

## WealthManagement.com 2025 Industry Awards Finalists and Honorees by Company

| Name of Company               | Award Category                                                                              | Nomination Name                                     |
|-------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 11thEstate   11th.com         | DISRUPTORS > Technology                                                                     | Fund Recovery                                       |
| 1847Financial                 | BROKER-DEALERS > Chief Executive Officer of the Year                                        | Heather Nagengast                                   |
| 401(k) Annuity Hub            | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > In-plan Retirement Income - Product or Service   | Annuities in 401(k)s Market Intelligence Tool       |
| 401GO                         | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Record Keepers – Retirement Plan Advisor Support | Advisor Partner Portal                              |
| Absolute Capital Management   | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Convergence > Wealth and Retirement Integration  | Held-Away Account Management                        |
| Absolute Capital Management   | TAMPs > Model Marketplaces                                                                  | Held-Away Account Management                        |
| Addepar                       | TECHNOLOGY PROVIDERS > Chief Technology Officer of the Year                                 | Bob Pisani                                          |
| ADISA                         | INDUSTRY ASSOCIATIONS                                                                       | Alternative Investments Industry Education          |
| AdvicePay                     | TECHNOLOGY PROVIDERS > Business Support Systems                                             | AdvicePay Business Support                          |
| AdvicePay                     | TECHNOLOGY PROVIDERS > Digital Marketing Campaign of the Year                               | AdvicePay Showcase                                  |
| AdvicePay                     | TECHNOLOGY PROVIDERS > Thought Leadership                                                   | Fee-for-Service Trend Report                        |
| Advisor360°                   | TECHNOLOGY PROVIDERS > Client Onboarding/New Account Opening                                | Next Generation Bulk Onboarding                     |
| Advisor360°                   | TECHNOLOGY PROVIDERS > Compliance                                                           | Advisors and Political Contributions                |
| Advisor360°                   | TECHNOLOGY PROVIDERS > Innovation New Applications                                          | Advisors and Political Contributions                |
| Advisory Services Network     | ADVISOR SUPPORT PLATFORMS                                                                   | Small Advisor Support                               |
| Advyzon                       | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                  | Hailin Li                                           |
| Advyzon                       | TECHNOLOGY PROVIDERS > Client Portals                                                       | Advyzon 3.0 Client Portal                           |
| Advyzon                       | TECHNOLOGY PROVIDERS > CRM                                                                  | Upgraded CRM Workflows                              |
| Advyzon                       | TECHNOLOGY PROVIDERS > Rebalancing                                                          | Quantum Rebalancer                                  |
| Advyzon                       | TECHNOLOGY PROVIDERS > Unified (all-in-one) Systems                                         | Advyzon 3.0 Wealthtech Platform                     |
| Advyzon Investment Management | TAMPs > Model Marketplaces                                                                  | Nucleus Model Marketplace                           |
| Advyzon Investment Management | TAMPs > TAMPs                                                                               | Tax Optimization and Sphere Platform                |
| Advyzon Investment Management | TECHNOLOGY PROVIDERS > Model Marketplaces                                                   | Nucleus Model Marketplace                           |
| Affiliated Advisors           | ADVISOR SUPPORT PLATFORMS                                                                   | Synthesis: NextGen Affiliation Program              |
| Alaris Acquisitions           | DISRUPTORS > Technology                                                                     | M&A Matchmaking                                     |
| Alaris Acquisitions           | M&A DEAL SUPPORT                                                                            | AI-Driven M&A Matchmaking                           |
| Alaris Acquisitions           | TECHNOLOGY PROVIDERS > Innovation New Applications                                          | AI-Driven M&A Matchmaking                           |
| Alles Technology              | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                  | Maxwell Alles                                       |
| Allspring Global Investments  | ASSET MANAGERS > Chief Marketing Officer of the Year                                        | Kelly Vives                                         |
| Allspring Global Investments  | ASSET MANAGERS > Client Experience Initiative                                               | Remi Advisor Portal                                 |
| Alpathena                     | TECHNOLOGY PROVIDERS > Direct Indexing                                                      | Direct Indexing Platform                            |
| AlphaCore Wealth Advisory     | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                              | Aidan Walsh, Partner, Head of Corporate Development |
| AlphaCore Wealth Advisory     | INDIVIDUAL RIA FIRMS > Thought Leader of the Year                                           | Eric Gerster, Partner, Chief Investment Officer     |
| AlTi Tiedemann Global         | FAMILY OFFICES > Thought Leadership                                                         | Operational Excellence Report                       |
| AlTi Tiedemann Global         | INDIVIDUAL RIA FIRMS > M&A Leader of the Year                                               | Michael Tiedemann, Chief Executive Officer          |
| Altruist                      | CUSTODIANS > Technology                                                                     | Technology Integration                              |
| Amplify Platform              | TAMPs > TAMPs                                                                               | Clarity CRM Ecosystem                               |
| Amplify Reviews               | TECHNOLOGY PROVIDERS > Compliance                                                           | Compliant Testimonial Platform                      |
| Amplify Reviews               | TECHNOLOGY PROVIDERS > Digital Marketing Campaign of the Year                               | Blended Testimonial Strategy                        |

|                                            |                                                                                             |                                                          |
|--------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------|
| <b>Anchor Bay Capital</b>                  | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                              | Blake Pinyan, Senior Financial Planner and Tax Manager   |
| <b>Andes Risk</b>                          | TECHNOLOGY PROVIDERS > Risk Tolerance/Client Profiling                                      | Advanced Risk and Behavioral Profiling                   |
| <b>Andes Risk</b>                          | TECHNOLOGY PROVIDERS > Thought Leadership                                                   | The NextGen Risk Framework eBook                         |
| <b>Apex Fintech Solutions</b>              | CUSTODIANS > Alternative Asset                                                              | Apex Alts                                                |
| <b>Aquilance</b>                           | TECHNOLOGY PROVIDERS > Outsourcing Platforms (Wealth as Service)                            | Aquilance: Bill Payment as a Service                     |
| <b>Archive Intel</b>                       | TECHNOLOGY PROVIDERS > Artificial Intelligence > Workflow Automation                        | Compliance AI Agent                                      |
| <b>Archive Intel</b>                       | TECHNOLOGY PROVIDERS > Compliance                                                           | AI-Powered Archiving Program                             |
| <b>Ares Wealth Management Solutions</b>    | ASSET MANAGERS > Alternative Investments                                                    | Private Markets                                          |
| <b>ARQA</b>                                | DISRUPTORS > Technology                                                                     | AI-Powered Workflow                                      |
| <b>Ascensus</b>                            | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Corporate Retirement Leader of the Year          | David Musto, Chair and CEO                               |
| <b>Ascensus</b>                            | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Record Keepers – Retirement Plan Advisor Support | Plug in - All Things PEP                                 |
| <b>Aspiriant</b>                           | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)    | Rob Francais                                             |
| <b>Asset-Map</b>                           | TECHNOLOGY PROVIDERS > Financial Planning                                                   | Relationship Maps                                        |
| <b>Asset-Map</b>                           | TECHNOLOGY PROVIDERS > Specialized Planning Applications                                    | Relationship Maps                                        |
| <b>AssetLink</b>                           | DISRUPTORS > Technology                                                                     | Relationship Intelligence                                |
| <b>AssetMark</b>                           | TAMPs > TAMPs                                                                               | Investment Platform                                      |
| <b>Avantax Wealth Management</b>           | BROKER–DEALERS: 1,000 Advisors or More > Practice Management                                | Peer Mentorship Program                                  |
| <b>Axos Advisor Services</b>               | TECHNOLOGY PROVIDERS > Cash Optimization                                                    | Enhanced Cash Management Integration                     |
| <b>Axos Advisor Services</b>               | TECHNOLOGY PROVIDERS > Securities-based Lending                                             | SBLOC for Advisors and Clients                           |
| <b>Axtella</b>                             | BROKER–DEALERS > Digital Marketing Campaign of the Year                                     | Target City Campaign                                     |
| <b>Axtella</b>                             | BROKER–DEALERS > Service                                                                    | Tech Talks Webinar Series                                |
| <b>Ballast Rock Private Wealth</b>         | INDIVIDUAL RIA FIRMS > Thought Leader of the Year                                           | Jim Carroll, Senior Wealth Advisor and Portfolio Manager |
| <b>Bank of America Private Bank</b>        | ASSET MANAGERS > Client Experience Initiative                                               | Unified Mobile App                                       |
| <b>Bank of America Private Bank</b>        | ESTATE PLANNING > Trusts                                                                    | Trust Optimization                                       |
| <b>Beacon Pointe Advisors</b>              | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion)   | Shannon Eusey                                            |
