

Data Excellence—The Foundation For Trusting Relationships

Playing to win—data excellence

For over 16 years, Albridge has been an industry leader in the digital aggregation of data to support consolidated wealth reporting. Data excellence is the foundation of our value proposition and we are relentless in our pursuit of data quality and in defining it for the industry.

At Albridge, we believe that broker-dealers and registered investment advisors (RIAs) must have full confidence in the integrity of the data they receive from multiple sources as well as their own ability to integrate it. By consolidating investments and providing an experience focused on data excellence, we help to establish trust between advisors and investors.

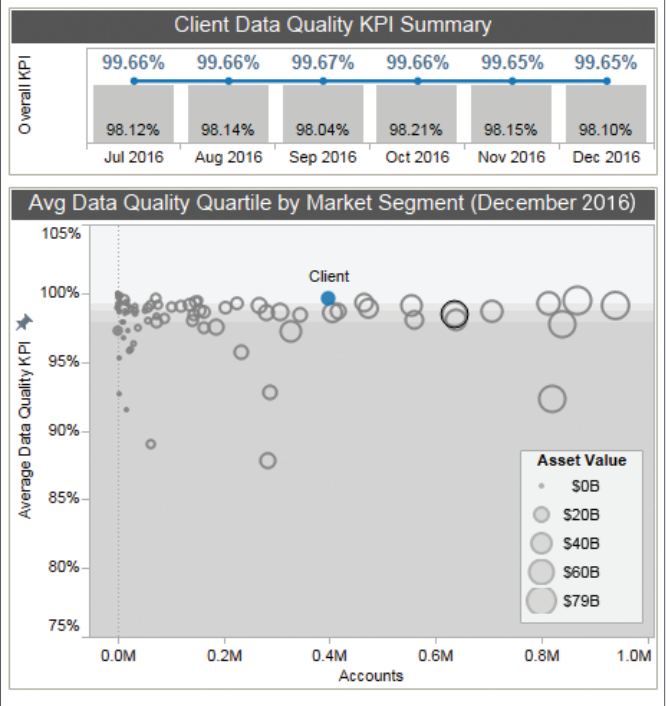
Albridge Data Quality Benchmark

Albridge developed an industry-impacting program focused on transparency and continuous improvement with the ultimate goal of data excellence. We collect and report on over \$4 trillion assets, which comprise of over 48 million accounts for over 24 million American households. In our experience, the quality of the data we collect and consolidate can differ significantly based on the source of the data. These sources can include custodians and self-clearing platforms, industry utilities, product companies, and account aggregators. Our unique litmus test is whether the quality of the data is good enough to provide accurate performance rates of return that an advisor can trust.

The Albridge Data Quality Benchmark provides enterprise data quality metrics at the broker-dealer, data source and product company levels. We measure the quality of the data based on the dimensions of coverage, completeness, timeliness and accuracy. The Albridge Data Quality Benchmark received great industry recognition in 2016 earning a BISA Technology Innovation Award as well as second place in the prestigious Gartner Eye on Innovation Award.

Overall Data Quality

Data Quality Metrics describes the quality of the client's data on the Albridge platform. [Client Data Quality KPI Summary](#) provides the client's average data quality metric (blue trend line) as compared to the Albridge market segment average (grey bars). The [Client Data Quality KPI Details](#) provides the client's component quality metrics as compared to the Albridge market segment. The [Avg Data Quality Quartile by Market Segment](#) compares the client's average data quality metric with other clients within the Albridge market segment.



Client fitness report

Albridge incorporates the Data Quality Benchmark into scorecards that help financial institutions get a clearer picture of how their data is received by the investment community. The Client Fitness Report illustrates the trend of data quality on our wealth reporting platform for financial institutions, broker-dealers and RIAs. Metrics are tracked monthly and reports are generated quarterly.

By simplifying this information at the individual firm level, we enable our clients to see which data sources and product companies are impacting the advisor or investor reporting experience. The benchmark takes into account the accuracy of each firm's data and provides metrics by which individual companies can assess their relative data quality against the competition.

