

This is your **StockOpter® Personal Equity Compensation Profile** report. It is designed to provide you with unique and insightful perspectives on your equity compensation portfolio. This information will provide you with a foundation for making timely and prudent diversification decisions regarding your employee stock options and company stock holdings.

This report was created on 3/25/2016 using the assumptions provided in *Appendix A* and the grant data shown in *Appendix B*. The following table is a summary of your equity compensation portfolio at a current stock price of \$26.48 for **SAMPLE COMPANY** using a combined (Federal + State) Income Tax Rate of 40.00 % and a combined Capital Gains Rate of 20.00 % (a graph of this information is shown in *Appendix C*).

Portfolio Summary

Asset	Pre Tax Value	Pre Tax Percent	After Tax Value	After Tax Percent
Vested Stock Options	24,787	0.60 %	14,872	0.47 %
Unvested Stock Options	54,584	1.32 %	32,750	1.03 %
Restricted/Performance Shares	496,262	12.03 %	297,757	9.35 %
Company Owned Shares	0	0.00 %	0	0.00 %
Other Investments	3,550,000	86.05 %	2,840,000	89.16 %
Total	4,125,632	100 %	3,185,379	100 %

Your report is divided into 5 sections:

- Stock Option Valuation: Includes your In-The-Money Values, Cash-Out Values, Black-Scholes Values and Option Forfeit Value®.
- Company Stock Holdings: Values your Restricted/Performance Stock Grants and Owned Shares.
- Investment Risk/Reward: Illustrates the upside and downside leverage in your holdings.
- Personal Risk/Reward: Contains financial goal, concentration and value at risk analyses.
- Decision Framework: Identifies considerations for making informed diversification decisions regarding your vested options and owned shares.

Here are the key findings in this report:

- Your Total Forfeit Value[®] (includes all stock-based awards) is: \$551,856
- If the price of SAMPLE COMPANY stock increases by 5.00 %, the value of your stock options increases by 5.93 %
- 13.95 % of your investment assets are comprised of company stock and options.

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



I. Stock Option Value for Sample Client

This section summarizes your current stock option holdings in **SAMPLE COMPANY** and is divided into 4 sections. Each section looks at the current value of your option portfolio in a different way. The four valuation methods are: 1) In-the-money value, 2) Cash-out value, 3) Black-Scholes / Time value, and 4) Forfeit Value®.

In-The-Money Value of All Options at a Stock Price of \$26.48

The table below shows the gross value (before tax) you would realize from exercising and selling your options, or the difference between the current "fair market value" (FMV) per share (the current stock price) and your exercise price times the number of options. This amount is called the "in-the-money" (ITM) value or "intrinsic" value. The table shows this value for both vested and unvested options. You cannot realize the value from your unvested options until they vest.

In-the-Money Values

Grant ID	Grant Type	Expire Date			Vested ITMV \$		Unvested ITMV \$	Total Options	
224430	ISO	12/9/2024	\$4.2100	1,113	24,787	2,451	54,584	3,564	79,370
Total				1,113	24,787	2,451	54,584	3,564	79,370

Cash-Out Value of Vested Options at a Stock Price of \$26.48

The table below estimates the values generated by exercising and selling your vested stock options at the given FMV. The "Potential Tax" column is computed by applying your estimated marginal income tax rate of 40.00 % shown in Appendix A. The "Projected After-Tax Value" for each vested grant is determined by subtracting your potential tax burden from your estimated ITM value. The After-Tax Value for any vested Incentive Stock Options (ISOs) is computed as if they are sold at the time of exercise.

