Engineered to grow your most important relationships.

VOSTERRA

VOSTERRA

BIZDEV@HVST.COM | 888-764-2783

Connecting Investors Through Knowledge

Harvest launched ***Vosterra*** to provide our clients with a white label, custom-configurable, secure and compliant platform to maximize engagement with their most important relationships.

4

CLIENT EXPERIENCE

Vosterra: Client or member portals, investor relations

3

LEAD GENERATION

Harvest: Exclusive content, lead qualification

2

PROSPECT NURTURING

Harvest: Content marketing and promotion

1

BRAND AWARENESS

Harvest: Branding, website development, and digital strategy

harvest

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Vosterra is the ideal communication network, deal room, or IR portal for any financial services organization.

ASSET MANAGERS
RESEARCH PROVIDERS
FINANCIAL ADVISORS
INSTITUTIONAL INVESTORS
INVESTMENT BANKS

MEMBER ORGANIZATIONS
THIRD PARTY MARKETERS
NON-PROFIT ORGANIZATIONS
EVENTS & CONFERENCES

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Vosterra is powering solutions for these firms to solve a wide-range of needs.

Hedge Funds & Asset Managers

GoldenTree Asset Management LP

Client & Prospect Portals
Fund Data Rooms

Highland Capital Management

Client & Prospect Portals
Fund Data Rooms

Member Organizations & Non-Profits

Alignment of Interests Association

Private Member Community

Money Management Institute

Advisor Education Community

Research Providers & Industry Associations

Sierra Alpha Research

Client & Prospect Distribution & Research Portal

CMT Association

Virtual Conference Platform

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Our features are carefully crafted based on qualitative client feedback and quantitative behavioral data.

INTELLIGENT & SOPHISTICATED ANALYTICS

Behavioral data clarifies what is resonating with your audience and what isn't

User data integrates with your Salesforce or HubSpot CRM

INTUITIVE COMMUNICATION & DISTRIBUTION TOOLS

Customizable distribution and archiving

CMS supports videos, audio, images, text, presentations, MS Office, custom tags, and email sync

ADVANCED SECURITY & COMPLIANCE CONTROLS

Hosted on enterprise capable T3+ data centers

Optional Blockchain integration for enhanced record keeping

INTERFACE & BRANDING FEATURES

Configured with your firm's logo

Domains are engineered to enable access from your website or from Harvest

SIMPLE AND FLEXIBLE USER EXPERIENCE

Unlimited admins, users, data and storage

Mobile-friendly for 24/7 connectivity

SEAMLESS CLIENT ONBOARDING, SETUP & MANAGEMENT

Harvest's customer success team helps with setup and training

CRM integraton will connect your systems immediately

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PRICING GRID

	Starter $5000/year	**Premium** $10,000/year	**Unlimited** $15,000/year	**Custom** Contact Us
STANDARD FEATURES				
Unlimited Users	●	●	●	●
Unlimited Posts	●	●	●	●
Unlimited Storage	●	●	●	●
Unlimited Email Notifications	●	●	●	●
Unlimited KYC 'Questions'	●	●	●	●
User Level Analytics	●	●	●	●
Compliance Workflows	●	●	●	●
PREMIUM FEATURES				
Admin Seats	1	3	Unlimited	Unlimited
Private Group Segmentations	1	3	Unlimited	Unlimited
Premium Analytics		●	●	●
Dedicated Client Success		●	●	●
AVAILABLE INTEGRATIONS				
Email Notifications		●	●	●
Salesforce		●	●	●
Custom Features				●
Annual Fee*	**$5,000/year**	**$10,000/year**	**$15,000/year**	**Call us**

**Additional portals are available for $5,000 for each plan.*

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Get started today.

