Facet.

So much more than the markets.

The best investment strategy should cover your entire life. That's why Facet helps you create a roadmap for every critical investment decision. How much you invest, essential account types, how much risk to take — it's all part of the approach when we work together.

Your Facet membership includes investment management with no additional fees or surprises.

It's your money. Keep more of it.[1]

We believe when you make more, you should keep more. **That's why Facet's transparent, flat-fee memberships** allow you to choose which option is best for your unique financial situation.

Member focused. Research driven.

Facet's investing strategy is based on Nobel Prize-winning research.[2] We use low-cost, globally diversified, tax-efficient investments to optimize your returns.

Our approach also favors consistency over riskier, less proven methods such as stock picking, market timing, and macro forecasting.[3]

Always flexible and proactive.

Your personalized roadmap reflects your life today, and plans for your life tomorrow. That includes rebalancing for evolving market conditions, new tax situations, and all the unexpected changes to come.

[1] This statement is based on an analysis by Facet comparing a flat planning fee, like the one Facet charges, to a fee based on a percentage of the assets invested (AUM fee) over a ten year time frame. The analysis compared the total fees paid over that time and the impact to investment balances. It was found that the flat fee approach was more beneficial in generating a greater investment balance while paying lower overall fees. The analysis used the same set of variables (starting balance, rate of return, underlying investment expenses, etc.) in the comparison and used a 1% AUM fee and $3,000 flat fee.

[2] This includes William Sharpe, Harry Markowitz, and Merton Miller, who shared the Nobel Prize in Economics in 1990 for their foundational work on asset allocation, performance measurement, and the importance of market returns. It also includes research from Eugene Fama, who won the prize 2013 for his work on market efficiency.

[3] https://facet.com/investment-management-program-whitepaper/.

Portfolio Process

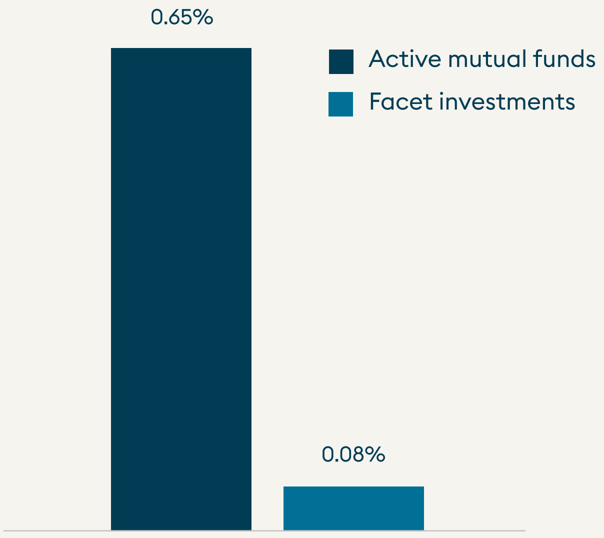
Why we believe in ETFs.

The core of all Facet portfolios are comprised of Exchange Traded Funds. ETFs are index funds that bundle assets like stocks, bonds, commodities, or currencies. They combine the structure of a mutual fund with the trading style of individual stocks, offering diversification and potential cost and tax benefits. Depending on your plan and goals, we also offer advanced investment strategies like Direct Indexing and Alternative Income investments.

01 Lower Expenses

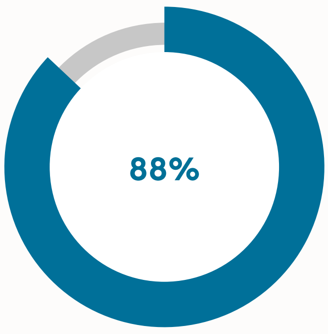
When you invest in an aggregate fund, such as a mutual fund or ETF, an annual fee is paid to the fund's managers. That's called an expense ratio.

As of January 2025, the average expense ratio for an actively managed mutual fund is 0.65%. Because Facet invests almost exclusively in ETFs, our average portfolio expense ratio is low at just 0.08%.[4]



This is based on the average expense ratio of a core Facet portfolio composed entirely of ETFs.[4]

02 More Consistent Performance Historically



88.3% of all equity mutual funds have underperformed the market over the last 15 years.[5] This is primarily because stock picking can potentially lead to poor performance. In fact, many mutual funds fail to meet their own, self-defined benchmarks.

