



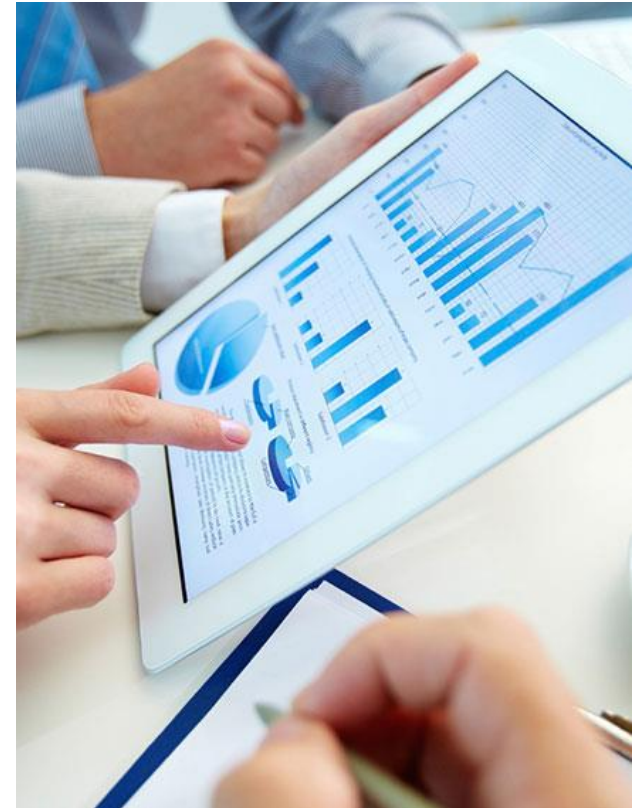
CAPITAL
MANAGEMENT

EMPOWERING THE INDIVIDUAL INVESTOR

About Us

About Us

- **Fee-Only Flat Fee** Investment Advisor registered with the Securities Exchange Commission (SEC)
- Approximately **\$300 million** in assets under management as of January 31, 2016
- Based out of Metairie, LA (just outside New Orleans)
- Founded in **1997** by Michael George
- Offer comprehensive investment management services to high-net worth and ultra high-net worth investors and small businesses nationwide









Our mission is to empower the individual investor by providing an investment platform that offers comprehensive and scalable investment and wealth management services.

Michael George

Founder, FPL Capital Management

About Us

OUR VALUES

-  All individual investors should have access to institutional level investment management services without exorbitant annual advisory fees
-  Investors have a wide range of needs and wants – from investors who require full spectrum wealth management services to investors who are only interested in utilizing portfolio management services
-  Our scalable approach offers investors the flexibility to tailor their service packages according to their needs
-  Our role is to be your guide by helping you solve the issues, complexities, and challenges that may arise with managing one's wealth

About Us

KEY PERSONNEL

Michael George, *Managing Director*



As the Founder and Managing Director of FPL Capital Management, Michael George brings 25 years of investment experience to his role designing and implementing the various model investment portfolios for the firm.

Michael began his investment career as a research assistant for a large institutional money management firm while studying for his Bachelor of Science in Finance from the A.B. Freeman School of Business at Tulane University. In 1992, he joined a boutique money management firm as an equity analyst. In addition to his research responsibilities, he also oversaw investment performance and accounting for the firm. Under his direction, he implemented the software applications and internal policies necessary to comply with the performance standards established by the CFA Institute. Michael has also served as a Financial Advisor for Morgan Stanley Dean Witter.

His experience in areas of real estate investing, private equity investing and overseeing family offices attributes to the value he brings to clients who require affluent wealth management.

Michael also sponsors an annual mentor/internship program for undergraduate business school students who desire a career in finance or investments. His program educates students on the various career paths and opportunities that exist in both the buy and sell side of the investment industry.

About Us

KEY PERSONNEL

Virajith Wijeweera

Director of Trading & Operations



Virajith “VG” Wijeweera received his Bachelor of Science degree in Business Administration from the University of New Orleans. Since 2004, Virajith has been a key component in developing Michael George’s vision for FPL Capital Management. As Director of Trading and Operations, VG is responsible for the oversight of the firm’s business development, technology infrastructure, investment management strategies and general operations.

Amanda Harrell

Director of Client Service & Development



As the Director of Client Service and Development, Amanda Harrell focuses on developing the client experience and supporting all aspects of client relations. Before joining FPL Capital Management, Amanda was a Financial Planning Associate and Registered Associate at Morgan Stanley, utilizing financial planning tools to address specific needs of clients.

