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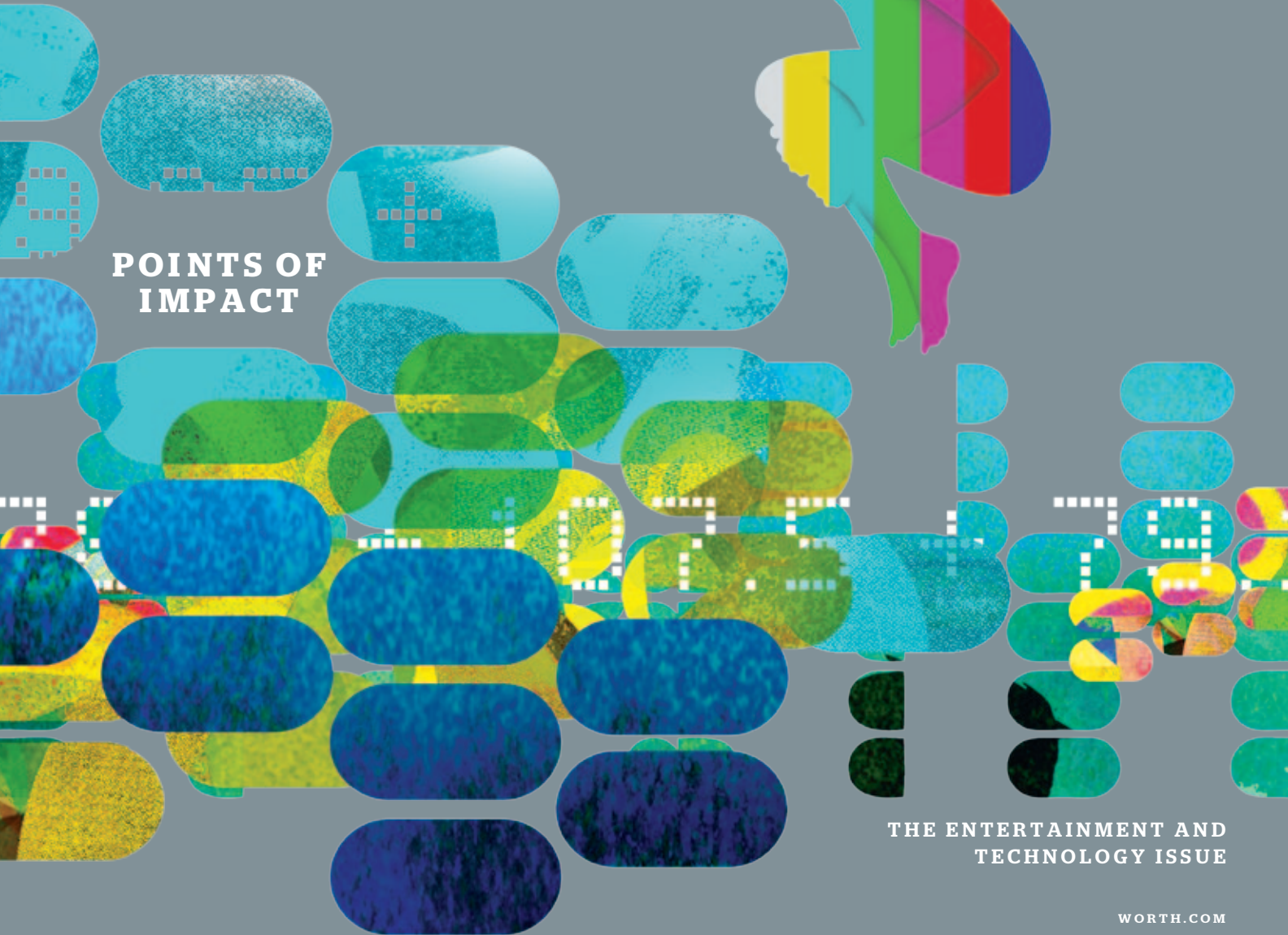
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THE ENTERTAINMENT AND TECHNOLOGY ISSUE

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## Axelowitz Kauffmann Group at UBS Private Wealth Management

Mark Axelowitz, CIMA®, Managing Director  
Todd Kauffmann, Senior Vice President

# “How can **global-institutional coverage** benefit my family office?”

By Mark Axelowitz

If you are asking that question, clearly you already maintain a family office and understand the benefits of doing so. You enjoy many of the same services as those provided by wealth managers and top-tier private banks, but with a family office all those efforts are devoted to just one client—you. All focus is on your needs, whatever they may be: wealth-planning, tax-planning, estate-planning, philanthropic services.

Those enjoying the benefits of a family office can usually count themselves among the most affluent of high net worth families. And if your family has an institutional-like profile and requirements, most likely it is time to consider global-institutional coverage for your family office. You will want an institution not only experienced in providing services to selected family offices globally but one also able to develop customized coverage based on your family's needs.

The firm should be capable of deploying its global resources to integrate comprehensive wealth management with institutional-level services. In most cases, those firms maintain dedicated staffs in multiple offices and locate them in the capitals of global finance around the world. Their capabilities on a global scale include:

1. direct access to global cross-asset institutional coverage;
2. an institutional electronic trading and execution platform with multi-currency custody, clearing and settlement;
3. access to global IPOs, block trades and hedging/risk management;
4. access to investment-banking solutions, including real estate, finance, corporate finance advisory and M&A execution;
5. “anchor investments” in pre-IPOs and direct investment deals sourced through the IB and other GFO clients;
6. advisory services that assist in overall governance of your family office;
7. and consolidated reporting system and bill-pay services.

