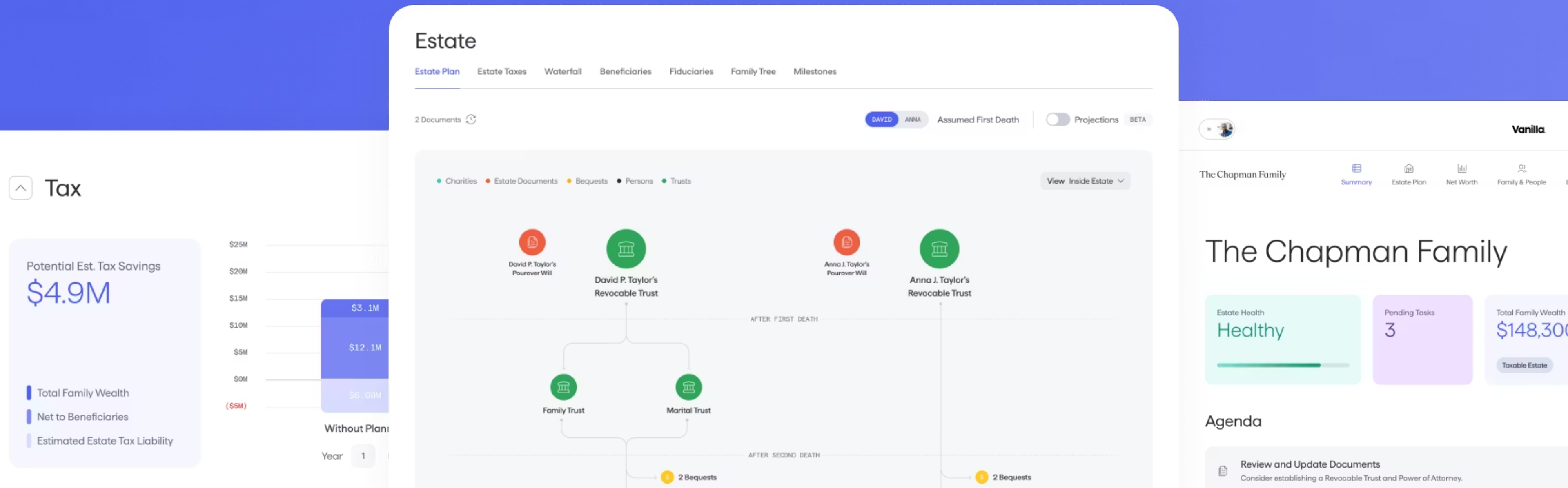


Vanilla®

The trusted leader in estate advisory

The leading AI-powered estate advisory platform built for wealth management

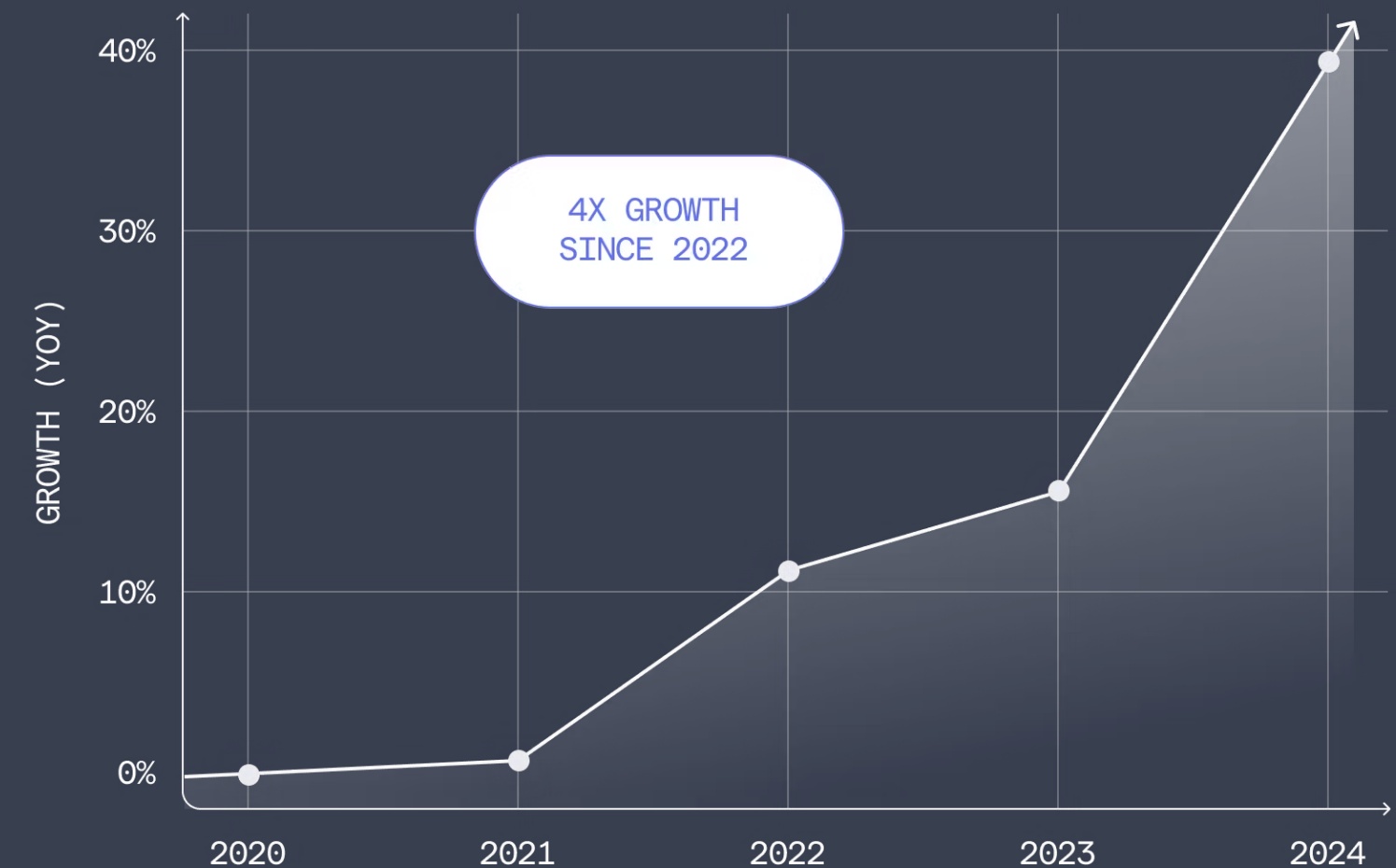




Estate planning services are swiftly becoming table stakes for wealth managers.