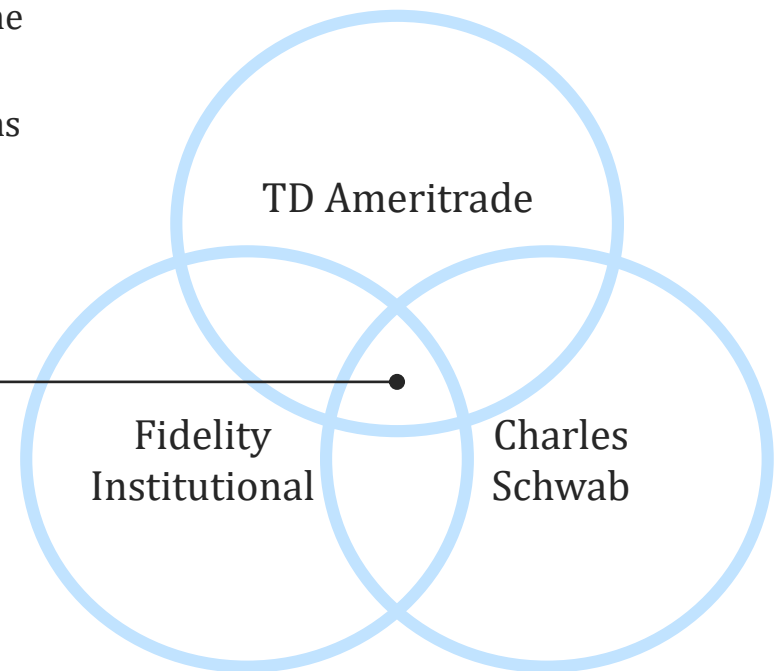
Amanda earned her BA in political science from the University of New Orleans.

The Institutional Platform

The Institutional Platform

STRATEGIC RELATIONSHIPS

FPL Capital Management has established strategic relationships with industry leaders in order to provide our clients with the most comprehensive investment management services available. All of our relationships are very important to us as they play a very integral part of our process of serving our clients.



We utilize the institutional platforms of TD Ameritrade, Fidelity Institutional and Charles Schwab to custody all client assets. Each custodian provides our clients with asset safety, complete portability, flexibility and transparency.

The Institutional Platform

INSTITUTIONAL PLATFORM ACCESS

Access the institutional investment platforms of Charles Schwab & Co., Fidelity Institutional and TD Ameritrade offering **more than 1,000 investment vehicles** and strategies to customize your portfolio.

Offerings Include:

- Institutional fund families such as PIMCO, AQR, Stone Ridge and Dimensional Funds (DFA)
- Third-Party Money Managers and Strategists
- Private Equity Investments at institutional pricing from companies, such as Blackstone and KKR

Flat Fee-Only

Fee-Only

WHAT IS A FEE-ONLY ADVISOR?

Fee-only advisors do not accept any fees or compensation from brokerage firms, mutual fund companies or insurance companies.

- Compensated solely by their clients.
- Fewer inherent conflicts of interest
- Fee structure varies by advisor—annual retainer, hourly or a percentage of your investment assets

Fee-Only

COMPENSATION METHODS USED BY OTHER ADVISORS

Fee-Based: compensated by a combination of advisory fees and commissions on the sale of financial products that may be used to implement their advice

- Commissions can include:
 - Upfront sales charges, surrender charges or trailing commissions including 12b-1 fees on mutual funds
 - Commissions on the sale of annuities or life insurance policies

Commission-Based: compensated by commissions only

OUR APPROACH

We are one of the few **Fee-Only** advisory firms in the nation currently implementing a **Flat Fee** structure.

Instead of charging a percentage of assets under management, we utilize a cost-effective compensation structure by charging a fixed dollar amount (flat fee).

Annual advisory fees range between \$1,000 and \$5,000, depending on client's desired level of service and customization.

ADVANTAGES

Objective advice

Eliminates conflicts of interest

Transparency

Clients are never "locked" into an investment or advisory contract.

Total portability – Clients can simply "de-link" through custodian.

