

# 2010

## Prima Capital's 10 Year Anniversary

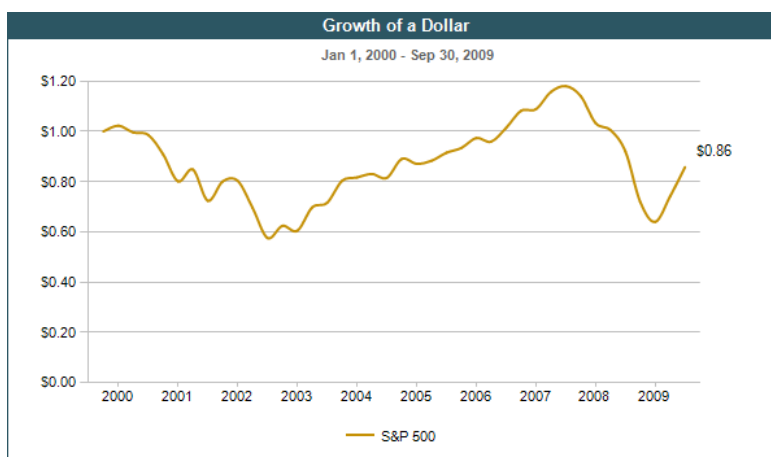
We are all very proud of reaching our 10 year anniversary and we are grateful to our clients, partners, employees and stakeholders who helped get us here.

Many investors and those in the investment industry consider the last ten years “The Lost Decade” as evidenced by the decline of a dollar invested in the S&P 500 Index (see chart below).

And yet, by keeping a clear eye on investment quality through two challenging bear markets, Prima Capital has grown and evolved from an SMA research solution for RIAs to a leading provider of in-depth due diligence and powerful investment applications to the wealth management and retirement industries. Over this period, we have expanded our investment expertise from SMAs to also cover alternative investments, mutual funds, and ETFs. In addition, we now maintain proprietary capital market assumptions that fuel asset allocation guidance, and in turn, our multi-manager target-date and target-risk portfolios.

This evolution and success have been derived from our flexibility and ability to anticipate and meet client needs, a trait that remains very much in place today. We have also remained committed to a business model based on objectivity; since inception, our wealth management solutions have remained clear of financial ties to investment managers.

We are dedicated to providing our insight to and learning more from our clients, and we are excited for the opportunity to continue to advance quality investment services over the next ten years. **Thank you** again for your trust in Prima Capital and for your support!



Source: Standard & Poors (S&P 500 Index).