— Wealthmanagement.com
November 2024

Fastest growing wealth tech category



2024 T3 Inside Information Advisor Software Survey

Demonstrating an average of 3X impact on business growth¹, estate planning has emerged as the fastest growing category in wealth tech.

Built by industry innovators



FOUNDER

Steve Lockshin

Founder/CEO of AdvicePeriod, Founder/CEO of Lydian Wealth Management, wealth tech investor



CEO

Gene Farrell

Chief Product Officer at Smartsheet, VP of Enterprise Computing at AWS, VP at Coca-Cola company



CHAIRMAN

Bill McNabb

Former Chairman and Chief Executive Officer at Vanguard (2008-2018)

+ Leadership team with deep expertise in financial services and scaled SaaS, formerly:



Estates on Platform

15,000+
Estates

\$210B+
Assets Connected



The most trusted name in estate planning

Vanilla is the most widely used estate planning software by institutional and enterprise customers, engaged with more than 50% of the top 25 largest firms in the U.S.

Vanguard®

Freestone

BAIRD

MARINER

CAPITAL
ADVISORS

KOVITZ

+Hundreds more

Backed by leading investors



Individual investors
including Michael Jordan,
Bill McNabb, Jason Wenk

More capital raised than any other provider, with \$80M+ invested by leading venture and institutional investors

Vanilla's Legal & Advisory Structure

Attorney Network



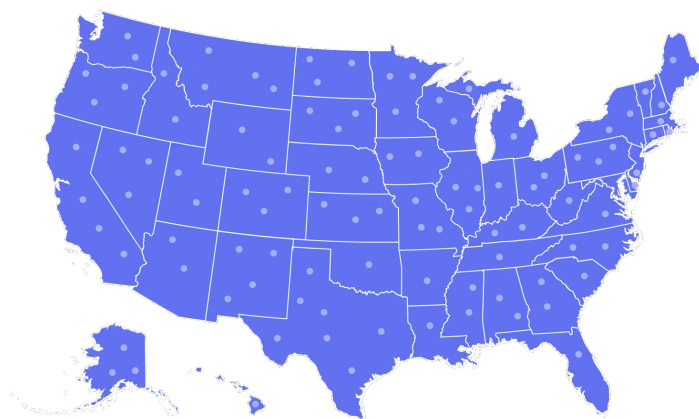
Advisor-friendly, consistent experience.

100+

Attorneys / Paralegals (FTEs)

All 50

US States



Focused on ultra high net-worth and complex estates.

Abstraction Services

Highly experienced T&E planning team of 10+ formerly practicing attorneys + paralegals.



Led by **Julia Santullano**,
JD, LLM

- Over 100 Years of combined estate planning expertise
- From trust names to distribution events, we extract, input, and organize crucial details
- See your clients' estate plans come to life with our estate plan diagrams and automated breakdown of distributions
- See insights: identify opportunities and key trust provisions

In-House Counsel

In-house estate planning and tax lawyers guiding product development and scoping.



Patrick Carlson,
JD, LLM



Erica Ellis,
JD



Jenny Raess,
JD, CFP®, CLU®

Legal Advisory Board

Top-tier attorneys from prestigious law firms, specializing in advising multibillion-dollar clients on the most complex legal matters.



Kate Scallan*
Partner,
Loeb & Loeb LLP



Nicole Pearl*
Partner,
McDermott Will
& Emery LLP



Dana Foley
Founder and
Partner,
Accelerant Law

*These attorneys are working with Vanilla in their individual capacity, not as a representative of their law firm.

Vanilla Teams


The Solution

End-to-end planning for every client



Understand today

Onboard estate data through AI + integrations, assess Estate Health, and visualize existing plans




\$13.6M

Family Trust

TRUSTEES



Robert L. Jones, Owen A. Jones, Elizabeth J. Jones

The Trustee may distribute and principal to John and M descendants for health, ed maintenance, and support. Trustee's discretion.



4 Children

Beneficiaries

	Timothy P. Taylor	\$1,682,136
	Catherine L. Brown	\$1,682,136



Plan for the future


Project an estate into the future, quickly illustrate the impact of planning, or perform in-depth scenario analysis

Est. Tax Savings
\$4.9M
at age 95 at 5% growth

Total Family Wealth

Net to Beneficiaries


Estimated Estate Tax Liability



SLAT


Scenario A

Funding SLAT for Michael with full remaining exemption and funding 3-year GRAT with \$1M of Leonard co.



Owen A. Jones

\$25K



Donor Advised Fund


\$100K

Implement and manage

Create or update documents, and proactively manage your clients' estates with AI-driven opportunities

How would you like your assets to be distributed?

In a Trust



Utilize remaining exemption

Scenario Builder >>

Consider discounted sales to an IDGT

Scenario Builder >>

Increase liquidity/insurance coverage

Life Insurance Calculator >>

Eli A. Jones

\$3,379,280

Share of Mary E. Jones IRA	\$275,000
Share of Mary E. Jones's Revocable Trust	\$2,025,488
Share of John A. Jones's Revocable Trust	\$1,078,792

Vanilla

CONFIDENTIAL



Understand today

- Data Collection + Integrations
- Estate Health Check™
- Scalable Document Abstractions
- AI-powered Visualizations
- Best-in-class Custom Deliverables



“In our second presentation with Vanilla, the clients moved over \$3M from other accounts. So the pay-off was immediate.”
– NATIONAL, MULTI-BILLION DOLLAR RIA

Have there been any big changes in your life since you made your documents?

