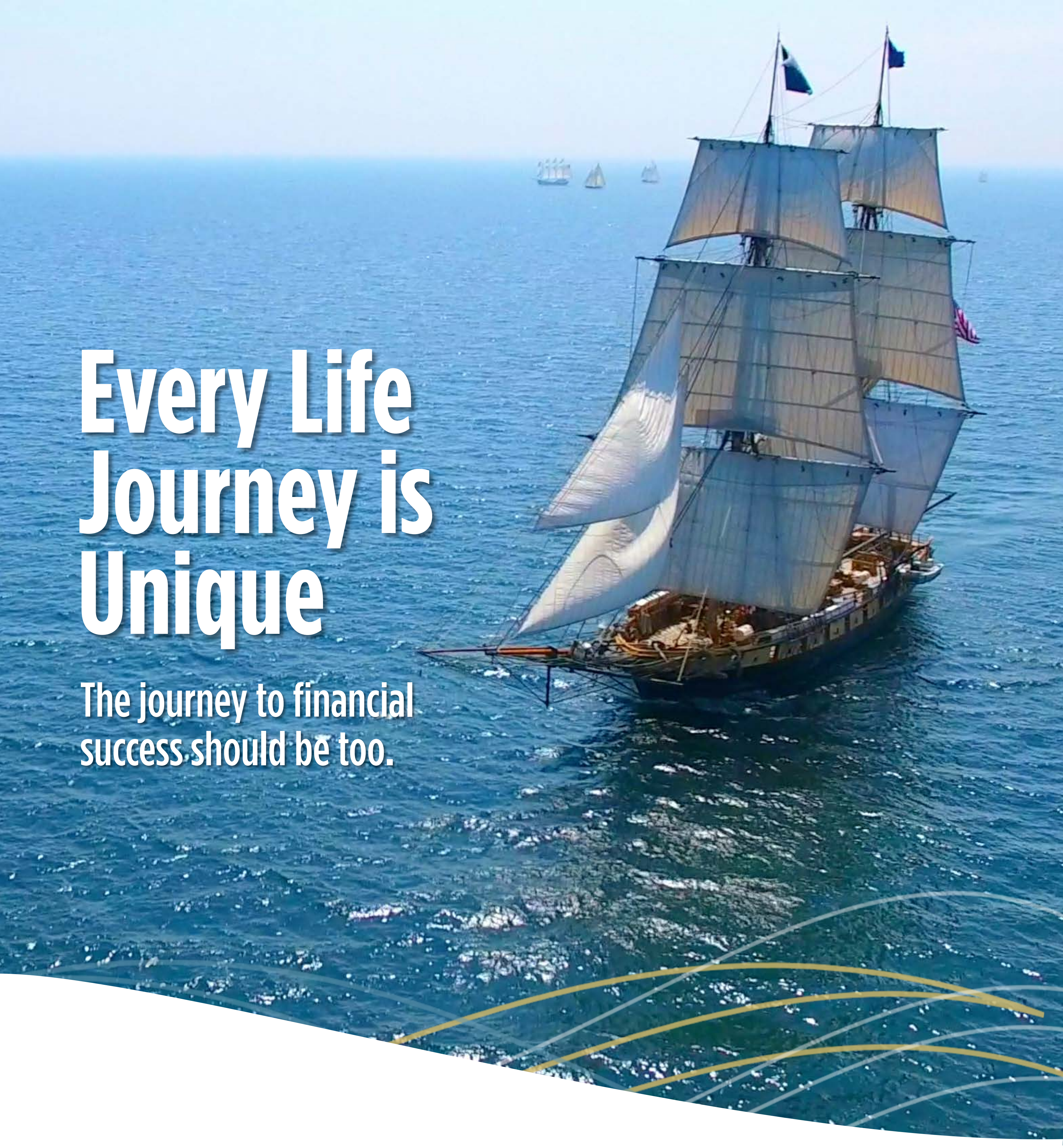

Every Life Journey is Unique

The journey to financial success should be too.

