

5 Questions to Ask Your Financial Advisor

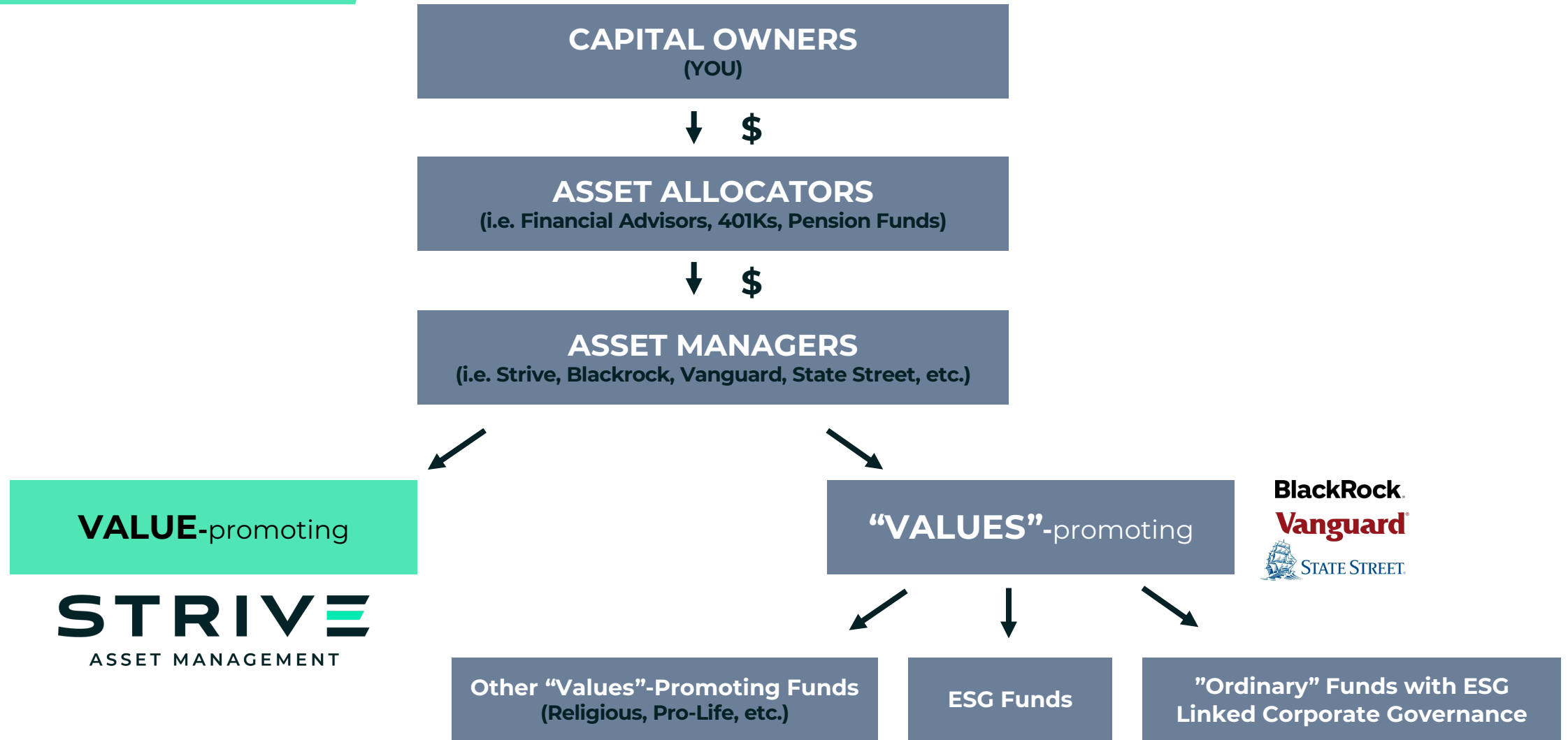
& Material to Create
Constructive Dialogue

5 Questions to Ask Your Financial Advisor

The information provided in the following slides are meant to be a resource to you and your financial advisor. We encourage you to ask your financial advisor the below questions to better understand your portfolio's exposure to VALUE vs "VALUES" investing and what may be best for your needs. And just remember – if your financial advisor answers "No" to any of the following questions they may be answering to the best of their knowledge but may be incorrect. Which is why we've put this guide together – to help you have an informed and constructive dialogue.

- 1 Have I invested in any funds that voted my shares in favor of racial equity audits?
- 2 Have I invested in any funds that voted my shares in favor of emissions reduction plans or executive compensation tied to environmental and social goals?
- 3 Have I invested in any funds that systematically underweight companies in any of the following sectors: coal, mining, oil and gas exploration, or firearms?
- 4 Do you use ESG factors in your external fund evaluation process, internal operations, or client portfolio optimization strategies?
- 5 If the answer to any of the above questions is "yes," can you please inform me of alternative investment options so that I may select funds and portfolios that best align with my own long-term financial interests?

The Flow of Capital



VALUE Promoting Asset Manager

VALUE investing views all aspects of investing from security selection to corporate governance, **solely through the lens of maximizing risk adjusted returns for clients.**



VS.

“VALUES” Promoting Asset Manager

“VALUES” investing incorporates social or political viewpoints in securities selection and/or corporate governance. **Decisions are NOT solely made to maximize risk adjusted returns for clients.**



While Strive is a strict VALUE promoting asset manager, Strive believes “VALUES” promoting asset managers can be acceptable if – and only if – there is consent from the Capital Owner.

