

The background features a large, abstract geometric design composed of several overlapping triangles. These triangles contain various images: some show a bright sky with white clouds, others show green tree branches, and some at the bottom show modern glass skyscrapers. The overall color palette is light blue and white, with accents of green and grey from the images within the triangles.

# 2022 ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT



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# Letter from Our CEO

For more than 25 years, AssetMark's mission has been to make a difference in the lives of our advisors and their clients. We do this by serving independent, community-based financial advisors with growth-enabling outsourced solutions that allow them to provide investors of all sizes with access to highly personalized and trusted financial guidance that is in their best interest.

As we've grown, so too has our obligation to operate as a responsible corporate citizen. That means we must transparently commit to meeting the needs of all our stakeholders and put purpose at the center of everything we do. In 2022, we made significant strides in our commitment to environmental, social and governance initiatives while achieving record financial performance. I'd like to share a few highlights of the work we did to make a difference for the people in our organization and in the communities in which we operate.

## Our Advisors

A core pillar of our growth strategy is enabling advisors to serve more investors and increase access to highly personalized investment solutions that are in their best interest. In 2022, we launched a Values-Driven Investing program to support financial advisors in differentiating and positioning their practices with this fast-growing client segment focused on investing prudently while driving positive societal outcomes.

## Our Team


Our accomplishments and success would not be possible without our nearly 1,000 employees who come to work every day focused on our mission to make a difference in the lives of our advisors and the investors they serve. Our inclusive culture is foundational to our mission and our core values. We are deeply committed to creating space for diverse perspectives and respecting the different life experiences of our people. I'm proud of the diversity reflected in our team and am continuously inspired by the innovation, collaboration, and engagement they showcase every day. In 2022, 43% of our workforce was female and 33% people of color. Of the nearly quarter of our employees who were promoted over the year, 44% were female and 31% were people of color.

## Our Communities

Being a good corporate citizen means giving back to the vibrant communities in which we live and work. Each year, we aim to donate about one percent of our reported profits to philanthropic endeavors. In 2022, we proudly donated over \$625,000 in support of 175 organizations and together, our team members volunteered 851 hours supporting causes that positively impact our industry and community. This year, we are excited to launch Future Advisors, a program for the next generation of advisors who aspire to create a better financial future for their communities. Future Advisors connects AssetMark advisors and high-performing college students with career interest in financial planning for mentorship and employment opportunities.

Our ESG strategy is vital to how we operate and directly linked to our ability to generate long-term value for all our stakeholders. We will continue to deepen our commitment to corporate social responsibility and are pleased to present the progress we made in 2022 in our efforts to make a difference.

Thank you for your continued support.



NATALIE WOLFSEN  
Chief Executive Officer





# About Us

AssetMark offers a wealth management platform that powers independent financial advisors and their clients. Together with our affiliates Voyant and Adhesion Wealth, we serve independent advisors of all models at every stage of their journey with flexible, purpose-built solutions that champion client engagement and drive efficiency. Our ecosystem equips advisors with services and capabilities that would otherwise require significant investments of time and money, ultimately enabling them to deliver better investor outcomes and enhance their productivity, profitability and client satisfaction.

## ASSETMARK AT A GLANCE<sup>1</sup>

### 2022 financial highlights

• Total revenue	<b>\$618.3 million</b>
• Total net revenue	<b>\$456.0 million</b>
• Adjusted EBITDA	<b>\$199.7 million</b>
• Adjusted EBITDA margin	<b>32.2%</b>
• Reported net income	<b>\$103.3 million</b>
• Adjusted net income	<b>\$130.5 million</b>
• Adjusted EPS	<b>\$1.77</b>

<sup>1</sup>2022 financial highlights as of December 31, 2022.

### Our Mission and Values:

Make a difference in the lives of advisors and their clients.



### Supporting independent financial advisors and their clients

- Supporting **\$91.5 billion** of platform assets
- Empowering **9,200+ advisors**, of which ~2,800 are engaged advisors (\$5+ million in platform assets)
- Supporting **240,000+** households
- 2022 Net Promoter Score of **67**, matches AssetMark's all-time high



# What We Do

## Redefining the Independent Advisor Experience

Advisors deserve an outsource partner who understands the complex challenges and opportunities they face. As a modern TAMP, AssetMark is redefining the independent advisor experience through an ecosystem of solutions that offer choice, flexibility and autonomy.

We pair our deep expertise and hands-on service with innovative, portable technology to drive transformational value for advisors across all aspects of their business.

## Purpose-Built Solutions

Our fully integrated tech stack is open architecture and tailored to support each advisor's unique goals – whether that's to grow their practice, build closer relationships with their clients or drive efficiency.

