



CAPITAL ALLOCATORS

— WITH TED SEIDES



Sponsor Media Kit

*An Unparalleled Platform to Reach
Institutional Investors*

Our mission is to

*Learn, Share, and Implement
the process of premier investors.*

By employing our values of
Compounding Knowledge and Relationships

Experience Puts Ted at the Epicenter of Investment Markets



Capital Allocators Platform

Capital Allocators Podcasts



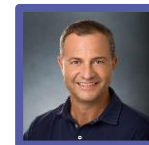
- **Capital Allocators Podcast**
Weekly interviews with CIOs and investment thought leaders.
- **Manager Meetings Podcast**
Money manager interviews conducted by an institutional client of the manager.

Capital Allocators University & Summits



- **Capital Allocators University**
Online course to help develop senior investment professionals and boost returns.
- **Capital Allocators Summits**
Private gatherings of CIOs offering unparalleled access to the best network the industry has to offer.

Advisory



- **Manager Advisory**
Assist select managers with portfolio construction, risk management, and client communication.
- **Allocator Advisory**
Serve on Investment Committees and Advisory Boards.

Capital Allocators Flywheel



Podcast Industry By the Numbers

62 million

weekly podcast
listeners in U.S.

20%

CAGR of all podcast
listeners over last 5 yrs

54%

(144 million) of the
U.S. population has
listened to a podcast

6 $\frac{2}{3}$ hrs

spent listening to podcasts
each week by weekly listeners

88%

of podcast listeners who
subscribe to your podcast
will listen to every episode

69%

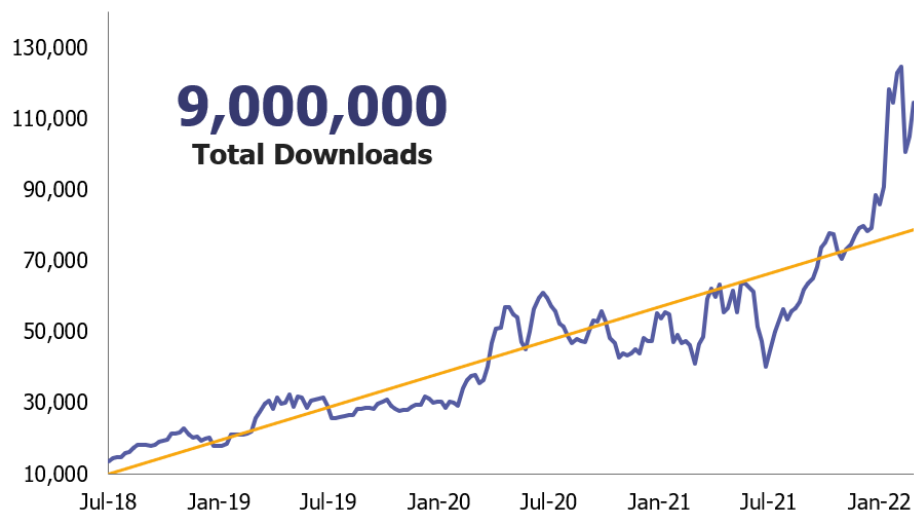
agreed podcast ads made
them aware of new
products or services

An Unparalleled Platform to Reach Institutional Investors and Managers

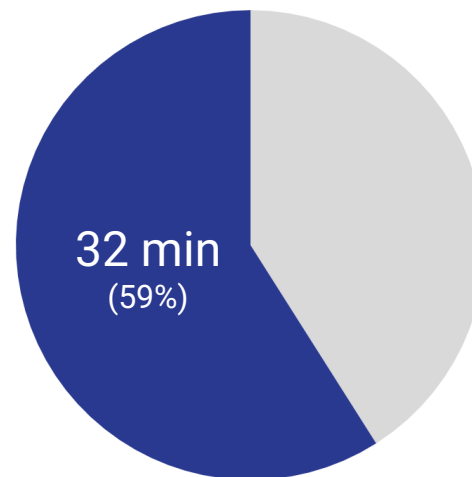
- Over 9 million lifetime downloads
- 20,000 downloads per episode in first six weeks
- 100,000 weekly downloads across entire library (all episodes)
- Named “Most Popular Podcast for Institutional Investors” by Brunswick Group