| <b>Beacon Pointe Advisors</b>              | INDIVIDUAL RIA FIRMS > Chief Marketing Officer of the Year                                  | Allison Warner                                           |
| <b>Bento Engine</b>                        | TECHNOLOGY PROVIDERS > Business Support Systems                                             | Bento Content Portal                                     |
| <b>Bernstein Private Wealth Management</b> | BROKER–DEALERS > Digital Marketing Campaign of the Year                                     | Dessert Explainer Series                                 |
| <b>Bernstein Private Wealth Management</b> | BROKER–DEALERS > Service                                                                    | Ultra-High Net Worth Platform                            |
| <b>BetaNXT</b>                             | TECHNOLOGY PROVIDERS > Data Lakes/Warehouses                                                | DataXChange                                              |
| <b>Betterment Advisor Solutions</b>        | TECHNOLOGY PROVIDERS > Retirement Income Technology                                         | Digital Solo 401(k)s                                     |
| <b>BFG Financial Advisors</b>              | PODCASTS > Investor Focused                                                                 | Don't Retire... Graduate!                                |
| <b>BidMoni</b>                             | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > 401(k) Technology                                | Predictive Plan Design                                   |
| <b>BlackRock</b>                           | ASSET MANAGERS > Portfolio Construction                                                     | Public Private Portfolios                                |
| <b>BNY Pershing</b>                        | CUSTODIANS > Practice Management                                                            | Next Leaders Cohort Program                              |
| <b>BNY Wealth</b>                          | FAMILY OFFICES > Thought Leadership                                                         | Family Office Investment Insights                        |
| <b>Bogart Wealth</b>                       | INDIVIDUAL RIA FIRMS > Thought Leader of the Year                                           | James Bogart, Founder and CEO                            |
| <b>BondBloxx</b>                           | ASSET MANAGERS > ETFs                                                                       | Private Credit ETF                                       |
| <b>BondBloxx</b>                           | ASSET MANAGERS > Fixed Income                                                               | Private Credit ETF                                       |
| <b>Boyer Financial Group</b>               | INDIVIDUAL RIA FIRMS > Thought Leader of the Year                                           | Drew Boyer, Founder and CEO                              |
| <b>bQuest</b>                              | DISRUPTORS > Industry                                                                       | Aging Care Coordination Platform                         |
| <b>bQuest</b>                              | TECHNOLOGY PROVIDERS > Specialized Planning Applications                                    | Aging Care Coordination Platform                         |
| <b>Brighton Jones</b>                      | CORPORATE SOCIAL RESPONSIBILITY                                                             | B Corp Designation                                       |
| <b>Brighton Jones</b>                      | PHILANTHROPY                                                                                | Richer Life Foundation                                   |
| <b>Broadridge Financial Solutions</b>      | TECHNOLOGY PROVIDERS > Digital Marketing Campaign of the Year                               | Blueprint for Brilliance                                 |
| <b>Brooklyn Investment Group</b>           | TECHNOLOGY PROVIDERS > Direct Indexing                                                      | Long/Short Tax Management Capabilities                   |

|                                                       |                                                                                          |                                                         |
|-------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>Bryn Mawr Trust</b>                                | ESTATE PLANNING > Technology                                                             | Tax and Retirement Planning Tools                       |
| <b>Bryn Mawr Trust</b>                                | ESTATE PLANNING > Thought Leadership                                                     | Digital Asset Management                                |
| <b>Bryn Mawr Trust</b>                                | ESTATE PLANNING > Trusts                                                                 | Trust Accounting and Administration                     |
| <b>CAIS</b>                                           | TECHNOLOGY PROVIDERS > Chief Marketing Officer of the Year                               | Alex Cavalieri                                          |
| <b>CAIS</b>                                           | TECHNOLOGY PROVIDERS > Chief Technology Officer of the Year                              | Kan Kotecha                                             |
| <b>CAIS</b>                                           | TECHNOLOGY PROVIDERS > Alternative Investment Platforms                                  | Alternative Investment Platform                         |
| <b>CAIS</b>                                           | TECHNOLOGY PROVIDERS > Business Support Systems                                          | AMP Enterprise Solution                                 |
| <b>CAIS</b>                                           | TECHNOLOGY PROVIDERS > Digital Marketing Campaign of the Year                            | Mercer Survey                                           |
| <b>CAIS</b>                                           | TECHNOLOGY PROVIDERS > Thought Leadership                                                | CAIS Live                                               |
| <b>Calamos Investments</b>                            | ASSET MANAGERS > Alternative Investments                                                 | Risk Management                                         |
| <b>Calamos Investments</b>                            | ASSET MANAGERS > ETFs                                                                    | Structured Protection ETFs                              |
| <b>Callan Family Office</b>                           | FAMILY OFFICES > Client Initiative                                                       | Tax Overlay Program                                     |
| <b>Callan Family Office</b>                           | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion) | Jack Ginter                                             |
| <b>Callan Family Office</b>                           | INDIVIDUAL RIA FIRMS > Chief Technology Officer of the Year                              | Dan Burke                                               |
| <b>Callan Family Office</b>                           | INDIVIDUAL RIA FIRMS > Client Initiatives                                                | Tax Overlay Program                                     |
| <b>Cambridge Investment Research</b>                  | BROKER–DEALERS > Service                                                                 | Private Client Services                                 |
| <b>Cambridge Investment Research</b>                  | CORPORATE SOCIAL RESPONSIBILITY                                                          | Next Step® Internship                                   |
| <b>Cambridge Investment Research</b>                  | DIVERSITY, EQUITY AND INCLUSION                                                          | Community of Women Program                              |
| <b>Cambridge Investment Research</b>                  | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > RPA Service                                   | RPA Program                                             |
| <b>Canoe Intelligence</b>                             | TECHNOLOGY PROVIDERS > Alternative Investment Platforms                                  | Canoe Asset Data                                        |
| <b>CapIntel</b>                                       | TECHNOLOGY PROVIDERS > Risk Tolerance/Client Profiling                                   | Next-Generation Risk Profile                            |
| <b>Capital Group</b>                                  | ASSET MANAGERS > ETFs                                                                    | Active Fixed Income ETF Education                       |
| <b>Carson Group</b>                                   | INDIVIDUAL RIA FIRMS > M&A Leader of the Year                                            | Michael Belluomini, SVP, Mergers and Acquisitions       |
| <b>CaskX</b>                                          | ASSET MANAGERS > Alternative Investments                                                 | Whiskey Investment Platform                             |
| <b>Cassaday &amp; Co.</b>                             | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                           | Riley Saunders, Financial Advisor                       |
| <b>Catchlight</b>                                     | PODCASTS > Industry Focused                                                              | Grow Organically                                        |
| <b>Catchlight</b>                                     | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                               | Wilbur Swan                                             |
| <b>Catchlight</b>                                     | TECHNOLOGY PROVIDERS > Artificial Intelligence > Marketing and Lead Generation           | Estimated Investable Assets Model                       |
| <b>Catchlight</b>                                     | TECHNOLOGY PROVIDERS > Innovation Platforms                                              | Lead Routing Decision Support Model                     |
| <b>CAZ Investments</b>                                | ASSET MANAGERS > New Product Development                                                 | Alternative Investments Registered Fund                 |
| <b>CAZ Investments</b>                                | ASSET MANAGERS > Thought Leadership                                                      | Alternative Investments Education                       |
| <b>Cerity Partners</b>                                | INDIVIDUAL RIA FIRMS > M&A Leader of the Year                                            | Claire O'Keefe, Partner and Head of Partner Development |
| <b>Certified Financial Planner Board of Standards</b> | INDUSTRY RESEARCH PROVIDERS                                                              | Quarterly Consumer Research                             |
| <b>Cetera</b>                                         | BROKER–DEALERS > Digital Marketing Campaign of the Year                                  | Omni Channel Campaign                                   |
| <b>Cetera Financial Group</b>                         | BROKER–DEALERS > Transition Support                                                      | Onboarding Navigator                                    |
| <b>Choreo</b>                                         | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                           | Krista Baumgardner, Director of Wealth Management       |
| <b>Choreo</b>                                         | INDIVIDUAL RIA FIRMS > Client Initiatives                                                | Tax Advantage™ Solution                                 |
| <b>CION Investments</b>                               | TECHNOLOGY PROVIDERS > Marketing Automation                                              | Advisor I/O                                             |
| <b>CogniCor</b>                                       | TECHNOLOGY PROVIDERS > Business Support Systems                                          | Home Office Copilot                                     |
| <b>CoinDesk Indices</b>                               | DISRUPTORS > Industry                                                                    | CoinDesk 20                                             |
