

# Optimizing for More Reliable Outcomes

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VP, Client Portfolio Solutions

May 1, 2025

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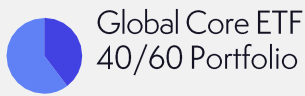
## New Frontier: Innovation in Portfolio Optimization

- Founded in 1999 on groundbreaking research in portfolio optimization.
- Co-founders Dr. Richard Michaud and Robert Michaud — 4 patents earned for portfolio optimization and rebalancing
- Independent — no proprietary ETFs, no product conflicts.
- Serving institutional investors, 3000 financial advisors and their clients
- ETF strategist pioneer – 20-year track record
- 60+ academic and professional journal articles/manuscripts published

# New Frontier Model Portfolios

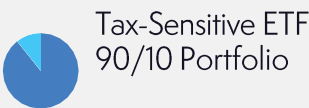
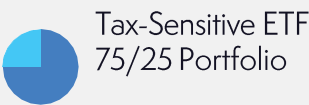
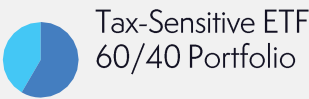
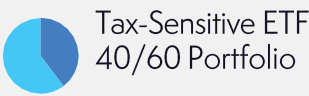
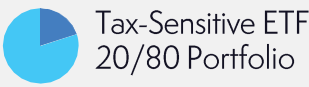
## Global Core ETF Portfolios

Focus: Long-term total return



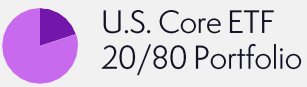
## Global Tax-Sensitive ETF Portfolios

Focus: Enhanced after-tax return



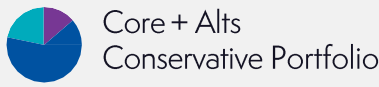
## U.S. Core ETF Portfolios

Focus: Long-term total return



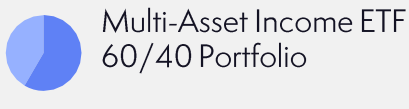
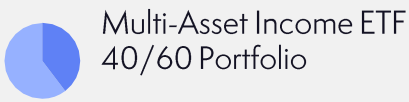
## New Frontier KraneShares™ Core + Alts Portfolios

Focus: Long-term total return




## Multi-Asset Income ETF Portfolios

Focus: Enhanced income relative to capital growth



## Wealth Management Solutions: Portfolio Customization



Personalized, intelligently risk-managed portfolio solutions available across all risk levels and investment objectives

# The New Frontier Advantage

## Innovative, Proven Optimization

*New Frontier is recognized for inventing a uniquely effective and multi-patented form of portfolio optimization.*

## Daily Portfolio Monitoring

*Portfolios are monitored daily and our technology alerts us when it may be time to rebalance.*

## Intelligent Rebalancing™

*Our patented rebalancing test enhances investment value by trading only when statistically likely to benefit investors.*

## Tax-Smart Portfolio Optimization

*We choose tax-efficient, low-cost ETFs and optimize their unique features to maximize expected after-tax wealth.*

## Best-in-Class ETFs / Nonproprietary ETFs

*As an independent asset manager, we choose the most suitable ETFs, regardless of fund family.*

## 20-Year Track Record

*We have consistently managed risk, adapted to evolving markets, and delivered stronger risk-adjusted returns than traditional approaches.*

# Our Investment Philosophy



Build customized portfolios designed to address market uncertainty. Our portfolios are closely aligned to client investment objectives than traditional approaches.