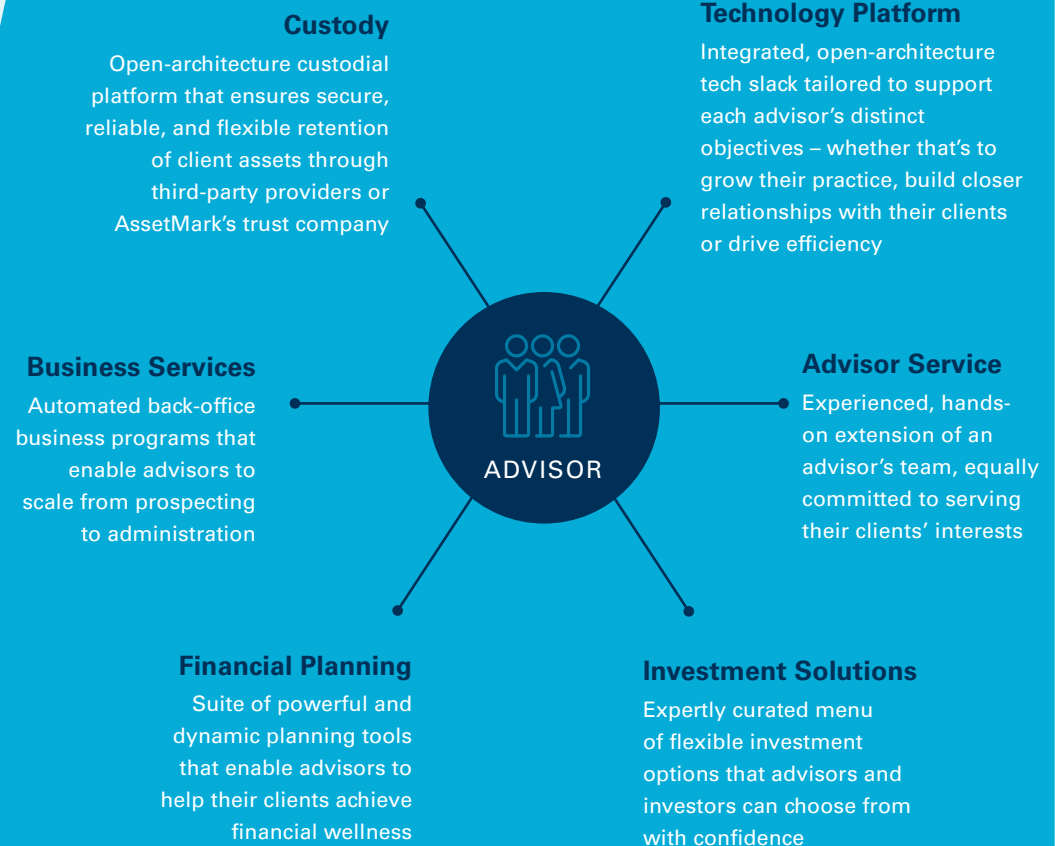
Our dedicated service teams offer highly personalized support at every stage to maximize the value advisors bring to their clients and to support the growth and performance of the advisor's practice.

Our investment professionals carefully select and monitor strategies through a rigorous due diligence process. The result is an expertly curated menu of flexible investment solutions that advisors and investors can choose from with confidence.

## A Community of Independence

When advisors choose to work with AssetMark, their independence is paramount, but they are never alone. We are an extension of their team, equally committed to serving their clients' interests, and they are part of a community of thousands of like-minded advisors.

# Purpose-Built Solutions





# STRATEGIC GROWTH PILLARS



## MEET

advisors where they are going



## DELIVER

a holistic, differentiated experience



## ENABLE

advisors to serve more investors



## HELP

advisors grow and scale their businesses



## PURSUE

strategic transactions



- One of the 20 Most Influential Gatekeepers



- Asset Manager Platform of the Year
- Michael Kim named AAPI Asset Management Leader of the Year
- Natalie Wolfsen recognized in Top Women Leaders in Wealth Management



- 2022 Wealthmanagement.com Industry Awards Finalist for our Digital Lead Generation program



- AssetMark #1 Top Overall TAMP
- AssetMark #2 in the Top Technology Category
- Adhesion Wealth #3 in the Top Model Marketplace category

## 2022 AWARDS AND ACCOLADES



# Our ESG Strategy

Behind our wealth management technology platform is our commitment to making a difference — having a positive impact on the lives of our advisors and their clients, as well as our team members and the communities in which we live and work. Our dedication to making a difference is not just words — we put this commitment into action every day by living our values in all that we do — **Heart, Integrity, Excellence and Respect**.

Together with our values, we view environmental, social and governance (ESG) practices as core to our delivering long-term growth, value creation and positive impact. Our mission of making a difference drives us to achieve excellence and make a difference for those who rely on our financial stewardship, investment expertise and client-focused approach for their financial advice and decision-making.

Our 2022 ESG Report details the work we do every day to advance our ESG initiatives and highlights progress over the past year, thanks to the dedication of our team members. We believe that our commitment in these strategic ESG areas will create long-term value for our stakeholders, achieve sustainable business success and ultimately improve the health of our communities.

## OUR GOVERNANCE

We are committed to sound governance and compliance, responsible business practices and the highest standards of ethics to achieve business success and enhance long-term shareholder value.

## ESG IN OUR INVESTMENT MANAGEMENT

We integrate ESG considerations into our investment analysis and certain proprietary solutions to support the financial decision making of advisors and their clients.

## OUR TEAMS

We are committed to fostering a mission-driven, diverse and inclusive culture, where we support our people with comprehensive benefits, health and wellness and career development opportunities.

## OUR COMMUNITIES

For over 25 years, we have made making a difference in our communities a priority by giving back through our volunteering and charitable donations.

## OUR ENVIRONMENT

We strive to minimize the environmental impact of our operational footprint through energy efficient and eco-friendly sustainable business practices.