Moved to a different state

Marriage

Divorce

New child

...

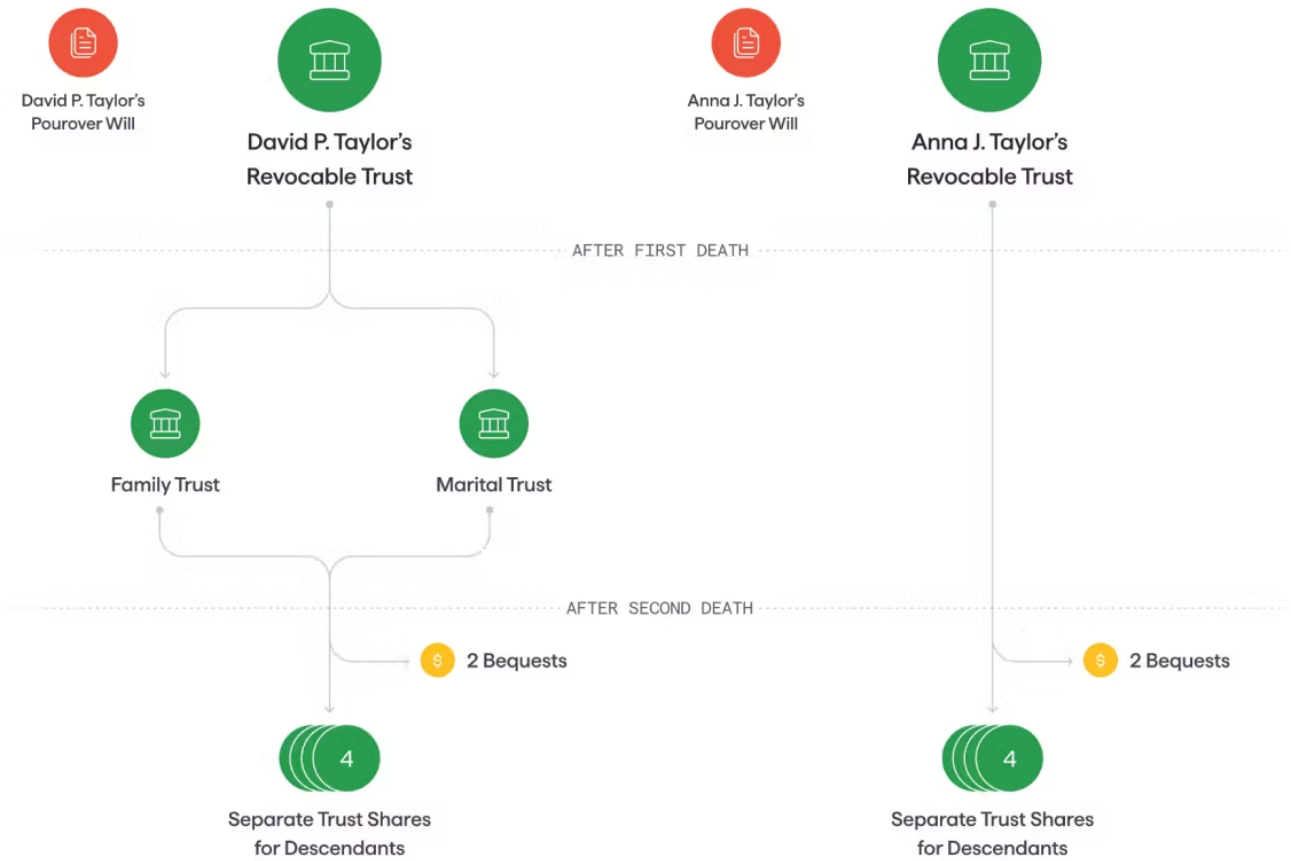
...

Significant

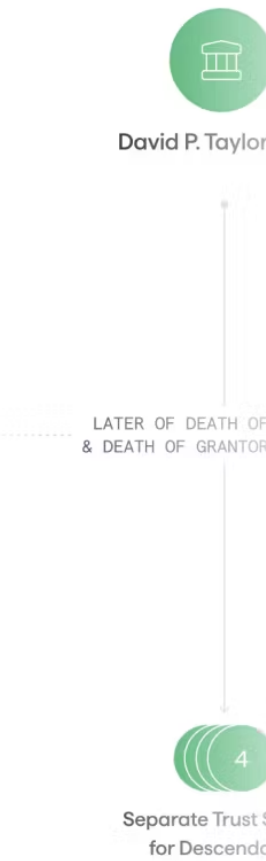
EA	Eli A. Jones	\$3,379,1
🏠	Share of Mary E. Jones IRA	\$271
🏠	Share of Mary E. Jones's Revocable Trust	\$2,02
🏠	Share of John A. Jones's Revocable Trust	\$1,07