**Intelligent Diversification** across securities, asset classes, geographies, risk factors, and time.

**Managed Costs** — low-turnover, low-cost ETFs, thoughtful tax management.

**Strategic, Not Static** — use real data, avoid speculation and market timing.

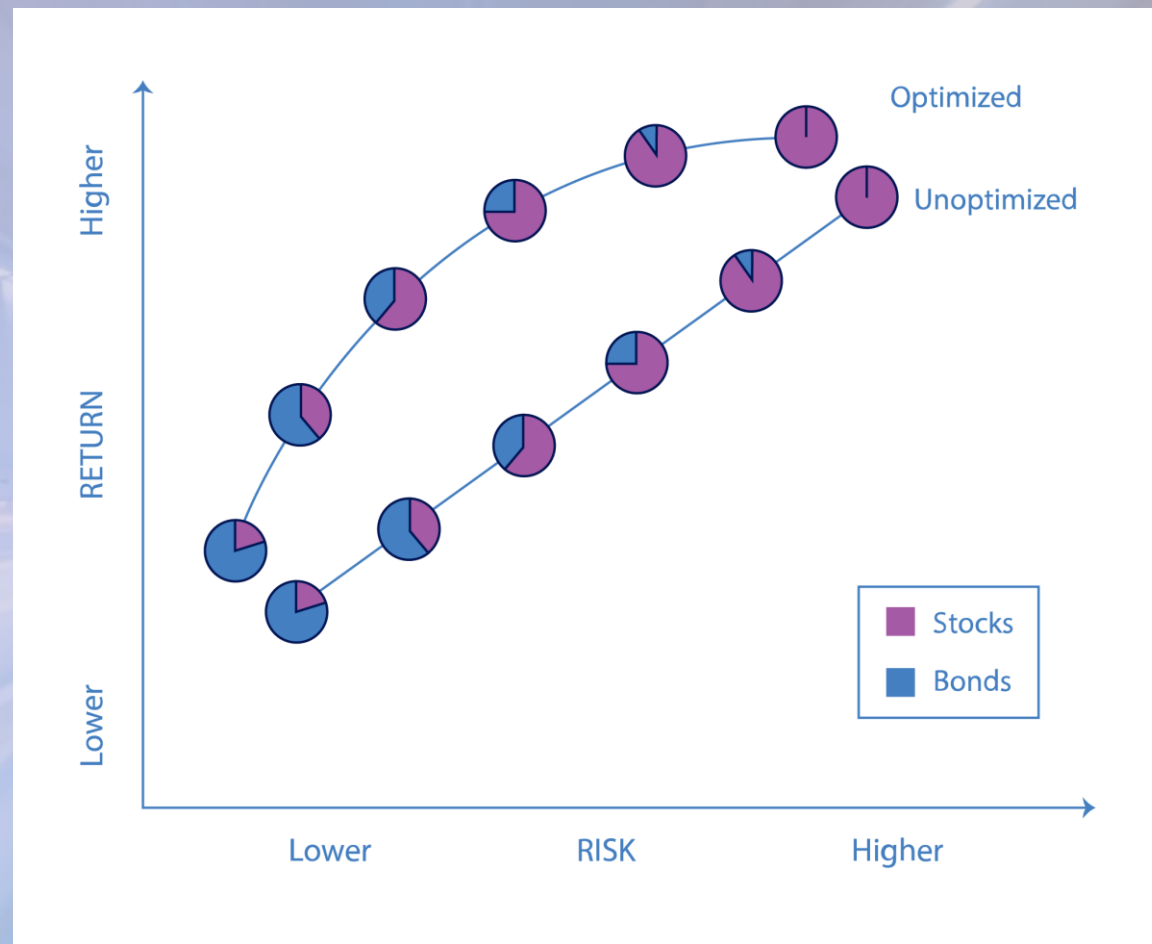
**Optimization-Centric** — maximize return relative to risk, incorporate meaningful new information, stay aligned with the investment objective



# Why Optimize?

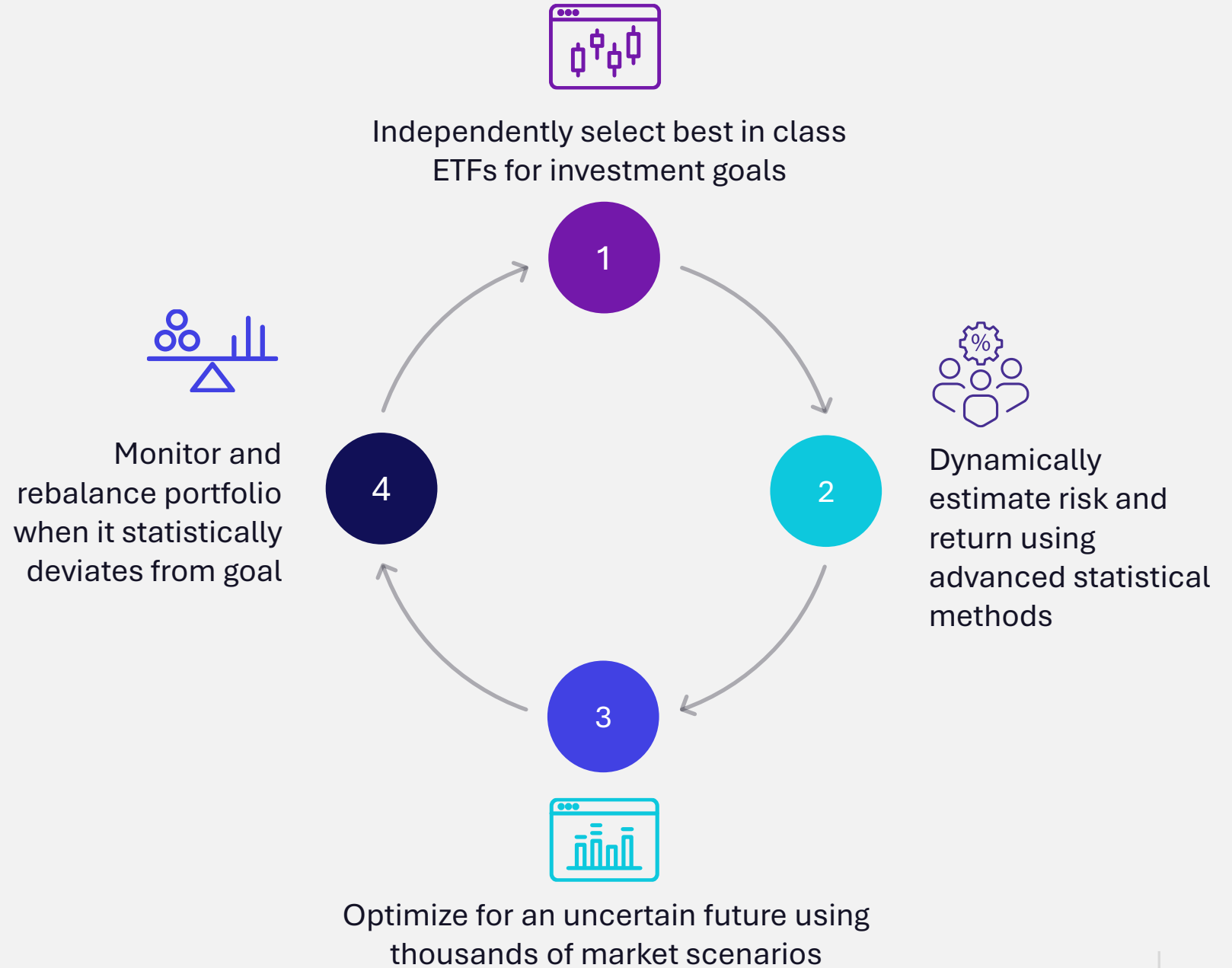
- Robust risk management
- Better alignment with client goals
- No missed opportunities — maximize return for each level of risk
- Resilient portfolios that adapt to meaningful changes in the market environment.