## ESG Oversight

Our Board of Directors (Board) and senior executive leaders (Executive Team) recognize the importance of solid oversight of the ESG issues that impact our business strategy and long-term value creation. Our governance framework supports sustainability strategies across our operations, strengthens our stakeholder relationships, guides our reporting processes and ensures overall accountability. We believe that executing upon our environmental stewardship and social responsibility not only supports our communities, but also builds our financial sustainability with foundational elements such as risk mitigation, attracting and retaining talent, and responsible business practices.

### Board ESG Oversight

Our Board, as a whole and through its standing committees, works with our Executive Team to govern and manage ESG business functions. The Audit and Risk Committee has primary oversight of our sustainability and ESG program. The Board also extends its oversight of certain material ESG topics to other Board committees where aligned with their responsibilities.

BOARD OF DIRECTORS	<ul style="list-style-type: none"><li>• Oversight of our business strategy and annual strategic planning</li></ul>
AUDIT AND RISK COMMITTEE	<ul style="list-style-type: none"><li>• Primary oversight of our sustainability and ESG risk management, strategy, initiatives and policies</li><li>• Assist the Board in oversight of the Company's Whistleblower Policy, enterprise risk management program, compliance with legal and regulatory requirements</li><li>• Review of internal controls over financial reporting and audit function</li></ul>
COMPENSATION COMMITTEE	<ul style="list-style-type: none"><li>• Reviewing and making recommendations to the Board of Directors for the compensation of our CEO and other executive officers</li><li>• Reviewing our overall compensation philosophy</li><li>• Reviewing and assessing risks arising from our compensation policies and practices</li></ul>
NOMINATING, GOVERNANCE AND COMPLIANCE COMMITTEE	<ul style="list-style-type: none"><li>• Oversee compliance with the Company's Corporate Standards and Corporate Governance Guidelines</li><li>• Corporate compliance oversight</li></ul>



## Sustainability-Linked Loan

As part of AssetMark's continued commitment to ESG practices, in November 2022, we announced the conversion of our revolving credit facility into a Sustainability-Linked loan. The arrangement introduced a margin adjustment incentive mechanism tied to three of our SASB-aligned ESG objectives:

- Increasing the proportion of diverse new hires;
- Providing ESG training to advisors using our Platform; and
- Expanding the number of ESG investment strategies offered on our Platform (in alignment with predefined ESG criteria).

We believe that this conversion not only creates value for our shareholders through reduced financing costs for successfully meeting targets, but also by


expanding our set of opportunities related to future client products and building a growing pool of quality candidates for employment.

## Stakeholder Engagement

Over our long history, we understand that engaging with our stakeholders — both internal and external — is critically important for our long-term business success. We apply stakeholders' valued perspectives to inform, prioritize and continually improve our ESG strategy, strengthen our governance framework, support our employee and communities' initiatives and develop sustainable business practices. We proactively engage with our stakeholders in continuous dialogue regarding ESG topics most relevant to our business through a mix of open dialogue, collaboration, and transparent disclosure, as outlined below:

OUR STAKEHOLDERS	ADVISORS AND THEIR CLIENTS	EMPLOYEES	INVESTORS	VENDORS	COMMUNITIES
WAYS WE ENGAGE	<ul style="list-style-type: none"> <li>• Live events, webinars</li> <li>• Women's Advisors Forum</li> <li>• Engagement surveys</li> <li>• Executive leadership email and videos</li> <li>• Volunteerism and community support</li> <li>• Onboarding, LIVE Learnings, executive skills and leadership</li> </ul>	<ul style="list-style-type: none"> <li>• All-company town halls</li> <li>• Employee engagement surveys</li> <li>• Executive leadership email and videos</li> <li>• Volunteerism and community support</li> <li>• Onboarding, LIVE Learnings, executive skills and leadership trainings</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly earnings calls</li> <li>• Email, calls and in-person meetings</li> <li>• Participation in conferences</li> <li>• Annual stockholders' meeting</li> <li>• Annual Analyst Dinner</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings, emails, calls, conferences and site visits</li> <li>• Assessments and questionnaires regarding credit risk and responsible business practices</li> </ul>	<ul style="list-style-type: none"> <li>• Community partnerships and volunteerism</li> <li>• Philanthropic donations</li> </ul>
KEY ESG TOPICS ADDRESSED	<ul style="list-style-type: none"> <li>• Business ethics and fair marketing</li> <li>• Values-based and/or impact-oriented investment solutions</li> <li>• Professional development</li> <li>• Diversity, equity and inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• Culture and employee engagement</li> <li>• Compensation and benefits</li> <li>• Learning and development</li> <li>• Diversity, equity and inclusion</li> <li>• Health and well-being</li> </ul>	<ul style="list-style-type: none"> <li>• Financial performance and business model</li> <li>• Board composition and governance</li> <li>• Sustainability-linked loan</li> <li>• Diversity and inclusion approach</li> </ul>	<ul style="list-style-type: none"> <li>• Business continuity</li> <li>• Business ethics and compliance</li> <li>• Data security and customer privacy</li> </ul>	<ul style="list-style-type: none"> <li>• Charitable giving to support local community needs</li> <li>• Community development</li> </ul>





## Advisor Engagement

We strive to make it easier for advisors to work with their clients to establish a better financial future - from retirement savings to creating their legacy. We believe that financial advisors who have a deep understanding of their communities and put the needs of investors first, provide the best path for investors to achieve their long-term financial goals. When an advisor chooses to work with AssetMark, we recognize that their success is paramount, and it is our role to support their goals. We serve as an extension of an advisor's team and we are equally committed to the best interest of their clients and the success of their business. Throughout the year, we host advisors at a variety of in-person and online forums to discuss investment strategies, ethical business practices, and other timely topics such as business management in a challenging economy and leveraging the right strategic client relationships. We continue to get very positive feedback about the quality of our events, educational content, and the strength of the community we have created among our advisors.