| <b>Coldstream Wealth Management</b>                   | PODCASTS > Industry Focused                                                              | The COO Roundtable                                      |
| <b>Communify Fincentric</b>                           | TECHNOLOGY PROVIDERS > Artificial Intelligence > Workflow Automation                     | AI Workflow Automation                                  |
| <b>COMPLY</b>                                         | COMPLIANCE/LAW FIRMS                                                                     | COMPLY Program                                          |
| <b>Concorde Investment Services</b>                   | BROKER-DEALERS > Chief Executive Officer of the Year                                     | Danielle Delongchamp                                    |
| <b>Concorde Investment Services</b>                   | BROKER–DEALERS: Fewer Than 1,000 Advisors > Technology                                   | Elevated Experience Technology                          |
| <b>Concurrent Investment Advisors</b>                 | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion) | Nate Lenz                                               |
| <b>Conquest Planning</b>                              | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                               | Mark Evans                                              |

|                                                          |                                                                                            |                                                |
|----------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Conquest Planning</b>                                 | TECHNOLOGY PROVIDERS > Financial Planning                                                  | AI-Driven Innovation                           |
| <b>Craft &amp; Capital</b>                               | MARKETING   PR FIRMS > Client PR Campaign of the Year                                      | BondBloxx Campaign                             |
| <b>Cresset</b>                                           | INDIVIDUAL RIA FIRMS > Chief Technology Officer of the Year                                | Paul Algreen                                   |
| <b>d1g1t Inc.</b>                                        | TECHNOLOGY PROVIDERS > Rebalancing                                                         | UMA Trading Framework                          |
| <b>Daylight</b>                                          | PHILANTHROPY                                                                               | Certified Impact Philanthropy Advisor Program  |
| <b>DealRoom</b>                                          | M&A DEAL SUPPORT                                                                           | DealRoom AI                                    |
| <b>Digital Assets Council of Financial Professionals</b> | DISRUPTORS > Industry                                                                      | Blockchain and Digital Assets Certification    |
| <b>Digital Assets Council of Financial Professionals</b> | INDUSTRY ASSOCIATIONS                                                                      | Blockchain and Digital Assets Certification    |
| <b>Docupace</b>                                          | TECHNOLOGY PROVIDERS > Chief Marketing Officer of the Year                                 | Ryan George                                    |
| <b>Docupace</b>                                          | TECHNOLOGY PROVIDERS > Business Support Systems                                            | The Docupace Platform                          |
| <b>Dunham &amp; Associates Investment Counsel</b>        | ASSET MANAGERS > Thought Leadership                                                        | Retirement Planning White Paper                |
| <b>Dynasty Financial Partners</b>                        | TAMPs > Model Marketplaces                                                                 | Model Select                                   |
| <b>Eaton Vance's U.S. Charitable Gift Trust</b>          | ASSET MANAGERS > New Product Development                                                   | Charitable Gift Trust                          |
| <b>Eaton Vance's U.S. Charitable Gift Trust</b>          | ESTATE PLANNING > Advisor Service and Support                                              | Estate Planning Tool                           |
| <b>Eaton Vance's U.S. Charitable Gift Trust</b>          | ESTATE PLANNING > Implementation                                                           | Estate Planning Tool                           |
| <b>ECHELON Partners</b>                                  | M&A DEAL SUPPORT                                                                           | RIA M&A Deal Report                            |
| <b>Egnyte</b>                                            | TECHNOLOGY PROVIDERS > Business Support Systems                                            | Cloud Collaboration Solution                   |
| <b>Elevation Point</b>                                   | M&A DEAL SUPPORT                                                                           | Minority Stake RIA Growth Partnership          |
| <b>Ellevest</b>                                          | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                          | Michelle Odom                                  |
| <b>Emigrant Partners</b>                                 | PODCASTS > Industry Focused                                                                | RIA+                                           |
| <b>eMoney Advisor</b>                                    | TECHNOLOGY PROVIDERS > Account Aggregation                                                 | eMoney Aggregation Service                     |
| <b>eMoney Advisor</b>                                    | TECHNOLOGY PROVIDERS > Client Portals                                                      | Premium Client Portal                          |
| <b>eMoney Advisor</b>                                    | TECHNOLOGY PROVIDERS > Financial Planning                                                  | Needs Analysis                                 |
| <b>EncorEstate Plans</b>                                 | ESTATE PLANNING > Implementation                                                           | Standalone Deed Service                        |
| <b>EncorEstate Plans</b>                                 | ESTATE PLANNING > Trusts                                                                   | Streamlined Trust Digitization and Restatement |
| <b>Envestnet</b>                                         | TAMPs > TAMPs                                                                              | Wealth Management Platform                     |
| <b>Envestnet</b>                                         | TECHNOLOGY PROVIDERS > CRM                                                                 | Schwab Advisor Services Integration            |
| <b>Envestnet</b>                                         | TECHNOLOGY PROVIDERS > Direct Indexing                                                     | Customizable Options Strategy                  |
| <b>Envestnet</b>                                         | TECHNOLOGY PROVIDERS > Unified (all-in-one) Systems                                        | Wealth Management Ecosystem Enhancements       |
| <b>F/m Investments</b>                                   | ASSET MANAGERS > Chief Executive Officer of the Year                                       | Alex Morris                                    |
| <b>Falcon Wealth Planning</b>                            | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                             | Zackary Royce, Regional Director               |
| <b>Family Office Real Estate Institute</b>               | FAMILY OFFICES > Thought Leadership                                                        | Real Estate Education                          |
| <b>Farther</b>                                           | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)   | Taylor Matthews                                |
| <b>Farther</b>                                           | INDIVIDUAL RIA FIRMS > Chief Technology Officer of the Year                                | Brad Genser                                    |
| <b>Ficomm Partners</b>                                   | MARKETING   PR FIRMS > Client Digital Campaign of the Year                                 | Digital-First Advisors Campaign for Allworth   |
| <b>Ficomm Partners</b>                                   | PODCASTS > Industry Focused                                                                | Growth Leaders of Wealth Management            |
| <b>Ficomm Partners</b>                                   | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                          | Megan Carpenter                                |
| <b>Fidelis Capital Partners</b>                          | ASSET MANAGERS > Fixed Income                                                              | Fixed Income SMA Strategy                      |
| <b>Fidelity Charitable</b>                               | PHILANTHROPY                                                                               | Philanthropic Education for Advisors           |
| <b>Fidelity Investments</b>                              | ASSET MANAGERS > Alternative Investments                                                   | Alternative Investments                        |
| <b>Fidelity Investments</b>                              | ASSET MANAGERS > New Product Development                                                   | Digital Assets Portfolios                      |
| <b>Fidelity Investments</b>                              | CUSTODIANS > Practice Management                                                           | Organic Growth Strategy                        |
| <b>Fiduciary Trust Company</b>                           | CUSTODIANS > Transition Support                                                            | Custody Transitions                            |
| <b>Fiduciary Trust Company</b>                           | ESTATE PLANNING > Advisor Service and Support                                              | Estate Planning Education                      |
| <b>Fiduciary Trust of New England</b>                    | ESTATE PLANNING > Trusts                                                                   | Awareness and Engagement for NH Trusts         |
| <b>Financial Finesse</b>                                 | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Convergence > Wealth and Retirement Integration | Financial Coaching                             |

|                                          |                                                                                            |                                                 |
|------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------|
| <b>FINIAT</b>                            | TECHNOLOGY PROVIDERS > Direct Indexing                                                     | Intelligent Indexing®                           |
| <b>FINIAT</b>                            | TECHNOLOGY PROVIDERS > Portfolio Analytics                                                 | Intelligent Insights                            |
| <b>FINNY AI</b>                          | TECHNOLOGY PROVIDERS > Artificial Intelligence > Marketing and Lead Generation             | Ai-Enabled Organic Growth Engine                |
| <b>FinServ Foundation</b>                | CORPORATE SOCIAL RESPONSIBILITY                                                            | Young Advisor Development Program               |
| <b>FinServ Foundation</b>                | INDUSTRY ASSOCIATIONS                                                                      | Fellowship Program                              |
| <b>First National Wealth Management</b>  | PODCASTS > Investor Focused                                                                | A Common Cents Approach to Personal Finance     |
| <b>Flourish</b>                          | TECHNOLOGY PROVIDERS > Cash Optimization                                                   | Flourish Cash                                   |
| <b>FMG Suite</b>                         | TECHNOLOGY PROVIDERS > Chief Marketing Officer of the Year                                 | Susan Theder                                    |