Optimization offers the potential for higher returns with lower risk.



For illustrative purposes only.

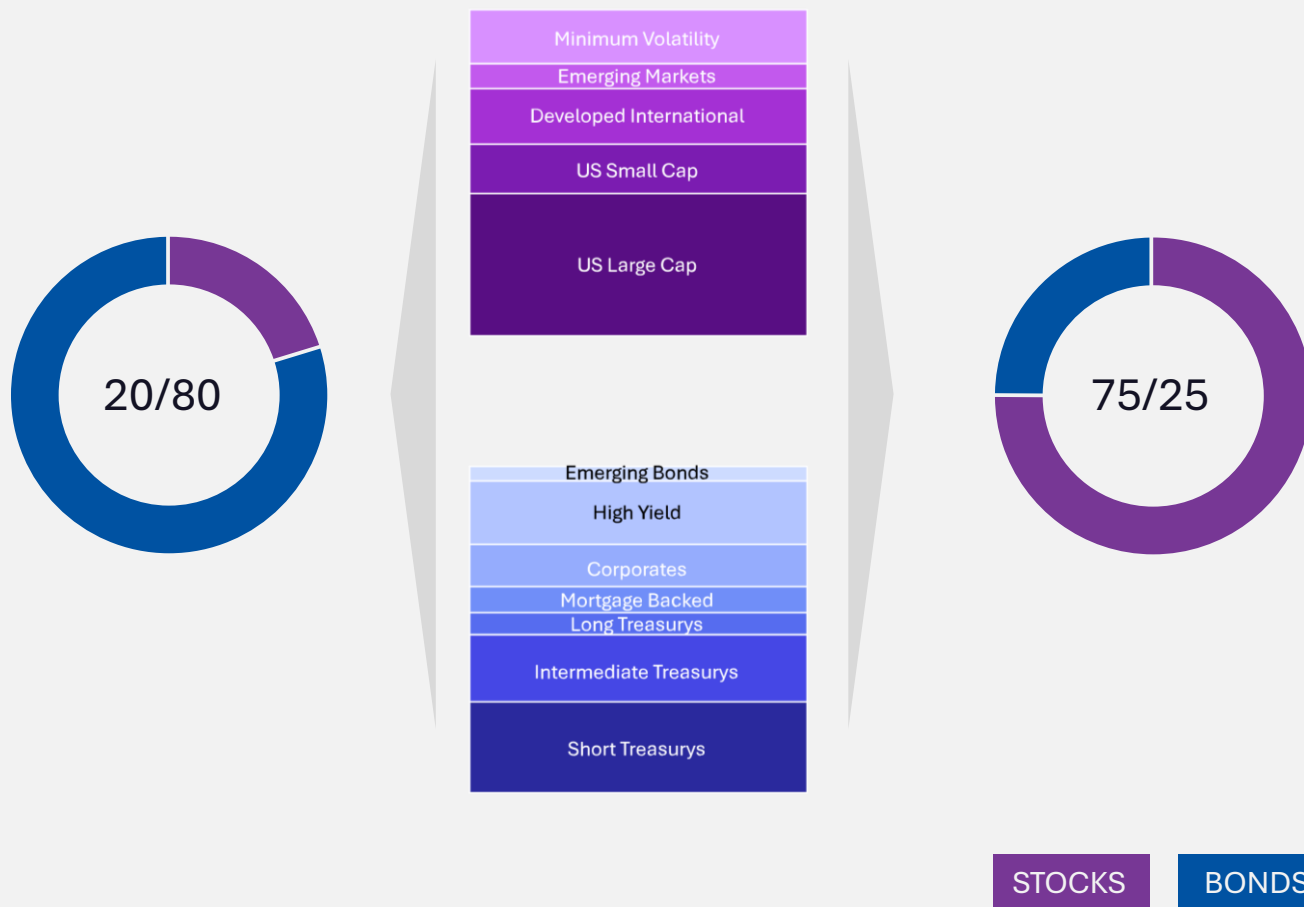
# New Frontier Investment Process



# Traditional Portfolios

Conservative and aggressive investors hold the same types of stocks and bonds — in the same ratios — regardless of their investment objectives.

## Static Security Selection



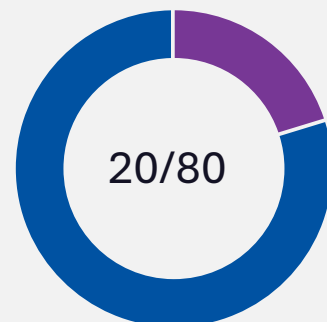
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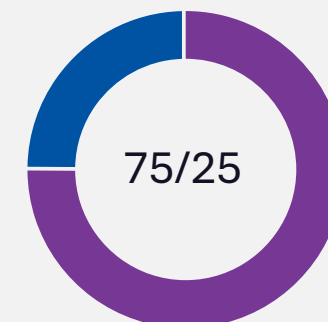
# Tailored portfolios for all risk profiles

New Frontier  
optimizes the whole  
portfolio by  
dynamically adjusting  
both the asset  
allocation **and**  
underlying holdings.  
This results in  
portfolios that are  
more closely aligned  
with investor goals.