Estate Diagram

Charities Estate Documents Bequests Persons Trusts



IMANI GWEN Assumed First Death View Consolidate

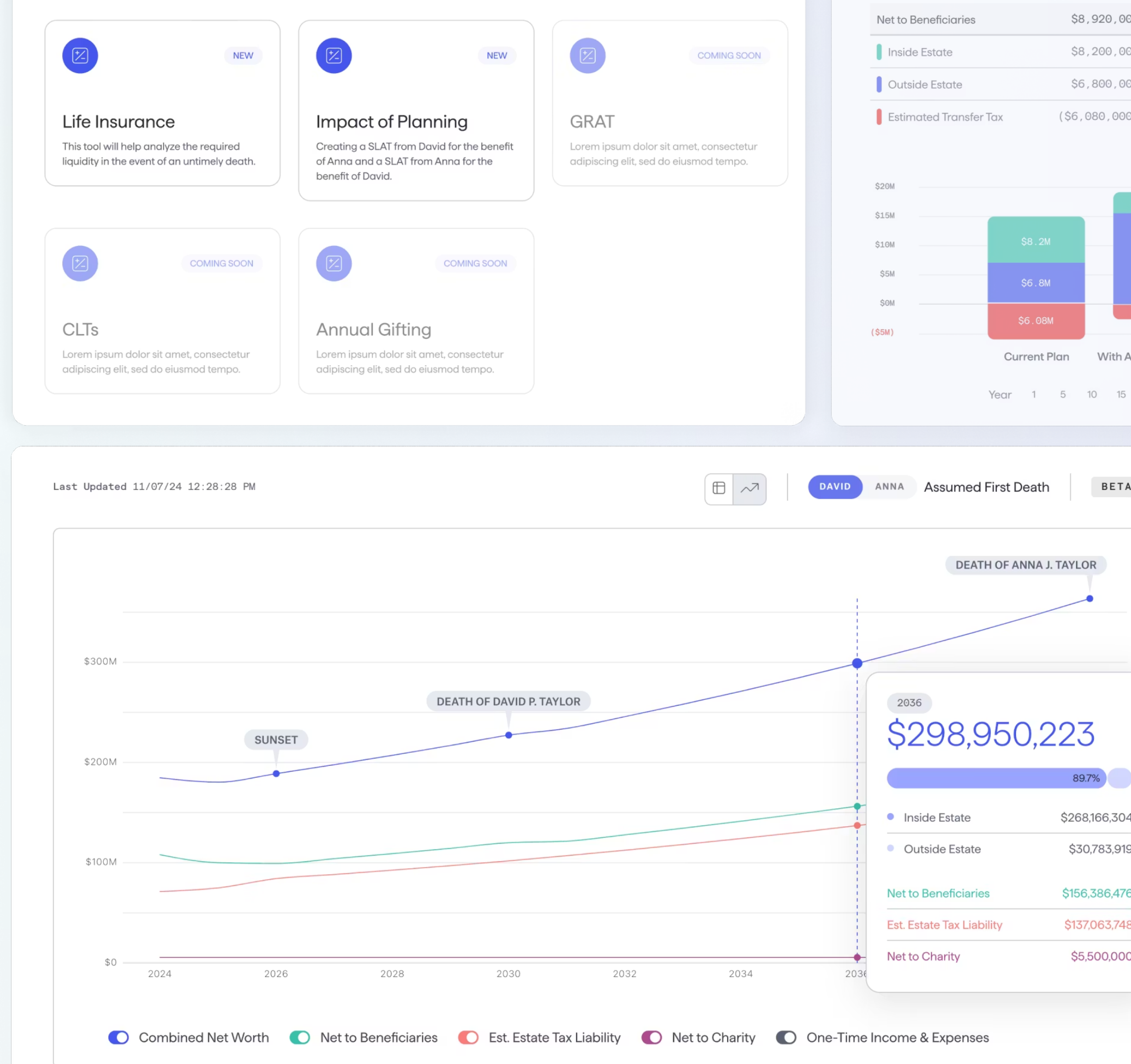


Plan for the future

- In-depth Estate Projections
- Transfer Tax Modeling
- Quick Calculators
- In-depth Scenario Analysis



– JENNIFER PCHOLINSKY, VALENTINE





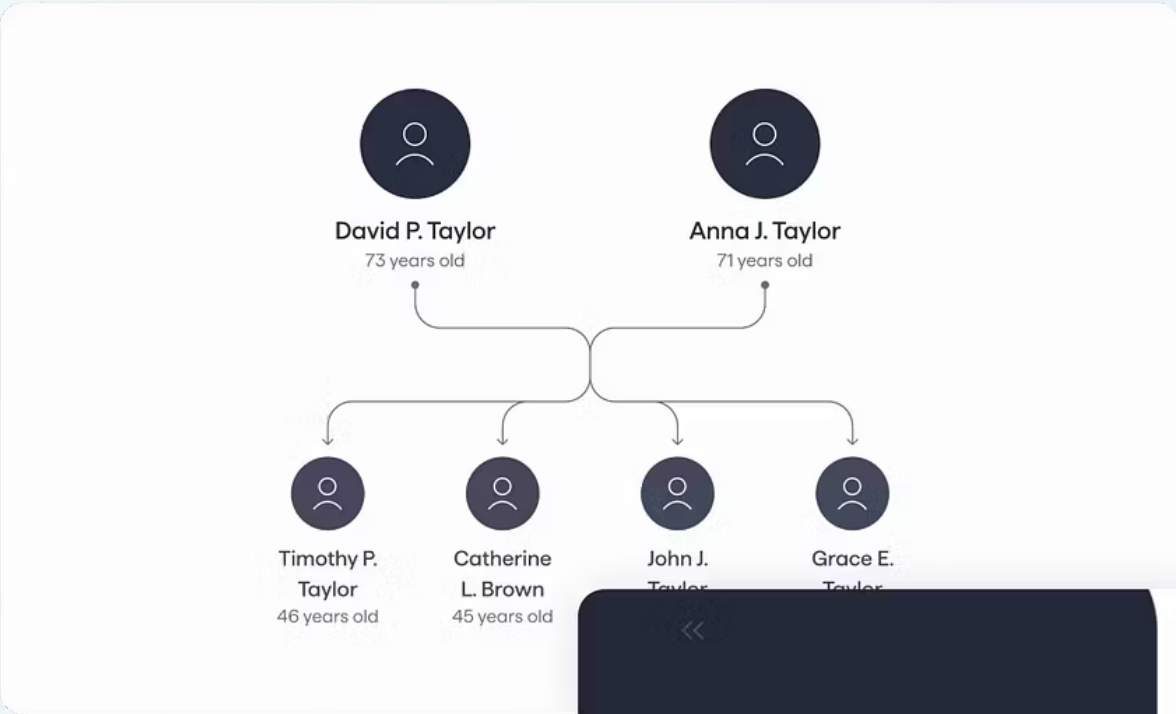
Implement and manage

- Document Creation + Updates
- Multi-tier Attorney Support Options
- Client Portal
- Ecosystem with ongoing insights
- On-demand Client Deliverables



“It’s a more sophisticated product that aligns with a comprehensive financial and estate planning process. This is not something you get with other platforms.”