| <b>FMG Suite</b>                         | TECHNOLOGY PROVIDERS > Marketing Automation                                                | From 7 to 50 Automations                        |
| <b>FMG Suite</b>                         | TECHNOLOGY PROVIDERS > Thought Leadership                                                  | 2025 Marketing Guide for Financial Advisors     |
| <b>Focal</b>                             | TECHNOLOGY PROVIDERS > Artificial Intelligence > Meeting Support                           | Omni-Channel Meeting Automation                 |
| <b>Foundation for Financial Planning</b> | PHILANTHROPY                                                                               | Aspiring CFP Professionals Survey               |
| <b>Foundation Source</b>                 | PHILANTHROPY                                                                               | Leveraging PhilTech                             |
| <b>FP Alpha</b>                          | ESTATE PLANNING > Technology                                                               | Estate Planning Insights                        |
| <b>Franklin Templeton</b>                | ASSET MANAGERS > Client Experience Initiative                                              | Personalized Resource Dashboard                 |
| <b>Franklin Templeton</b>                | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > DCIO Providers – Advisor Value Added Programs   | ACES Program                                    |
| <b>FS Investments</b>                    | PODCASTS > Investor Focused                                                                | The Takeaway with Troy Gayeski                  |
| <b>FSC Wealth Advisors</b>               | CORPORATE SOCIAL RESPONSIBILITY                                                            | HER Wealth Program                              |
| <b>Future Capital</b>                    | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Convergence > Wealth and Retirement Integration | Wealth and Retirement Come Together             |
| <b>Future Capital</b>                    | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > In-plan Retirement Income - Product or Service  | Wealth and Retirement Come Together             |
| <b>Future Capital</b>                    | TECHNOLOGY PROVIDERS > Account Aggregation                                                 | Holistic Retirement Planning                    |
| <b>Fynancial</b>                         | DISRUPTORS > Technology                                                                    | Branded Client Portal                           |
| <b>Fynancial</b>                         | TECHNOLOGY PROVIDERS > Client Portals                                                      | Branded Client Portal                           |
| <b>GeoWealth</b>                         | TAMPs > TAMPs                                                                              | Public-Private UMAs                             |
| <b>GeoWealth</b>                         | TECHNOLOGY PROVIDERS > Innovation Platforms                                                | Public-Private UMAs                             |
| <b>GiveTeam</b>                          | PHILANTHROPY                                                                               | Scalable Philanthropic Advice                   |
| <b>Gladstone Group</b>                   | M&A DEAL SUPPORT                                                                           | Gladstone Connect                               |
| <b>Global X ETFs</b>                     | ASSET MANAGERS > Chief Marketing Officer of the Year                                       | Christopher Adams                               |
| <b>Goldman Sachs Advisor Solutions</b>   | CUSTODIANS > Alternative Asset                                                             | Access to Alternative Investments               |
| <b>Goldman Sachs Advisor Solutions</b>   | CUSTODIANS > Transition Support                                                            | Digital Onboarding                              |
| <b>Goldman Sachs Private Bank Select</b> | TECHNOLOGY PROVIDERS > Securities-based Lending                                            | GS Select Transitions                           |
| <b>Gregory FCA</b>                       | MARKETING   PR FIRMS > Client PR Campaign of the Year                                      | Homrich Berg Campaign                           |
| <b>Gregory FCA</b>                       | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                          | Joe Anthony                                     |
| <b>Halo Investing</b>                    | INSURANCE                                                                                  | Advisor Insurance Desk                          |
| <b>Halo Investing</b>                    | TECHNOLOGY PROVIDERS > Innovation Platforms                                                | Structured Notes Analysis                       |
| <b>Halo Investing</b>                    | TECHNOLOGY PROVIDERS > Model Marketplaces                                                  | Protective Investment Strategies                |
| <b>Hamilton Lane</b>                     | TECHNOLOGY PROVIDERS > Alternative Investment Platforms                                    | End-to-End Private Markets Solution             |
| <b>Harris   Oakmark</b>                  | ASSET MANAGERS > New Product Development                                                   | Large Cap ETF                                   |
| <b>Haven Tower</b>                       | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                          | Joe Kuo                                         |
| <b>Hewes Communications</b>              | MARKETING   PR FIRMS > Client PR Campaign of the Year                                      | Research Affiliates NIXT Index and ETF Campaign |
| <b>Holistiplan</b>                       | DIVERSITY, EQUITY AND INCLUSION                                                            | Initiatives in Academia                         |
| <b>Holistiplan</b>                       | INSURANCE                                                                                  | Personal Risk Reviews                           |
| <b>Holistiplan</b>                       | TECHNOLOGY PROVIDERS > Chief Marketing Officer of the Year                                 | Laura Beaulieu                                  |
| <b>Holistiplan</b>                       | TECHNOLOGY PROVIDERS > Chief Technology Officer of the Year                                | Scott Pittman                                   |
| <b>Holistiplan</b>                       | TECHNOLOGY PROVIDERS > Digital Marketing Campaign of the Year                              | Tax Summit                                      |
| <b>Holistiplan</b>                       | TECHNOLOGY PROVIDERS > Specialized Planning Applications                                   | Multi-Year Roth Projection Tool                 |

|                                                      |                                                                                             |                                                     |
|------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------|
| <b>HPA Exchange</b>                                  | ASSET MANAGERS > Alternative Investments                                                    | Healthcare-Focused 1031 Exchange                    |
| <b>Hummingbird</b>                                   | TECHNOLOGY PROVIDERS > Artificial Intelligence > Marketing and Lead Generation              | LinkedIn Automation Platform                        |
| <b>Hummingbird</b>                                   | TECHNOLOGY PROVIDERS > Marketing Automation                                                 | LinkedIn Automation Platform                        |
| <b>iCapital</b>                                      | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                  | Lawrence Calcano                                    |
| <b>iCapital</b>                                      | TECHNOLOGY PROVIDERS > Alternative Investment Platforms                                     | Distributed Ledger Technology Platform              |
| <b>Idea Decanter</b>                                 | PODCASTS > Industry Focused                                                                 | The Real #Finfluencers                              |
| <b>Idea Decanter</b>                                 | TECHNOLOGY PROVIDERS > Innovation New Applications                                          | FinKit                                              |
| <b>IMTC</b>                                          | TECHNOLOGY PROVIDERS > Cash Optimization                                                    | Fixed Income Platform                               |
| <b>Income Conductor</b>                              | TECHNOLOGY PROVIDERS > Thought Leadership                                                   | Trailblazers Webinars                               |
| <b>Income Lab</b>                                    | TECHNOLOGY PROVIDERS > Retirement Income Technology                                         | Annuity Planning and Enhanced Tax Features          |
| <b>Independent Advisor Alliance</b>                  | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)    | Robert Russo                                        |
| <b>Integrated Partners</b>                           | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)    | Paul Saganey                                        |
| <b>Integrated Partners</b>                           | INDIVIDUAL RIA FIRMS > Thought Leader of the Year                                           | Paul Saganey, CEO and Founder                       |
| <b>intellicents</b>                                  | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                              | Maranda Tufte, Director of Marketing                |
| <b>Interactive Brokers</b>                           | CUSTODIANS > Technology                                                                     | AI Commentary Generator                             |
| <b>Invent</b>                                        | TECHNOLOGY PROVIDERS > Data Lakes/Warehouses                                                | Data LakeHouse                                      |
| <b>Invent</b>                                        | TECHNOLOGY PROVIDERS > Outsourcing Platforms (Wealth as Service)                            | Invent Store                                        |
| <b>InvestCloud</b>                                   | DISRUPTORS > Technology                                                                     | Private Markets Account                             |
| <b>InvestCloud</b>                                   | TECHNOLOGY PROVIDERS > Alternative Investment Platforms                                     | Private Markets Account                             |
| <b>InvestCloud</b>                                   | TECHNOLOGY PROVIDERS > Rebalancing                                                          | Personalized Rebalancing and Tax Optimization Tools |
| <b>InvestSuite</b>                                   | TECHNOLOGY PROVIDERS > Portfolio Management, Accounting and Performance Reporting           | StoryTeller                                         |
| <b>Jackson</b>                                       | ASSET MANAGERS > Thought Leadership                                                         | Is 100 the New 70?                                  |
| <b>Janney Montgomery Scott</b>                       | BROKER–DEALERS > Transition Support                                                         | Client Onboarding Tool                              |
| <b>Janney Montgomery Scott</b>                       | BROKER–DEALERS: Fewer Than 1,000 Advisors > Practice Management                             | Practice Management Support                         |
| <b>Janney Montgomery Scott</b>                       | BROKER–DEALERS: Fewer Than 1,000 Advisors > Technology                                      | Portfolio Construction Tool                         |
| <b>Jump</b>                                          | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                  | Parker Ence                                         |