## Dynamic Security Selection



Conservative portfolios  
hold lower risk,  
defensive asset classes



Aggressive portfolios  
hold asset classes that  
pursue higher returns

STOCKS

BONDS

For illustrative purposes only.

# Unified Investment Process

All of our portfolios use New Frontier's four-step investment process, which builds a customized mix of ETFs to meet each investor's risk tolerance and investment objectives.



Investment Objective

Total Return  
Optimization

Total Return  
Optimization

After-Tax  
Optimization

Income-Seeking  
Optimization

Investment Strategy

Global Core ETF  
Portfolios

U.S. Core  
ETF Portfolios

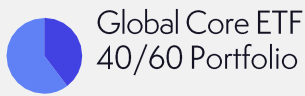
Tax-Sensitive  
ETF Portfolios

Multi-Asset Income  
ETF Portfolios

# New Frontier Model Portfolios

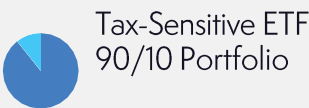
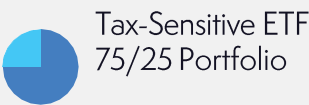
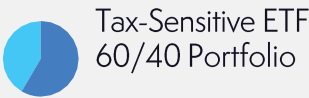
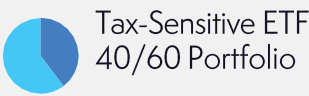
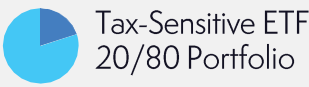
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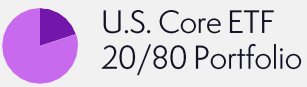
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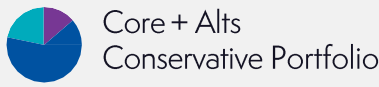
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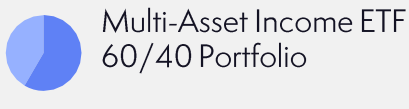
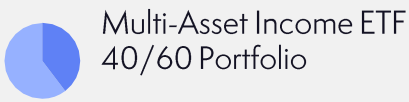
## New Frontier KraneShares™ Core + Alts Portfolios

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## Multi-Asset Income ETF Portfolios

Focus: Enhanced income relative to capital growth



## Wealth Management Solutions: Portfolio Customization

Personalized, intelligently risk-managed portfolio solutions available across all risk levels and investment objectives

# How to Use New Frontier

## Stand Alone Strategy

**New Frontier portfolios are designed to be complete portfolios**

*Traditionally used with smaller accounts*

## Multi Manager Account

**New Frontier portfolios could be used as a core position**

*Allows advisor to express personal investment thesis with a solid core component*

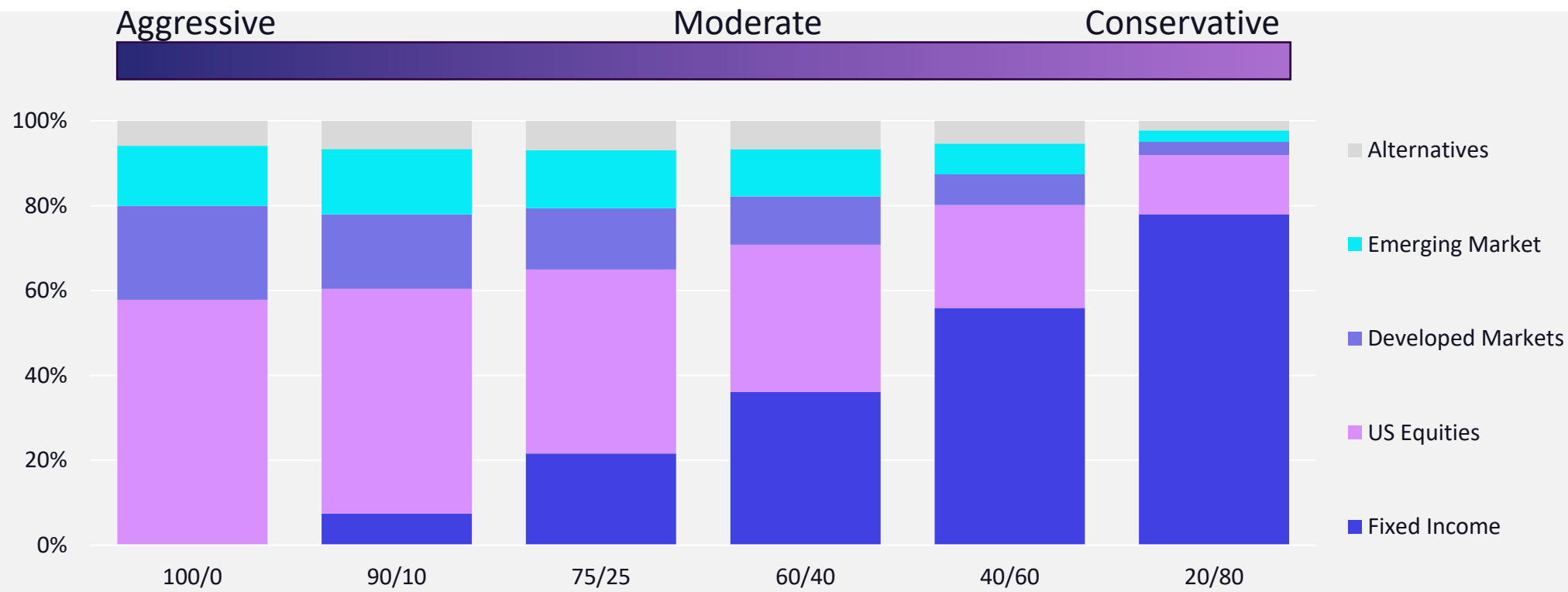
## Customized Solutions

**New Frontier can customize a portfolio relative to your client's investment objective and risk profile**

# Global Core, Global Tax Sensitive and Core +

## A well diversified portfolio for varying investment objectives

(A complete portfolio solution)



