



Entasis

ASSET MANAGEMENT



**We are an investment firm founded by investors.**

**We are fiduciaries that prioritize our clients in everything we do.**

**Let us improve the long-term potential of your portfolio.**



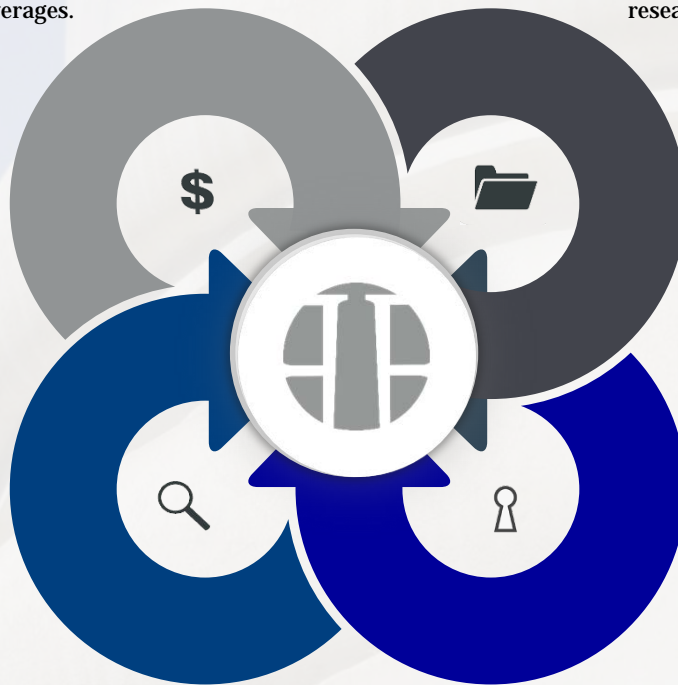
## Our Beliefs

### Cost Matters

We believe the average investor pays too much for investment planning and portfolio advice. We also believe that costs quickly limit the potential for wealth compounding. Our fee schedule is designed to be below industry averages.

### Research Matters

We believe that accountability and thorough, grass roots research is critical to generating outsized returns. Our founders average more than 15 years of investment experience and we conduct all of our research in house.



### Focus Matters

We believe investing has gotten overly complex and excessively engineered. We believe this creates distractions that limit return outcomes. Our portfolios emphasize a group of investments that our clients can understand.

### Access Matters

We believe everyone should have access to an experienced investment professional and high quality asset management. Our account minimums, fees and portfolios reflect this conviction.



## Our Services

Investment  
Planning

Investment  
Management

Retirement  
Plan Services

Research &  
Consulting

### Investment Planning

Our primary service is investment planning, which is driven by our institutional research process. We work with all of our clients to develop an investment portfolio that fits their unique circumstances and, if desired, build out a comprehensive financial plan. The goals of our process are to know our client, align portfolio goals through the development of a well-constructed investment policy statement, actively manage client portfolios in a risk conscious, low turnover strategy and communicate transparent, understandable investment decisions.

### Investment Management

Investment management services at Entasis rely on the same in-house research used to develop portfolios for investment planning clients. The firm offers a range of individual strategies and asset allocation strategies for investors that do not have an interest in planning and prefer to only hire Entasis as an investment manager. Portfolio investments are guided by the objectives of each strategy. Investment minimums vary by strategy. Fees are fixed at a competitively low level.

### Retirement Plan Services

Entasis' retirement plan services are designed to support the needs and responsibilities of the plan sponsor of a client's retirement plan. We are capable of acting as an ERISA section 3(21) investment advisor or a 3(38) investment manager. Our list of retirement plan services includes service provider search assistance, investment monitoring and reporting and plan fee analysis and benchmarking.