| <b>Jump</b>                                          | TECHNOLOGY PROVIDERS > Chief Technology Officer of the Year                                 | Adam Kirk                                           |
| <b>Jump</b>                                          | TECHNOLOGY PROVIDERS > Artificial Intelligence > Meeting Support                            | Advisor AI                                          |
| <b>Keramas</b>                                       | MARKETING   PR FIRMS > Client PR Campaign of the Year                                       | Calamos Downside Protection ETFs Campaign           |
| <b>Kestra Investment Management</b>                  | ASSET MANAGERS > Portfolio Construction                                                     | Portfolio Solutions                                 |
| <b>Key Bridge Compliance</b>                         | COMPLIANCE/LAW FIRMS                                                                        | Compliance Support                                  |
| <b>Key Family Wealth</b>                             | FAMILY OFFICES > Client Initiative                                                          | Family Office Framework                             |
| <b>Key Wealth</b>                                    | PODCASTS > Investor Focused                                                                 | Key Wealth Matters                                  |
| <b>Kwanti</b>                                        | TECHNOLOGY PROVIDERS > Portfolio Analytics                                                  | Risk Profiling Platform                             |
| <b>leafplanner</b>                                   | FAMILY OFFICES > Client Initiative                                                          | Family Facing Platform                              |
| <b>LeapXpert</b>                                     | TECHNOLOGY PROVIDERS > Compliance                                                           | Communications Platform                             |
| <b>Lincoln Financial</b>                             | INSURANCE                                                                                   | Estate Lock                                         |
| <b>Linscomb Wealth</b>                               | FAMILY OFFICES > Client Initiative                                                          | Family Office Services                              |
| <b>LPL Financial</b>                                 | BROKER–DEALERS: 1,000 Advisors or More > Technology                                         | AI and the Client/Advisor Experience                |
| <b>LPL Financial</b>                                 | CHIEF TECHNOLOGY OFFICER OF THE YEAR                                                        | Greg Gates                                          |
| <b>Lyceus Group</b>                                  | MARKETING   PR FIRMS > Client PR Campaign of the Year                                       | Clough Capital Campaign                             |
| <b>Manulife John Hancock</b>                         | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Record Keepers – Retirement Plan Advisor Support | FutureStep                                          |
| <b>MarketCounsel Consulting   Hamburger Law Firm</b> | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                           | Brian Hamburger                                     |
| <b>Meeder Investment Management</b>                  | ASSET MANAGERS > Chief Marketing Officer of the Year                                        | Leah Curtis                                         |
| <b>Meeder Investment Management</b>                  | ASSET MANAGERS > Digital Marketing Campaign of the Year                                     | National Accounts Campaign                          |

|                                                                   |                                                                                            |                                             |
|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Meeder Investment Management</b>                               | ASSET MANAGERS > Thought Leadership                                                        | The Conundrum: Investment Education         |
| <b>Meketa Capital</b>                                             | ASSET MANAGERS > Alternative Investments                                                   | Private Infrastructure Investments          |
| <b>Mercer Advisors</b>                                            | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion)  | Dave Welling                                |
| <b>Mercer Advisors</b>                                            | INDIVIDUAL RIA FIRMS > Thought Leader of the Year                                          | Don Calcagni, Chief Investment Officer      |
| <b>Mercer Advisors</b>                                            | INDIVIDUAL RIA FIRMS > Client Initiatives                                                  | Advisor Matching Tool                       |
| <b>Merit Financial Advisors</b>                                   | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)   | Rick Kent                                   |
| <b>Merrill Wealth Management</b>                                  | BROKER–DEALERS > Thought Leadership                                                        | Women's Wealth & Wisdom Symposium           |
| <b>Merrill Wealth Management</b>                                  | BROKER–DEALERS: 1,000 Advisors or More > Practice Management                               | Level Up Your Practice Training Program     |
| <b>Milemarker</b>                                                 | PODCASTS > Industry Focused                                                                | Next Level                                  |
| <b>Milemarker</b>                                                 | TECHNOLOGY PROVIDERS > Data Lakes/Warehouses                                               | Data Cloud                                  |
| <b>Milemarker</b>                                                 | TECHNOLOGY PROVIDERS > Innovation New Applications                                         | Data Lake                                   |
| <b>Mission Wealth</b>                                             | INDIVIDUAL RIA FIRMS > Chief Marketing Officer of the Year                                 | Michelle Winkles                            |
| <b>Mitlin Financial</b>                                           | PODCASTS > Investor Focused                                                                | Mitlin Money Mindset®                       |
| <b>Modelist</b>                                                   | ASSET MANAGERS > Goals-based Investing Platforms                                           | Goals-Based Model Portfolios                |
| <b>Modelist</b>                                                   | ASSET MANAGERS > Portfolio Construction                                                    | Custom Model Construction                   |
| <b>Modern Wealth Management</b>                                   | INDIVIDUAL RIA FIRMS > M&A Leader of the Year                                              | Jason Gordo, Co-Founder and President       |
| <b>Moneytree Software</b>                                         | TECHNOLOGY PROVIDERS > Financial Planning                                                  | Modernized Platform Enhancements            |
| <b>Morgan Stanley</b>                                             | BROKER–DEALERS: 1,000 Advisors or More > Technology                                        | Generative AI Platform                      |
| <b>Morgan Stanley</b>                                             | FAMILY OFFICES > Thought Leadership                                                        | Family Legacy and Governance Institute      |
| <b>Morningstar Investment Management (Morningstar Retirement)</b> | INDUSTRY RESEARCH PROVIDERS                                                                | U.S. Retirement Outcome Model               |
| <b>Morningstar Investment Management (Morningstar Retirement)</b> | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Convergence > Wealth and Retirement Integration | Personal Finance Builder                    |
| <b>Morningstar Wealth</b>                                         | ASSET MANAGERS > Thought Leadership                                                        | The Market Minute                           |
| <b>Move Health</b>                                                | TECHNOLOGY PROVIDERS > Specialized Planning Applications                                   | Healthcare Planning Solution                |
| <b>MSCI Wealth</b>                                                | TECHNOLOGY PROVIDERS > Innovation New Applications                                         | Similarity Score                            |
| <b>MSCI Wealth</b>                                                | TECHNOLOGY PROVIDERS > Portfolio Analytics                                                 | MSCI Wealth Manager                         |
| <b>MyVest</b>                                                     | TECHNOLOGY PROVIDERS > Portfolio Management, Accounting and Performance Reporting          | Modern UMA Platform                         |
| <b>MyVest</b>                                                     | TECHNOLOGY PROVIDERS > Unified (all-in-one) Systems                                        | Tax-Aware Portfolio Management              |
| <b>Nebo Wealth</b>                                                | ASSET MANAGERS > Goals-based Investing Platforms                                           | Enterprise Solutions Platform               |
| <b>Nebo Wealth</b>                                                | ASSET MANAGERS > Portfolio Construction                                                    | Goals-Driven Model Selector Program         |
| <b>Nebo Wealth</b>                                                | ASSET MANAGERS > Thought Leadership                                                        | Challenging the Overreliance on Risk Scores |
| <b>NEOS Investments</b>                                           | ASSET MANAGERS > Chief Marketing Officer of the Year                                       | Zachary Csillag                             |
| <b>NEOS Investments</b>                                           | ASSET MANAGERS > ETFs                                                                      | Tax Efficient Income ETFs                   |
| <b>NEOS Investments</b>                                           | ASSET MANAGERS > New Product Development                                                   | Tax Efficient Income ETFs                   |
| <b>Nestimate</b>                                                  | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > In-plan Retirement Income - Product or Service  | Retirement Income Platform                  |
| <b>Nestimate</b>                                                  | TECHNOLOGY PROVIDERS > Innovation Platforms                                                | Retirement Income Platform                  |
| <b>Net Positive Consortium</b>                                    | CORPORATE SOCIAL RESPONSIBILITY                                                            | Net Positive Consortium                     |
| <b>New York Life Investments</b>                                  | ASSET MANAGERS > Thought Leadership                                                        | Megatrends 2024                             |
| <b>New York Life Investments Advisor Advancement Institute</b>    | INSURANCE                                                                                  | Succession Planning Research                |
| <b>NewEdge Advisors</b>                                           | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion)  | Alex Goss                                   |
| <b>NewEdge Capital Group</b>                                      | ADVISOR SUPPORT PLATFORMS                                                                  | Bridge Program                              |
| <b>NewEdge Wealth</b>                                             | INDIVIDUAL RIA FIRMS > Client Initiatives                                                  | Wealth Ascend                               |