SCHEDULE DEMO

bizdev@hvst.com
888-764-2783

*Pricing details and feature overview in Appendix

APPENDIX

Vosterra Features Vosterra
Screenshots
Vosterra Case Study

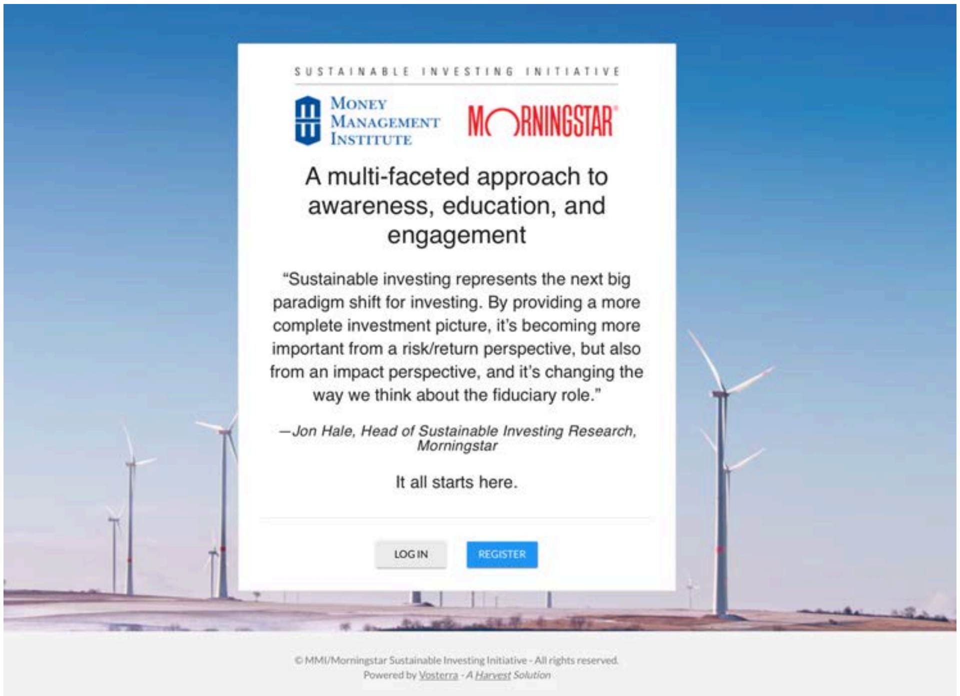
VOSTERRA

FEATURE DESCRIPTIONS

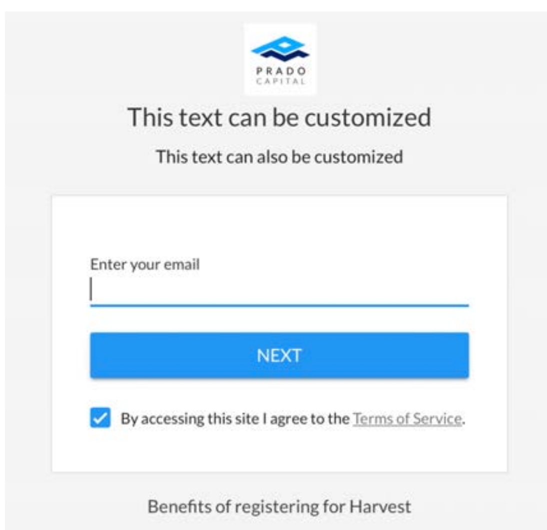
# of Portals	Purchase a portal for each product, line of business, or event you need
# of Users	A user is anyone you upload, permission, or who requests access to your portal
# of Documents	Vosterra supports PDF, Excel, Word, audio and video files
# of Emails	There is no limit to the number of communications you publish nor emails you send through Vosterra'
Number of Admins	Portal admins have full control over the user access, privacy and security permissions, design, and configuration of your portal
Number of Custom Groups	Groups function as permission based distribution lists and determine user level access throughout your portal
Salesforce.com Integration	Vosterra offers a configurable two-way sync with your salesforce CRM, we are working on integration with other CRMs
Email Integration	Send emails directly from your corporate email server, Outlook or Gmail - or use your portal's branded notification system
Harvest Lead Generation	Leverage Harvest's lead generation software to nurture qualified prospects from anywhere on the web
Blockchain Archiving	Archive all of your content and member data to the blockchain
Compliance Archiving	Archive all of your communication via Harvest's compliance email relay
Compliance Prior Approvals	Optional settings for compliance prior approvals
Custom Questions	Access directly reported information relevant to your business
Data Dashboard	Access user level engagement data to better understand who is engaged and what they are engaged with
Engagement Scoring Report	Harvest interprets your behavioral data scoring for engagement and relevance
Harvest Data Access	Access user level data that occurs outside your portal via Harvest
Custom Domain or Subdomain	Your Vosterra portal can live on any domain or subdomain of your choice
Custom landing pages	Design your own custom landing page, or use a vosterra template
Calendar	Share your upcoming events through a dedicated portal calendar
Banner ad units	Sell sposnorship for your portal or events and generate revenue from your membership
Custom links	Embed custom call outs and links across your portal for additional engagement
Custom Features	Vosterra's architecture allows it to be customized and designed to fit your needs
Harvest Institutional Support	Leverage Harvest's institutional support team for ongoing training, support and best practices to make the most of your portal
Stripe Payment Processing	Allow members to pay for access to events, content and research through the portal with our seamless stripe integration