Cash-Out Values

Grant ID	Grant Type				Vested ITMV \$	Potential Tax \$	After Tax Value \$
224430	ISO	12/9/2024	\$4.2100	1,113	24,787	9,915	14,872
Total				1,113	24,787	9,915	14,872

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



Black-Scholes / Time Value of All Options at a Stock Price of \$26.48

In this section of the report, we explore two unique values of your Employee Stock Options: "Black-Scholes Value" and "Time Value". These values can be used to help you make better decisions about when to consider exercising any given stock option. The Black-Scholes value represents the total value of a stock option and the Time Value represents the theoretical potential using the following basic formula:

Black-Scholes Value = In-The-Money Value + Time Value

There are four key assumptions that must be made in order to calculate the Time Value of your options:

- The expiration date: The greater the time until expiration, the greater the Time Value of the option.
- The strike price: Time Value decreases as your option's in-the-money value increases.
- The volatility of the stock: An option whose price is highly volatile (fluctuates substantially) will have a greater Time Value than an option with low volatility because this reflects an increased potential upside.
- The risk-free rate of return: A stock option provides the holder with the right to own company stock at a certain price without having to purchase it. Therefore, an option's value is enhanced by the theoretical ability to earn the risk free rate of return without investing any capital. Thus, the higher the risk-free rate of return, the higher the Time Value of the option.

Time Value is an important metric in determining when to exercise options because, as the Time Value decreases, so does the value of holding the option. In-the-money options with a low TV may be good candidates for diversification. The table below calculates your Black-Scholes and Time Values.

Current Price: \$26.48 Volatility: 15.00 %
Risk Free Rate: 0.80 % BSV Date: 3/25/2016

Time & Black-Scholes Values

Grant ID	Grant Type	Expire Date	Exercise Price	Vested TV \$	Vested BSV \$	Unvested TV \$		Total TV \$	Total BSV \$
224430	ISO	12/9/2024	\$4.2100	316	25,102	695	55,279	1,011	80,381
Total				316	25,102	695	55,279	1,011	80,381



\$55,594

Option Forfeit Value® at a Stock Price of \$26.48

Your Option Forfeit Value®

The "Forfeit Value" of your stock options could be viewed as the opportunity cost associated with leaving your company. This Forfeit Value® includes not only the ITM value of your unvested options, but also their Time Value. As a result, your Forfeit Value® is the sum of the remaining Time Value of your vested options and the full Black-Scholes Value (i.e., ITMV + TV) of your unvested options.

Total Value of your Unvested Options	\$55,279
Time Value of the Vested Options	\$316



II. Company Stock Holdings for Sample Client

Restricted/Performance Stock Award Value at a Stock Price of \$26.48

Your holdings include Restricted and/or Performance Stock Awards (labeled RSAs). These grants of company stock are subject to a variety of restrictions to ownership that may include period of employment, performance of the company/division or personal performance. Because you do not own this stock when it is first granted, you are not taxed on the value. However, when the stock vests you will recognize compensation income equal to the fair market value (FMV) of the stock at the time of vest less the amount you paid for the stock (if any). Your RSAs and related values are shown in the table below using a stock price for **SAMPLE COMPANY** of **\$26.48**.

Restricted Stock Values

Grant ID	Grant Type	Shares	Gross Value \$	Potential Tax \$	After Tax Value \$
E072915168 36	RSU	18,741	496,262	198,505	297,757
Total		18,741	496,262	198,505	297,757

The "Gross Value" column represents the current value of each grant. It is calculated by multiplying the FMV by the number of shares. RSAs are taxable upon vesting so the tax upon vesting is based on the FMV at that time. The "Potential Tax" column is determined using your estimated marginal income tax rate of **40.00** % (unless 83(b) was elected in which case your tax rate will be the capital gain rate). The "Potential Tax" is computed by subtracting your "Per Share Basis" (the amount you paid for the stock) from the "Current FMV" multiplied by your estimated marginal income tax rate. Your "Projected After-tax Value" for each grant is determined by subtracting your "Potential Tax" burden from the "Gross Value".

