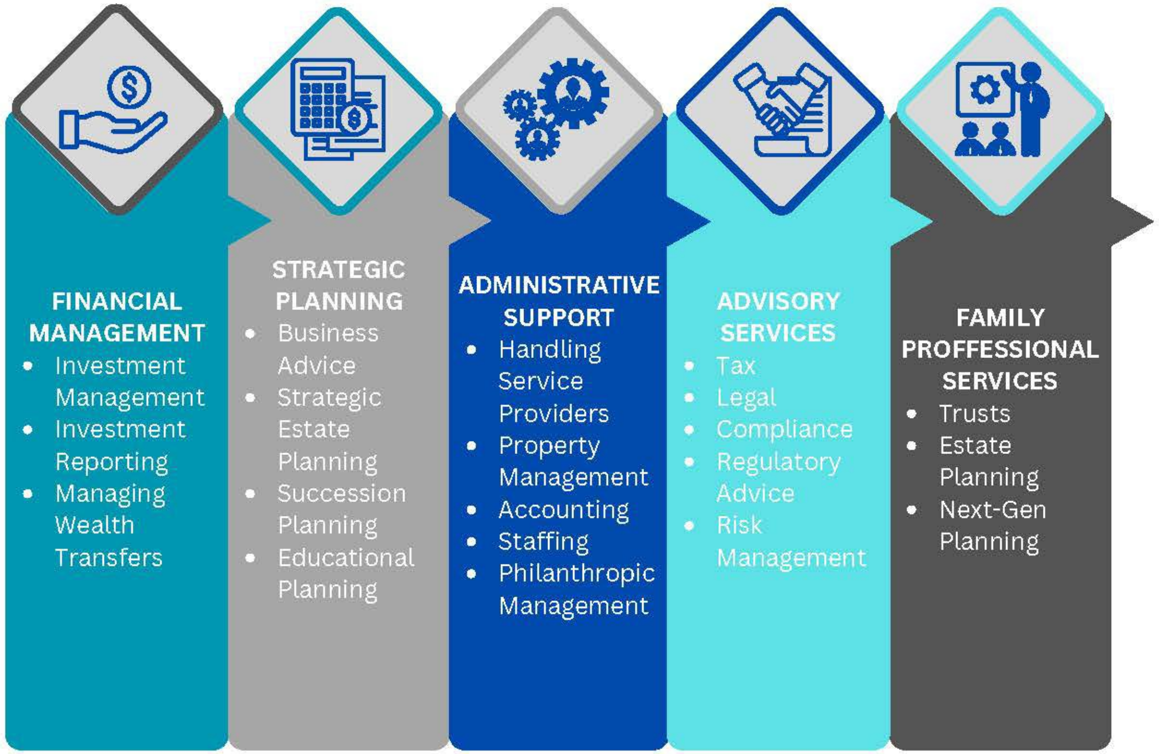
”Helping wealthy families achieve what matters most”