SCREENSHOTS

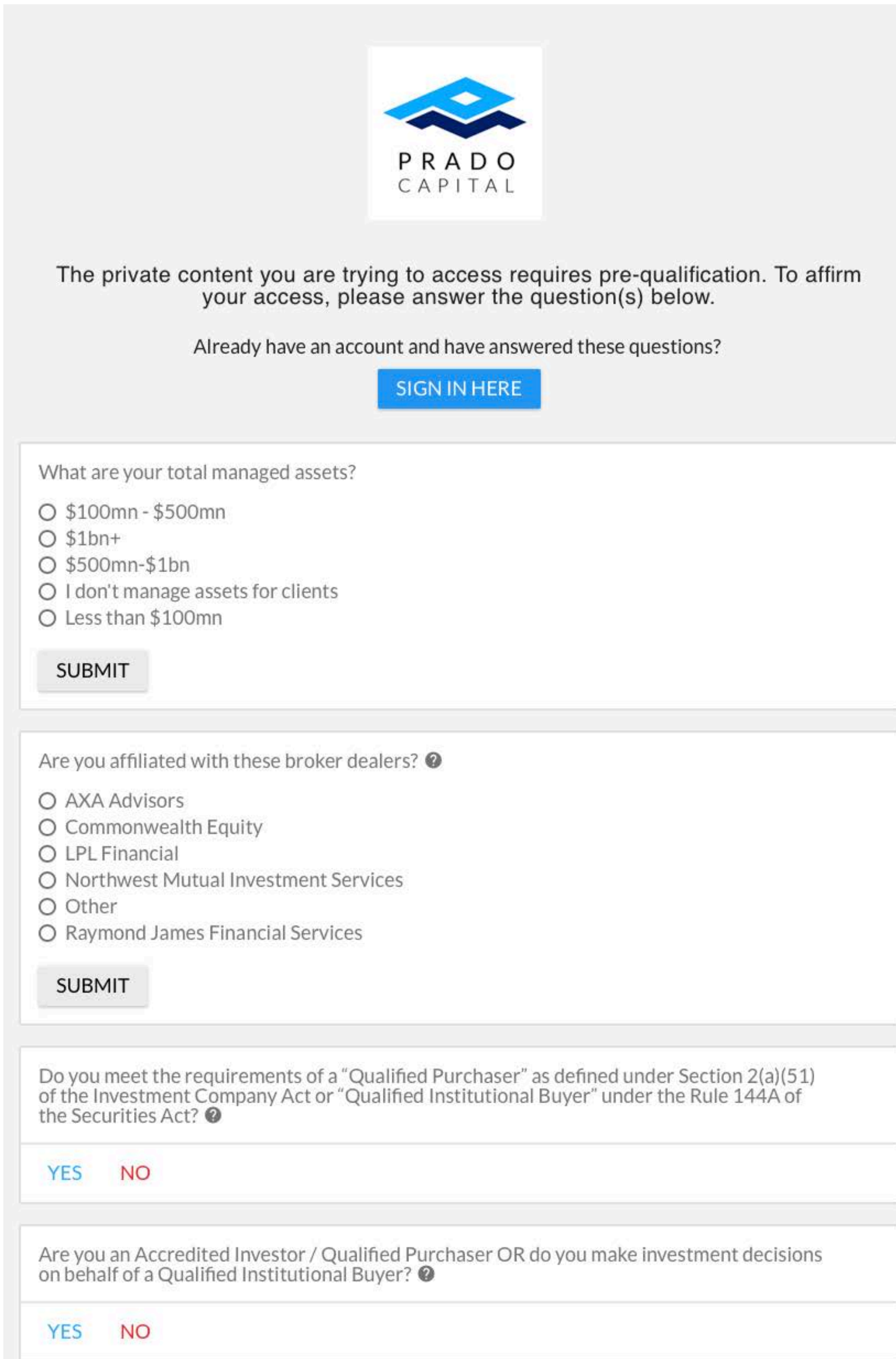
Custom branded Login/Registration Screen



Custom Login Screen



Custom Registration/Qualification Questions



PRADO
CAPITAL

The private content you are trying to access requires pre-qualification. To affirm your access, please answer the question(s) below.