### Diversified ETF Providers

GLOBAL X

iShares  
by BlackRock

VanEck

Vanguard

SPDR  
STATE STREET GLOBAL ADVISORS

JPMorgan

WISDOMTREE

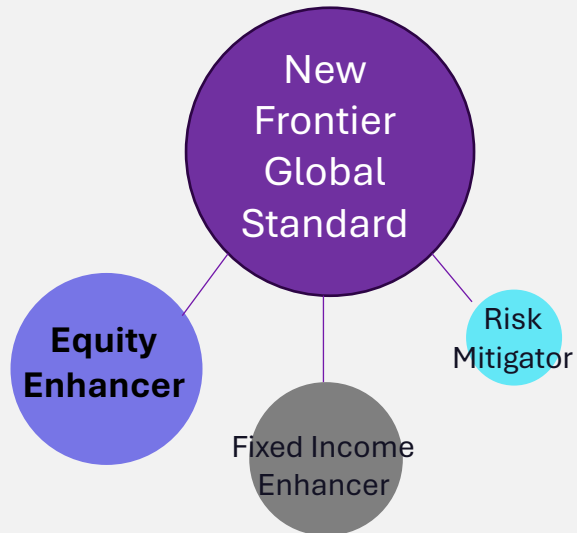
Fidelity

PIMCO

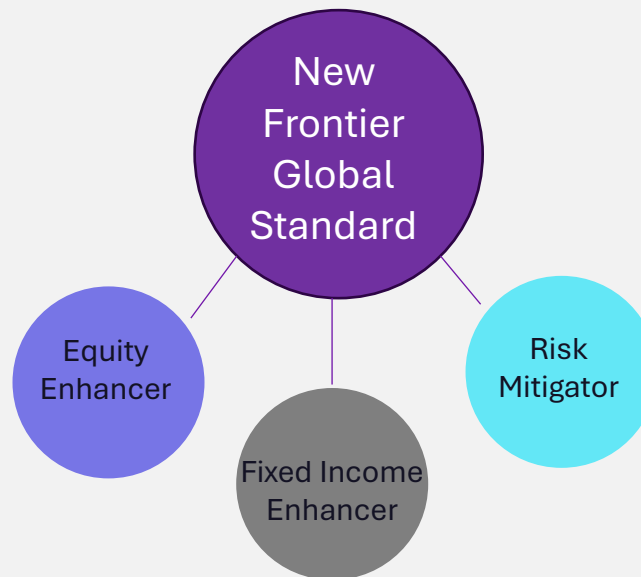
# Our strategies are used as the stable core of an MSA

Flexibility Around a Strong Core

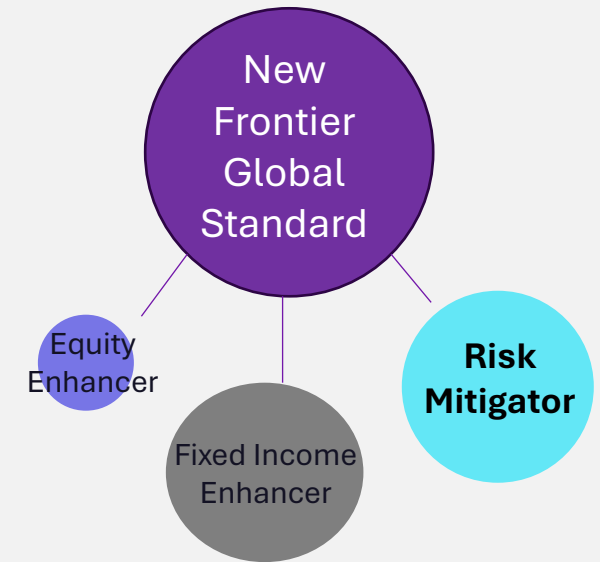
## Aggressive



## Moderate



## Conservative



New Frontier strategies offer you

- Stability
- Diversification
- Risk Mitigation

Satellite positions offer you

- Ability to express an investment opinion
- Ability to change portfolio objective while maintaining a core position – less to trade