Craig Holland – Managing Partner Generation Private

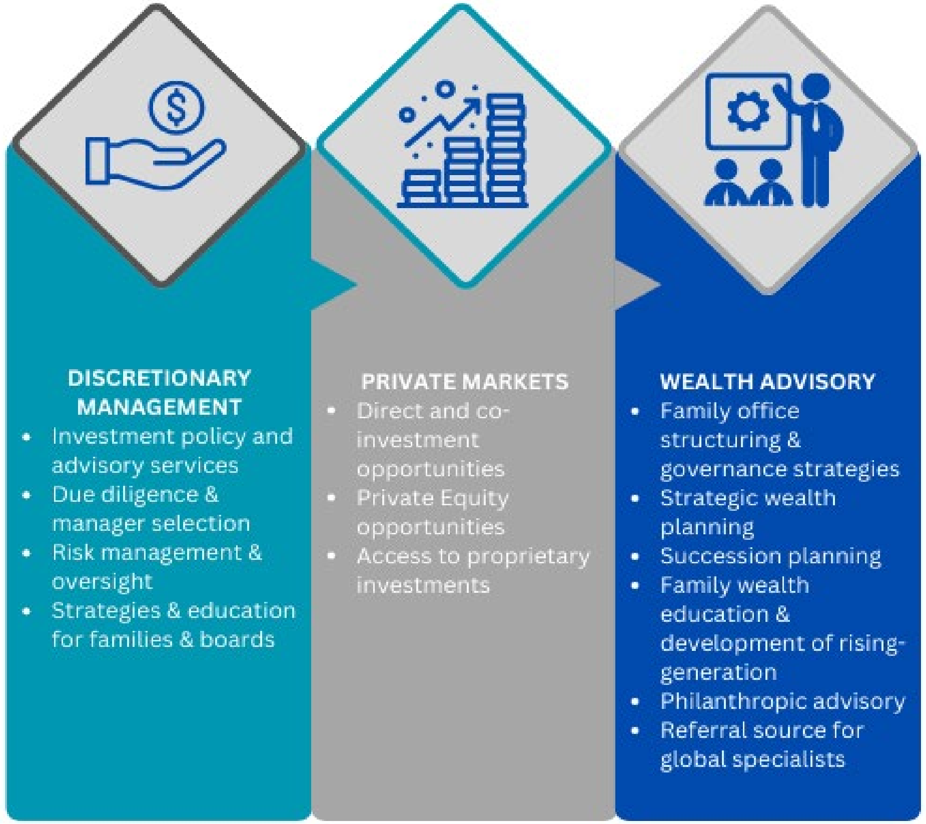
Generation Private

INTERRELATIONSHIP





GENERATION PRIVATE



GENERATION PRIVATE WEALTH ADVISORY

GENERATION PRIVATE– A MULTI-FAMILY OFFICE PRACTICE

- Generation Private is a **multi-family office practice** servicing the needs of High Wealth Families.
- We provide an **outsourced CEO, CFO and/or CIO function** for high wealth families to remove the need of employing your own family office staff.
- We can undertake all family office functions on behalf of the family in a seamless function and can provide a **tailored solution** for your particular circumstances.
- From general compliance to investment policy development, monitoring and reporting to managing lifestyle assets, Generation Private takes care of all of this to allow you to focus on other aspects of your life.
- We can provide a monthly **Board Report** which provides you with a summary of the family office activities including **Dashboard Reporting** on investment performance and year to date performance as well as an analysis of critical business issues.

LEADERSHIP ROLES

- We act as an **outsourced CEO, CIO and/or CFO** whereby we work alongside family members, the family's accountants and advisers to ensure family members achieve the best outcomes, all compliance (ASIC and tax lodgments), payments and cash flow requirements are met and review the family's financial structures.
- Furthermore, we can act as the **Independent Chairman** on the **Family Board** or **Investment Committee** and **Foundation Boards** to ensure that appropriate governance is being maintained and where required providing advice.
- We also work with the **Next Generation** to educate them on investments, governance and family relationships.

GENERATION PRIVATE WEALTH ADVISORY

- Generation Private Wealth Advisory is a **multi asset fund manager** servicing the needs of Sophisticated Investors.
- Led by Chief Investment Officer Rob Mead, **Generation Private Wealth Advisory** is built on the extensive experience and knowledge of our Investment and Research team and offers both boutique funds management and investment management capabilities.
- We run a series of discretionary portfolios seeking to outperform market benchmarks whilst preserving capital.
- We provide a quarterly reporting which provides you with a summary of investment performance and asset allocations.