Already have an account and have answered these questions?

SIGN IN HERE

What are your total managed assets?

- $100mn - $500mn
- $1bn+
- $500mn-$1bn
- I don't manage assets for clients
- Less than $100mn

SUBMIT

Are you affiliated with these broker dealers?

- AXA Advisors
- Commonwealth Equity
- LPL Financial
- Northwest Mutual Investment Services
- Other
- Raymond James Financial Services

SUBMIT

Do you meet the requirements of a "Qualified Purchaser" as defined under Section 2(a)(51) of the Investment Company Act or "Qualified Institutional Buyer" under the Rule 144A of the Securities Act?

YES NO

Are you an Accredited Investor / Qualified Purchaser OR do you make investment decisions on behalf of a Qualified Institutional Buyer?

YES NO

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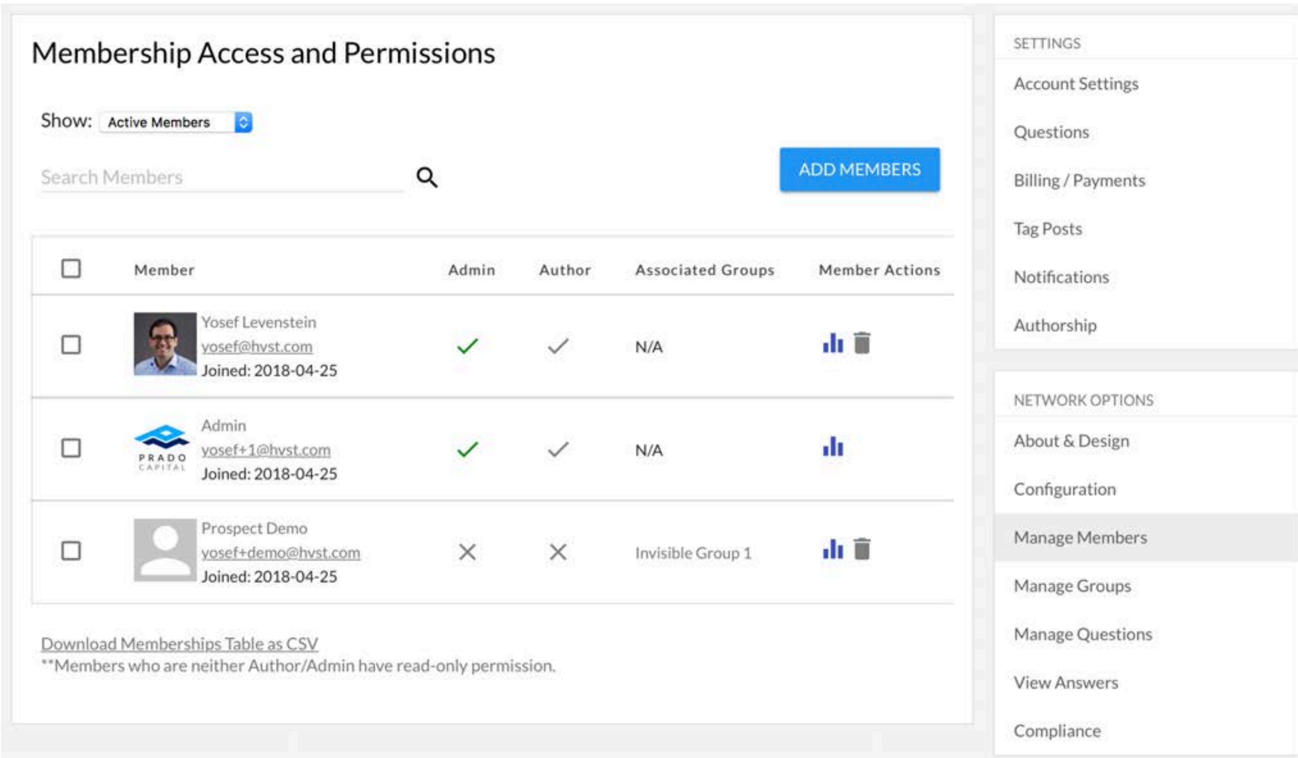
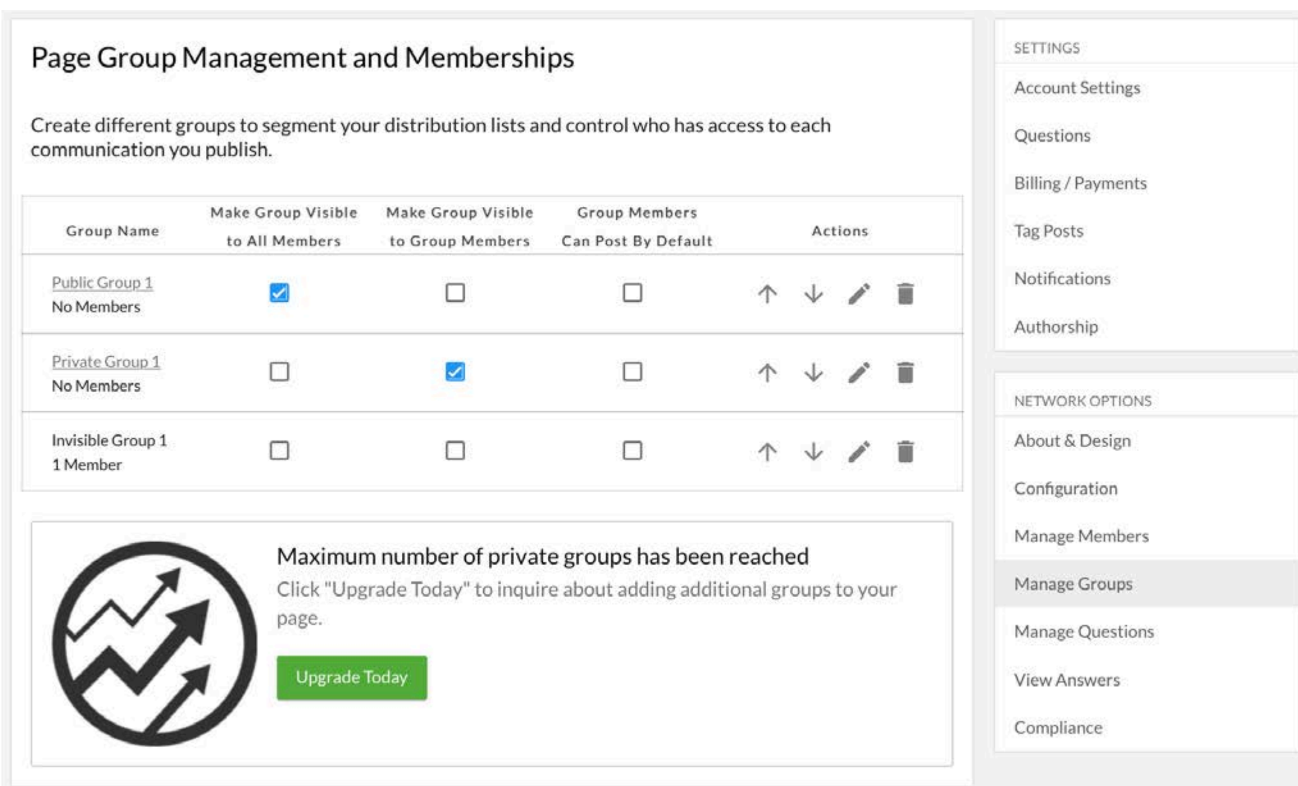
SCREENSHOTS