RSA Tax Liabilities

Year	Shares Vesting	Tax Liability at: 23.90	Tax Liability at: 25.16	Tax Liability at: 26.48	Tax Liability at: 27.80			Net Shares
2016	6,247	59,717	62,860	66,168	69,477	72,950	2,499	3,748
2017	6,247	59,717	62,860	66,168	69,477	72,950	2,499	3,748
2018	6,247	59,717	62,860	66,168	69,477	72,950	2,499	3,748

A tax liability will be owed in the year that a grant vests. This liability is based on the amount you have paid for the stock (which is typically zero) and your estimated marginal income tax rate shown above. The following table shows the tax liability you will owe in each upcoming year based on your current vesting schedule at various potential stock prices. The stock prices used in this table represent two 20% increments up and down

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



from the current stock price of \$26.48. The number of shares you would need to "sell to cover" your tax liability and the number of shares remaining after a "sell to cover" are shown in the last two columns. You should notice that the number of shares needed to cover your tax liability does not change as a function of the stock price.



Total Forfeit Value®

The Forfeit Value® of your stock options is an estimate of the value you would leave behind if you were to leave the employ of your company. This amount is not the in-the-money value of your vested options because you would be able to exercise your vested options. However, by exercising your vested options early, you will lose the remaining Time Value of those options. In addition, you will forfeit the entire value of your unvested holdings, including your restricted/performance stock. Therefore, your Total Forfeit Value is the sum of the Time Value of your vested options, the total Black-Scholes Value of your unvested options and the Gross Value of your restricted and performance stock awards.

Forfeit Value® at \$26.48

>	The Total Pre-Tax Forfeit Value® of Your Equity Compensation:	\$551,856
	Unvested Restricted/Performance Stock Awards (Pre-Tax):	\$496,262
	Vested and Unvested Stock Options (Pre-Tax):	\$55,594

Owned Shares Value at a Stock Price of \$26.48

The following table is a valuation summary of the company shares you own outright. The input for this table shown in Appendix A has been provided by you. The value of your owned shares is calculated by multiplying the number shares times the current stock price of \$26.48 and subtracting the cost basis (what you paid for the shares). The resulting taxable gain is then taxed using your **20.00** % estimated Federal/State capital gains rate. This potential tax is then subtracted from the gross value to determine the after-tax value of your owned shares. The values shown in the table below are factored into the subsequent Risk/Reward sections of this report.

Owned Shares Value

Description	Amount
Number of Shares	0
Gross Value	0
Cost Basis	0
Taxable Gain	0
Potential Tax	0
After Tax Value	0

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



III. Investment Risk/Reward for Sample Client

Stock Option Leverage Analysis

An important dynamic for you to understand about your equity compensation is the leveraged nature of an option. This leverage will make the values reviewed in Section I of this report, inherently more volatile than the value of your employer's stock.

The following tables show the value of your stock options (both vested and unvested) and Restricted/Performance Stock at hypothetical stock prices that are illustrated in **5.00** % increments above and below the current stock price (\$26.48). The top table summarized the leverage in all of your grants. The lower table calculates the leverage in each option grant. The Incremental Change is the percent that each value calculation is above or below the prior level. This quantifies the risk/reward leverage inherent in your option portfolio.

Leverage Analysis

Potential		Option Value	Option Value	RSA & Owned	RSA & Owned	Option, RSA	
Stock Price	Change	\$	Change	Shares \$	Change	& Owned \$	& Owned
\$21.57	-5.00 %	61,871	-6.11 %	404,243	-5.00 %	466,114	-5.13 %
\$22.70	-5.00 %	65,898	-6.09 %	425,421	-5.00 %	491,319	-5.17 %
\$23.90	-5.00 %	70,175	-6.01 %	447,910	-5.00 %	518,085	-5.15 %
\$25.16	-5.00 %	74,666	-5.93 %	471,524	-5.00 %	546,189	-5.11 %
\$26.48	0.00 %	79,370	0.00 %	496,262	0.00 %	575,632	0.00 %
\$27.80	5.00 %	84,075	5.93 %	521,000	5.00 %	605,075	5.11 %
\$29.19	5.00 %	89,029	5.89 %	547,050	5.00 %	636,079	5.12 %
\$30.65	5.00 %	94,232	5.84 %	574,412	5.00 %	668,644	5.12 %
\$32.19	5.00 %	99,721	5.82 %	603,273	5.00 %	702,994	5.14 %
\$33.80	5.00 %	105,459	5.75 %	633,446	5.00 %	738,905	5.11 %