| <b>Nitrogen</b>                                                   | TECHNOLOGY PROVIDERS > Artificial Intelligence > Workflow Automation                       | AI Statement Capture                        |
| <b>Northwestern Mutual</b>                                        | DIVERSITY, EQUITY AND INCLUSION                                                            | D&I Development Summit                      |
| <b>Nuveen</b>                                                     | ASSET MANAGERS > Digital Marketing Campaign of the Year                                    | Benefits 2.0                                |

|                                       |                                                                                            |                                                                      |
|---------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| <b>Nuveen</b>                         | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > DCIO Providers – Advisor Value Added Programs   | nextAdvisor Strategies                                               |
| <b>Oak Summit Wealth Management</b>   | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                             | Michael Randall, Owner/Financial Planner                             |
| <b>OnBord</b>                         | M&A DEAL SUPPORT                                                                           | OnBord Platform                                                      |
| <b>OneAscent Capital</b>              | ASSET MANAGERS > Alternative Investments                                                   | Private Markets                                                      |
| <b>OneDigital Investment Advisors</b> | RETIREMENT PLAN SUPPORT AND ADVISOR SERVICES > Corporate Retirement Leader of the Year     | Vincent Morris, President                                            |
| <b>OneVest</b>                        | TECHNOLOGY PROVIDERS > Client Onboarding/New Account Opening                               | Digital Onboarding Platform                                          |
| <b>OneVest</b>                        | TECHNOLOGY PROVIDERS > Innovation Platforms                                                | Next Best Action Powered by AI                                       |
| <b>Opto Investments</b>               | TECHNOLOGY PROVIDERS > Alternative Investment Platforms                                    | Fund Explorer                                                        |
| <b>Opto Investments</b>               | TECHNOLOGY PROVIDERS > Innovation Platforms                                                | Fund Explorer                                                        |
| <b>Orion</b>                          | PODCASTS > Industry Focused                                                                | Standard Deviations                                                  |
| <b>Orion</b>                          | TAMPs > Model Marketplaces                                                                 | Model Search and Comparison                                          |
| <b>Orion</b>                          | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                 | Natalie Wolfson                                                      |
| <b>Orion</b>                          | TECHNOLOGY PROVIDERS > Chief Marketing Officer of the Year                                 | Betsy Perez                                                          |
| <b>Orion</b>                          | TECHNOLOGY PROVIDERS > Direct Indexing                                                     | Custom Indexing Proposal and Onboarding Enhancements                 |
| <b>Orion</b>                          | TECHNOLOGY PROVIDERS > Outsourcing Platforms (Wealth as Service)                           | Outsourced Chief Investment Officer                                  |
| <b>Orion</b>                          | TECHNOLOGY PROVIDERS > Portfolio Management, Accounting and Performance Reporting          | BeFi-Driven Performance Reporting                                    |
| <b>Orion</b>                          | TECHNOLOGY PROVIDERS > Unified (all-in-one) Systems                                        | Connected Tech Ecosystem                                             |
| <b>Osaic</b>                          | BROKER–DEALERS > Thought Leadership                                                        | Financial Planning Campaign                                          |
| <b>Osaic</b>                          | BROKER–DEALERS: 1,000 Advisors or More > Practice Management                               | Wealth Advisor Academy                                               |
| <b>Osaic</b>                          | CORPORATE SOCIAL RESPONSIBILITY                                                            | LIFE Financial Literacy Pathways                                     |
| <b>Osaic</b>                          | CORPORATE SOCIAL RESPONSIBILITY                                                            | Osaic Foundation                                                     |
| <b>Pacific Life</b>                   | INSURANCE                                                                                  | Registered Index-Linked Annuities                                    |
| <b>Panoramix</b>                      | CORPORATE SOCIAL RESPONSIBILITY                                                            | Carbon Neutral Program                                               |
| <b>Panoramix</b>                      | TECHNOLOGY PROVIDERS > Retirement Income Technology                                        | RMDs Enhancements                                                    |
| <b>Pathstone</b>                      | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion)  | Matthew Fleissig                                                     |
| <b>Pathstone</b>                      | INDIVIDUAL RIA FIRMS > M&A Leader of the Year                                              | Kevin Casey, Managing Director of Corporate Development and Strategy |
| <b>Pebble Finance</b>                 | TECHNOLOGY PROVIDERS > Innovation New Applications                                         | Pebble AI                                                            |
| <b>Pebble Finance</b>                 | TECHNOLOGY PROVIDERS > Portfolio Analytics                                                 | Platform Features                                                    |
| <b>PenChecks Trust</b>                | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > 401(k) Technology                               | NextLevel IRA                                                        |
| <b>PenChecks Trust</b>                | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > RPA Service                                     | NextLevel IRA                                                        |
| <b>Pension Resource Institute</b>     | COMPLIANCE/LAW FIRMS                                                                       | RolloverAdvantage                                                    |
| <b>Pension Resource Institute</b>     | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > 401(k) Technology                               | RolloverAdvantage                                                    |
| <b>Perigon Wealth Management</b>      | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                             | Danny McAuliffe, Wealth Advisor                                      |
| <b>PGIM DC Solutions</b>              | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > DCIO Providers – Advisor Value Added Programs   | Advice Engine Retirement Planning Tool                               |
| <b>PIMCO</b>                          | ASSET MANAGERS > Client Experience Initiative                                              | Advisor Forum                                                        |
| <b>Pontera</b>                        | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > 401(k) Technology                               | Orion Trading Integration                                            |
| <b>Pontera</b>                        | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Convergence > Wealth and Retirement Integration | Orion Trading Integration                                            |
| <b>Practifi</b>                       | TECHNOLOGY PROVIDERS > CRM                                                                 | Advisor Efficiency and Client Engagement                             |
| <b>Practifi</b>                       | TECHNOLOGY PROVIDERS > Thought Leadership                                                  | Women’s History Month Spotlight Series                               |
| <b>Praxis Solutions</b>               | DISRUPTORS > Technology                                                                    | AI-Driven Due Diligence and Analytics                                |
| <b>PreciseFP</b>                      | TECHNOLOGY PROVIDERS > Client Onboarding/New Account Opening                               | PreciseFP Onboarding                                                 |
| <b>Principal Asset Management</b>     | ASSET MANAGERS > Thought Leadership                                                        | Global Market Perspectives                                           |
| <b>Principal Financial Group</b>      | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > RPA Service                                     | Enrollment and Education Toolkit                                     |
| <b>Private Advisor Group</b>          | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion)  | Frank Smith                                                          |
| <b>Private Advisor Group</b>          | INDIVIDUAL RIA FIRMS > Chief Marketing Officer of the Year                                 | Kelly Coulter                                                        |

|                                                   |                                                                                           |                                                   |
|---------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------|
| <b>Prospera Financial Services</b>                | BROKER–DEALERS: Fewer Than 1,000 Advisors > Practice Management                           | Planning Your Way                                 |
| <b>Purshe Kaplan Sterling Investments</b>         | BROKER-DEALERS > Chief Executive Officer of the Year                                      | Katherine Flouton                                 |
| <b>Purshe Kaplan Sterling Investments</b>         | BROKER–DEALERS > Transition Support                                                       | Transition Services                               |
| <b>Raymond James</b>                              | CORPORATE SOCIAL RESPONSIBILITY                                                           | Ready for School Program                          |
| <b>Raymond James</b>                              | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > RPA Service                                    | Advisor Fiduciary Solutions                       |
| <b>RBC Clearing &amp; Custody</b>                 | CHIEF TECHNOLOGY OFFICER OF THE YEAR                                                      | Noel Stave                                        |
| <b>RBC Wealth Management</b>                      | BROKER–DEALERS: 1,000 Advisors or More > Technology                                       | Meeting Preparation Tool                          |
| <b>RedBlack</b>                                   | TECHNOLOGY PROVIDERS > Rebalancing                                                        | Compliance and Tax Management Features            |
| <b>RegVerse</b>                                   | TECHNOLOGY PROVIDERS > Artificial Intelligence > Workflow Automation                      | Fusion 1                                          |
| <b>RegVerse</b>                                   | TECHNOLOGY PROVIDERS > Compliance                                                         | Fusion 1                                          |
| <b>Research Affiliates</b>                        | ASSET MANAGERS > Chief Marketing Officer of the Year                                      | Natalie Grasso                                    |
