



Plan, Responsively

Helping you create financial security for your organization
and the people you serve.



Our Focus Is On You

At Graystone Consulting, an institutional consulting business of Morgan Stanley, we are focused on providing you with comprehensive, objective advice and strive to be your trusted partner by delivering the best of two worlds: the personalized service of a consulting boutique and the resources of a global financial powerhouse. We will work with you to create customized investment strategies and solutions designed to meet your organization's financial goals.

Our flexible range of services includes access to customized investment programs with ongoing support and performance reporting to help ensure the needs and objectives of your organization are addressed in the moment and over time.

INNOVATIVE THINKING. UNBIASED VIEWS. VAST RESOURCES.

The Graystone Consulting Advantage



1. Guiding you through complexity.

Graystone Consulting provides customized, innovative, flexible solutions to help meet your organization's most sophisticated financial needs. We shine a strategic light on your institutional investment challenges and goals, and help you create an intelligent path to reach them while remaining responsive to everything the world throws at your long-term plan.



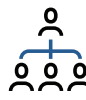
2. Giving you an independent and objective fiduciary partner.

With an open investment architecture, we blend complete fiduciary independence with objective, unbiased advice. We work solely in your interests to help you build real and lasting financial security for your organization, mission and employees.



3. Providing you with boutique service, on a global scale.

Graystone Consulting combines the fresh thinking, nimbleness and spirit of a modern entrepreneurial consulting boutique with the deep knowledge and experience of Morgan Stanley. We ensure the right advisors are in the seat from the first day you meet. You will gain experienced advisors who will take the time to truly understand you and your organization, develop innovative strategies to address your challenges — and build a long-term partnership based on trust.



4. Connecting you to all the resources of Morgan Stanley.

Graystone Consulting puts the financial resources and power of Morgan Stanley's vast research network to work for you. That means we can help you more effectively react to financial events around the world, with confidence. Give us your most complex financial challenges and we will help you solve them.



Collaborative Flexibility

We offer a wide spectrum of investment consulting solutions designed to meet your desired level of service and discretion. And, we can provide all of the intellectual capital, knowledge, specialized resources and analytical tools you need to help implement a successful, personalized investment strategy. Whether you want help with a special project, full discretionary portfolio management — or something in between — we can help meet you wherever your needs are.

Our Institutional Consultants will tailor your solution with the following services:

- Manager search and evaluation
- Portfolio construction and implementation
- Portfolio monitoring and performance reporting
- Advice on investment objectives and guidelines
- Collaborative portfolio management
- Outsourced Chief Investment Office (OCIO)
- Rebalancing
- Risk management