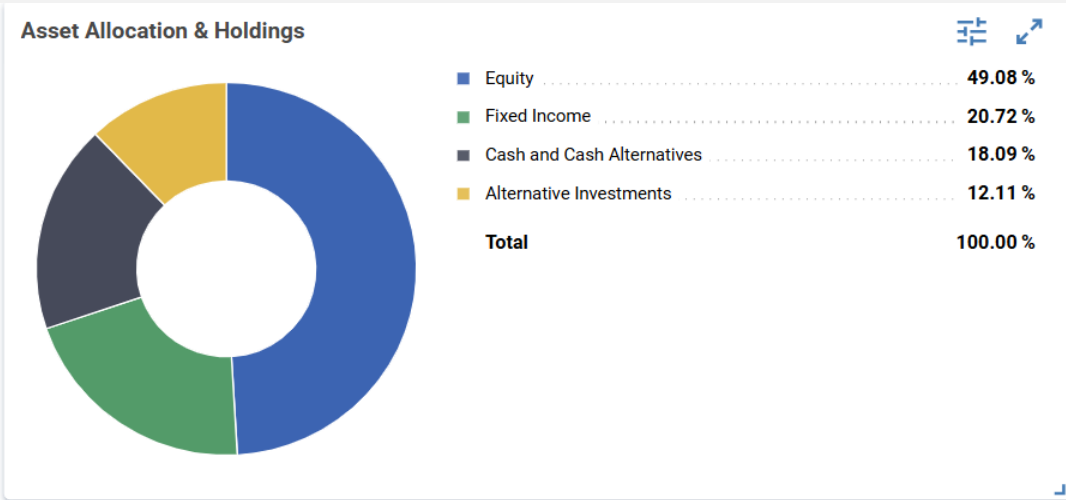


# Multi Manager Account using Global Standard- Example

New Frontier Global Standard Profile 3  
Tactical Equity Strategy  
Tactical Fixed Income Strategy  
Thematic Strategy  
Alternatives Strategy

Portfolio Weight

50%  
15%  
10%  
15%  
10%



Summary Statistics

Name	Ten year rolling volatility (in %)	Best 12-month excess return (period)	Worst 12-month excess return (in %)	Ten year annualized return (in %)	Average return since 2002 (in %)
Profile 3 (60% Equity/40% Bonds)	10.48 %	—	—	6.00 %	6.44 %
NF MSA	9.85 %	06/2021 - 05/2022	-3.45 %	7.33 %	7.29 %

As of 3/31/2025 Gross of fees

# Multi-Asset Income

Multi Asset Income is a perfect solution for many investor's needs



## Recent Retiree

"Optimizing my income stream so I don't have to worry"

Jane, 61

### Status

Active retiree, widow, and grandmother. Plans to claim Social Security at full retirement age. Doesn't watch the markets.

### Hobbies

Furniture Refinishing and Interior Design

NEW FRONTIER MULTI-ASSET INCOME ETF PORTFOLIOS

## INVESTOR PROFILE

### Investing Goals

- Maximize income without eating into principal. Growth is a secondary goal
- Wants supplemental income to pay for vacations with her grandchildren twice a year
- Not an actively engaged investor, so wants a low maintenance solution

### Concerns

- Former advisors were not transparent about liquidity and hidden fees in various investments
- Since her husband's passing, Jane feels less secure about financial decisions and seeks peace of mind when it comes to investing and money management

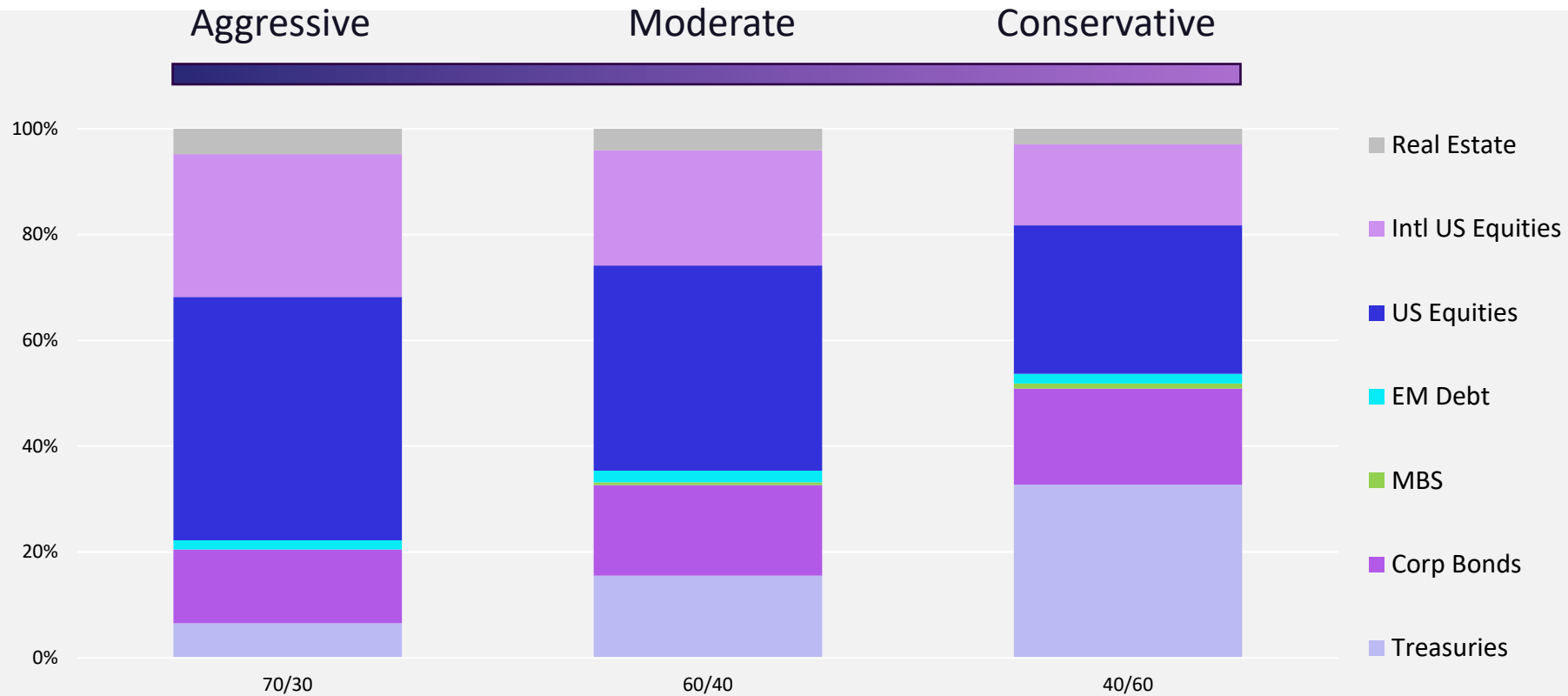
### Multi-Asset Income Benefits

- Offers transparency of risks, costs, and investment decisions
- Helps preserve the principal of her portfolio
- Performs well in times of market volatility; Historically, dividend streams have been more consistent than capital appreciation
- Requires minimal portfolio monitoring