Our advisors are grateful to have AssetMark as a partner, as evidenced by our 2022 overall net promoter score of 67, which matches our all-time high set in 2021.

# 67

2022 NET PROMOTER SCORE



# ESG Highlights

OUR GOVERNANCE	ESG IN OUR INVESTMENT MANAGEMENT	OUR TEAMS	OUR COMMUNITIES	ENVIRONMENTAL STEWARDSHIP
<p><b>100%</b> of team members completed the data security training</p> <p>Converted revolving credit facility into a <b>Sustainability-Linked loan</b></p>	<p>Committed to <b>growing the scope and breadth of ESG strategies</b> offered through our Platform</p> <p>Developed <b>training modules on ESG-related topics</b> such as responsible investment and ESG-factor integration</p>	<p>Established <b>Diversity Council</b> to develop and implement our DI strategy</p> <p>Workforce diversity was <b>43% female and 33% people of color</b></p> <p>Launched employee <b>learning library covering DI topics</b> like allyship and advocacy</p> <p>Invested <b>\$250,000.00</b> in our learning and development program</p> <p>Of the <b>24%</b> of team members who were promoted, <b>31%</b> were people of color and <b>44%</b> were female</p>	<p>Supported <b>175+</b> charitable organizations with <b>\$625,000+</b> in donations</p> <p><b>295</b> team members volunteered <b>851</b> hours to support <b>22</b> charities</p>	<p>Leased corporate headquarters and a satellite location are <b>LEED-CS Silver and Gold certified</b>, respectively</p>

## About This Report

AssetMark's 2022 ESG Report reflects our commitment to giving investors and other stakeholders a transparent and holistic view of our environmental, social and governance approach, performance and progress. This report covers the progress of our ESG program during the 2022 fiscal year, with data and metrics reflecting the period from January 1, 2022, through December 31, 2022, unless otherwise noted. In some instances, we include information on initiatives that have continued into 2023, which we have endeavored to note as such. Throughout the report, we also guide readers to additional sources of information on our corporate website and other website references for convenience.

We align our disclosures with Sustainability Accounting Standards Board (SASB) standards — now housed under the International Sustainability Standards Board (ISSB) — related to Asset Management and Custody Services to ensure that we address the ESG factors most relevant to our business. We have also identified United Nations Sustainable Development Goals (SDGs) that offer the greatest opportunity for impact given the relevance to our business activities and key priority areas. Please see the [Appendix](#) for details.



# 1

# OUR GOVERNANCE

We are committed to sound governance and compliance, responsible business practices and the highest standards of ethics to achieve business success and enhance long-term shareholder value.

## LEARN MORE ABOUT ASSETMARK'S CORPORATE GOVERNANCE AND RISK MANAGEMENT

- [2023 Proxy Statement](#)
- [2022 Form 10-K and Financial Summary](#)
- [Board Committee Charters and Committee Composition](#)
- [Corporate Governance Guidelines](#)
- [Corporate Standards](#)
- [Whistleblower Policy](#)