Account values increase, fees stay the same

High-net worth investors are not penalized for having large accounts

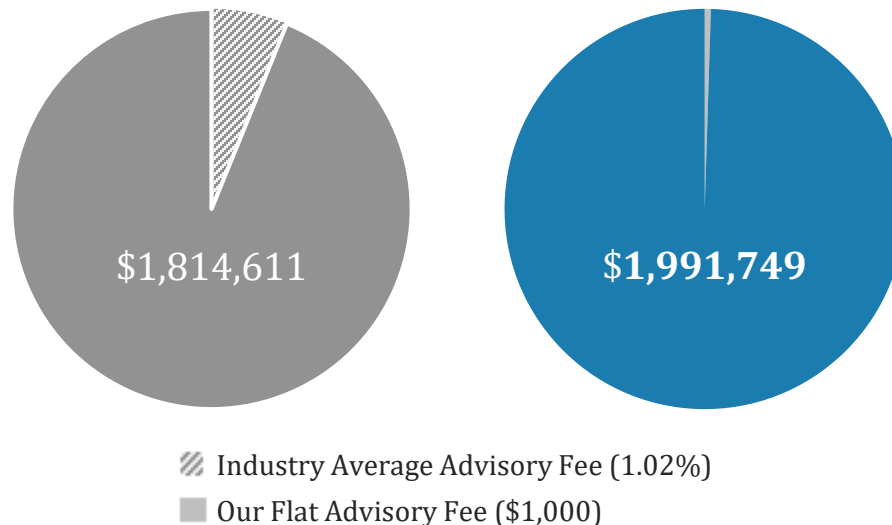
Fee-Only

WHY FLAT FEES MATTER

For example, with a \$1,000,000 investment, the low cost of our advice is only \$1,000 annually vs. the industry average of \$10,200 (1.02%).

Over a 10-year period, with compounding, that means **\$177,138 more** in your portfolio working for you.

Net Portfolio Balance in 10 Years



Hypotheticals are based on an initial investment of \$1,000,000 in an equity index fund (VTI) over a 10 year period (01/01/2007-12/31/2016). Portfolio fees were reduced quarterly.

Our Investment Philosophy

Our Investment Philosophy

ACTIVE STRATEGIES VS. OUR APPROACH

Active Strategies

- Attempts to pick “winning” stocks
- Generates higher expenses, trading costs and risks
- Relies on forecasting to select “undervalued” securities
- Times markets

Our Approach

- Passive strategy adding value by portfolio design
- Cost-effective
- Structures (*tilts*) portfolios to emphasize areas of higher expected returns
- Reduces volatility via Fixed Income

Our Investment Philosophy

ACTIVE STRATEGIES HAVE LOW ODDS OF SUCCESS

Fraction of mutual funds that survived and beat their index for 15 years, ending December 31, 2015



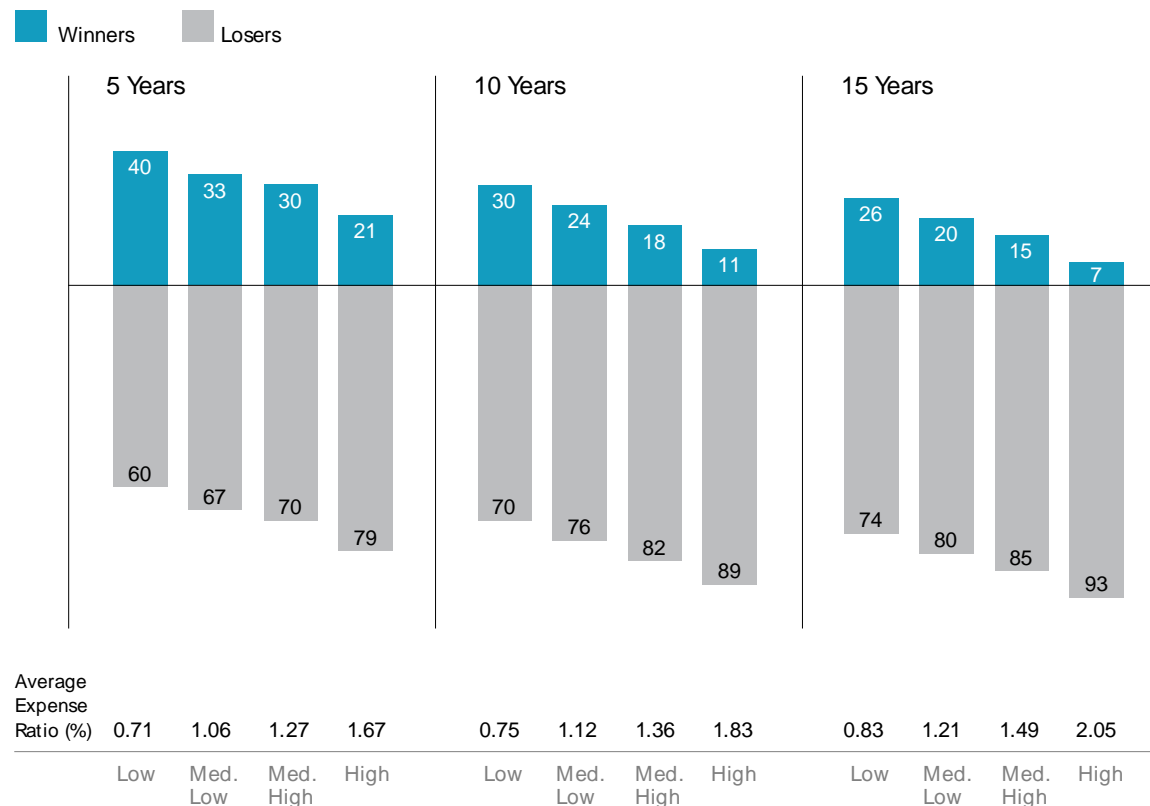
Past performance is no guarantee of future results. Survivors are funds that were still in existence as of December 31, 2015. Outperformers are survivors that beat their respective benchmarks over the period. See "Data Appendix" page in the Appendix for additional information.

