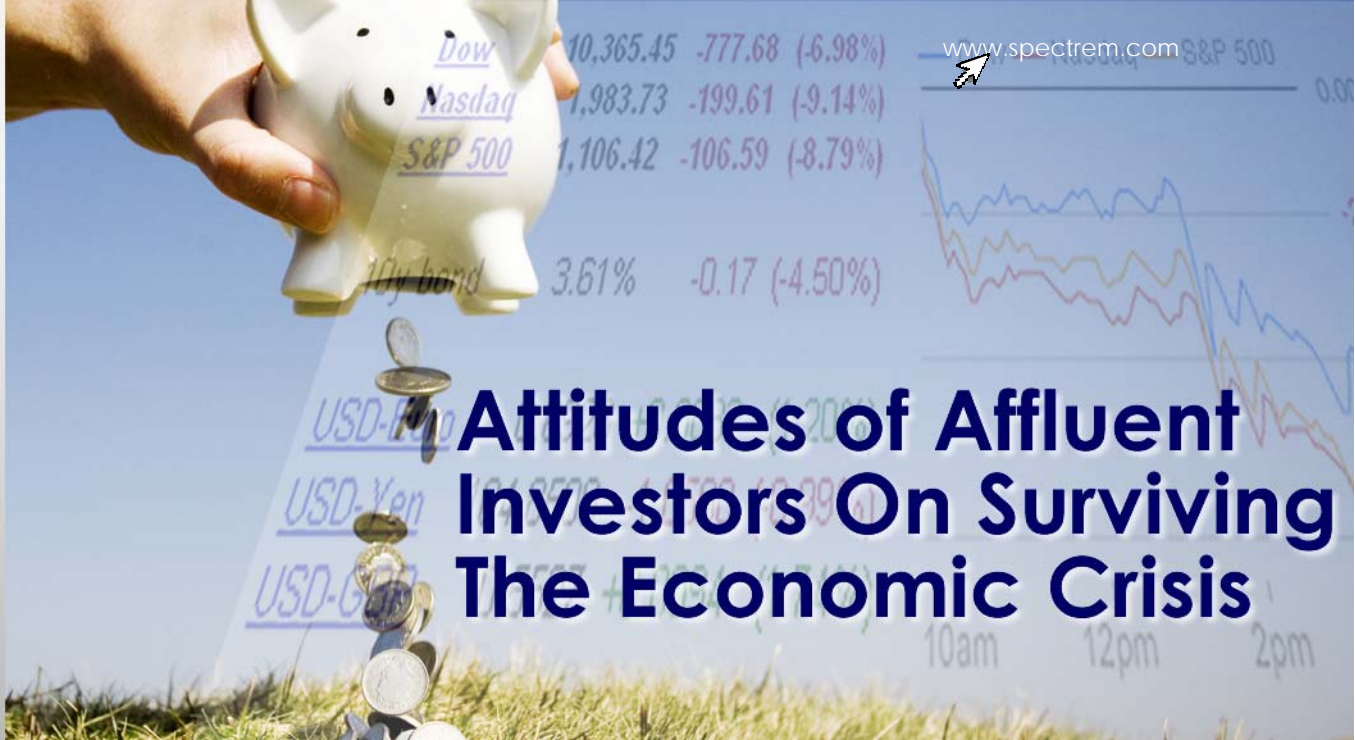


2008



SpectremGroup



Attitudes of Affluent Investors On Surviving The Economic Crisis

Overview

As the U.S. economy begins to understand the impact of the largest financial crisis since The Great Depression, investors will reassess how to invest (or save) their assets and who they turn to for advice. How has this crisis impacted these households and are they changing their portfolios? Their attitudes? Their Providers? Their lifestyles?

Spectrem Group, the market leader in research of households with over \$1 million, plans to quickly assess the attitudes, behaviors and outlooks of wealthy households to allow financial services providers and others to review and adjust their strategic plans as well as the products and services they will be offering to these investors in the next twelve to twenty-four months. Now, more than ever, investment and financial services providers, must understand how to position themselves to obtain and even retain current customers. **It is critical for providers to understand these households to increase their fee based services.**

Cost of the study will be \$24,500.

Those providers who commit prior to October 10, 2008 will have the ability to review and give input to the questionnaire.

Executive presentation will be \$3,500 plus travel expenses.

Spectrem reserves the right to cancel the study if the number of Subscribers is insufficient.

312.382.8284

sales@spectrem.com
Spectrem Group
641 W. Lake, Suite 401
Chicago, IL 60610

Key Components Of The Research

The following issues will be assessed in the course of the research:

Impact of the Economic Crisis on Households

- How have these households been impacted by this crisis? Has their portfolio been impacted? How much have they seen their net worth diminish (or increase)? What types of assets were impacted most?
- How does the impact differ by types of household? What is the impact of occupation? Annual income? Retired vs. still-working?

Investment Philosophy and Actions

- Has the investor changed their overall portfolio? Do they plan to change their asset allocation in the future? How will they change it?
- What are their greatest concerns about the future? Ensuring their small business can continue to be profitable? Saving for retirement? Existing throughout their retirement? Paying for college? Paying their mortgages?

Advisory Relationships

- What type of advisory relationship have they used in the past? What type of provider? Full service broker? Other advisor?
- Has their primary provider/advisor been impacted by the consolidation?
- Will they maintain their existing advisory relationship? If not, how will they change their relationship?
- How has their advisor performed during this economic crisis? What could they have done differently?
- Based upon the recent financial difficulties, what are your perceptions of the following types of providers? Full service brokers? Banks? Investment advisors? Insurance companies? Others?
- Are you more likely to trust large brand name providers in the future or smaller independent advisors?

Impact on Lifestyle and Attitudes

- Will the financial crisis impact your lifestyle in the next twelve to twenty-four months? If so, how? Fewer vacations? Will sell some securities/property? Will have trouble paying for college? May lose your job? Other?
- How has this crisis changed your attitudes about investing? Will you continue to invest in the equity markets? Will you save more and spend less? Buy more bonds? Other types of securities?

Methodology

In mid-October 2008, Spectrem will begin conducting focus groups with households with over \$1,000,000 of net worth in five key cities/geographies: New York, Chicago, Los Angeles, Seattle and Southern Florida. Focus groups will consist of 10-12 individuals with over \$1,000,000 of net worth. Subscribers are welcome to observe the focus groups. A DVD will also be provided

The focus groups will be followed by a quantitative study of over 750 households with over \$1,000,000 of net worth. Sample will be statistically managed to ensure sufficient sample in households of \$1-5 million and over \$5 million. Results of the study and the focus group will be delivered in 2 reports. Focus group reports will be delivered in early November. Quantitative reports will be delivered in December 2008.