# 1.1 Corporate Governance and Oversight

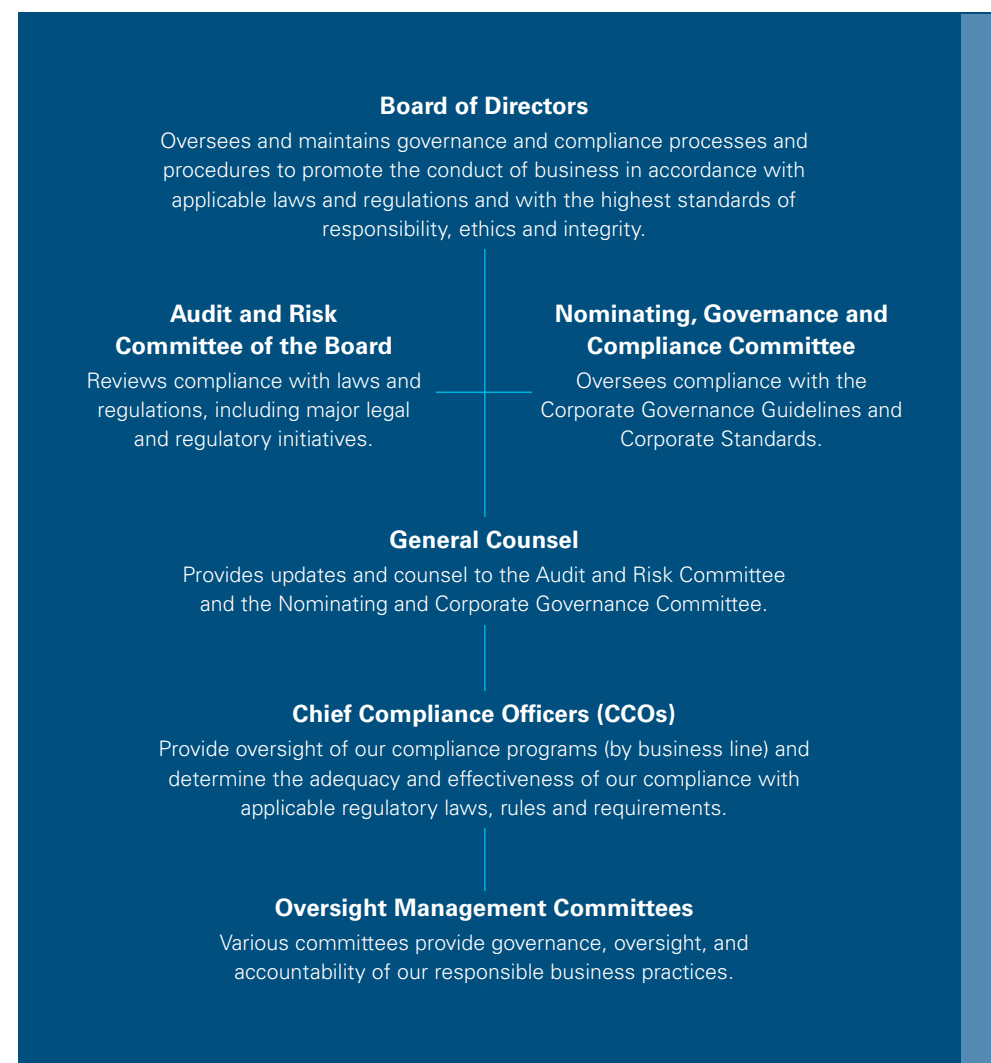
The Board is committed to the achievement of business success and the enhancement of long-term shareholder value with the highest standards of ethics. The Board maintains our Corporate Governance Guidelines to provide an effective corporate governance framework that reflects a set of core values that are foundational to our governance and management systems and our interactions with others.

## Corporate Standards and Compliance

In addition, the Board has adopted a set of Corporate Standards that applies to all of our team members, including our directors, Chief Executive Officer (CEO), Chief Financial Officer (CFO) and other executive officers. The Standards provide an ethical business framework and promote honest and ethical conduct in connection with our business operations, while also holding team members accountable for nonadherence. The Standards address relevant topics such as:

- Conflicts of interest
- Corporate opportunities and fair dealing
- Compliance with laws, rules and regulations, including insider trading laws
- Protection of confidential proprietary information
- Protection and proper use of company assets
- Reporting of any illegal or unethical behavior (with protections against retaliation)
- Equal opportunity, non-discrimination and fair employment

While the Board is ultimately responsible for corporate compliance with the highest standards of responsibility, ethics and integrity, the Board committees and management assist the full Board in fulfilling its oversight responsibilities, as follows:





# 1.2 Business Ethics and Compliance

AssetMark is committed to sound governance and high standards of ethical and responsible business conduct and compliance with applicable laws, rules and regulations.

## Compliance Program and Team Member Training

As a public company, we are subject to the reporting requirements of the Sarbanes-Oxley Act (SOX). SOX requires that we maintain effective disclosure controls and procedures and internal controls over financial reporting. As discussed above, our Standards, required by the New York Stock Exchange (NYSE) and the Securities and Exchange Commission (SEC), drive our ethical framework and support our corporate compliance efforts. Further, our Internal Audit team tests required SOX controls across the company. Internal Audit reports all control test results to the Audit and Risk Committee, and ultimately the Board. Our Audit and Risk Committee provides oversight of our corporate compliance with laws and regulations, including major legal and regulatory initiatives.

## Compliance Programs

In addition to our corporate compliance framework, we have dedicated compliance teams, by business line, who test and review the effectiveness of their respective compliance programs. Compliance teams remediate control gaps and update policies and procedures as needed. The testing results are summarized by the CCOs of each compliance team through annual reports, which are provided to the General Counsel and the Board.

Our Compliance Teams oversee the following corporate compliance programs:

### Advisor Compliance

Pursuant to the Investment Advisers Act of 1940 (IAA), this team oversees the compliance of our investment advisers. The Advisor CCOs and Advisor Compliance Teams are responsible for the implementation of the compliance program that adheres to the standards and requirements of the IAA.

### Fund Compliance

Pursuant to the Investment Company Act of 1940 (ICA), this team oversees compliance of AssetMark's proprietary mutual fund families (Funds). The Fund CCO and Fund Compliance Team are responsible for the implementation of the compliance program that adheres to the standards and requirements of the ICA.

### Brokerage Compliance

Pursuant to various SEC laws and rules, and rules of the self-regulatory organization, Financial Industry Regulatory Authority (FINRA), this team oversees compliance of AssetMark's broker-dealer. The Brokerage CCO and Brokerage Compliance Team are responsible for the implementation of the compliance program that adheres to the standards and requirements of SEC and FINRA rules.