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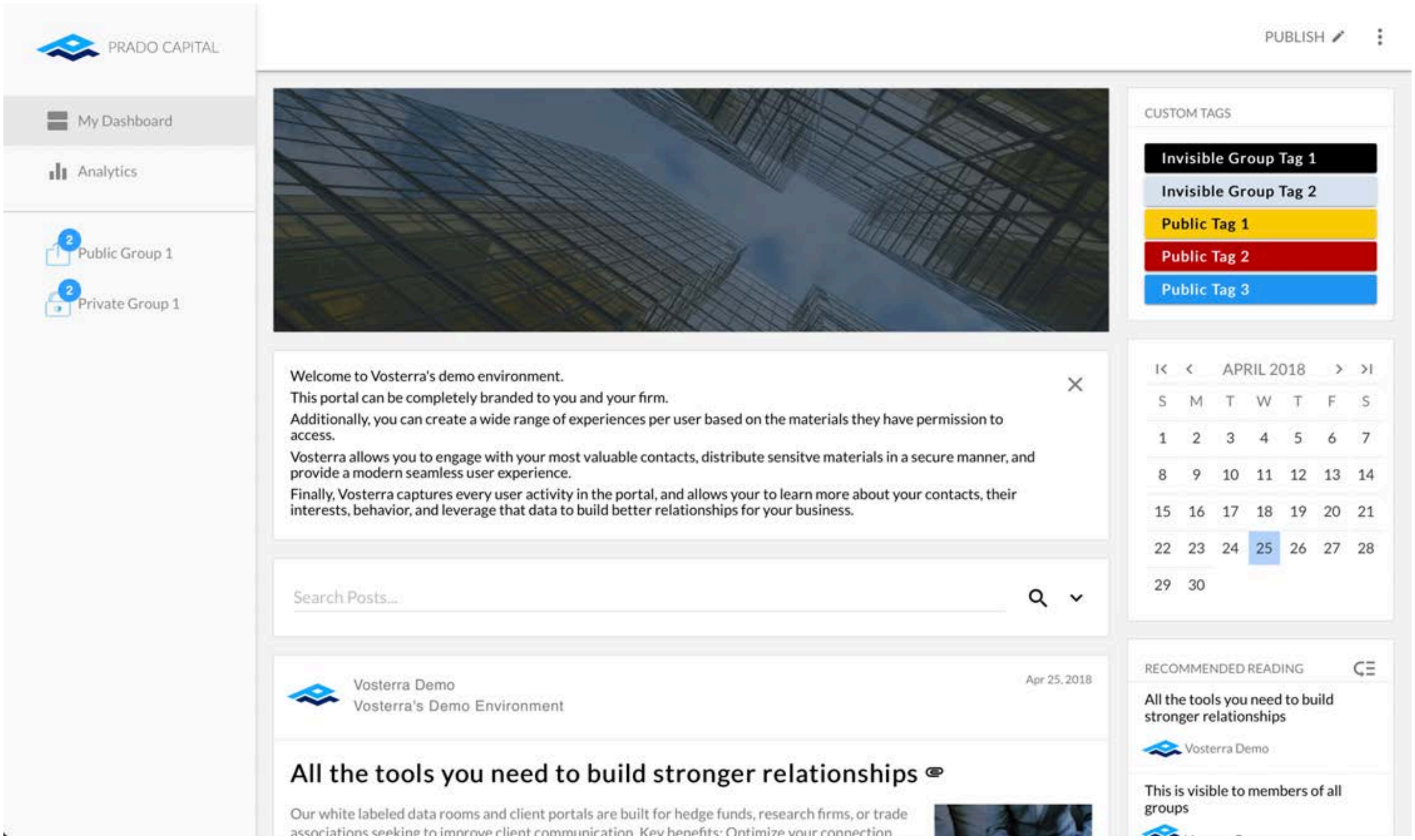
SCREENSHOTS

Dashboard



CASE STUDY: $13B ASSET MANAGER

SITUATION

In 2017, Harvest worked with a U.S.-based asset manager that had recently acquired a small Latin American hedge fund to facilitate investor relations and marketing activities.

Using Vosterra, the firm created an online destination to:

- Enhance the integration of the fund onto the firm's broader investment platform;
- Streamline communication with investors and prospects; and
- Facilitate collaboration between internal teams in Latin America and the U.S.

TASK

Shortly after the acquisition, the firm was looking to connect with the fund's existing investors to ensure a seamless transition to new management and retain existing assets. The fund's investors, mostly located throughout Europe, had previously interacted directly with the Latam-based portfolio management team. Not only did the new manager need to communicate the value its institutional platform provided to the investors, but it also needed to demonstrate that investors could receive the same level of access and engagement they had grown accustomed to, despite the fact that the fund was now a part of a larger asset management operation.