| <b>Research Affiliates</b>                        | ASSET MANAGERS > Digital Marketing Campaign of the Year                                   | NIXT Campaign                                     |
| <b>Research Affiliates</b>                        | ASSET MANAGERS > Thought Leadership                                                       | Research Affiliates' Deletions Index              |
| <b>Research Affiliates</b>                        | INDUSTRY RESEARCH PROVIDERS                                                               | Interactive Asset Allocation Tool                 |
| <b>RFG Advisory</b>                               | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)  | Shannon Spotswood                                 |
| <b>RFG Advisory</b>                               | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                            | Jordan Hutchison, VP of Technology and Operations |
| <b>RIA Growth Catalyst</b>                        | DISRUPTORS > Technology                                                                   | AI-Powered Insights                               |
| <b>RIA Growth Catalyst</b>                        | M&A DEAL SUPPORT                                                                          | AI-Powered Insights Platform                      |
| <b>Rowboat Advisors</b>                           | TECHNOLOGY PROVIDERS > Direct Indexing                                                    | UMA Functionality                                 |
| <b>Sanctuary Wealth</b>                           | ADVISOR SUPPORT PLATFORMS                                                                 | Wealth Management Platform                        |
| <b>Sanctuary Wealth</b>                           | INDIVIDUAL RIA FIRMS > Thought Leader of the Year                                         | Mary Ann Bartels, Chief Investment Strategist     |
| <b>Savant Wealth Management</b>                   | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion) | Brent Brodeski                                    |
| <b>Savant Wealth Management</b>                   | INDIVIDUAL RIA FIRMS > Rising Star of the Year                                            | Ashley R. Olivas, Financial Advisor               |
| <b>SEI</b>                                        | ASSET MANAGERS > Alternative Investments                                                  | SEI Access                                        |
| <b>SEI</b>                                        | CUSTODIANS > Practice Management                                                          | Business Audit                                    |
| <b>SEI</b>                                        | TECHNOLOGY PROVIDERS > Client Onboarding/New Account Opening                              | Implement Integrations                            |
| <b>SEI</b>                                        | TECHNOLOGY PROVIDERS > Model Marketplaces                                                 | Portfolio Evaluator                               |
| <b>Seismic</b>                                    | TECHNOLOGY PROVIDERS > Artificial Intelligence > Meeting Support                          | Seismic for Meetings                              |
| <b>Signature Estate &amp; Investment Advisors</b> | BROKER–DEALERS > Transition Support                                                       | Signature Estate Securities (SES)                 |
| <b>Signature Estate &amp; Investment Advisors</b> | PHILANTHROPY                                                                              | Signature Fund for Giving                         |
| <b>SIGNiX</b>                                     | TECHNOLOGY PROVIDERS > Client Onboarding/New Account Opening                              | Secure Digital Signatures                         |
| <b>Silver Oak Securities</b>                      | BROKER-DEALERS > Chief Executive Officer of the Year                                      | Billy Hopkins                                     |
| <b>SimCorp</b>                                    | TECHNOLOGY PROVIDERS > Rebalancing                                                        | Axioma WealthVision                               |
| <b>Simplify</b>                                   | ASSET MANAGERS > ETFs                                                                     | Access to Alternatives                            |
| <b>SmartAsset</b>                                 | TECHNOLOGY PROVIDERS > Marketing Automation                                               | Advisor Marketing Platform                        |
| <b>Smartleaf Asset Management</b>                 | ASSET MANAGERS > New Product Development                                                  | Automated Unified Managed Households              |
| <b>Smartleaf Asset Management</b>                 | TAMPs > TAMPs                                                                             | Automated Unified Managed Households              |
| <b>SMARTX Advisory Solutions</b>                  | TECHNOLOGY PROVIDERS > Model Marketplaces                                                 | Managed Investment Products                       |
| <b>Snappy Kraken</b>                              | TECHNOLOGY PROVIDERS > Artificial Intelligence > Marketing and Lead Generation            | AI-Powered Lead Capture                           |
| <b>Snowden Lane Partners</b>                      | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)  | Rob Mooney                                        |
| <b>Sora Finance</b>                               | TECHNOLOGY PROVIDERS > Securities-based Lending                                           | AI-Driven Debt Optimization Enhancements          |
| <b>SS&amp;C Accord</b>                            | TECHNOLOGY PROVIDERS > Alternative Investment Platforms                                   | Scaling Alternatives                              |
| <b>SS&amp;C Black Diamond</b>                     | ASSET MANAGERS > Goals-based Investing Platforms                                          | Proposal Generation Tool                          |
| <b>SS&amp;C Black Diamond</b>                     | TECHNOLOGY PROVIDERS > Client Portals                                                     | Widgetizing the Client Experience                 |
| <b>SS&amp;C Black Diamond</b>                     | TECHNOLOGY PROVIDERS > Portfolio Management, Accounting and Performance Reporting         | Managed Account Services                          |

|                                                          |                                                                                           |                                                       |
|----------------------------------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------|
| SS&C Black Diamond                                       | TECHNOLOGY PROVIDERS > Portfolio Management, Accounting and Performance Reporting         | Intelligent Reporting                                 |
| SS&C Black Diamond                                       | TECHNOLOGY PROVIDERS > Unified (all-in-one) Systems                                       | Black Diamond Wealth Platform                         |
| Stash Wealth                                             | PODCASTS > Investor Focused                                                               | Ambitious 30-Somethings                               |
| StepStone Private Wealth                                 | ASSET MANAGERS > Chief Executive Officer of the Year                                      | Bob Long                                              |
| StepStone Private Wealth                                 | ASSET MANAGERS > Alternative Investments                                                  | Global Private Credit                                 |
| StepStone Private Wealth                                 | ASSET MANAGERS > New Product Development                                                  | Global Private Credit Access                          |
| Steward Partners                                         | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion) | Jim Gold                                              |
| Steward Partners                                         | INDIVIDUAL RIA FIRMS > Chief Marketing Officer of the Year                                | Greg Banasz                                           |
| Stratos Wealth Partners                                  | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)  | Jeff Concepcion                                       |
| StreetCred PR                                            | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                         | Jason Lahita                                          |
| Summit Financial                                         | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)  | Stan Gregor                                           |
| Syntax Data                                              | TECHNOLOGY PROVIDERS > Direct Indexing                                                    | Syntax Direct Platform                                |
| TaxStatus                                                | TECHNOLOGY PROVIDERS > Specialized Planning Applications                                  | Financial Baseline Report                             |
| TCW                                                      | ASSET MANAGERS > Chief Executive Officer of the Year                                      | Katie Koch                                            |
| TCW                                                      | ASSET MANAGERS > Fixed Income                                                             | Active Fixed Income ETFs                              |
| Testimonial iQ                                           | TECHNOLOGY PROVIDERS > Compliance                                                         | Compliant Google Reviews                              |
| The Alliance for Lifetime Income                         | INDUSTRY ASSOCIATIONS                                                                     | Ali: AI-Powered Chatbot                               |
| The American College of Financial Services               | DISRUPTORS > Industry                                                                     | Horizons 2025                                         |
| The American College of Financial Services               | INDUSTRY ASSOCIATIONS                                                                     | Horizons 2025                                         |
| The American College of Financial Services               | PODCASTS > Industry Focused                                                               | Shares                                                |
| The Chartered Alternative Investment Analyst Association | INDUSTRY ASSOCIATIONS                                                                     | Alternative Investments Report                        |
| The Haverford Trust Company                              | CORPORATE SOCIAL RESPONSIBILITY                                                           | Internship Program                                    |
| The Haverford Trust Company                              | PODCASTS > Investor Focused                                                               | Speaking of Quality                                   |
| The Oasis Group                                          | INDUSTRY RESEARCH PROVIDERS                                                               | Peaks Research and AI Wealthtech Map                  |
| The Oasis Group                                          | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                         | John O'Connell                                        |
| The Pinnacle Group                                       | INSURANCE                                                                                 | RIA Variable Annuity Solutions                        |
| TheCarCrowd                                              | ASSET MANAGERS > Alternative Investments                                                  | Classic Car Investment Platform                       |
| Thornburg Investment Management                          | CORPORATE SOCIAL RESPONSIBILITY                                                           | Power of Partnership                                  |