## Compliance System Audits

AssetMark compliance systems undergo external audits annually for systems and structures associated with financial statements and reporting, anti-money laundering policies, SOC1 audits, surprise custody audits and independent financial audit for brokerage services. Additionally, our advisers and funds undergo periodic examinations by the SEC, our broker-dealer undergoes periodic examinations by Financial Industry Regulatory Authority (FINRA) and our Trust company undergoes an annual examination under Arizona statutes.



## Compliance Training

Compliance training is required for all team members, including our executive and senior officers, and is a key component of our ethical framework and culture of compliance.

We internally audit all team members' compliance training rates and escalate any necessary remediation efforts to the Audit and Risk Committee and General Counsel. During 2022, 100% of our team members completed their required compliance trainings. Our compliance training is as follows:

### Corporate Compliance

All team members are trained in the Standards upon hire and then annually thereafter. Upon each training requirement, all team members certify their understanding of and adherence to the requirements of the Standards.

### Supervised Persons

Team members who work for our adviser businesses are trained upon hire and then annually under IAA rules. Upon each training requirement, these team members certify their understanding of and adherence to the requirements under IAA rules.

### Brokerage Compliance

Team members registered with our broker-dealer have considerable continuing education and training requirements, required by FINRA and the company.

### Sales Compliance

On an annual basis, all registered employees are required to attend a Compliance Training meeting that covers topics including Ethics.

## Whistleblower Policy

The Audit and Risk Committee has adopted a Whistleblower Policy to establish procedures for the reporting and handling of complaints and concerns related to accounting or auditing matters and violations of our Standards. Neither AssetMark nor its team members or directors will retaliate or discriminate against any team members with respect to the good faith reporting of concerns. We treat concerns raised under this policy on an anonymous and confidential basis, unless otherwise required by law, consented to by the team member or as may be necessary to conduct a thorough investigation.

AssetMark trains all employees upon hire and annually on the reporting service available to them for certain potential reporting issues. Employees can report potential violations to an independent third-party through reporting channels that are available on our intranet. Every report is routed to Compliance and Legal. Human Resources is also a potential recipient of reports. Generally, Legal and/or Human Resources investigates reported issues and ensures resolution. Compliance tracks all reports for resolution. These issues are also reported to our Audit and Risk Committee. For more information, please see our [Whistleblower Policy](#) on our website.

## Insider Trading

The U.S. securities laws regulate the sale and purchase of securities in the interest of protecting the investing public. U.S. securities laws give the company, its officers and directors, and other team members the responsibility to ensure that information about the company is not used unlawfully in the purchase and sale of securities. As such, our Insider Trading Policy outlines applicable controls that support insider trading laws when our team members transact in company stock.



As part of the Standards, all team members are subject to our Insider Trading Policy, and all are subject to trading windows and preclearance requirements. Our Insider Trading Policy allows all team members to enter into a 10b5-1 plan, permitting them to sell a predetermined number of shares at predetermined times and predetermined prices. We continually test controls and review all team member transactions in our company stock, and we hold team members accountable for nonadherence.

## Anti-Money Laundering

Investment advisers are currently not required to have Anti-Money Laundering (AML) programs. However, our affiliated trust company, AssetMark Trust Company, has a full AML program as required under federal securities laws and Arizona statutes. Our proprietary mutual funds and our broker-dealers share an AML program.

## Banking Practices and Tax Compliance

Finance and operations are entirely onshore, with the exception of our Voyant division, which has offshore operations yet a limited need for offshore banking. AssetMark issues required tax reporting documents for the end investors' tax reporting and does not have responsibility for the investors' tax filing process or tax compliance.

## Government Relations and Political Contributions

Any political contributions made by or on behalf of AssetMark and any solicitations for political contributions of any kind must be lawful and in compliance with corporate policies, including our Political Contribution Policy within our Standards. This policy applies solely to the use of corporate assets and is not intended to discourage or prevent individual team members, officers,

or directors from making personal political contributions or engaging in political activities on their own behalf. No one may be reimbursed directly or indirectly by the company for personal political contributions. We did not make any corporate contributions in 2022. We do not use corporate funds for independent political expenditures to support or oppose any candidate for office.

## Fair Marketing and Communications

AssetMark, Inc. (AMI) and Atria Investments, Inc. (dba Adhesion Wealth) are the registered investment advisers (RIAs) for the company. Our advisers create various marketing materials to support our independent third-party financial advisors and their clients. Under SEC and IAA rules, our RIAs are required to ensure that their advertisements and marketing materials are truthful, accurate, and consistent with applicable rules and regulations. Our Marketing teams use comprehensive marketing compliance guides that detail how all communications with the public must be based on principles of honesty and fairness and provide a sound basis for evaluating the facts regarding any product or service, including the minimum print size to ensure that appropriate disclosure is prominent and readable. Exaggerated, unwarranted, deceptive or misleading statements or claims are prohibited.

Additionally, all advertising and marketing materials must be reviewed and approved by Compliance prior to being circulated to ensure conformity to AssetMark standards and adherence to applicable rules and regulations of the SEC and IAA. We review materials to ensure they are appropriate for the intended audience prior to circulation.





## 1.3 Data Security and Customer Privacy

AssetMark is dedicated to the security and integrity of the data we manage. Our privacy and security measures are designed to safeguard the sensitive data of our financial advisors and investors. We have strict oversight, policies and controls to protect against anticipated threats to client information and business operations.