Source: Mutual Fund Landscape, Dimensional Fund Advisors 2016. US-domiciled mutual fund data is from the CRSP Survivor-Bias-Free US Mutual Fund Database, provided by the Center for Research in Security Prices, University of Chicago. The information shown here is derived from such database.

Our Investment Philosophy

HIGH COSTS MAKE OUTPERFORMANCE DIFFICULT

Winners and losers based on expense ratios (%)—Equity Funds



The sample includes funds at the beginning of the five-, 10-, and 15-year periods ending December 31, 2015. Funds are ranked by quartiles based on average expense ratio over the sample period, and performance is compared to their respective benchmarks. The chart shows the percentage of winner and loser funds within each expense ratio quartile. Past performance is no guarantee of future results. See Data appendix for more information.

US-domiciled mutual fund data is from the CRSP Survivor-Bias-Free US Mutual Fund Database, provided by the Center for Research in Security Prices, University of Chicago.

Our Investment Philosophy

Clients trust our transparent, consistent investment approach.

MARKET PRICING EFFICIENCY

The market is an effective, information-processing machine.

PORTFOLIO DESIGN MATTERS

Value can be added through portfolio construction.

Our Investment Philosophy

EMBRACE MARKET PRICING

Millions of participants buy and sell securities in the world markets every day.

The new information buyers and sellers bring to the markets help set prices—and with each bit of new information, prices adjust accordingly.

If you do not believe that market prices are good estimates, you are pitting your knowledge or hunches against the combined knowledge of thousands or millions of other market participants.

WORLD EQUITY TRADING IN 2016

	NUMBER OF TRADES	DOLLAR VOLUME
DAILY AVERAGE	82.7 million	\$346.4 billion

In US dollars.

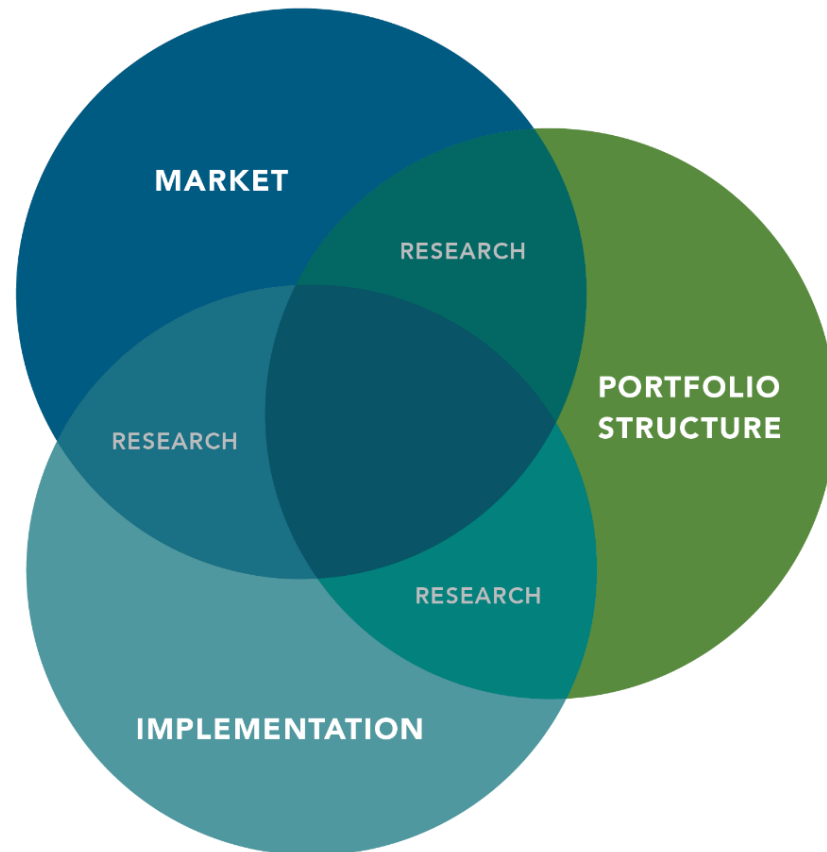
Source: World Federation of Exchanges members, affiliates, correspondents and non-members. Trade data from the global electronic order book. Daily averages were computed using year-to-date totals as of December 31, 2016, divided by 250 as an approximate number of annual trading days.