– CHRISTIAN HUTCHINS, ROLLING HILLS ADVISORS



SECTION 1
Basic Information

SECTION 2
Distribution of Your Estate
When and how your estate is ultimately divided, and to whom it's distributed.

SECTION 3
Fiduciaries & Health Care Wishes

SECTION 4
Review & Approve

Vanilla
Document Builder.
Basic Trust Package

Add Child

Please include your biological children and any children you've legally adopted.

Full Legal Name*

Timothy P. Taylor

Date of Birth*

01/01/1977

As it should appear in your estate documents.

Who are their parents?*

☒ David and Anna

☐ David and another person

How would you like to divide your Trust among your children?

Equally

Your Trust assets will be divided into equal shares for your beneficiaries and their descendants

MOST COMMON

Specific Percentage

Your Trust assets will be divided into specific percentages for your beneficiaries and their descendants

Need help with this question?

Why Vanilla

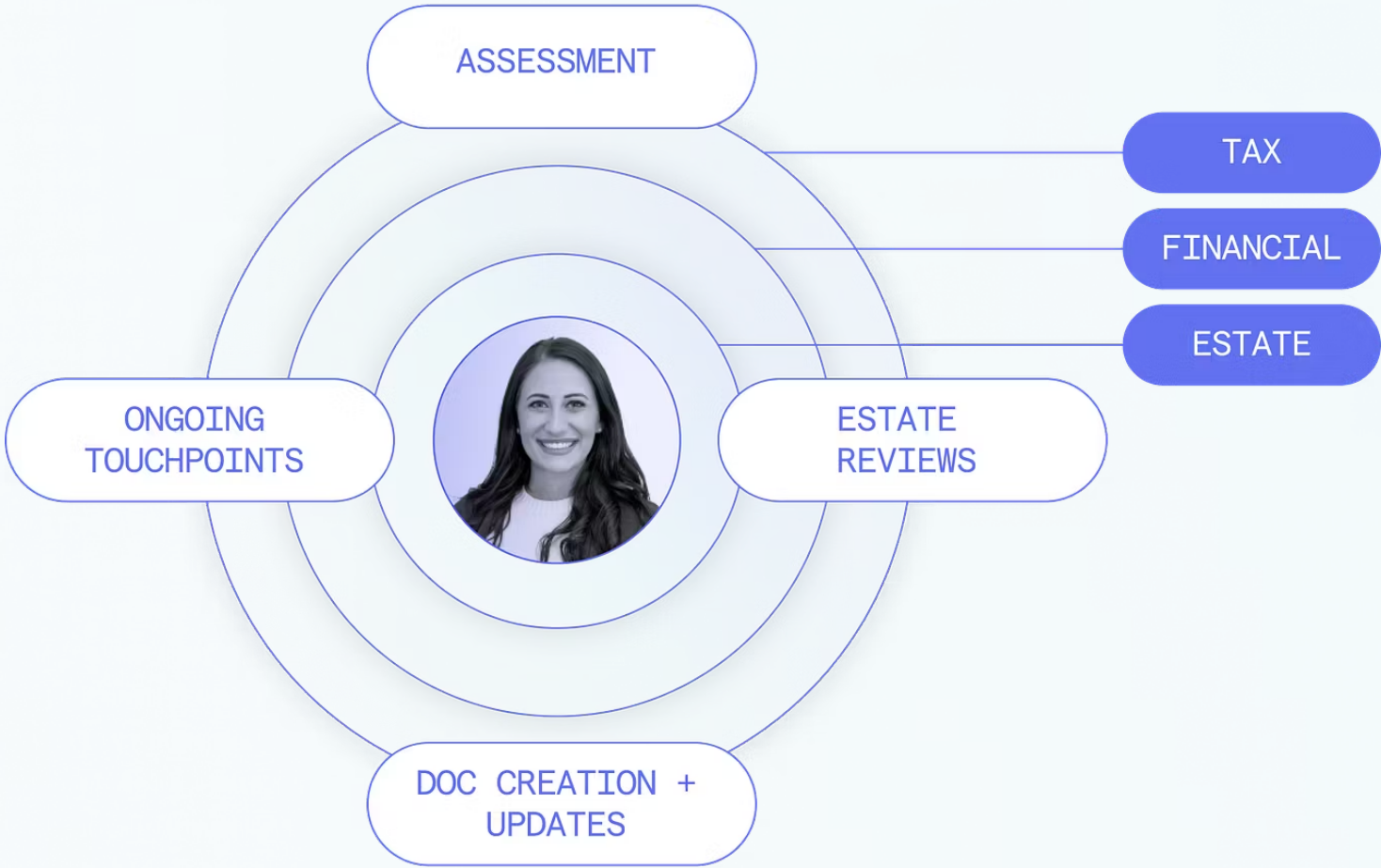
“

Vanilla has emerged as
a market leader in estate
planning software.