Our security framework is guided by the core tenants of our Information Security Program, which incorporates the following key features:

- Governance and risk
- Training and awareness
- Vendor management
- Security architecture

### LEARN MORE ABOUT ASSETMARK'S DATA SECURITY AND PRIVACY

- [Information Security Program](#)
- [Client Privacy Policy](#)
- [Online Privacy and Security Policy](#)
- [2022 Form 10-K](#)





## Government and Risk

### Information Security Program

We have adopted and implemented an Information Security Program (InfoSec Policy) that outlines our security and data protection policies and procedures. The InfoSec Policy is designed to provide for the confidentiality, integrity and availability of information used within our business practices and operations. This policy is approved by the Chief Information Security Officer (CISO) and is reviewed and amended as necessary at least annually. The InfoSec Policy is part of the broader information security program, which includes the Business Continuity Plan and the Incident Management and Response Plan.

We do not share our clients' nonpublic personal information with any affiliated party for their marketing purposes. For more information, please see our Client Privacy Policy and our Online Privacy and Security Policy.

Our majority stockholder, Huatai Securities Co., Ltd. (HTSC), does not have access to AssetMark's employee or customer data, in accordance with the National Security Agreement established between AssetMark and the Committee on Foreign Investment in the United States (CFIUS).

### Government and Oversight

Our Board has oversight responsibility of our data security and privacy through its Audit and Risk Committee. This committee oversees the executive accountability of corporate information technology (IT) risks, controls and procedures.

**Audit and Risk Committee of the Board:** Receives updates on our company's Information Security Programs at least annually.



**Governance Committee:** Receives updates on our corporate Information Security at least monthly.



**Chief Information Security Officer (CISO), Chief Information Officer (CIO) and General Counsel:** Establishes and executes Information Security Policies and their operations.



**Information Security Council:** Consists of the Information Security Team. Enables collaboration for ongoing security incidents and emerging threats, reviews IT security roadmap, and continually evaluates the current state of the information security program.



**Regulatory Cybersecurity Committee:** Reviews new and changing regulatory requirements and recommendations and assesses these impacts on our business.





We use a third-party firm specializing in real-time monitoring and risk alerts to handle real-time monitoring and escalation for risks.

All appropriate risks are reviewed and addressed by our Governance Team. We conduct our own internal audits and external audits through independent third parties on an annual basis and engage with regulatory entities, including, but not limited to, the Committee on Foreign Investment in the United States (CFIUS), the U.S. Securities and Exchange Commission (SEC) and the National Futures Association (NFA).

## Training and Awareness

Our data security training addresses social engineering tactics, how to identify email phishing attacks and how to safely handle sensitive data. Additionally, certain team members, based upon their job functions or roles within the company, are required to take Client Security and Fraud Awareness Training. We exercise internal audits, confirm compliance and review training programs to update at least annually.

All team members, including full-time employees and contractors are required to complete information and data security awareness training. This training is required upon hire and annually thereafter, including phishing exercises. During 2022, 100% of those employees and contractors completed the required data security training. Contractors who are affiliated with contracted third parties are not trained by AssetMark, generally, but are required to comply with our data security policies and the associated policies of the contracted third-party firm.

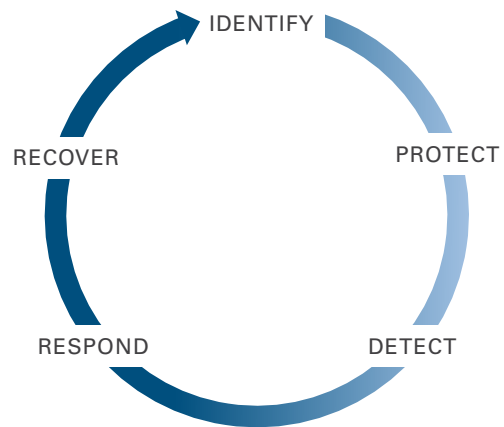
## Vendor Management

Vendor risk assessments are conducted in coordination with our Legal and IT departments. Vendors who will have access to our proprietary data or personally identifiable information (PII) are further vetted by the Information Security Department. Additionally, risk assessments are completed on an annual basis for those vendors that the company has identified as “high risk” and “critical.” Vendors that require network access to provide services are subject to our rigorous internal controls. Only pre-identified individuals are granted access rights to the necessary systems and programs using the least privileged model. Access rights are discontinued immediately upon termination and are audited quarterly. All contractors receive annualized security training as well as supplemental training throughout the year.



## Security Architecture

We outsource our data center needs to third-party providers, utilizing cloud-based platforms and leveraging their physical and data security infrastructure. Our cybersecurity controls are informed by industry best practices, including those set forth by the National Institute for Technology (NIST) Framework, which defines the primary cybersecurity functions as follows:



Our eWealthManager platform is hosted in a Tier 3 data center that complies with the SOC 1 and SOC 2 Type 2 standards. They are externally audited annually to ensure they remain in compliance with predefined control criteria relating to security, availability, processing integrity, confidentiality and privacy of a system and its information. A three-tier architecture is used for eWealthManager for added security by separating the presentation layer, functional process logic and back-end databases using next-generation firewalls. Security controls are in place to limit access to production systems to authorized users only. Multifactor authentication (MFA) is enabled for advisor logins.