Our Investment Philosophy

FROM INSIGHTS TO IMPLEMENTATION

Our investment philosophy is based on the power of market prices and guided by theoretical and empirical research.

An integrated portfolio design process adds value at each step. Research can be applied throughout the process for an advanced understanding of all aspects of investing.

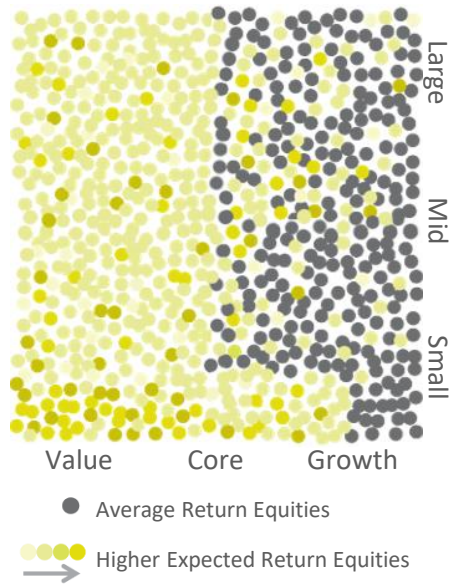


Our Investment Philosophy

TILTING

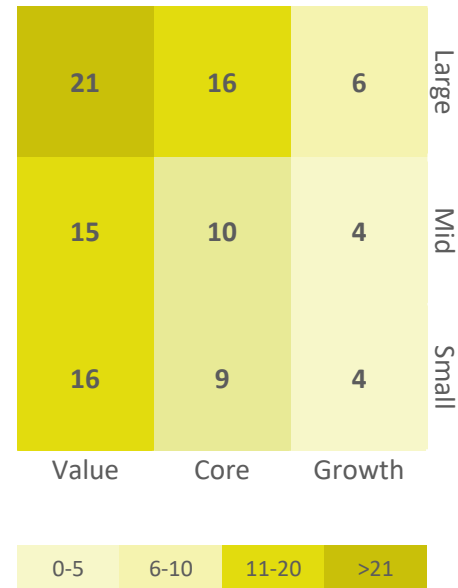
We construct portfolios to pursue higher expected returns through a low-cost, well-diversified portfolio.

Areas of higher Expected Return In Market



PORTFOLIO CONSTRUCTION

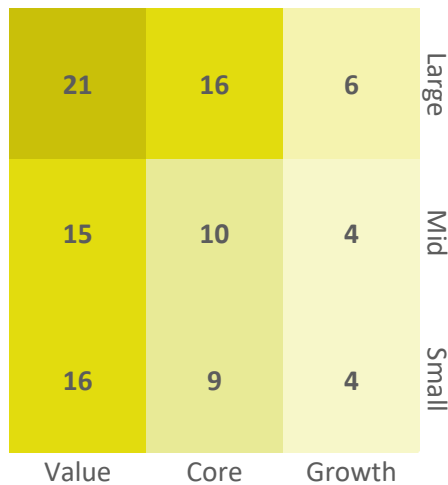
US Dividend Equity Folio
Equity Investment Style (%)