While retaining assets was a key priority, the manager was also looking to grow the fund. The team was embarking on an extended international tour to meet with existing and prospective investors, with plans to then market the fund to its U.S. contacts.

The firm chose Vosterra to support its investor relations activities and marketing efforts. The platform provided a centralized destination both to house all fund materials for investors and prospects, and to distribute content to relevant audiences on an ongoing basis.

ACTION

Using Vosterra's platform, the firm set up a customized, branded portal that served as a one-stop shop for all fund activities. The portal provided a number of key functions:

Investor Relations
Upon initial setup, the firm created a library for existing investors that included:

- Various fund documents related to the management transition;
- Information about the firm and its investment platform; and
- New fund marketing materials.

The firm granted portal access to 57 users representing existing investors, where they could view and download everything needed to understand and manage the transition. This was especially important given the fact that there were new entities involved, updates made to the ownership structure, and changes to the fund's strategy.

Additionally, the firm created various groups within the portal, which provided customized distribution for all content and materials. For example, with this feature the firm granted unique access to the investors' custodians and administrators and disseminated regular performance data to those groups, without sharing other investor materials that were not relevant to them.

Sales & Marketing
The firm also used the groups feature to enhance marketing activities. It granted an initial 18 prospects access to the portal following meetings during the kickoff tour. Through the platform the firm was able to distribute market commentary and ongoing updates of fund materials to all contacts interested in staying up to date on the fund.

Later, the firm added another 710 prospects to the portal from its broader U.S. distribution lists. Those contacts received an announcement of the fund acquisition and its availability on the firm's investment platform.

Using the data analytics features, the firm was able to identify which prospects were most interested based on engagement with the portal content and could prioritize sales efforts accordingly.

Legal & Compliance
In addition to streamlining the investor relations and marketing efforts, the firm used the portal to manage legal and compliance requirements.

The firm set up customized features in the portal to capture verification of investor accreditation, obtain acknowledgement of disclaimers, and ensure compliance with regulation for all relevant jurisdictions.

The portal also automatically documented engagement and content dissemination for record-keeping purposes.

RESULTS

Investor Engagement
The firm was able to easily communicate with all investors and ensure investors had a smooth transition to the new management.

Thanks to the library of documents and materials, it virtually eliminated unnecessary investor requests for previously disseminated information.

In addition, the portal provided a channel through which the portfolio management team could share relevant portfolio updates and market commentary to investors and prospects as appropriate, giving those audiences valuable insight into the investment process and unique access to the investment team.

Sales & Marketing Efficiency
The portal significantly enhanced the sales and marketing process for both the firm's business development team and its prospective investors.

Prospects could be added to the portal and instantly access as much or as little information about the fund as they wanted, without having to make ongoing requests for materials to the team. This improved the follow-up and engagement process, especially when the team was on the road and unable to respond to such requests quickly.

For the initial list of prospects who had some introduction to the fund, the portal served as a way to gauge interest after meetings and streamline next steps. Once a prospect planned to invest, the portal then accelerated the timeline from expressed interest to subscription, since much of the process was completed within the portal itself, solely by granting a prospect investor-level access.

Operating a niche strategy, the fund was not for everyone; however, for the extensive U.S. prospect list, the firm was quickly able to identify those who were interested based on engagement data and continue to share relevant content with them. It also helped quickly identify contacts who were not interested and ensure they were not receiving unwanted materials. This automatically narrowed down a large institutional investor database to 17 highly qualified leads.

Internal Collaboration
Internally, the portal fostered collaboration between a number of different areas of the firm, including investors relations, fund accounting, legal and compliance, business development, and portfolio management.

It saved an estimated 25 man hours per month by eliminating unnecessary work such as: fulfilling preventable investor requests, manual reporting processes, managing compliance approvals, and unprioritized sales and marketing activities.

Also, with internal teams having access to the portal content, it broke down previously siloed activities and improved overall investment and client service processes, which no longer operated in vacuums.

NEXT STEPS

With the success of the Latam fund and the positive feedback from investors, the firm plans to transition all funds to Vosterra portals. The Vosterra platform provides integration capabilities between portals, which will enhance overall engagement with the firm's institutional client base, as well as create valuable cross-selling opportunities. Additionally, with the data and insights generated on user engagement, the firm plans to sync the portals to its CRM system and further enhance the investor relations and business development operations.