— Michael Kitces
Kitces.com



Vanilla puts *your brand first*

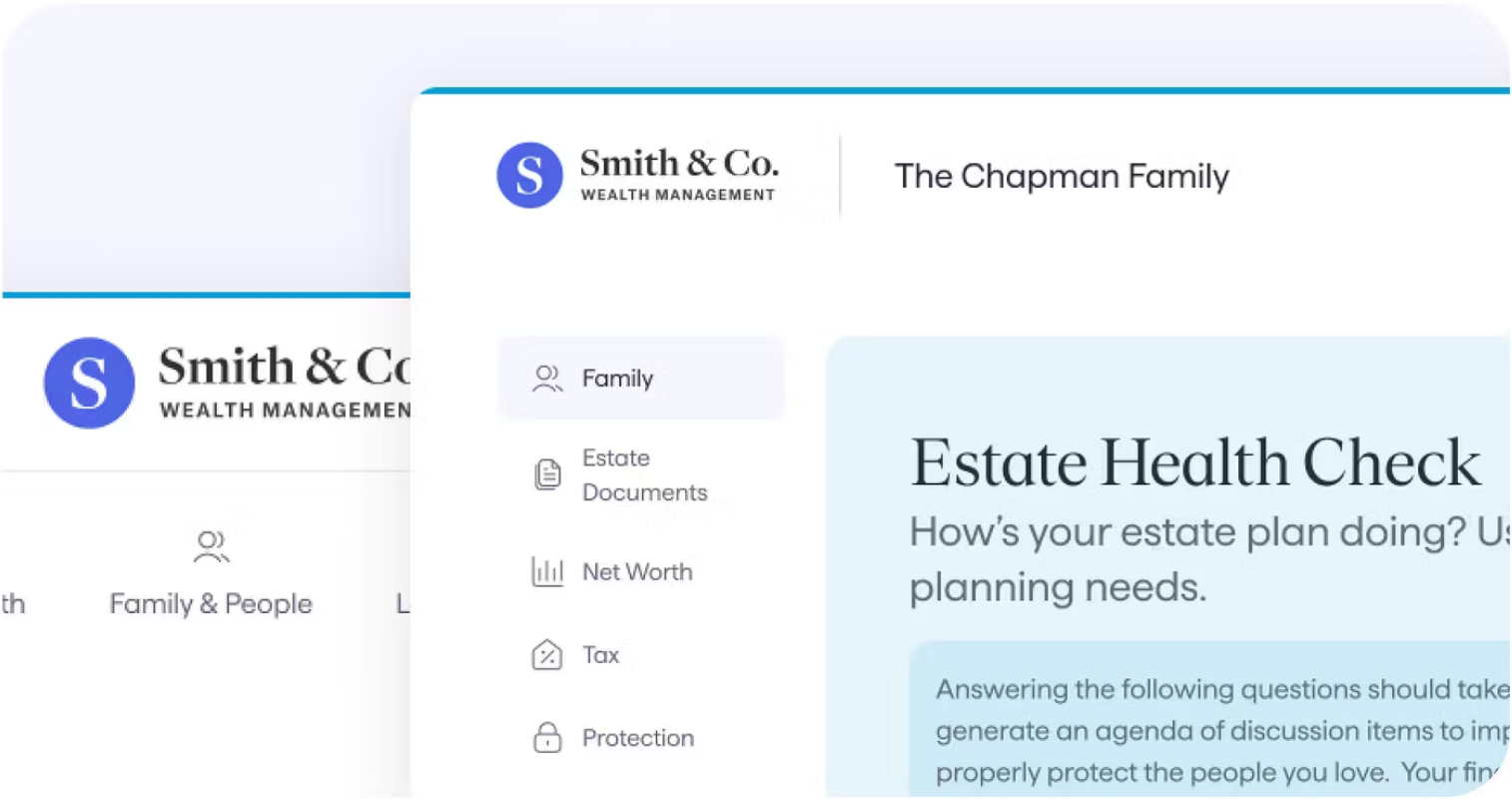


The center of your client's planning

Vanilla uniquely enables advisors to sit at the center of the estate planning conversation, from assessment to execution.

Your brand first

Everything we do from product to marketing materials are designed to be turnkey for your brand.



Proven ROI for advisors

80%

See AUM growth

“

Because of Vanilla, we closed two new clients by wowing them with our visualizations at scenario planning.

75%

Report stronger next-gen relationships

“

We use Vanilla to guide the conversation [with the next generation]. It's given us a helpful look into family dynamics.

100%

Up to 100% retention improvement

“

Vanilla has enabled us to deepen existing client relationships and forge new ones.

MARINER

Case Study: 3X Faster Revenue Growth

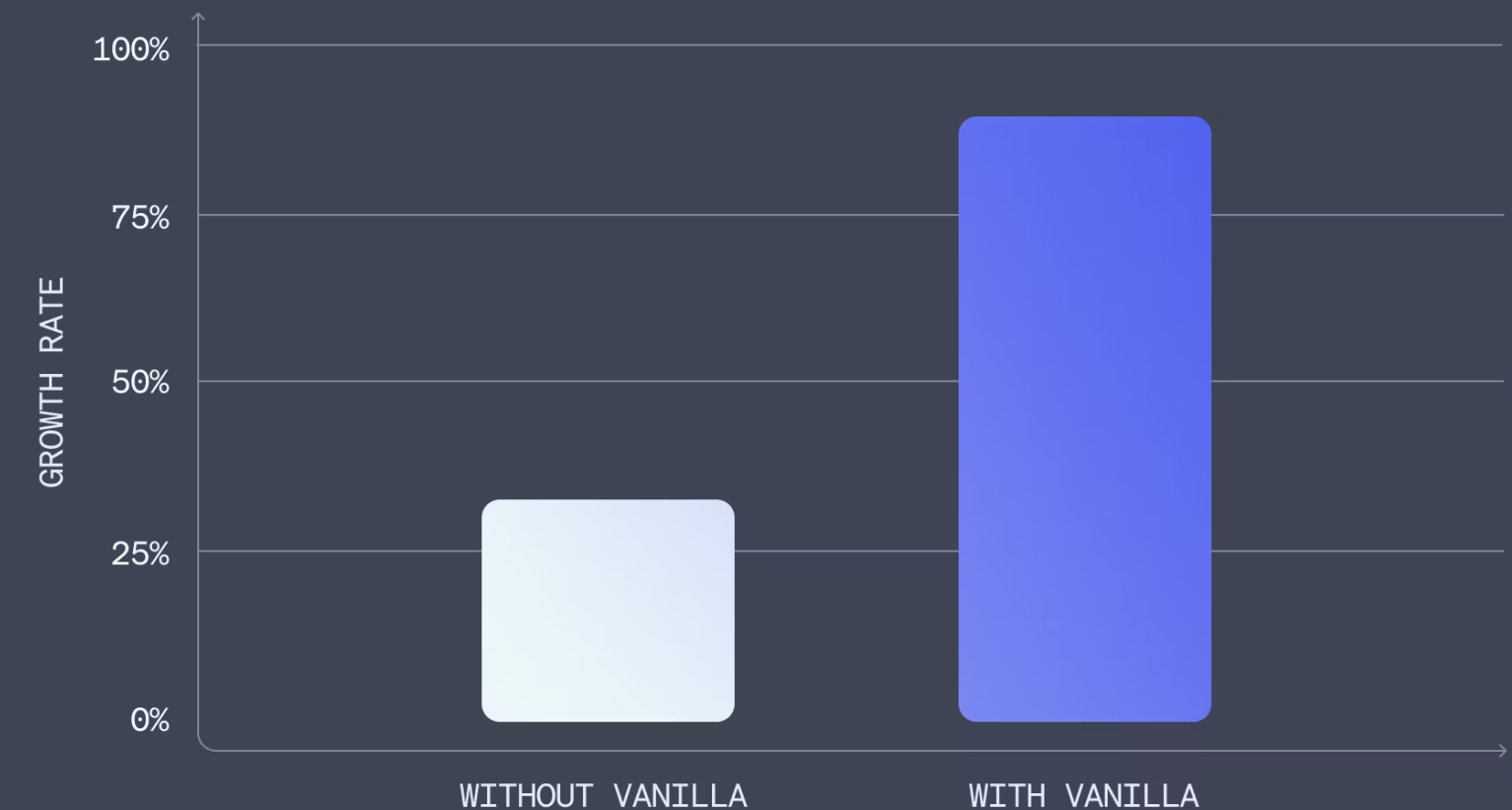
In a year-long study at Mariner Wealth Advisors, revenue growth was measured across 58 offices with high-usage of Vanilla vs. a control group of lower adopters.