THE PACIFIC FINANCIAL GROUP

Corporate Profile

Steady at the Helm

The Pacific Financial Group, Inc. (TPFG) began as a small RIA serving maritime businesses with establishing and maintaining their 401(k) plans. We were founded on the single premise that everyone, regardless of their account size, should have access to high quality investment opportunities and independent expert advice. Today, we still focus on the group retirement space and are recognized as an early pioneer in the evolution of Self-Directed Brokerage Account Management (SDBA) for 401(k), 403(b), and 457 plan participants.

At our core, we are an innovator. An innovator of products and services that empower independent financial advisors to give advice where it's needed most. During our history, we've transformed from a small, boutique investment management firm to a nationally recognized SDBA marketplace leader.

Strategy PLUS is the firm's Turnkey Asset Management Program that curates the investment expertise of world-class investment managers into a suite of 36 model strategies built specifically for workplace retirement accounts. A unique blend of choice, talent, and sophisticated modeling not found in traditional retirement plans.

Some of the largest and most trusted asset managers in the world have taken notice. They want to be part of something unique happening at TPFG, at a time when the market is thirsty for innovation. It's opened the door for us to emerge from the day-to-day, in-house management of assets to becoming a multi-manager, multi-style model portfolio curator. Our fintech affiliate RiskPro®, provides continuous risk monitoring for all TPFG model portfolios.

We're proud to help build financial freedom for thousands of average investors. We're just getting started.

Megan Meade
Chief Executive Officer | Board Chair

Megan

35 Years

Over three decades in business

3.5 Billion

Assets under management

As of 4/30/23

16,000

Number of plan participants we serve

Mission, Vision, and Values

These essential qualities provide clarity, shape our culture, guide decision-making, and build trust and reputation.

Vision

Empower investors with choice and trusted advice, to help achieve financial independence.

Mission

Exemplify leadership through continual product innovation and superior service.

Core Values

- *Be Worthy of Trust*
- *[EM]Power Your Future*
- *Inspire a Shared Vision*
- *Model the Way*
- *Exceed Expectations*
- *Leaders Go First*

A Culture of Innovation

Our culture values creativity and we see it as a key driver of success. We encourage and support experimentation with new ideas and approaches. We emphasize the importance of continual learning and development. We empower employees to be nimble, take risks and make decisions, and we celebrate both successes and failures as opportunities for growth and learning.

Diversity & Inclusion

At TPFG, diversity and inclusion are not just buzzwords, but values that are integral to our success as a company. Our commitment to diversity and inclusion is reflected in our hiring practices, where we actively seek out candidates from diverse backgrounds and experiences. It's not just the right thing to do, it just makes good business sense.

We are proud to be a woman-owned and led firm and our commitment to diversity and inclusion. We will continue to ensure our workplace is a more welcoming and inclusive place for everyone.

Solutions & Services

A full suite of programs dedicated to building, managing, and preserving wealth for every investor.

STRATEGY PLUS

The only multi-manager, multi-strategy Turnkey Asset Management Platform designed specifically for the self-directed brokerage market and the 401(k), 403(b) and 457 retirement plan investor.

EPIC – ENHANCED PORTFOLIO INVESTMENT CENTRE

A Unified Managed Account (UMA) system that features industry leading investment strategists.

CORE · SMA · VAO

CORE RETIREMENT OPTIMIZATION: Adds active and dynamic management to specific non-ERISA 403(b) and 457 accounts.

SEPARATELY MANAGED ACCOUNTS: For sophisticated investors seeking custom, and often tax sensitive, solutions.

VARIABLE ANNUITY OPTIMIZATION: Customized VA sub-accounts.

MARKET MOVEMENT SOLUTIONS®

Diversified investment options built around three distinct mandates with unique portfolio objectives, expectations, and contributions.

RISKPRO®

Revolutionary risk profiling and portfolio construction system which translates risk into terms the average investor can understand.

GPS – GUIDED PAPERWORK SOLUTION

GPS automates and digitizes the process of new client onboarding and account servicing to enhance the advisor-client experience.

THE PACIFIC FINANCIAL GROUP

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