Facet utilizes ETFs because they have historically outperformed the average active mutual fund over time.*

* Past performance is not indicative of future performance.

03 Tax Efficiency

Since ETFs are index funds, they are generally very tax efficient. The holdings of ETFs are typically traded less frequently than those of active mutual funds. This can minimize capital gains taxes. We look for ETFs with especially low turnover to help increase your tax efficiency and reduce your costs.

INDEX FUNDS

An index fund is a type of mutual fund or ETF that tracks the performance of a market index, like the S&P 500, by holding the same stocks or bonds or a representative sample of them.

[4] http://www.ici.org/files/2024/per30-02.pdf. Facet Expense ratio as of January 2025. Facet's portfolios are continually optimized and models occasionally change. Changes in underlying security selection can impact expense ratios.

[5] S&P Global, SPIVA Data, https://www.spglobal.com/spdji/en/research-insights/spiva/?utm_source=pdf_spiva

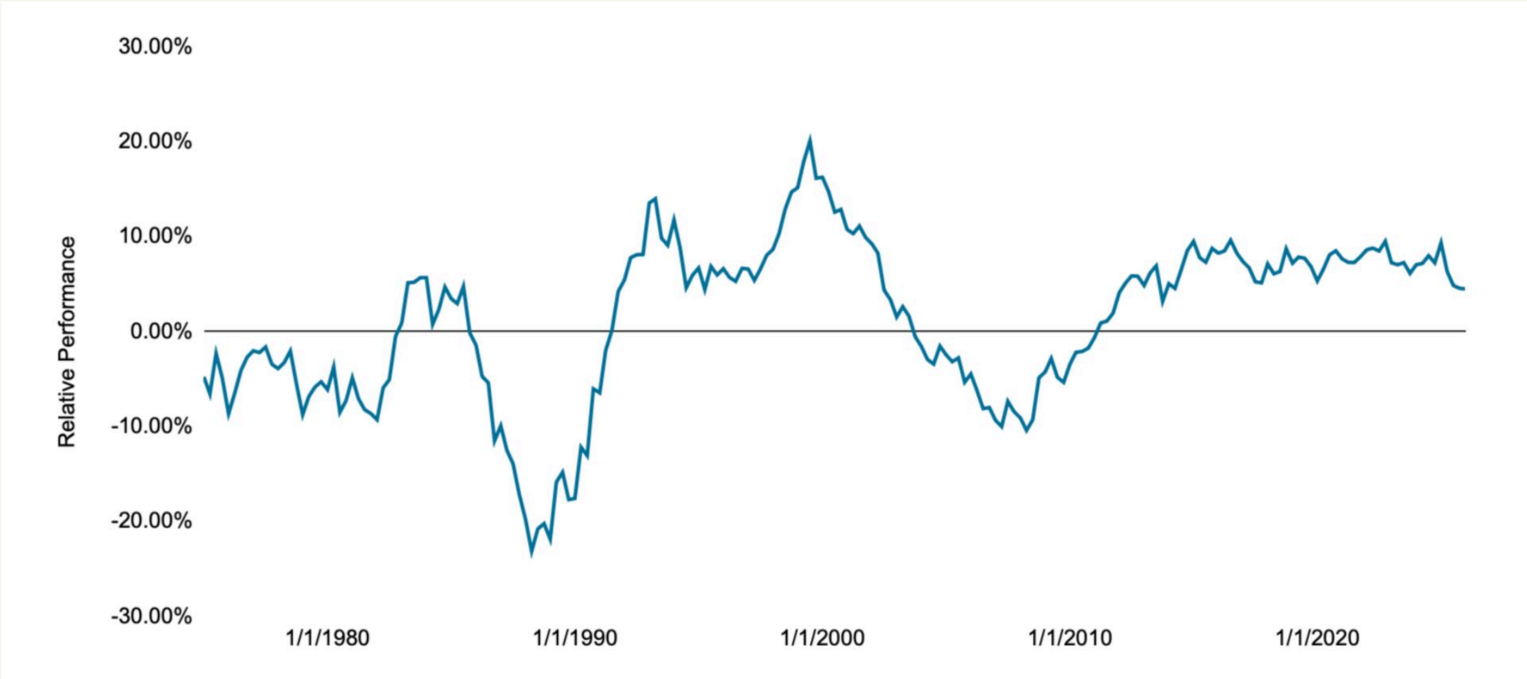
Portfolio Process

How we use ETFs.