Data Source Quality

Data Source Quality provides the data quality metrics on a data source (interface) level for the current reporting period.

Data Source Quality (December 2016)											
Data Source Name	Account Count	Asset Value	Avg. Data Quality KPI	Mapped Acct	Mapped Acct Type	Mapped Security Type	Recirculation Free Rate	Recon Free Rate	Mapped Investor	Acct Title Completeness	
DST FAN Mail	203.2K	\$6,806.8M	99.89%	99.88%	99.85%	100.00%	99.91%	99.65%	99.99%	99.97%	
Depository Trust & Clearing Corp	112.8K	\$5,177.4M	99.78%	99.49%	99.96%	99.92%	99.97%	99.58%	99.78%	99.76%	
Pershing	53.6K	\$7,865.6M	99.99%	99.96%	100.00%	100.00%	99.99%	99.99%	100.00%	100.00%	
DAZL	7.5K	\$341.4M	99.88%	99.63%	99.96%	99.86%	99.92%	99.81%	99.99%	100.00%	
DTCC - Balance Only	6.4K	\$17.5M	96.09%	76.86%	99.98%	100.00%	100.00%	N/A	99.72%	100.00%	
TD Ameritrade	5.5K	\$659.7M	99.03%	99.78%	99.91%	100.00%	93.59%	99.96%	99.93%	100.00%	

Data Source - Product Company Detail

Data Source Product Company Detail provides the product company data quality on data source (interface) level. Does not include undefined product company codes.

Depository Trust & Clearing Corp (December 2016)											
Product Code	Product Company	Account Count	Asset Value	Overall KPI	Mapped Acct	Mapped Acct Type	Mapped Sec Type	Recirc Free	Recon Free	Mapped Investor	Acct Title Comp
4501	Hartford Life Insurance Company	10,233	\$272.6M	99.99%	100.00%	99.93%	99.99%	100.00%	100.00%	100.00%	100.00%
4514	Nationwide Life Insurance Co.	9,467	\$472.0M	99.96%	100.00%	99.97%	99.77%	99.96%	100.00%	99.99%	100.00%
4662	Massachusetts Mutual Life Insura..	7,111	\$34.0M	99.98%	100.00%	100.00%	100.00%	99.99%	99.99%	99.86%	100.00%
4584	Jackson National Life Insurance ..	5,761	\$468.2M	100.00%	100.00%	100.00%	100.00%	100.00%	99.98%	100.00%	100.00%

Data source and product company scorecard

As industry leaders, we believe it is important to advocate for data quality. Our Data Provider and Product Company Scorecards are shared with data providers to help them gauge the quality of their data as displayed on our platform.

The scorecard can present data quality metrics at the product company level for data delivered on Depository Trust & Clearing Corporation (DTCC), DST FAN Mail® and DAZLSM Data DeliverySM. The scorecard creates transparency and allows data providers and product companies understand how their data impacts the client experience. Relative business intelligence allows for comparisons across the industry at the source and product type level. As a result, further trends can be analyzed by product type such as 529, annuity or mutual fund.



Albridge Data Quality Forum

Response to our latest industry initiative demonstrates the high premium that the investment community places on data excellence. The Albridge Data Quality Forum is a community of financial service professionals representing

over 200 Albridge clients, partners, data providers, product companies and our own data management experts. Together we tackle the current data challenges facing our industry.

Bimonthly, the group assembles to review the enterprise Data Quality Benchmark metrics and opportunities for improvement. Our goal is to continue improving the quality of data that is shared across our industry. At this year's Albridge Forum, we recognized leaders of the Albridge Data Quality Forum with our inaugural Albridge Data Excellence Awards for their positive influence in elevating data standards for the industry.

By providing guidelines for data improvement along with scorecards to monitor progress, we believe our efforts will yield a cascading effect that travels from providers to advisors and down to investors. For more information on Albridge's Data Excellence program, please contact your relationship manager.

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ALB-DAT-EXC-2-17