WHO WE ARE

Craig Holland – OCEO / Director / Chairman / OCIO

- In addition to being the managing partner of Generation Private, Craig is also a director and chairman for four family offices.
- Craig has extensive experience in the professional services industry and the private business and high net worth industry. Craig is a former senior partner of Deloitte where he led the Deloitte Private Tax Group and was Deloitte Private's Chief Operating Officer.
- In 2012, Craig retired from the Deloitte Partnership to pursue his private business interests including family and corporate advisory. Craig also sits on the board of several private companies including 3 foundations namely Kaldor Public Art Projects, Capricorn Foundation and the Naomi Milgrom Foundation. Craig is the Chairman of the Investment Committee for the Andrew Muir Family Office and the Guest Family Office and is responsible for Governance and Investments for the Geemac Family Office.
- During 2012 and 2016, Craig was on the board of The Good Guys where he was Chairman of the Audit Committee and a member of the Risk Committee. He was also the Chairman of the Transaction Committee which managed the sale of the Good Guys to JB Hi Fi.

WHO WE ARE

Rob Mead - Director / Chief Investment Officer

- Rob commenced his investment market career at Macquarie Bank in 1996. He moved to JM Financial Group in 2004. During his time at Macquarie and JM he was a market leader in moving his clients from traditional trading to a long term portfolio focussed model that has now become market practice for long term investors.
- In 2010 Rob founded Endeavor Asset Management where he was Managing Director and Chief Investment Officer. From 2010 to 2021 Endeavor's Long-Only Australian Equities Balanced, Growth and High Conviction MDA portfolios outperformed the ASX All Ords Accum by 87%, 107% and 193% respectively.
- In 2021 Endeavor was sold in a partial management buyout. At the time of sale Endeavor had approximately $400M of sophisticated client investment funds under management.
- Rob's investment expertise encompasses the Australian equities markets and non listed businesses. Rob is currently involved in a diverse range of portfolio investments from listed equities to property developments, technology focussed companies and hospitality.
- Rob is an investor and member of the Board of Directors of Naturo Technologies Ltd and Standing Room Coffee Pty Ltd. He holds a Bachelor of Business (Banking and Finance) from Monash University.

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WHO WE ARE

Erminio Formato – OCFO / Director

- Erminio has over 35 years experience working with privately owned and family businesses in addition to family offices.
- From October 2007 to January 2024, Erminio was the Finance Director and Company Secretary for all entities within the Gschwenter Family Office. This role included managing all accounting, taxation, finance, insurance, third party relationships, operational and family matters .
- Prior to the Gschwenter Family Office, Erminio was the CFO for a family owned national retail business (January 2006 to July 2007) where he was responsible for all finance related business matters including all the family investment entities.
- Erminio began his career with Deloitte Private and spent 18 years (January 1988 to January 2006) dealing with privately owned and family businesses and was the Lead Client Service Director on his client portfolio. His experience, along with accounting and taxation matters, included being involved in a variety of transactional roles.

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WHO WE ARE

Angus Funston - OCIO / Financial Accountant

- Angus worked in Deloitte's Melbourne Private Tax and Legal team from December 2017 to January 2021 where he was responsible for working and engaging with clients regarding opportunities to improve their business operations while dealing with a range of tax and financial problems in the short and long term. In addition, Angus worked with high wealth families to improve their financial functions and reports which enabled them to make decisions about how best to invest funds.

- Prior to working at Deloitte, Angus was at Mutual Trust from 2014. In this role he was responsible for preparing client deliverables including tax and financial reports, and cash flow forecasts. He also spent 12 months with Mutual Trust's wealth management team creating investment analysis documents for clients.

- While at Mutual Trust he served on their Next Gen committee. This committee centered around creating plans to ensure families had successful transfers of wealth from generation to generation.

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WHO WE ARE

Kerry Holland – Company Secretary

- Kerry has performed various sales, marketing and administrative roles over her career. At Generation Private she manages the AFSL and ASIC compliance, marketing, accounts payable and business administration.
- Kerry holds a Bachelor of Science (Honors) and a Graduate Diploma of Business Administration.

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TESTIMONIALS

Craig and his team have driven optimisation of our internal structures while adding a layer of independent governance to the family management. Additionally, over our 7-year engagement, he has greatly enhanced our investment strategies and introduced an excellent reporting package. All this combines to allow the family additional time to do the things we want to do!

Rob McGeary, Geemac & Capricorn Foundation

CONTACT DETAILS

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Generation Private