J.P.Morgan
PRIVATE BANK

ENGAGE

ENGAGE FAQs

ON THE PLATFORM

1 **What do you mean when you say ENTRUST, ENGAGE and EXECUTE?**

In order to provide you with maximum flexibility and control over how you invest, we've redesigned the way you access our investment services into three areas:

- **ENGAGE:** Collaborate with your dedicated team to shape, implement and evolve your investment plan
- **ENTRUST:** Work with us to define an investment strategy, and then we'll manage a portfolio on your behalf
- **EXECUTE:** Make and implement your own investment decisions using our access to global markets

2 **How has your Investment Engagement Platform evolved?**

Listening to our clients' feedback, we have evolved our Investment Platform to bring our clients' needs to the forefront of the new investment approaches. We have migrated from thinking in terms of products and services to a new position that is grounded on how clients want to engage with us. That's why we are now calling it our Investment Engagement Platform, as it's all centered on how clients wants to interact with us. While our Goals-Based Advice will help clients articulate where they want to go and what they want to achieve, our three Investment pillars, Entrust, Engage and Execute, will make it easier for our clients to understand their options and guide us on how they want to partner with us to achieve their objectives. The combination of data, digital expertise and elevated relationship management results in an optimal experience that will allow clients to experience our Investment Engagement Platform in the ways they want and anywhere they want.

3 **How can I understand what's the best service for me as a client? Should I have one or a combination?**

The service that is best for you will depend on a number of factors, such as how experienced and confident you are with investing in the global markets, and whether you want to make your own decisions or leave it all to us. You can also combine approaches for different portions of your wealth, and we'll provide you with all the support and guidance you need.

ON ENGAGE

1 **How is this new service different from the current brokerage dialogue I have with my J.P. Morgan team?**

You'll still have access to all of our investment expertise. The main difference is that you and your dedicated Investment Advisor will have access to cutting-edge portfolio construction tools and analytics to build more efficient portfolios that will help you achieve your long-term goals. Additionally, you will be able to monitor your individual preferences in a fully systematic way. A new online platform puts data and information at your fingertips to help you make the right decisions quickly and easily.

2 Why should I pay a fixed amount if I don't trade much?

The asset-based fee model is designed to create full transparency and alignment of interests with our clients. It is a simple way for our clients to have full control and predictability on their service costs. The service model is not based on trading volume, but rather intended for clients who want to retain control over their investments while seeking ongoing advice from their J.P. Morgan Investment Specialists. A fixed fee is the price for truly unbiased stewardship of our client's wealth toward their long-term goals, and includes ongoing monitoring of their objectives and bespoke constraints.

3 What's the benefit for me as a client?

ENGAGE gives you the opportunity to express your unique investment goals by building a fully customized portfolio. You can select options based on your individual preferences, and we will help you optimize your allocations.

At the same time, ENGAGE systematically monitors all your investment preferences, and alerts you in a timely fashion to fundamental changes and risks. You can be assured that your portfolio will always be in line with your objectives.

The ENGAGE digital experience will help you understand in real time how your portfolio is positioned, where the risks are in your asset allocation, and how closely aligned you are to your desired long-term wealth trajectory.

4 How will I continue to benefit from J.P. Morgan's best advice and intellectual capital if I don't sign up to the ENGAGE service?

We are adapting our Investment Engagement Platform to best serve our clients. In line with industry trends, more clients are seeking to differentiate between fully unbiased advice and execution. Over time, J.P. Morgan will progressively shift toward ENGAGE as the center of excellence for best ideas and our intellectual capital. EXECUTE will be the platform where clients will continue to benefit from full market access and execution capabilities on a self-directed basis.

5 Your competitors have been doing this for many years. What's different about the J.P. Morgan advisory service?

Superior risk analytics and a cutting-edge portfolio construction tool. ENGAGE gives you and your dedicated investment professional a full suite of risk metrics to ensure that you both will always be in control of your portfolio. By applying cutting-edge analytics to your bespoke portfolio, you can simulate more than 100 different stress-test scenarios. You'll also be able to compare your current portfolio with new proposals, across multiple macroeconomic environments, to help you make more informed decisions.

6 How would you explain the fee structure for ENGAGE? How does it compare to my current business with J.P. Morgan?

The ENGAGE fee structure is designed to mirror the vision for the service: simplicity, transparency and full alignment of interests with clients. It's a tiered model with one asset-based, all-in fee for the best advice at all times. Clients will have direct access to a J.P. Morgan Investment Specialist for ongoing dialogue and monitoring of their tactical and strategic objectives. The fee structure differs from the current brokerage model in which clients pay custody fees and transaction fees based on trading activity. The model is similar to our current discretionary business for which clients pay a transparent, asset-based discretionary fee. Given the similarities in the ongoing monitoring and fiduciary roles played by J.P. Morgan in both its discretionary (ENTRUST) and advisory (ENGAGE) services, clients will benefit from the combination of discretionary and advisory assets for fee-tiering determination of their ENGAGE fee schedules.