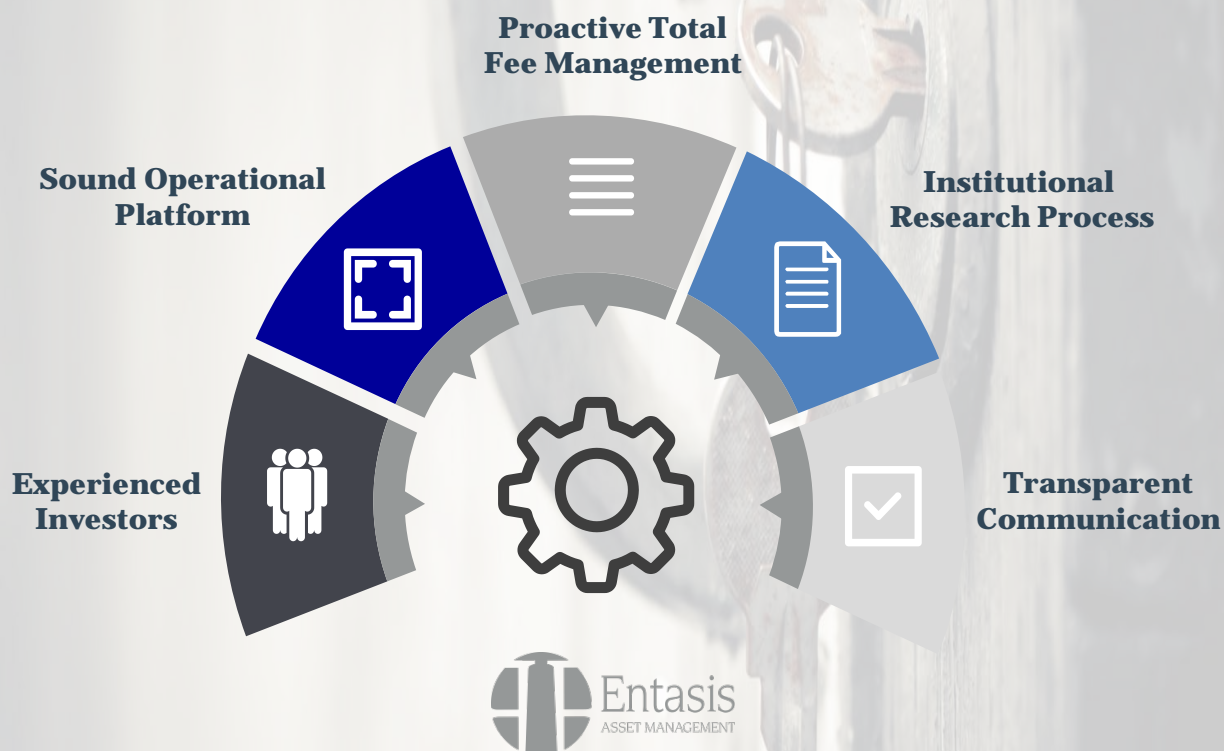
### Research & Consulting

The primary research & consulting offerings at Entasis are investment advisor assessments and access to our institutional research platform. An investment advisor assessment generally consists of an analysis of the investment management organization, investment process(es), investment manager due diligence, portfolio construction and fee analysis. Access to our research platform includes our recommended investment strategies and asset allocation models and ongoing changes to both.





# The Entasis Difference





## Our Team



**Bob Batchelor, CFA**  
CEO  
Co-Founder

Bob J. Batchelor, CFA is Co-Founder and Chief Executive Officer of Entasis Asset Management. Bob has 20 years of experience in the investment industry. Prior to founding Entasis, Bob worked at Artisan Partners where he held a variety of roles including Head of Corporate Communications, Managing Director, Head of Marketing and Technology and Head of Marketing and Communications. He also served as a member of Artisan Partners Executive Committee. Before Artisan Partners, Bob worked at Strong Capital Management as Client Account Manager and Director of Investment Research and Communication.

Bob holds an M.B.A. from Marquette University and a B.B.A. from the University of Wisconsin-Madison. He has earned the right to use the CFA designation. Bob is a member of the CFA Institute and CFA Society of Milwaukee.