Leverage Analysis

		Current							
	Grant	Stock	Current			+ %			- %
Grant ID	Type	Price	Value	Price +5%	Value +5%	Change	Price -5%	Value -5%	Change
224430	ISO	\$26.48	79,370	\$27.80	84,075	5.93 %	\$25.16	74,666	-5.93 %

Depending on the details of your options, a 5.00 % change in your company's stock price can result in a significantly higher percentage gain or loss in your option portfolio. This is due to the leverage in the options. Generally speaking, as the FMV of the stock rises further above the strike prices of your options, the relative

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



percentage change of the option portfolio grows increasingly similar to the percentage change in the stock value. However, the incremental change in the value of your RSA portfolio remains the same as the incremental change in the price of the company stock. The value of your combined options and RSAs will also show the impact of the incremental leverage but less than if your equity portfolio only had options. This blended portfolio has less upside leverage but also less downside risk.

Share Valuation Analysis

The following table shows the value of your restricted and/or performance stock awards (RSAs) and owned shares at hypothetical stock prices that are illustrated in **5.00** % increments above and below the current stock price (\$26.48). This table calculates the gross value and the after tax value of your RSAs and the shares of SAMPLE COMPANY that you own outright. The after tax values are calculated by applying your estimated marginal income tax rate of **40.00** % to your RSAs and your estimated marginal capital gains rate of **20.00** % to your owned shares.

Unlike employee stock options, restricted/performance and owned shares of your company stock are NOT leveraged. If the stock price goes up by 5.00 %, the value of your share also goes up by 5.00 %. Nevertheless, this table can be used to quantify the risk and reward that is inherent in your restricted/performance and company stock holdings.

Share Valuation Analysis

				Owned	Owned		
Potential		RSA Gross		Share Gross			
Stock Price	Change	Value \$	Tax Value \$	Value \$	Tax Value \$	Value \$	Tax Value \$
\$21.57	-5.00 %	404,243	242,546	0	0	404,243	242,546
\$22.70	-5.00 %	425,421	255,252	0	0	425,421	255,252
\$23.90	-5.00 %	447,910	268,746	0	0	447,910	268,746
\$25.16	-5.00 %	471,524	282,914	0	0	471,524	282,914
\$26.48	0.00 %	496,262	297,757	0	0	496,262	297,757
\$27.80	5.00 %	521,000	312,600	0	0	521,000	312,600
\$29.19	5.00 %	547,050	328,230	0	0	547,050	328,230
\$30.65	5.00 %	574,412	344,647	0	0	574,412	344,647
\$32.19	5.00 %	603,273	361,964	0	0	603,273	361,964
\$33.80	5.00 %	633,446	380,067	0	0	633,446	380,067

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



IV. Personal Risk/Reward for Sample Client

Financial Attainment Analysis at a Stock Price of \$26.48

This section is designed to provide you with a personal context about the role your company stock and options play in achieving your financial goals. Your financial goal is achieved when you have secured, in a low risk investment portfolio, the amount of money required to meet the needs of you and your family. If your Financial Goal is already secured, then you can afford to take more risk with your options (like holding them until expiration). On the other hand, if your Goal is not secured, and particularly if you are approaching retirement, you may want to secure the in-the-money value (ITMV) of your options.

Based on input you have provided, the following chart shows the current status of your Financial Goal in relation to your company stock and option holdings. The two horizontal lines are respectively your Goal and the *Value of your Diversified Portfolio (VDP)*. For this analysis, your *VDP* value does not change as a function of your company stock price because they are unrelated. This chart is a snap-shot of your current status, as indicated by the vertical green line on the chart, which also includes hypothetical values assuming alternative prices for your company's stock. This analysis is in no way intended to represent potential future appreciation or depreciation in the value of your company's stock. It is solely designed to provide you with perspectives related to various stock prices. The line titled "*VDP* + *Vested Holdings*" adds the "cash out" value of your held company shares and vested options to the *Value of your Diversified Portfolio* at these alternative hypothetical prices. The line titled "*VDP* + *Vested Holdings*" adds the theoretical "cash out" value of unvested options and restricted/performance stock to the former giving a perspective on the total estimated after-tax value that would be realized at a given price for your company's stock.