| Three Crowns Copywriting and Marketing                   | MARKETING   PR FIRMS > Client Digital Campaign of the Year                                | Net Positive Consortium Brand Campaign                |
| TIFIN Give                                               | PHILANTHROPY                                                                              | Charitable Giving for the Next Generation             |
| Tolerisk                                                 | TECHNOLOGY PROVIDERS > Risk Tolerance/Client Profiling                                    | Tolerisk Platform                                     |
| Touchstone Investments                                   | ASSET MANAGERS > ETFs                                                                     | Touchstone Dynamic International ETF                  |
| TradePMR                                                 | CUSTODIANS > Technology                                                                   | Fusion SYNC                                           |
| TradePMR                                                 | CUSTODIANS > Transition Support                                                           | Fusion SYNC                                           |
| TradePMR                                                 | DISRUPTORS > Industry                                                                     | Robinhood and TradePMR                                |
| Triad Partners                                           | PODCASTS > Industry Focused                                                               | Do Business. Do Life.                                 |
| TrueShares                                               | ASSET MANAGERS > ETFs                                                                     | Laddered Buffer ETF                                   |
| Trust & Will                                             | ESTATE PLANNING > Technology                                                              | Estate Planning Platform                              |
| Trust & Will                                             | ESTATE PLANNING > Thought Leadership                                                      | Financial Advisor and Estate Planning Research Series |
| Trust & Will                                             | ESTATE PLANNING > Trusts                                                                  | Estate Planning Platform                              |
| Trust & Will                                             | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                | Cody Barbo                                            |
| Turkey Hill Management                                   | M&A DEAL SUPPORT                                                                          | M&A Advisory Service Without Success Fees             |
| Turkey Hill Management                                   | PROFESSIONAL SERVICES FIRMS > Chief Executive Officer of the Year                         | Jessica Polito                                        |
| UBS                                                      | BROKER-DEALERS > Thought Leadership                                                       | Road to Election Video Series                         |
| United Planners Financial Services                       | BROKER-DEALERS > Chief Executive Officer of the Year                                      | Michael A. Baker                                      |

|                                           |                                                                                             |                                          |
|-------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------|
| <b>United Planners Financial Services</b> | BROKER–DEALERS > Digital Marketing Campaign of the Year                                     | Yes, It's True Campaign                  |
| <b>United Planners Financial Services</b> | BROKER–DEALERS: Fewer Than 1,000 Advisors > Technology                                      | AI-Powered Workflow Automation           |
| <b>UX Wealth Partners</b>                 | TAMPs > TAMPs                                                                               | Xperience Platform                       |
| <b>VanEck</b>                             | ASSET MANAGERS > Thought Leadership                                                         | Digital Assets Research                  |
| <b>Vanilla</b>                            | ESTATE PLANNING > Advisor Service and Support                                               | Document Abstraction Services            |
| <b>Vanilla</b>                            | ESTATE PLANNING > Implementation                                                            | Vanilla Academy                          |
| <b>Vanilla</b>                            | ESTATE PLANNING > Technology                                                                | V/AI Copilot                             |
| <b>Vanilla</b>                            | ESTATE PLANNING > Thought Leadership                                                        | The State of Estate Planning Report 2025 |
| <b>Vestmark</b>                           | TECHNOLOGY PROVIDERS > Portfolio Management, Accounting and Performance Reporting           | Vestmark Advisor                         |
| <b>Vestwell</b>                           | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Corporate Retirement Leader of the Year          | Aaron Schumm, CEO                        |
| <b>Vestwell</b>                           | RETIREMENT PLAN SUPPORT/ADVISOR SERVICES > Record Keepers – Retirement Plan Advisor Support | Modern Record-Keeping Platform           |
| <b>Vise Technologies</b>                  | TECHNOLOGY PROVIDERS > Innovation Platforms                                                 | The Vise Platform                        |
| <b>VistaShares</b>                        | ASSET MANAGERS > New Product Development                                                    | Actively Managed ETFs                    |
| <b>Vocatus</b>                            | MARKETING   PR FIRMS > Client PR Campaign of the Year                                       | Callan Family Office Campaign            |
| <b>Voyant</b>                             | ESTATE PLANNING > Trusts                                                                    | Enhanced Trusts Module                   |
| <b>Voyant, Inc.</b>                       | TECHNOLOGY PROVIDERS > Client Onboarding/New Account Opening                                | Intelligent Fact Find                    |
| <b>Water &amp; Wall</b>                   | MARKETING   PR FIRMS > Client PR Campaign of the Year                                       | Snowden Lane Campaign                    |
| <b>Wealth Enhancement Group</b>           | INDIVIDUAL RIA FIRMS > M&A Leader of the Year                                               | Jim Cahn, Chief Strategy Officer         |
| <b>Wealth.com</b>                         | ESTATE PLANNING > Advisor Service and Support                                               | Attorney Partner Network                 |
| <b>Wealth.com</b>                         | ESTATE PLANNING > Implementation                                                            | Family Office Suite                      |
| <b>Wealth.com</b>                         | ESTATE PLANNING > Technology                                                                | Scenario Builder                         |
| <b>Wealth.com</b>                         | FAMILY OFFICES > Client Initiative                                                          | Family Office Suite                      |
| <b>Wealth.com</b>                         | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                  | Rafael Loureiro                          |
| <b>Wealth.com</b>                         | TECHNOLOGY PROVIDERS > Artificial Intelligence > Workflow Automation                        | Ester AI                                 |
| <b>WealthFeed</b>                         | TECHNOLOGY PROVIDERS > Artificial Intelligence > Marketing and Lead Generation              | AI-Powered Organic Growth Platform       |
| <b>Wealthspire Advisors</b>               | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Higher Than \$25 Billion)   | Mike LaMena                              |
| <b>Wells Fargo</b>                        | BROKER–DEALERS > Thought Leadership                                                         | Pillars of Understanding                 |
| <b>Wescott Financial Advisory Group</b>   | INDIVIDUAL RIA FIRMS > Chief Executive Officer of the Year (AUM Lower Than \$25 Billion)    | Grant Rawdin                             |
| <b>Whealthcare Planning</b>               | ESTATE PLANNING > Technology                                                                | WhealthChat                              |
| <b>Whealthcare Planning</b>               | TECHNOLOGY PROVIDERS > Innovation New Applications                                          | WhealthChat                              |
| <b>Wilmington Trust</b>                   | ESTATE PLANNING > Thought Leadership                                                        | Emerald GEMs Podcast                     |
| <b>WisdomTree</b>                         | ASSET MANAGERS > Chief Executive Officer of the Year                                        | Jonathan Steinberg                       |
| <b>WisdomTree</b>                         | ASSET MANAGERS > Chief Marketing Officer of the Year                                        | Luba Spear                               |
| <b>WisdomTree</b>                         | PODCASTS > Industry Focused                                                                 | The Next Big Thing                       |
| <b>XY Planning Network</b>                | ADVISOR SUPPORT PLATFORMS                                                                   | Sapphire                                 |
| <b>XY Planning Network</b>                | PODCASTS > Industry Focused                                                                 | Behind the Advisor                       |
| <b>YCharts</b>                            | TECHNOLOGY PROVIDERS > Artificial Intelligence > Workflow Automation                        | AI Chat                                  |
| <b>Zenith Wealth Partners</b>             | DIVERSITY, EQUITY AND INCLUSION                                                             | Internship Program                       |
| <b>Zephyr</b>                             | TECHNOLOGY PROVIDERS > Account Aggregation                                                  | Performance in Micro Apps                |
| <b>Zephyr</b>                             | TECHNOLOGY PROVIDERS > Digital Marketing Campaign of the Year                               | PSN eBook Series                         |
| <b>Zephyr</b>                             | TECHNOLOGY PROVIDERS > Thought Leadership                                                   | Women in Investing                       |
| <b>Zeplyn</b>                             | DISRUPTORS > Technology                                                                     | Agentic AI Assistant                     |
| <b>Zeplyn</b>                             | TECHNOLOGY PROVIDERS > Chief Executive Officer of the Year                                  | Era Jain                                 |
| <b>Zeplyn</b>                             | TECHNOLOGY PROVIDERS > Chief Technology Officer of the Year                                 | Divam Jain                               |
| <b>Zeplyn</b>                             | TECHNOLOGY PROVIDERS > Artificial Intelligence > Meeting Support                            | Agentic AI Assistant                     |

|               |                                                                  |                                      |
|---------------|------------------------------------------------------------------|--------------------------------------|
| Zocks         | DISRUPTORS > Technology                                          | Client Intelligence                  |
| Zocks         | TECHNOLOGY PROVIDERS > Artificial Intelligence > Meeting Support | Privacy-First AI Platform            |
| Zoe Financial | TAMPs > TAMPs                                                    | NextGen TAMP for Personalized Advice |

