

GUIDELINES FOR PRESENTING FIRST ASCENT ON YOUR WEBSITE

We are glad to have First Ascent presented as part of your team on your website—that's how we view ourselves—but we have developed guidelines that we would ask you to consider.

Our goal in developing these guidelines has been to avoid any situations where information about First Ascent or its team members might be presented in a way that is confusing or misleading to the public. We would also like to avoid any suggestion that members of the public or clients of the advisory firm can or should contact First Ascent team members directly.

Here are the guidelines:

- All references to First Ascent should make clear, both in terms of specific language and context, that it is an independent firm that provides services to the advisory firm. Phrases like “We work with First Ascent to provide investment management services to our clients,” or “First Ascent is a partner firm of XYZ Advisory” are fine.
- Including pictures and bios of First Ascent investment committee members is fine, if it is clear that First Ascent is an independent firm and its investment committee members are not employees of the advisory firm. Pictures, bios, and suggested language for use on websites are all available on the Advisor Portal of the First Ascent website under the Help tab (Help/Website Materials/Investment Committee materials).
- The “First Ascent Team” image is fine, if the team is clearly identified as the First Ascent team. Identifying individual team members by their names and titles is optional.
- We discourage inclusion of pictures or bios of individual First Ascent team members, other than investment committee members, on advisor websites. The concern is that such references will create confusion about the role and/or employment status of that team member and may encourage direct contact of such team members by the public.
- As a courtesy, we ask that advisors inform us and allow us to review any material references to First Ascent or individual First Ascent team members before they are included on an advisor's website. We do not take responsibility for such references, but are hopeful that advisors will take our comments or suggestions into consideration.