KEY TAKE AWAYS

- High-adopters grew at an average of 90% YoY (vs. 33%)
- Some offices achieved as high as 123% growth

YoY Revenue Growth

Offices using Vanilla grew at 3X vs. control group



Blinded Case Study: Leading National Wealth Advisory Firm Drives Revenue Growth with Vanilla's Estate Planning Platform

The first truly AI-powered estate platform

Proactive Prompts

Intelligent rules engine that proactively identifies opportunities and provides tailored recommendations



Leveraging Valuation Discounts

The Jones estate is currently subject to an estimated \$1,500,000 in transfer tax and may benefit from valuation discounts.



Utilize remaining exemption



Increase liquidity/insurance coverage

Intelligent Copilot

AI assistant that helps advisors operate like industry experts, providing contextual guidance, insights, and summaries

V/AI Copilot

BETA



Hi! I can help you explore estate planning concepts and get the most out of Vanilla's features. I can assist with:

- Using Vanilla's tools and features
- Estate planning strategies and concepts
- Planning approaches for specific situations

What's the best way to use Vanilla for prospects?

How do I build a balance sheet?

responses may vary in accuracy.

AI Document Abstraction

Quickly process and visualize estate documents, reducing manual work from hours to minutes

David P. Taylor Revocable Trust Agreement

THIS IS A TRUST AGREEMENT (referred to herein as this "Agreement"), between Grant Williams (referred to herein as the "First Spouse") and Hayley Williams (referred to herein as the "Second Spouse"), collectively described herein as the "Settlers" or, as trustees (along with any additional or collectively as the "Trustees").

He a trust to hold property during the lifetime of after the death of the Settlers.

to transfer the property attached hereto on property which may be subsequently der the terms of this Agreement.



Document Name
David P. Taylor Revocable Trust Agreement

ARTICLE I
Character of Property

Property transferred to the Trustees shall retain its character as separate property or as community property with respect to the First Spouse or the Second Spouse, unless the First Spouse or the Second Spouse indicate otherwise. The Trustees may rely on any specification from the First Spouse or the Second Spouse.



Profile Ready to View!
The Leonard Family documents have been processed. Their profile is now ready to view.

Dismiss

Best-in-class customer enablement

“For many advisors, estate planning is a brand new service offering. Our goal is to give advisors everything they need to be successful”

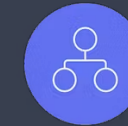


Sarah D. McDaniel, CFA
Head of Enterprise Enablement



Customer Success

Dedicated success managers leading training and ongoing support



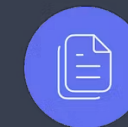
Abstraction Services

Done-for-you document abstractions managed by in-house team of experts



Vanilla Academy™

Courses designed by Vanilla's experts on basic and advanced planning



Turnkey Materials

White-labeled marketing materials to help you engage clients and prospects

Enterprise-grade security

Vanilla is trusted by Fortune 100 banks and institutions with the highest levels of security and compliance



Enterprise-Grade Data Security

Best in class security processes and tools, such as data encrypted at rest and in transit using industry-leading encryption standards (e.g., AES-256). SOC 2 Compliant.



Secure User Access

Robust user access through multi-factor authentication (MFA) and single sign-on (SSO) to provide flexibility and secure access.



Continuous Monitoring & Threat Detection

Real-time monitoring and AI-powered threat detection safeguard against evolving cyber threats.



Regular Audits & Compliance

Independent third-party audits validate adherence to stringent security standards. Regular testing for vulnerabilities through penetration testing.