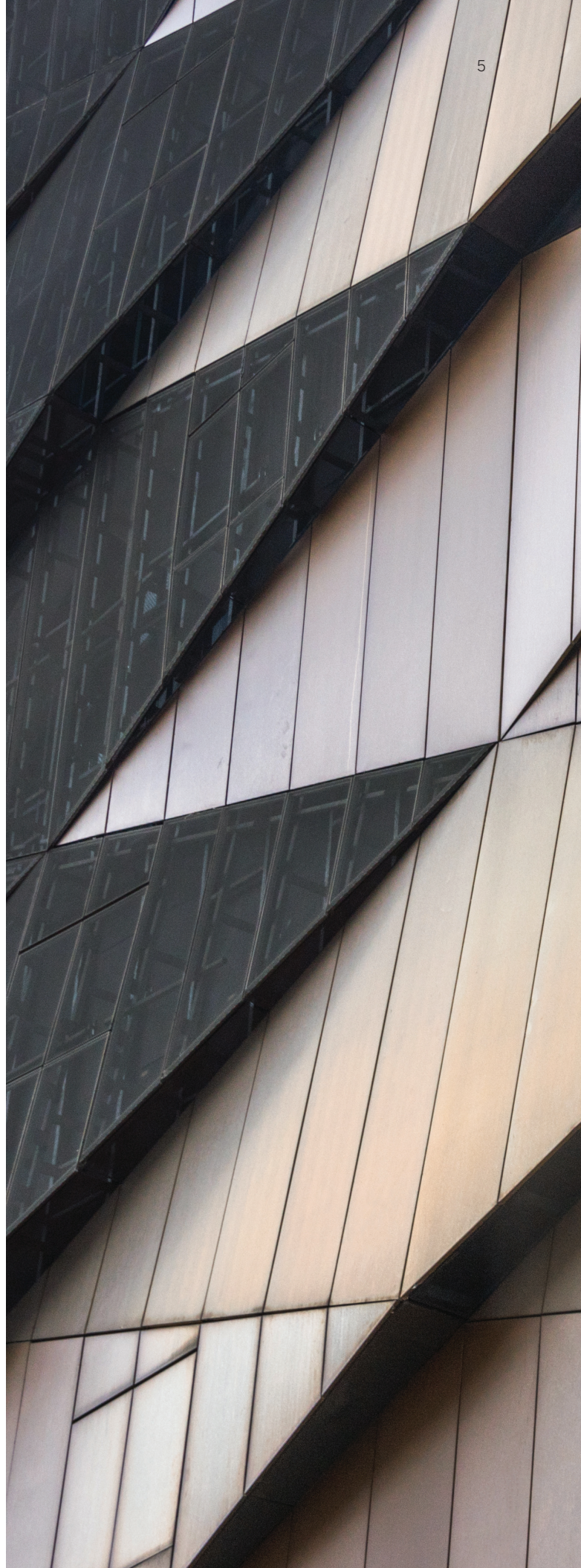
Strong Framework, Better Approach

We have a proprietary process that is designed solely to help you achieve your desired outcomes.

Our robust and proven approach has helped institutional investors define their goals, set risk parameters and implement each stage of highly customized investment plans.

We will create a bespoke approach for you, based on the following activities:

- Organizational assessment
- Investment policy and statement review
- Asset allocation study
- Investment manager evaluation
- Reporting and communication
- Ongoing review and monitoring





Helping You Achieve Your Desired Outcomes

In today's increasingly complex world, it's essential that your institutional consultant is capable of delivering the objective, high-quality guidance required to meet your ongoing fiduciary obligations.

At Graystone Consulting, our combination of local experience and global resources is dedicated to helping your organization make informed, confident investment decisions.



Long-Term Relationships

Our partnerships get better with time as we develop a thorough understanding of your needs and adapt solutions to your evolving aspirations.



A Deep Bench of Talent

You will have access to a global network of specialists and advisors at all times.



A Clear Context

We help you gain a thorough understanding of both the big picture and the fine details, setting you up to make decisions with confidence.



Full-Spectrum Service

We offer you a wide range of consulting services, from providing trusted advice to assuming day-to-day fiduciary responsibilities for your plan.



Objective Advice

We draw on an open investment architecture to help ensure goals are covered and fiduciary responsibility is maintained.





Specialized Experience and Rigorous Oversight

Distinctive Focus

Our client teams have the knowledge and experience required to service a number of industries. Some of our most prominent client categories include:

- Corporations
- Educational Institutions
- Faith-Based Institutions
- Family Offices
- Government Funds
- Healthcare Organizations
- Insurance Companies
- Not-for-profit Organizations
- Taft-Hartley Funds

Robust Regulatory Oversight

We are subject to regulation by a variety of industry self-regulatory organizations as well as federal and state agencies. These regulations are designed to protect investors by helping to assure they are treated fairly and honestly.

Internal Oversight¹

200+

Compliance
Professionals

60+

Attorneys

90+

Legal
Professionals

700+

Risk
Professionals



Let's Talk

We look forward to starting the conversation on how we can help.

graystoneconsulting@morganstanley.com

graystoneconsulting.com

¹ As of December 31, 2024

When Morgan Stanley Smith Barney LLC, its affiliates and Morgan Stanley Financial Advisors and Private Wealth Advisors (collectively, "Morgan Stanley") provide "investment advice" regarding a retirement or welfare benefit plan account, an individual retirement account or a Coverdell education savings account ("Retirement Account"), Morgan Stanley is a "fiduciary" as those terms are defined under the Employee Retirement Income Security Act of 1974, as amended ("ERISA"), and/or the Internal Revenue Code of 1986 (the "Code"), as applicable. When Morgan Stanley provides investment education, takes orders on an unsolicited basis or otherwise does not provide "investment advice", Morgan Stanley will not be considered a "fiduciary" under ERISA and/or the Code. For more information regarding Morgan Stanley's role with respect to a Retirement Account, please visit www.morganstanley.com/disclosures/dol. Tax laws are complex and subject to change. Morgan Stanley does not provide tax or legal advice. Individuals are encouraged to consult their tax and legal advisors (a) before establishing a Retirement Account, and (b) regarding any potential tax, ERISA and related consequences of any investments or other transactions made with respect to a Retirement Account.

As a business unit of Morgan Stanley, which is a registered investment adviser under the Investment Advisers Act of 1940, Graystone provides discretionary investment advisory and consulting services pursuant to its Institutional Services Agreement, Graystone will also acknowledge that it is a fiduciary pursuant to Section 3(21) and Section 3(38) of ERISA as applicable. Part 1 of our Form ADV can be found on the SEC's website (<http://www.adviserinfo.sec.gov/>) alongside our most recent ADV Program Brochure.