**C.J. Batchelor, CFA**  
CIO – Equity  
Co-Founder

Charles J. (C.J.) Batchelor, CFA is Co-Founder and Chief Investment Officer – Equity of Entasis Asset Management. C.J. has 15 years of experience in the investment industry. Prior to founding Entasis, C.J. worked at Cleary Gull, a multi-billion dollar investment advisory firm, as Director of Investment Research. He also served as a member of Cleary Gull's Investment Policy Committee, Investment Committee and Equity Strategy Group.

C.J. holds a B.B.A. in Finance from the University of Wisconsin-Milwaukee. He has earned the right to use the CFA designation. C.J. is a member of the CFA Institute and CFA Society of Milwaukee, where he currently serves on the Board of Directors.



**Mike Peters, CFA**  
CIO – Fixed Income  
Co-Founder

Mike Peters, CFA is Co-Founder and Chief Investment Officer – Fixed Income of Entasis Asset Management. Mike has 15 years of experience in the investment industry. Prior to founding Entasis, Mike worked at Cleary Gull, a multi-billion dollar investment advisory firm, as Fixed Income Portfolio Manager. In his role he served as voting member of Cleary Gull's Fixed Income Strategy Group and Complement (Alternative) Strategy Group. Before Cleary Gull, Mike worked for several years at Madison Investment Advisors, a multi-billion dollar asset management firm, as a Fixed Income Analyst.

Mike holds a B.B.A. in Finance from the University of Wisconsin-Milwaukee. He has earned the right to use the CFA designation. Mike is a member of the CFA Institute and CFA Society of Milwaukee.



**David LaCroix**  
Senior Financial  
Advisor

David D. LaCroix is a Senior Financial Advisor at Entasis Asset Management. David has more than 45 years of experience in the investment industry. Prior to joining Entasis, David worked at Cleary Gull Advisors, a Johnson Financial Group Company, and Cleary Gull Inc., a prior affiliate of Cleary Gull Advisors, where he most recently served as Vice President, Relationship Manager responsible for high net worth clients. Before Cleary Gull, David worked in a variety of portfolio management and client relationship management positions with A.G. Edwards and M&I Capital Markets Group.

David received his M.B.A. and B.B.A. in Finance from the University of Wisconsin-Madison. He has served as a member of the Archdiocese of Milwaukee Investment Committee, as a Trustee for the Village of Shorewood and as Director/Treasurer of Milwaukee Summerfest.



## Our Institutional Research Process

### Investment Goal

Outperform the target benchmark on an absolute and risk-adjusted basis over a complete market cycle. We define a complete market cycle as a timeframe long enough to incorporate periods of positive and negative economic and securities markets activity.

### Investment Philosophy

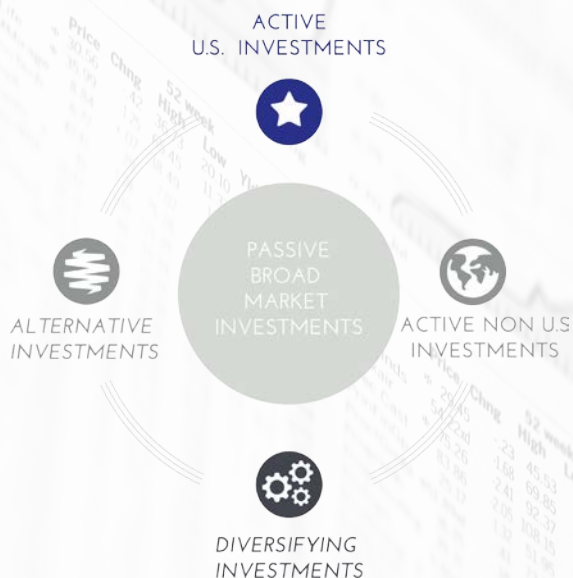
It is our view that inefficiencies exist in financial markets, particularly over short- to intermediate-term timeframes, that can be exploited through optimal portfolio construction and the selection of superior investment managers and disciplined individual security selection.