# Multi-Asset Income

## Income with growth solutions for varying risk profiles

(A complete portfolio solution)



### Diversified ETF Providers

GLOBAL X

iShares  
by BlackRock

VanEck

Vanguard

SPDR  
STATE STREET GLOBAL ADVISORS

JPMorgan

WISDOMTREE

Fidelity

PIMCO

# Multi-Asset Income

Multi-Asset Income could be paired with other income focused strategies for a slightly more aggressive or sophisticated investor



## Generational Wealth Builder

"Preserving our wealth for the next generation"

Jon, 67

### Status

Corporate attorney with HNW income. Married to Linda for 40 years. Five grandchildren; plans to retire in two years.

### Hobbies

Boating and Travel

## NEW FRONTIER MULTI-ASSET INCOME ETF PORTFOLIOS

## INVESTOR PROFILE

### Investing Goals

- Continue funding 529 College Savings Plans for his grandchildren and generate enough income to provide for multiple generations of his family
- Generate income to fund extensive travel plans
- Augment current investment strategy beyond total return approach

### Concerns

- As a long-term investor, Jon is excited about participating in market upturns, but doesn't want to sell certain assets to fund lifestyle expenses
- As a corporate attorney, he's a savvy investor, but feels the options he's hearing about will lock him into a plan he can't change

### Multi-Asset Income Benefits

- Liquidity and flexibility (not locked in)
- Preservation of principal with consistent divided income; investors can wait out market headwinds and volatility without selling shares
- Enhanced income; Effective alternative portfolio to support needs separate from a total return portfolio objective

# Multi Manager Account using Multi Asset Income- Example

New Frontier Multi-Asset Profile 4  
Tactical Fixed Income Strategy  
High Income Strategy

Portfolio Weight  
65%  
20%  
15%

Estimated yield of 5.1%\*

## Asset Allocation & Holdings



Equity	53.12 %
Fixed Income	30.95 %
Cash and Cash Alternatives	15.90 %
Alternative Investments	0.03 %
Total	100.00 %

## Summary Statistics

Name	Ten year rolling volatility (in %)	Best 12-month excess return (period)	Worst 12-month excess return (in %)	Ten year annualized return (in %)	Average return since 2002 (in %)
Profile 3 (60% Equity/40% Bonds)	10.48 %	—	—	6.00 %	6.44 %
NF 2	9.41 %	12/2021 - 11/2022	-11.71 %	5.55 %	7.15 %

As of 3/31/2025 Gross of fees

# Building Custom Optimized Portfolios

- Align client objectives with portfolio construction.
- Model tax-aware transitions.
- Maintain optimization discipline even with custom needs.