THE PROBLEM – Most “VALUES” promoting asset managers have not gotten consent from the Capital Owner. Financial advisors play an important role in getting consent and educating their clients (Capital Owners) if their money is invested with “VALUES” promoting asset managers.

The Rise of ESG & “Values” Promotion



MORE ESG FUNDS AVAILABLE & GROWING EACH YEAR

+40% of new money invested in 2022 went into ESG funds.¹

+12% of all global equity funds are ESG funds.¹

US ESG-oriented AUM is expected to more than double from 2021 to 2026 - \$4.5T to \$10.5 T²



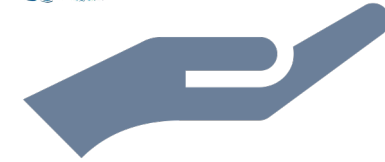
CORPORATE GOVERNANCE – ESG PROPOSALS INCREASE YEAR OVER YEAR

In the 2022 proxy season more than 500 ESG proposals were filed.

This is **up 22%** from 2021.³

Example ESG proposals: racial equity audits, scope 3 emission caps, net zero pledges & more.

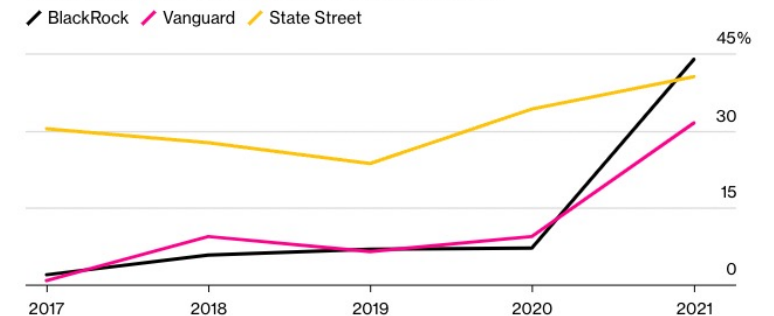
BlackRock



THE BIG 3 ASSET MANAGERS SUPPORT ESG PROPOSALS⁴

Getting On Board

The proportion of supported environmental and social proposals in the U.S. has climbed among largest money managers



Source: Insightia

Asset Manager Report Card on ESG

The 10 largest asset managers ALL have ESG funds and ESG linked corporate governance policies.

While some clients may want this exposure in their portfolios, Strive believes many investors are not aware, and many would likely disagree with how these firms have placed political & social agendas before their fiduciary duty of maximizing returns.

At Strive, we take a different approach: our sole goal is to serve our clients' financial interests, without concern for any other social or political objective.

To that end, Strive advocates for the pursuit of excellence over politics in boardrooms across corporate America.

Asset Managers	ESG Funds ("VALUES" promoting)	ESG Linked Corporate Governance (Votes & Engagement)	Sole Focus on Maximizing Returns
BlackRock Inc.	✓	✓	✗
Vanguard Group, Inc.	✓	✓	✗
Fidelity Management & Research Co (FMR)	✓	✓	✗
State Street Corporation	✓	✓	✗
JP Morgan	✓	✓	✗
Capital Group	✓	✓	✗
Goldman Sachs Asset Management LP	✓	✓	✗
BNY Mellon	✓	✓	✗
Pacific Investment Management Co.	✓	✓	✗
Amundi Asset Management	✓	✓	✗
Strive Asset Management	✗	✗	✓

ESG Specific Votes by the Largest Asset Managers

Asset Manager (By AUM)	Report on Civil Rights Audit Apple March 2022 ¹	Reduce Scope 3 Emissions Chevron May 2021 ¹	Engine No.1 Dissident Directors* Exxon May 2021 ¹ <i>(*Focusing on the 3 that were elected)</i>
BlackRock Inc.	FOR	FOR	FOR ALL
Vanguard Group, Inc.	AGAINST	FOR	FOR ALL
Fidelity Management & Research Co (FMR)	AGAINST	AGAINST	FOR ALL
State Street Corporation	FOR	FOR	FOR ALL
JP Morgan	SPLIT	AGAINST	FOR ALL
Capital Group	FOR	AGAINST	FOR ALL
Goldman Sachs Asset Management LP	AGAINST	FOR	FOR ALL
BNY Mellon	FOR	AGAINST	SPLIT
Pacific Investment Management Co.	FOR	n/a	AGAINST ALL
Amundi Asset Management	FOR	FOR	FOR ALL
How Strive Would Vote <i>Strive was founded in 2022 & was not eligible to vote on these.</i>	AGAINST	AGAINST	AGAINST ALL















The Big 3 Style Drift to Values Promotion

2010s: Most large asset managers promoted VALUE or “VALUES” in investment management and corporate governance.

2020s: Almost all money invested with large asset managers fall under “VALUES” promoting (ESG).

Strive launched in 2022 to fill the gap.

We created Strive to offer everyday Americans a way to invest in the stock market **without mixing business with politics.**


	“VALUES” Promoting ESG	VALUE Promoting Pro-Excellence	“VALUES” Promoting ANTI-ESG
2010		  	
2022	   		    

Questions?

A member of our team would be happy to help.

Learn More About Strive's Principles & Offerings...

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