We also believe that a methodical research process and a deep understanding of investments are necessary to build high-conviction portfolios, which are the foundation for risk-adjusted outperformance relative to the broad market over a complete market cycle.

### Investment Strategy Summary

We utilize a combination of bottom-up investment manager and security analysis, along with top-down macro analysis to build optimal risk-adjusted portfolios. Our risk-conscious, diversified approach invests in actively-managed equity, fixed income, alternative and mixed-asset investment products and liquid, individual securities. We have the flexibility to invest in products and securities across all asset classes, sub-asset classes and investment styles.

Portfolios are constructed through the implementation of our Core / Completion philosophy, which was developed over time through extensive research into broad asset classes, sub-asset classes, interaction of those asset classes with one another, and the probability of active manager success over a complete market cycle. In asset classes where we have determined there is a higher probability of success, we tend to utilize active management more extensively. In asset classes where we have determined there is a lower probability of success, we tend to utilize low-cost passive management in order to reduce the overall level of fees in portfolios. The degree we allocate to active and passive investments will vary over time and is based on overall market conditions and specific factors in each asset class including, but not limited to, the overall opportunity set, availability of individual security research, amount of research coverage from sell side research firms and liquidity. The Core and Completion portions of client portfolios are built from a focused list of investments that have passed the scrutiny of our research process.





## Proactive Total Fee Management

We are an independent advisor. The only fee we collect is an advisory fee based on assets under management. We have no hidden fees. All fees incurred by our clients are proactively managed, communicated and understood. Our process for disclosure is captured in the Entasis Total Fee Transparency Sheet.



### Advisor Fees

Fees paid to an advisor for their services. Billing practices vary by advisor. Examples include an asset-based or advisory fee, flat dollar fees by service, hourly rates and commissions. Some advisors charge a mix of those structures. All forms can easily be summarized into an understandable dollar amount.

### Product Fees

Charges for certain investments that ultimately flow through to clients in the form of lower investment returns. These fees are not billed directly, but can have a large impact on long-term investment compounding if not managed. Mutual fund loads, 12b-1 fees and management fees are examples.

### Platform Fees

Charges for trades such as commissions and mark-ups incurred at the time trades occur. These fees can be a form of advisor compensation and lower the actual amount invested or raise the price of the investment purchased when initiating a position. The reverse is true when a security is sold.





## Sound Operational Platform

We understand the importance of a strong operational foundation to clients. It is critical to a positive client experience. We have committed to partnering with established firms that allow us to focus on our core competencies of investment management and investment planning.



Custody | Legal & Compliance | Technology  
Accounting | Financial



## Fee Schedule

### Investment Planning Fee Schedule

Entasis' fee for investment planning services will be charged as a percentage of "household" assets under management, according to the following schedule:

<b><u>Household Assets Under Management</u></b>	<b><u>Annual Fee Rate<sup>1,2</sup></u></b>
<b>\$0 to \$1,000,000</b>	<b>0.80%</b>
<b>Over \$1,000,000</b>	<b>0.65%</b>
<b>Over \$5,000,000</b>	<b>Negotiated</b>

### Investment Management & PCRA Fee Schedule

Entasis' fee for investment management services will be charged as a percentage of assets under management, according to the following schedule:

<b><u>Assets Under Management</u></b>	<b><u>Annual Fee Rate<sup>1,3</sup></u></b>
<b>Any</b>	<b>0.50%</b>

### Retirement Plan Advisory & Consulting Fee Schedule

Entasis' fee for retirement plan services will be charged as a percentage of assets under management, according to the following schedule:

<b><u>Retirement Plan Assets</u></b>	<b><u>3(21) Annual Fee Rate<sup>1,2</sup></u></b>	<b><u>3(38) Annual Fee Rate<sup>1,2</sup></u></b>
<b>\$0 to \$5,000,000</b>	<b>0.20%</b>	<b>0.30%</b>
<b>Over \$5,000,000</b>	<b>0.15%</b>	<b>0.25%</b>
<b>Over \$50,000,000</b>	<b>Negotiated</b>	<b>Negotiated</b>