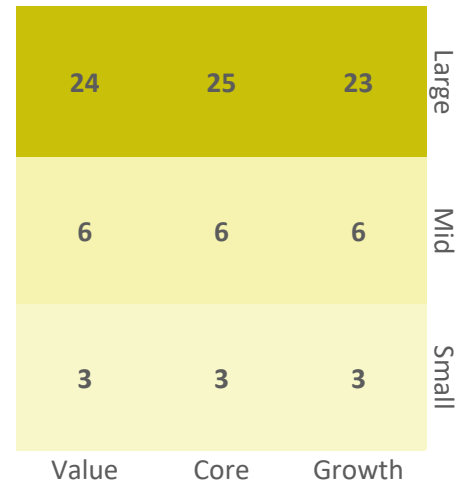
Our Investment Philosophy

TILTING

US Dividend Equity Folio
Equity Investment Style (%)



Vanguard Total Stock Market ETF
Equity Investment Style (%)



OUR MODEL PORTFOLIO VS. TOTAL STOCK MARKET

Our Investment Philosophy

REDUCING VOLATILITY WITH FIXED INCOME

When equity markets experience a bear market, there typically tends to be a “flight to safety.” Money will migrate to Fixed Income, specifically US Treasuries.

Below is a chart that shows every year the S&P 500 posted negative returns since 1926 and the respective performance of the Intermediate US Treasury Index.

YEARS WITH NEGATIVE RETURNS ON S&P 500								
Year	S&P 500 Return	Interm-Term US Treasury Return	Year	S&P 500 Return	Interm-Term US Treasury Return	Year	S&P 500 Return	Interm-Term US Treasury Return
1929	-8.42%	6.01%	1941	-11.59%	0.50%	1974	-26.47%	5.69%
1930	-24.90%	6.72%	1946	-8.07%	1.00%	1977	-7.16%	1.41%
1931	-43.34%	-2.32%	1953	-0.99%	3.23%	1981	-4.92%	9.45%
1932	-8.19%	8.81%	1957	-10.78%	7.84%	1990	-3.10%	9.73%
1934	-1.44%	9.00%	1962	-8.73%	5.56%	2000	-9.10%	12.59%
1937	-35.03%	1.56%	1966	-10.06%	4.69%	2001	-11.89%	7.62%
1939	-0.41%	4.52%	1969	-8.50%	-0.74%	2002	-22.10%	12.93%
1940	-9.78%	2.96%	1973	-14.69%	4.61%	2008	-37.00%	13.11%

*FPL Capital Management can help you create a portfolio
and focus on actions that add value.*