Why top firms choose Vanilla

Product Depth

Vanilla has been pressure-tested over years alongside the country's largest institutions with the most complex estates

Deepest Expertise

Vanilla has the largest in-house team of experts in the space and is advised by the top law firms in the industry

Client Deliverables

Vanilla has the best client reports and visualizations in the industry, demonstrated by concrete ROI statistics

Your Brand First

Everything we do from product to marketing materials are designed to be turnkey for your brand

AI Industry Leader

Vanilla delivers concrete time savings to its customers with industry-leading AI

Pace of Innovation

Vanilla has the largest team in the space with 50%+ in R+D, enabling a pace of rapid innovation and development

Proven ROI

For Vanilla, ROI is more than a marketing message—it has been demonstrated through comprehensive analysis across national advisory firms

Security + Compliance

SOC2 Compliant with U.S.-based team, vetted by Fortune 100 banks with highest levels of security and compliance

Thank You

Appendix

Attorney network + expertise

Attorney Network



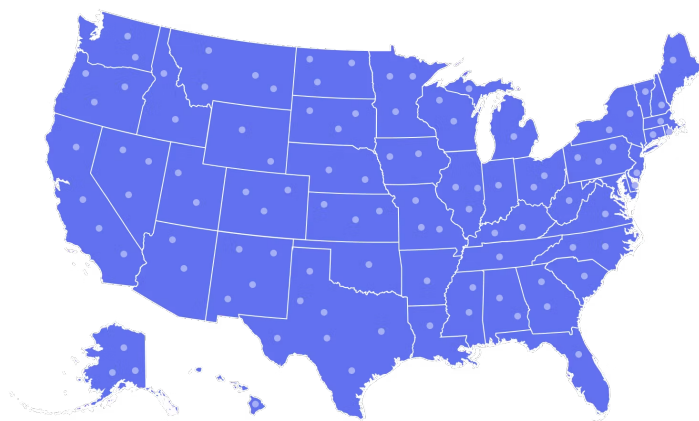
Advisor-friendly, consistent experience.

100+

Attorneys / Paralegals (FTEs)

All 50

US States



Focused on ultra high net-worth and complex estates.

In-House Counsel

In-house estate planning and tax lawyers guiding product development and scoping.



Patrick Carlson,
JD, LLM



Erica Ellis,
JD



Jenny Raess,
JD, CFP®, CLU®

Legal Advisory Board

Top-tier attorneys from prestigious law firms, specializing in advising clients on the most complex legal matters.



Kate Scallan*
Partner,
Loeb & Loeb LLP

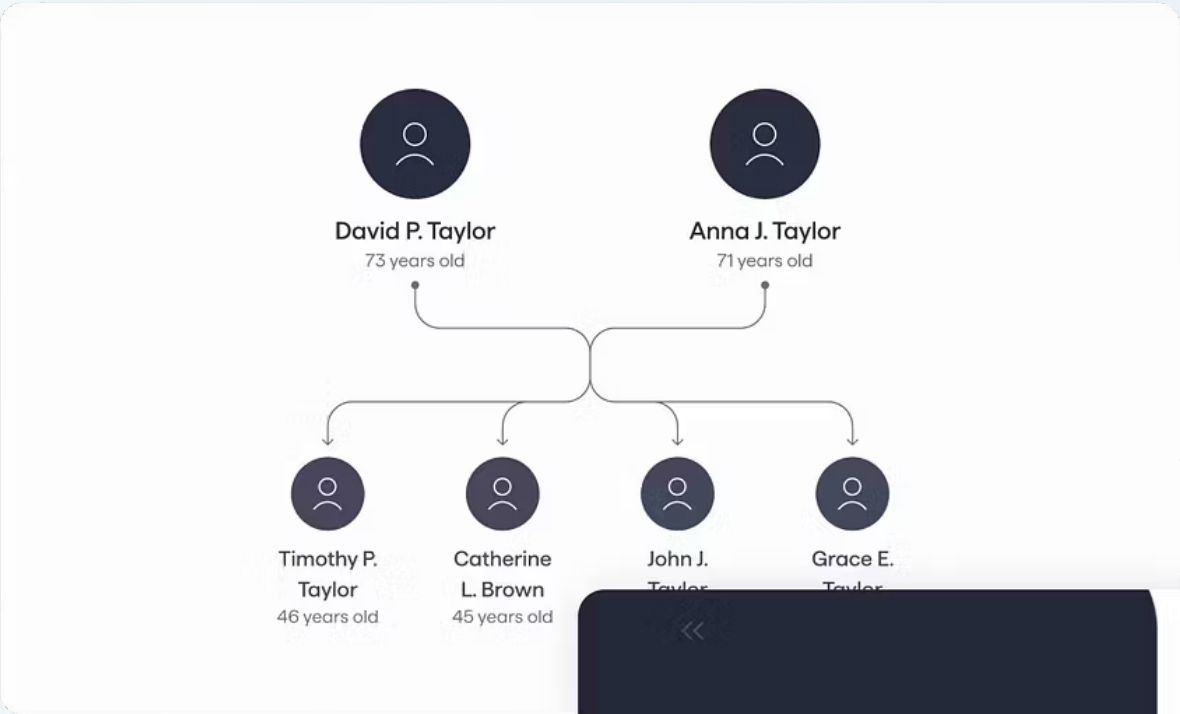


Nicole Pearl*
Partner,
McDermott Will
& Emery LLP



Dana Foley
Founder and
Partner,
Accelerant Law

Client & Advisor Experience



Add Child

Please include your biological children and any children you've legally adopted.

Full Legal Name*

Timothy P. Taylor

Date of Birth*

01/01/1977

As it should appear in your estate documents.

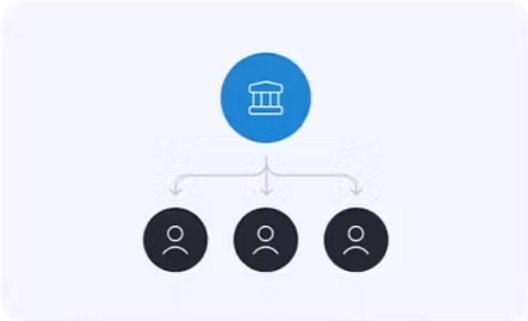
Who are their parents?*

☒ David and Anna

☐ David and another person

How would you like to divide your Trust among your children?

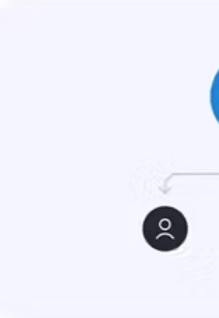
Equally



Your Trust assets will be divided into equal shares for your beneficiaries and their descendants

MOST COMMON

Specific Percentage



Your Trust assets will be divided into equal shares for your beneficiaries and their descendants