<sup>1</sup>Although Entasis has established the above fee schedules, fees are negotiable and based on various factors. Entasis retains the right to amend the fee schedule with 30 days' prior written notice. Asset based fees are subject to the management agreement between the client and Entasis. Currently, fees are charged quarterly in arrears. For partial quarters, fees are pro-rated. For additional information, please see Entasis Form ADV Brochure available at <https://www.adviserinfo.sec.gov>

<sup>2</sup> For purposes of the fee calculation, "household" assets mean the investment accounts managed by Entasis for a client and client's spouse, partner, minor children and/or disabled adult children. The calculation of Retirement Plan assets under advisement or management will exclude plan assets where a direct advisory agreement is in place. The minimum annual fee for Retirement Plan Advisory and Consulting services is \$1,000. A client may select certain services on a flat fee or hourly fee basis.

<sup>3</sup>Client For information on the services, and levels of service, being offered please see Entasis form ADV Brochure available at <https://www.adviserinfo.sec.gov>.



## Entasis Investment Strategies\*

### *Entasis Core Fixed Income Strategy*

The Entasis core fixed income strategy seeks current income and preservation of principal while attempting to minimize overall portfolio risk. The strategy will generally pursue returns from high quality fixed income asset classes, such as U.S. and non-U.S. government and corporate bonds.

### *Entasis Core Plus Fixed Income Strategy*

The Entasis core plus fixed income strategy seeks current income while attempting to minimize overall portfolio risk. The strategy will pursue returns from high quality fixed income asset classes, such as U.S. and non-U.S. government and corporate bonds. The strategy will also invest in high-yield corporate bonds, bank loans and other lower quality investments with high income potential.

### *Entasis High Income Strategy*

The Entasis high income strategy seeks high current income and long-term capital appreciation. The strategy has a secondary objective to mitigate significant downside volatility. The strategy will pursue returns from high quality fixed income asset classes, such as U.S. and non-U.S. government and corporate bonds. The strategy will also pursue investments with high income and capital appreciation potential from other asset classes such as high-yield corporate bonds, emerging market debt, insurance-linked securities and catastrophe bonds, closed-end funds, preferred equity, convertible bonds, master limited partnerships and global macro funds.

### *Entasis Dynamic Total Return Strategy*

The Entasis dynamic total return strategy seeks long-term capital appreciation. The strategy will pursue returns from a range of asset classes to develop a portfolio of investments from four primary opportunity segments: high conviction managers, emerging managers, performance reversion opportunities and diversifying investments. High conviction managers are managers where we have a high level of confidence in the potential for benchmark relative outperformance. Emerging managers are investments with a short track record that satisfy the qualitative hurdles of our research. Performance reversion opportunities are strategies that have individually struggled or strategies in asset classes that have struggled where we believe long-term potential is still intact. Diversifying investments are asset classes not usually part of a long-term asset allocation plan.

### *Entasis GenerationTech™ asset allocation strategies*

Clients who utilize a GenerationTech™ asset allocation strategy will receive a customized recommendation for a specific GenerationTech™ strategy based on information provided to Entasis by the client about their personal financial situation and have interests in the same underlying assets that our investment planning clients will generally hold, subject to our assessment of transaction costs and other factors. Our GenerationTech™ asset allocation strategies are designed for investors with lower household minimums (*i.e.*, less than \$50,000), and/or investors who prefer a lower level of in-person client service when managing their account(s). Clients whose account(s) consist solely of one of our GenerationTech™ portfolios will receive communications regarding their account(s) via email only, will interact with Entasis management and advisors through GenerationTech™ group portfolio webcasts, and will participate in automated tax management programs if tax efficiency is a core component of services for which Entasis has been engaged.

\*Investments will typically be made through direct investment or through mutual funds or exchange traded funds. Asset class exposure will vary by market opportunity and the outcomes of our research.



To learn more please visit us at  
[www.EntasisAM.com](http://www.EntasisAM.com)

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