EMBRACE
MARKETS

REDUCE
EXPENSES

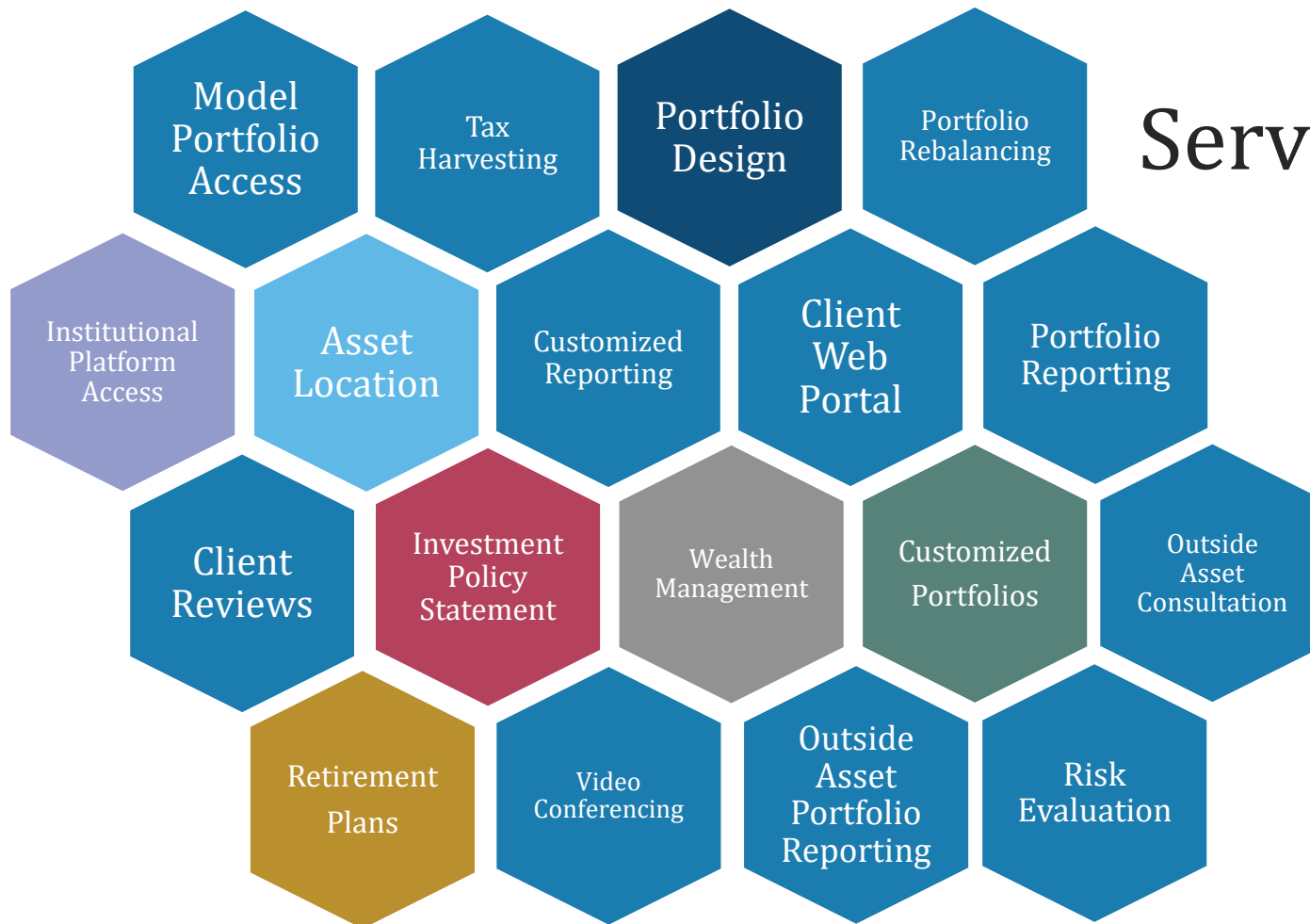
PORTFOLIO
DESIGN

REDUCE
VOLATILITY

Focus on What Matters

Services

Services

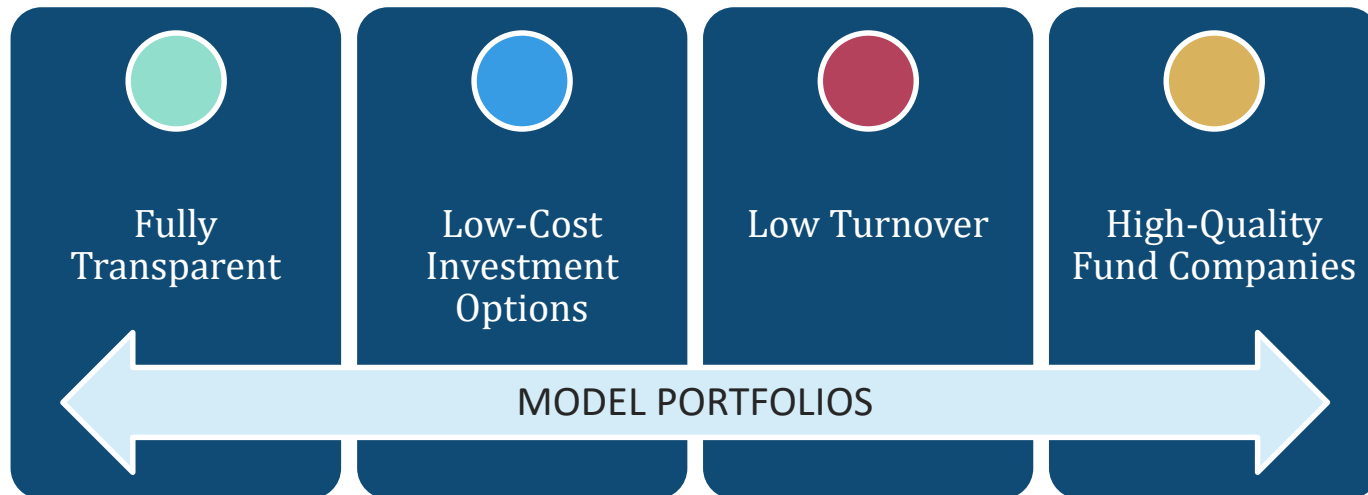


Services

PORTFOLIO MANAGEMENT

Our Model Portfolios are designed to emphasize market segments of higher expected returns, minimize turnover and reduce overall expenses.

- Highly diversified and efficient, these comprehensive solutions are designed to serve a wide range of investor needs.



Services

PORTFOLIO MANAGEMENT

Model Portfolios can be used as **core strategies** or as **building blocks to create the ideal portfolio** for the client.