Financial Goal Analysis



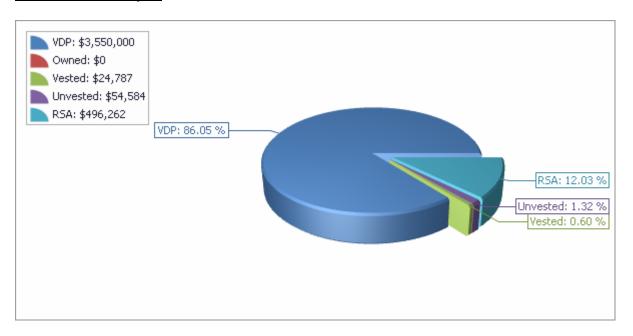




Concentrated Position Analysis at a Stock Price of \$26.48

Even if your Financial Goal has been reached, you may still be at risk if your assets are highly concentrated in company stock and options. The chart below shows the asset allocation of the value of your diversified portfolio and the gross (pre-tax) values of any **SAMPLE COMPANY** owned shares, vested and unvested stock options and restricted/performance stock awards (RSAs). The relationship between the gross values of your company stock and options and the value of your diversified portfolio represents the degree to which your wealth is concentrated. If you are in a highly concentrated position, declines in your company's stock price can have a devastating impact on your total wealth.

Concentration Analysis



Value at Risk Analysis at a Stock Price of \$26.48

In an attempt to further identify and convey the risk in your company stock and option position, we have adopted the Value at Risk (VaR) methodology used by many financial institutions to determine their exposure to negative economic events. VaR is computed using the same volatility of **15.00** % used in the Black-Scholes calculations. Using this methodology, under normal market conditions there is a 5% chance that you could lose **\$2,038** or more of the total in-the-money value of your company stock and vested options of **\$24,787** during the next 30 days. Please pay close attention to the phrasing "under normal conditions" and "or more". VaR methodology generally cannot provide an estimate for the size of losses in those scenarios where the VaR threshold is exceeded. It is possible that you could lose the entire cash-out value of your vested, in-the-money options and stock.

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



V. Decision Framework for Sample Client

Your equity compensation portfolio has a number of moving parts that can change rapidly and dramatically affect the value of your holdings. In this section, a few of the most common issues that lead to action are discussed. These "key decision criteria" include events such as; future vesting events, expiration, and values such as; your company's stock price, your Financial Goal status, and your Insight or VaR Ratios. After reviewing these events and values for your equity compensation portfolio, you may consider taking action or just monitor these events and values until the event draws closer or the value is more appropriate.

Future Vesting Events and Option Expiration at a Stock Price of \$26.48

For planning purposes, it is useful to know when your options or restricted/performance stock will vest giving you the opportunity to exercise and/or sell. The table below shows vesting by month through the end of next year and annually thereafter.

Option Vestings

Vesting Period	Number of Shares	Unvested ITMV \$	Potential Tax \$	After Tax Value \$
06/2016	223	4,966	1,986	2,980
09/2016	223	4,966	1,986	2,980
12/2016	223	4,966	1,986	2,980
03/2017	222	4,944	1,978	2,966
06/2017	223	4,966	1,986	2,980
09/2017	223	4,966	1,986	2,980
12/2017	223	4,966	1,986	2,980
2018	891	19,843	7,937	11,906

RSA Vestings

Vesting Period	Number of Shares	Gross Value \$	Potential Tax \$	After Tax Value \$
07/2016	6,247	165,421	66,168	99,252
07/2017	6,247	165,421	66,168	99,252
2018	6,247	165,421	66,168	99,252

The expiration dates of your stock options are one of the most critical events to monitor. As expiration approaches, the Time Value of your option declines and your planning alternatives diminish substantially. If you wait until the last minute and your stock declines before you take action, you may lose the opportunity for substantial wealth accumulation. It may be wise to consider a phased diversification strategy several years

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



prior to expiration. The expiration dates for your grants are listed in the first section of this report and in Appendix B.