# Customized Portfolio Construction in Action

Account: Taxable Account    Type: Non-Qualified    Value: \$1,348,406

Customize ETF Preferences ⓘ

TAX RATES ⓘ

Federal Short Term Cap Gain: 37%

Federal Long Term Cap Gain: 20%

State Cap Gain Rates ⓘ

Select State: Massachusetts

State Short Term Rate: 9%

State Long Term Rate: 9%

\$626,351 or more

RISK TARGET ⓘ: 60%

Stock:Bond:Alts ratio: 57:38:5

Preservation

Maximum Growth

US ALLOCATION: 60%

International

Global Neutral

U.S. Only

ALTERNATIVES PREFERENCE ⓘ

Expected Exposure: 5%

No Alts

Some Alts

High Alts

INCOME PREFERENCE

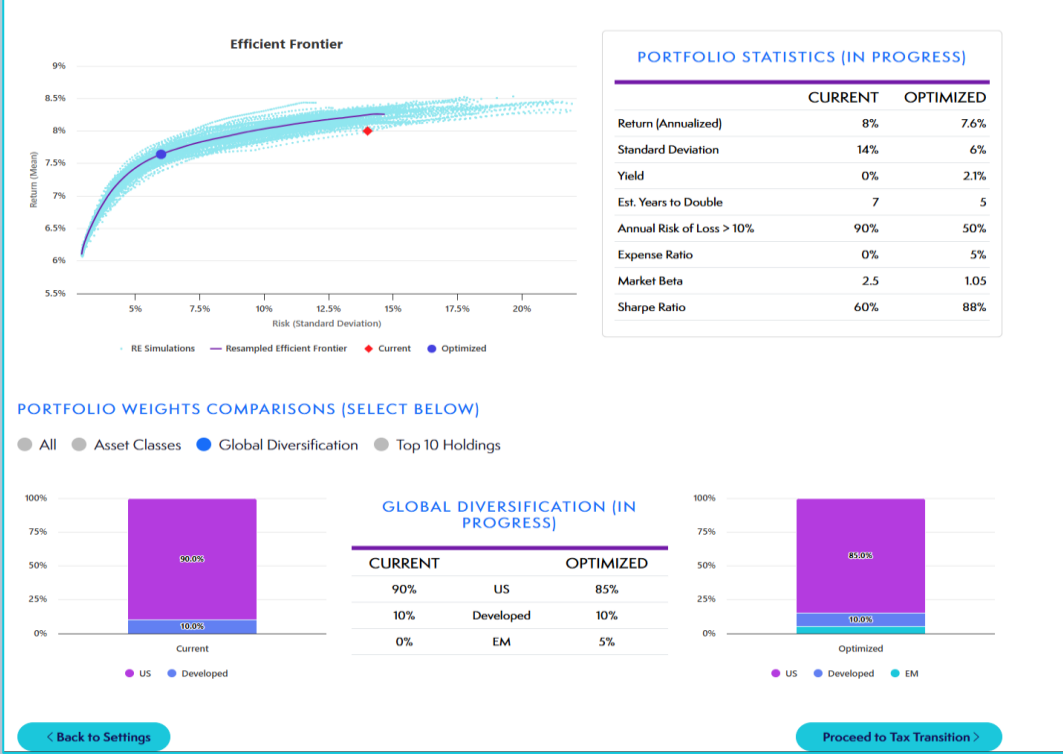
Estimated Income ⓘ: 2.5%

Total Return

Maximum Income

< Back to Client Manager

Build Client Portfolio >



# Why New Frontier?

## Confidence

*New Frontier is recognized for inventing a uniquely effective and multi-patented form of portfolio optimization.*

## Stability

*Portfolios are monitored daily, and our technology alerts us when it may be time to rebalance.*

## Consistency

*Consistent methodical process across all strategies*

## Risk focused process

*Academically based, statistically driven investment process*

## Independent

*As an independent asset manager, we choose the most suitable ETFs, regardless of fund family.*

## 20 - Year Track Record

*We have consistently managed risk, adapted to evolving markets, and delivered stronger risk-adjusted returns than traditional approaches.*

## Why New Frontier?

We are committed to providing market-adaptive, risk-managed portfolios that align with your clients' investment objectives.

Portfolios are optimized to produce smoother, more reliable long-term outcomes.

- Innovative, Proven Optimization
- Daily Portfolio Monitoring
- Intelligent Rebalancing™
- Tax-Smart Portfolio Optimization
- Best-in-Class ETFs / Nonproprietary ETFs
- 20-Year Track Record

# Let's Build Your Practice Together

- Schedule a 1:1 with Jeff
- Explore how to apply New Frontier's solutions across your client base
- Optimize client outcomes — and optimize your business

# Contact Information



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Q&A





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Thank You

## Important Information

The calculations used in this report assume that all exchange-traded funds (“ETFs”) in the portfolio are bought and sold at the publicly available closing prices on the day of trading. Dividend reinvestment calculation occurs on the dividend ex-date. Rebalancing occurs on the historically recorded rebalance date of each strategy as archived by New Frontier.

The amount of gains and distributions displayed here does not reflect the deduction of any fees or expenses beyond ETF expense ratios including strategist, platform, custodial, or advisory fees. As a result, the gains do not show the compounding effect of those fees and expenses over time. As such, this report is not intended to, and cannot be used to, evaluate the actual performance of a model portfolio. To view performance data for New Frontier’s model portfolios, use <https://frontieradvisor.com/analytics/>.

This report is only designed to illustrate the estimated tax liability and other related questions that would be associated with estimated amounts of gains and distributions and is hypothetical in nature. The information provided is for informational purposes only and does not constitute tax advice. Investors should consult with a tax advisor regarding the tax implications of any investment decision. Tax savings results will vary for each investor based upon their specific circumstances and tax brackets.

For instructional purposes only. Past performance is not a guarantee of future returns. Any further distribution must comply with your firm’s guidelines and applicable rules and regulations, including Rule 206(4)-1 under the Investment Advisers Act of 1940.

Financial instruments discussed here may not be suitable for all investors. Before investing in any investment portfolio, the Client and Financial Advisor should carefully consider the client’s investment objectives, time horizon, risk tolerance, and fees. The Financial Advisor assumes full responsibility for determining the suitability and fitness of each portfolio for their clients. Diversification may not protect against market risk. There are risks involved in investing, including possible loss of principal. Past performance does not guarantee future results.

Visit [newfrontieradvisors.com](https://newfrontieradvisors.com) to learn more about our investment process and explore our latest Insights.

## ABOUT NEW FRONTIER

New Frontier is an investment technology and management firm founded in 1999, specializing in optimizing customized portfolios. Our proprietary technologies, Michaud Optimization™ and Intelligent Rebalancing™, create market-adaptive, risk-managed portfolios. As an ETF strategist pioneer, we have a 20-year track record optimizing portfolios.



[newfrontieradvisors.com](https://newfrontieradvisors.com) / (617) 648-1433 / 155 Federal Street, Boston, MA 02110

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Returns shown here for the Standard and MAI portfolios are hypothetical because the returns are from accounts following our models and represent our performance on one or more Sponsor Platforms. We include no back tested performance. The returns displayed here do not reflect the deduction of any fees or expenses beyond ETF expense ratios including strategist, platform, custodial, or advisory fees. As a result, the returns do not show the compounding effect of those fees and expenses over time. As such, this illustration is not intended to, and cannot be used to, evaluate the actual performance of a model portfolio. The calculations used in this document assume that all exchange-traded funds ("ETFs") in the portfolio are bought and sold at the publicly available closing prices on the day of trading. Dividend reinvestment calculation occurs on the dividend ex-date. This report is only designed to illustrate the estimated difference in returns in the case studies and is hypothetical in nature.

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