Detailed information for each Model Portfolio can be found on our website, including holdings, model allocation, benchmark allocation and historical performance published monthly.

US EQUITY	GLOBAL EQUITY	INTERNATIONAL EQUITY	EMERGING MARKETS EQUITY	FIXED INCOME
DFA US Equity	DFA Global Equity	DFA International Equity	DFA Emerging Markets	DFA Fixed Income
US Dividend Equity	WisdomTree Global Equity	WisdomTree Intl Equity		PIMCO Fixed Income
WisdomTree US Equity	Vanguard Global Equity	Vanguard Intl Equity	LOW BETA	Diversified Fixed Income
Vanguard US Equity			AQR Low Beta	ETF Fixed Income
ETF Equally Weighted Sectors	TARGET FOLIOS			
	10 Model Folios			

In addition to our Model Portfolios, we also offer Customized Portfolios.

Services

WEALTH MANAGEMENT PORTAL

We help our clients organize their financial life by providing a secure, digital Wealth Management Portal at no additional cost. You'll enjoy access to your personal financial website from wherever you are and on any device you choose.

- Provides access to **eMoney Advisor's award-winning financial planning software** and resources to prepare your secure financial future. *eMoney Advisor is owned by Fidelity Investments.*

ACCOUNT AGGREGATION

A consolidated view of everything your assets and liabilities, updated daily.

FINANCIAL PLANNING

Set goals and keep track of your progress as you work to reach your financial goals.

WORKSHOPS

Understand the impact of your financial decisions and make your goals a reality.

SPENDING

Track spending habits, monitor cash flow and stay on the right financial path.

INVESTMENTS

Interactive charts and detailed summaries increase knowledge of your financial accounts.

EDUCATION

An extensive library of videos, articles and other resources to increase your financial knowledge.

Services

WEALTH MANAGEMENT

Outside the scope of our investment management services, we offer the following **comprehensive wealth management services** to our clients on an *hourly basis (\$150 hourly fee rate)* or *at a flat fee*:



Retirement Planning



Estate Planning



Tax Advice and Planning



Insurance and Risk Management



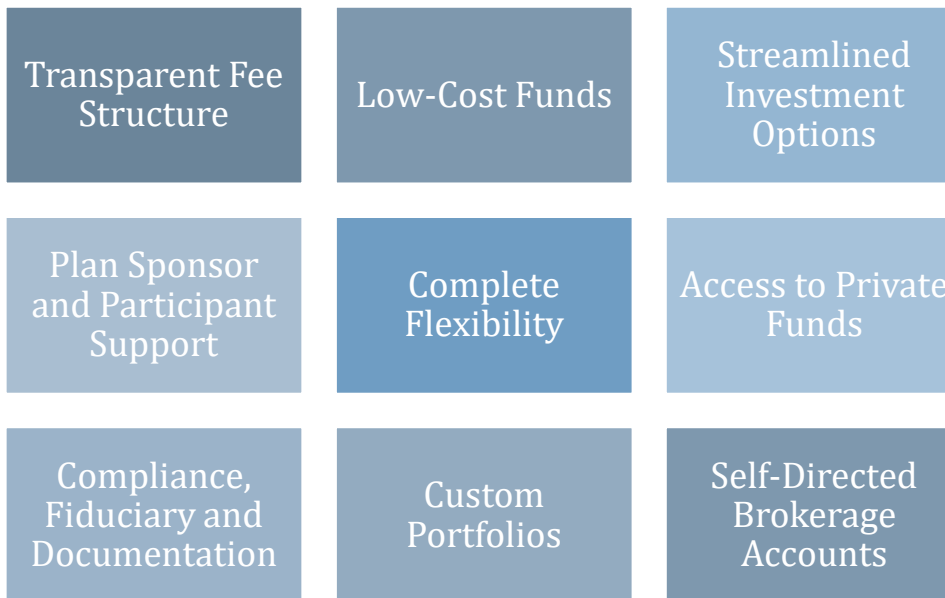
Asset Protection

Services

RETIREMENT PLANS

We offer a **competitive, comprehensive suite of retirement plan services** by integrating our **Flat Fee-Only approach** – both in total cost structure and in performance of the underlying investment choices.








Plan services are very appealing and cost-effective for small to medium size professional organizations which have high averages for participant account balances.



Services

RETIREMENT PLANS

Types of retirement plans we service:

-  401(k)
-  Profit Sharing Plan
-  Cash Balance Plan
-  Defined Benefit
-  SEP
-  Simple IRA
-  Roth & Traditional IRA