This new level of access will create an opportunity that will place you in the elite company of the limited number of family offices that have true global reach and influence. UBS' Global Family Office will provide you with more than just honest and unfettered risk-benefit analysis; it will also seek out and present to you opportunities in sync with your overall and specific goals. 🌐

### THE UBS GLOBAL FAMILY OFFICE: INSTITUTIONAL SERVICES WORLDWIDE

For more than 150 years, UBS has shaped the lives and legacies of prominent families. Today, the UBS Global Family Office (GFO) connects with the largest number of the world's billionaires and family offices and manages over \$50 billion in assets.

The UBS GFO has offices in New York, London, Zurich, Geneva, Hong Kong and Singapore, where dedicated staffs integrate comprehensive wealth management with institutional-type services and business opportunities. **Our deep and broad experience informs the advice we share and provides access to opportunities we discover around the world, including (to name just a few):**

- participation in private placement deals for qualified pre-IPO clients, anchor investments and global syndicate offerings;
- global custody, clearing and settlement in 65 developed, emerging and frontier markets;
- around-the-clock direct contact with UBS bankers, traders, specialists and sales teams in every market around the world.

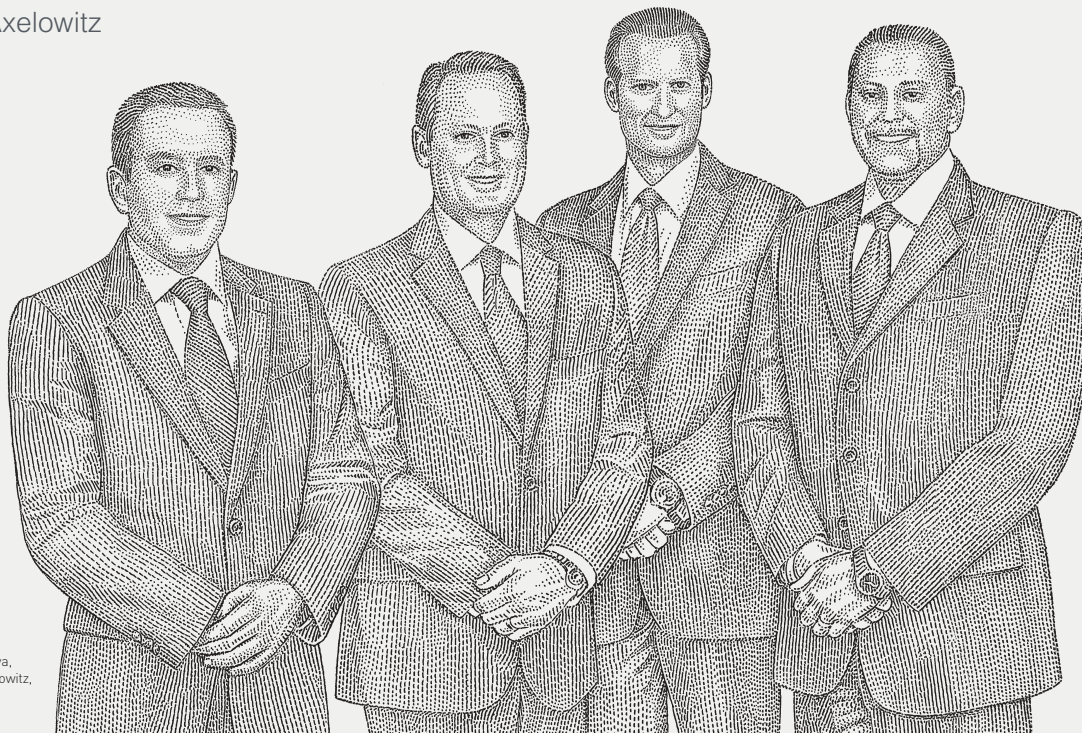
GFO seeks to seamlessly deploy the firm's global resources to integrate comprehensive wealth management with institutional-level services, a powerful alignment for families looking to access the full breadth of UBS' capabilities.

*“This new level of access will create an opportunity that will place you in the elite company of the limited number of family offices that have true global reach and influence.”*

—Mark Axelowitz

## How to reach **Mark Axelowitz and Todd Kauffmann**

*With deep insight and a commitment to your wealth preservation needs first and foremost, we nurture successful and trusted relationships you can count on today and well into the future. Please contact us today at 212.821.7260 to learn more.*



*Left to right: Michael DaSilva, Todd Kauffmann, Mark Axelowitz, Joy Christian*

### About Mark Axelowitz and Todd Kauffmann

Mark Axelowitz has provided investment advice to ultra high net worth individuals, family offices and foundations since 1987. He is a certified investment management analyst (CIMA<sup>®</sup>), a designation he earned through the Wharton School of Business, and he has completed advanced programs in wealth management through the NYU Stern School of Business and the Wharton School's Critical Elements of Consulting. He was selected as one of the Top Ten Outstanding Brokers of the Year by *Registered Rep* magazine and was one of *Barron's* Top Advisors of America. Mr. Axelowitz is an officer on the board of The Boys & Girls Harbor, has co-chaired the Harbor Investment Conference since 2006 and is a member of the Robin Hood Foundation. He has a BA from Hofstra University. Todd Kauffmann has advised clients since 1989 and has been in partnership with Mr. Axelowitz since 1994. He focuses on asset allocation techniques when constructing portfolios specifically tailored to each client. He also advises on lending solutions, fixed income and foreign currency transactions. He completed the Investment Consultant Program at the Wharton Business School and is working toward his CIMA<sup>®</sup> certification.

Minimum Fee for Initial Meeting  
**None required**

Minimum Net Worth Requirement  
**\$10 million**

Financial Services Experience  
**Axelowitz, 26 years  
Kauffmann, 25 years**

Primary Custodian for Investor Assets  
**UBS Financial Services Inc.**

Professional Services Provided  
**Planning, investment advisory and money management services**

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