Financial Goal Percentage at a Stock Price of \$26.48

Your "Financial Goal Percentage" may be an important value to monitor because it indicates where you currently stand in achieving your overall financial goal. This percentage is calculated by dividing your *Total Cash-Out Value* (vested options & owned shares) plus the *Value of your Diversified Portfolio* by your *Financial Goal*.

The Total Cash-Out Value plus the Value of your Diversified Portfolio is \$3,564,872 and the ratio of this amount to your Financial Goal of \$5,000,000.00 is: 71.30 %

Stock Price at \$26.48

The price of your stock is the single most important determinant of the value of your employee stock options. However, using stock price as sole determinant of when to take action ignores the concept of Time Value. While stock price determines the in-the-money value, it is the Time Value that provides you with unique insight into the theoretical potential of each option grant. Generally, when you exercise an employee stock option before expiration, you will be foregoing the remaining Time Value.

Key Ratios at a Stock Price of \$26.48

This final section is designed to help you create a decision-making framework that is unique, relevant and easy to understand. The table below shows two ratios that are highly correlated so you may consider selecting just one as your primary focus for building a decision-making framework.

- Insight Ratio[®]: This ratio is the Time Value divided by the Black-Scholes Value for each vested option. Consequently your Insight ratios represent the remaining theoretical potential in each grant. As an option approaches expiration or increases in in-the-money value, the Time Value of the option will decrease thereby lowering the Insight Ratio[®]. An option with a low Insight Ratio[®] means that most of its value is in-the-money value. A ratio of 5% says that 95% of the total theoretical value has currently been realized and that the ITM value is at risk by continuing to hold the option.
- VaR Ratio: This ratio is the Time Value divided by the VaR (value at risk) for each vested option. It is a
 comparison of the theoretic potential (Time Value) to the theoretic risk of the option at the current time.
 The lower the TV/VaR percentage, the more compelling is the argument for diversifying the option. For
 example, a ratio of 25% means that the theoretic risk is 4 times as large at the theoretic potential.
 Please note, while the value of this ratio could be infinitely large, a 1,000% ceiling has been asserted.

This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.



Current Price: \$26.48 Volatility: 15.00 % Risk Free Rate: 0.80 % BSV Date: 3/25/2016

Insight Ratios

Grant ID	Grant Type		Exercise Price	Vested ITMV \$	Vested TV \$		VaR Ratio	Vested BSV \$	Insight Ratio
224430	ISO	12/9/2024	\$4.2100	24,787	316	2,038	15.48 %	25,102	1.26 %
Total				24,787	316	2,038		25,102	

If you are like many option holders, you are asking yourself, "At what ratio level should I exercise my options?" Unfortunately, there is no single rule to follow. You need to take into consideration your planning horizon and risk profile, and your upcoming cash flow needs are a good indicator of these. The more time you have before you need to fund major expenses such as retirement or college, the longer you can wait prior to taking action on your stock options. The following table is only a guide for establishing your decision framework.

Planning Horizon / Risk Profile	VaR Ratio	Insight Ratio®
Short / Conservative	Less than150%	Less than 50%
Medium / Moderate	Less than 100%	Less than 30%
Long / Aggressive	Less than 50%	Less than 10%



Disclosures

Your **StockOpter® Personal Equity Compensation Profile** is based on the data and assumptions shown in Appendices A & B. This report is for illustration purposes only and you should not base your decisions solely on it. Nothing contained in your report should be construed as investment recommendations or advice. The financial calculations provided herein are to help you understand the value, risk, and potential of your equity compensation portfolio. The values and risks illustrated in your **StockOpter® Personal Equity Compensation Profile** in no way represent a guarantee that the portfolio will produce a particular result. Additionally, past performance of your company stock is no guarantee of future results.