Think globally.

By diversifying across regions, Facet works toward limiting downside risk and reducing your potential exposure to market swings. This approach can take advantage of fluctuations in both the U.S. and international markets. Your Facet CFP® professional will build your globally diversified portfolio in line with all phases of your roadmap.

U.S. equity vs. international equity, rolling five-year returns: January 1970–December 2025



Source: MSCI USA less MSCI EAFE, 5yr Rolling returns

Why asset allocation is so important.

The mix of stocks and bonds you invest in is called "asset allocation." Here's why professional expertise is so important to the process:

Unpredictable Performance
Returns don't mirror history: past performance doesn't guarantee future success.

Time Horizon
Your age determines the amount of time you have to max your returns – and recover from market drops.

How we rebalance.

Rebalancing your portfolio helps lower your risk and gives us the potential to capture natural movements in the market. Many robo-advisors and large firms miss opportunities by reviewing portfolios just once every 90 days. Facet reviews your portfolio daily so we can rebalance your account when opportunity strikes.

Portfolio Process

Recent Facet returns.

The following table shows recent returns for common Facet portfolios, as of 12/31/25. Each represents the allocation of equity and fixed income ETFs.

	Quarter to date	Year to date	One year	Three years	Five years	Since inception
Facet 100% equity	**3.47%**	**20.49%**	**20.49%**	**19.39%**	**12.07%**	**13.68%**
Benchmark	3.29%	22.13%	22.13%	19.96%	10.68%	13.55%
Facet 80/20	**2.98%**	**17.86%**	**17.86%**	**16.47%**	**9.56%**	**11.45%**
Benchmark	2.83%	19.05%	19.05%	16.78%	8.47%	11.31%
Facet 70/30	**2.73%**	**16.55%**	**16.55%**	**15.03%**	**8.30%**	**10.32%**
Benchmark	2.59%	17.53%	17.53%	15.22%	7.36%	10.17%
Facet 60/40	**2.46%**	**15.21%**	**15.21%**	**13.58%**	**7.04%**	**9.16%**
Benchmark	2.36%	16.01%	16.01%	13.66%	6.25%	9.02%

Investment returns shown here are as of 12/31/25 for the mostly commonly held Facet core portfolios. The inception date for Facet portfolios is 12/31/2018 which is the date the portfolios were formalized and performance tracking began for these portfolios. All Facet portfolios are composed of ETFs and may have an equity and fixed income portion, which is displayed in the portfolios highlighted above. Past performance is not a guarantee of future return nor is it indicative of future returns. See footnote 6 for the disclosure on the benchmarks Facet uses.[6]

[6] Benchmark disclosure: The Morningstar Global Markets Index and US Core Bond indices have been licensed for use for certain purposes by Facet. The services provided by Facet are not sponsored, endorsed, sold, or promoted by Morningstar, Inc. or any of its affiliated companies (all such entities, collectively, "Morningstar Entities"). The Morningstar Entities make no representation regarding such services. All information is provided for informational purposes only. The Morningstar Entities do not guarantee the accuracy and/or the completeness of the Morningstar Indexes or any data included therein. The Morningstar Entities make no warranty, express or implied, as to the results to be obtained by the use of the Morningstar Indexes or any data included therein. The Morningstar Entities make no express or implied warranties, and expressly disclaim all warranties of merchantability or fitness for a particular purpose or use with respect to the Morningstar Indexes or any data included therein. Without limiting any of the foregoing, in no event shall the Morningstar Entities, or Morningstar's third party content providers have any liability for any special, punitive, indirect or consequential damages (including lost profits), even if notified of the possibility of such damages.

011526 (E(-766468)

Facet.