Growing Audience with High Engagement

Weekly Downloads of Capital Allocators³



Minutes/Episode (% of Total)⁴



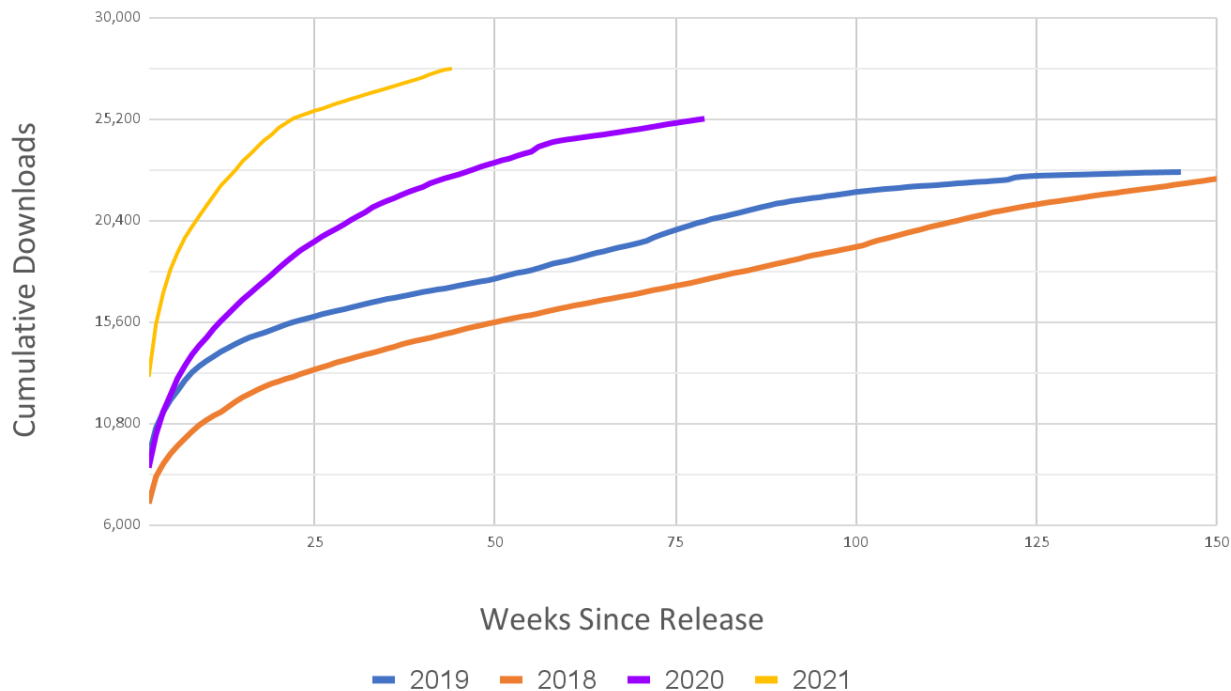
³Libsyn hosting service. Calculated as a rolling 4-week average of weekly downloads.

⁴Apple's iTunes Connect, 1/1/19 – 11/3/20.

The data is presented solely as a representation of the likely audience and should not be relied upon to determine actual listeners.

Growing Audience & Long Shelf Life

Representative Median Episode Downloads by Year



⁵Weeks Since Release calculated as of 11/3/2021

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Praise for Capital Allocators

“Capital Allocators delves deeply into the philosophy and process of leading allocators”

- Leading podcast among institutional investors globally
- Trusted brand in asset owner community
- Critically acclaimed show

“These interviews are inspiring, encouraging, insightful and motivating”

“Ted is a thoughtful host who does a terrific job drawing out lessons from his guests”

“Excellent insights from one of the greatest investment minds of the last 50 years”

“We owe Ted a huge debt of gratitude for the knowledge he brings us weekly”

“A must listen for asset allocators and investors alike”

Institutional Listener Base

Unique Platform to Reach the Entire Ecosystem in One Place

- Investment Managers (including marketers): 40%
- Professional Allocators: 40%
 - Consultant: 13%
 - Family Office: 11%
 - HNW Individual: 7%
 - E&F: 7%
 - Pension: 3%
 - OCIO: 2%
 - SWF: 2%
- Other (students, individual investors, etc.): 20%

Adding Value for Sponsors

Brand recognition and lead generation for managers and service providers

- Money managers raising capital
Institutional campaigns, content distribution, and client appreciation
- Fintech company with a data for private equity investments
Generated over 100 inbound leads in 4 weeks from newsletter content distribution
- Fintech company selling to allocators
Brand awareness campaigns for institutional audience

Questions:

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