The Black-Scholes Values (BSV) and the Time Values were calculated using an estimated volatility of 15.00 % for SAMPLE COMPANY to illustrate its potential value. Any estimate of the future volatility of a stock price is uncertain. Therefore, there is no guarantee that the volatility used accurately illustrates the Time Value of your employee stock options. In addition, there are some inherent limitations to the Black-Scholes methodology for valuing employee stock options as opposed to market traded options. Because of these limitations, the Black Scholes may overstate the actual value of employee stock options. To adjust for this over-valuation, it may be appropriate to consider discounting the BSV to reflect the restrictions inherent to employee stock options.



Appendix A: Summary of Assumptions for Sample Client

Issuing Corporation Information and Black-Scholes In Ticker symbol of corporate stock:	•
Current share price of corporate stock:	<u>\$26.48</u>
Dividend assumption for Black-Scholes:	\$0.00
Risk-free rate of return:	0.80 %
Est. Volatility of corporate stock:	15.00 %
Black-Scholes Date:	3/25/2016
Tax Rate Assumptions:	
Est. Fed/State income tax:	_ 40.00 %
Est. Fed/State cap gains rate:	20.00 %
Portfolio Status Assumptions:	
Financial Goal:	\$5,000,000.00
Value of Diversified Portfolio:	\$3,550,000.00
Number of owned shares:	0
Cost basis of owned shares:	_ \$0



Appendix B: Grant Summary for Sample Client

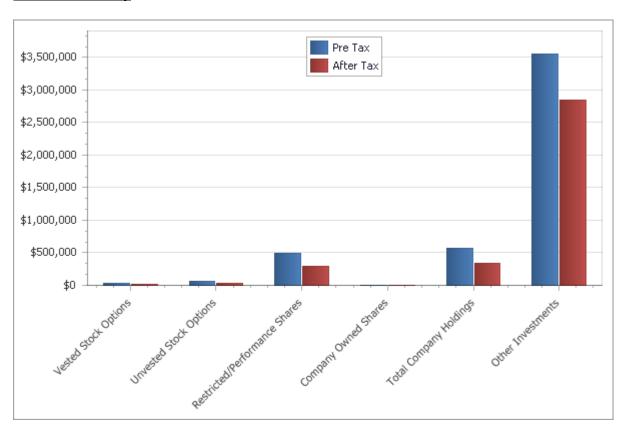
Grant Summary

Grant ID	Grant Type	Grant Date	Exercise Price	Expire Date	Vested Options	Vesting Date	Shares Vesting
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	6/9/2016	223
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	9/9/2016	223
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	12/9/2016	223
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	3/9/2017	222
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	6/9/2017	223
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	9/9/2017	223
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	12/9/2017	223
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	3/9/2018	223
224430	ISO	12/9/2014	\$4.2100	12/9/2024	1,113	12/9/2018	668
E072915168 36	RSU	7/29/2015	N/A	N/A	0	7/29/2016	6,247
E072915168 36	RSU	7/29/2015	N/A	N/A	0	7/29/2017	6,247
E072915168 36	RSU	7/29/2015	N/A	N/A	0	7/29/2018	6,247



Appendix C: Equity Compensation Portfolio Graph

Portfolio Summary



This material is provided as a general guide and is for informational purposes only. These values represent an estimated assessment of the market environment of your investment plan at a specific point in time and are based on data gathered from what we believe to be reliable sources. The values listed may vary from actual liquidation value. The values are not guaranteed by Kestra Investment Services, LLC (Kestra IS) or Kestra Advisory Services, LLC (Kestra AS) as to accuracy, and do not purport to be complete, please contact your investment advisor directly for an exact account summary. Kestra IS and Kestra AS do not provide legal or tax advice. Any decisions whether to implement these ideas should be made by the client in consultation with professional financial, tax and legal counsel. Using asset allocation and diversification as part of your investment strategy neither assures nor guarantees better performance and cannot protect against loss of principal due to changing market conditions.