Protection of assets and services depends upon understanding and defining appropriate information practices, including the maintenance of efficient cybersecurity policies, procedures, and awareness of current threats and vulnerabilities.



## 1.4 Risk Management and Business Continuity

The Board oversees our governance and compliance processes and procedures to promote the conduct of our business in accordance with applicable laws and regulations and with the highest standards of responsibility, ethics and integrity. The Board is responsible for overseeing the management and mitigation of our key risks, including our enterprise risk program. Our Audit and Risk Committee provides oversight and review at least annually. Together with management and our independent auditor, they discuss the major financial and regulatory risk exposures, the steps management has taken to monitor and control those exposures, as well as the corporate guidelines and policies with respect to risk assessment and risk management.

### Business Continuity Planning and Disaster Recovery

To ensure our continuity of critical services, we have established a Business Continuity Plan (BCP) that utilizes a holistic approach to our preparedness efforts. Our BCP integrates all aspects of traditional IT system recovery processes (Disaster Recovery Plan), team member safety and disaster preparedness, crisis management planning and business continuity planning. The BCP provides the framework for management escalation and communication processes utilizing mass notification tools.

## 1.5 Supply Chain Management

Our Incident Response Team maintains an Incident Response Plan to respond to any security incident. This plan is updated at least annually. All security incidents and threats are reported to IT and documented and tracked in our internal tracking system. All security and fraud incidents are reported to our Compliance Team.

Our vendor relationships are integral to our business success, whether for technology, financial, accounting, legal or custodian services. As vendors play a critical role in the day-to-day operation of our business, vendor management is crucial to helping protect our company from undue risk. Our internal Vendor Management Policy (Vendor Policy) governs the establishment and monitoring of relationships with vendors with whom we contract for goods and services. It provides a framework to mitigate exposure to potential credit, conversion, strategic, reputation and/or operational risk arising from relationships with vendors.

Our Legal and Information Security Departments (as appropriate) conduct due diligence on our new vendors. We conduct Office of Foreign Assets Control (OFAC) screening on all vendors with a payment component. We require all vendors with access to AssetMark's systems, non-public company and/or customer information to undergo a risk assessment, based on our Vendor Risk Assessment Form, and, as necessary, Information Security approval.

Our Legal Department maintains a master list of all approved vendors. The master list is reviewed and updated quarterly to reflect current approved vendors, completed due diligence and risk classification related to our day-to-day business operations. Annual evaluation of vendors with a risk classification of "critical" or "high risk" is required, or when performance levels have declined below acceptable standards.



# 2

## ESG IN OUR INVESTMENT MANAGEMENT

Our investment offering is backed by rigorous due diligence that is designed to help advisors best serve their clients by narrowing the universe of potential investment solutions to a select group of investment choices. We aim to support our advisors in serving client interest in ESG investment options through our Values-Driven Investing Strategies offerings. These strategies are designed to extend advisors' capabilities to construct and align clients' portfolios to reflect their personal preferences and values.

Our teams integrate ESG and Values-Driven Investing Strategies within our investment solutions primarily in two ways — selection of ESG strategies from independent investment management firms and through proprietary

portfolio construction for values-based solutions. For more information on our ESG and Values-Driven investment approaches offered through our Platform, please visit our [website](#).

**LEARN MORE ABOUT ASSETMARK'S INTEGRATION OF ESG IN INVESTMENT MANAGEMENT**

- [Values-driven investment solutions](#)





## 2.1 Investment Manager Selection and Due Diligence

In selecting the independent investment management firms that are made available on our Platform, our Due Diligence team evaluates investment firms based upon **five key pillars— people, philosophy, process, portfolio construction and performance (5Ps)**. Key elements in this evaluation process include an analysis of investment philosophy, process rigor, competitive advantage, organizational stability, and historical results. The Due Diligence team conducts a deep and thorough annual due diligence review of investment strategies to gauge suitability for inclusion in our investment lineup.

### OUR DUE DILIGENCE PROCESS

PEOPLE	Experienced, tenured teams in stable organizations
PHILOSOPHY	Clearly defined, tried and tested
PROCESS	Consistent, disciplined and applied in multiple market environments
PORTFOLIO CONSTRUCTION	Risk management is a key component
PERFORMANCE	Proof statement of philosophy, process and portfolio construction

Investing involves risk, including the loss of possible principal. Past performance does not guarantee future results.

### Bridging Due Diligence to Values-based Investment Solutions

The 5Ps are the core foundation of our process. For ESG specific mandates, we weave in relevant and appropriate ESG metrics/factors within the 5Ps. For values-based solutions we enhanced our process to include evaluation of ESG characteristics at both the corporate level and the investment management level.

Values-based data we gather in the due diligence process is used to help inform our insights about a manager's commitment to ESG for those who manage values-based mandates. Through meetings with the managers, we assess their investment capabilities for a values-focused solution by digging deep into the manager's investment strategy, portfolio characteristics and performance data to assess the merits of the investment manager's values-based mandate, sustainability research and investment experience to determine if the company's values-based approach is differentiated and well-resourced. We speak with the managers a minimum of five times a year.





## 2.2 Proprietary Portfolio Construction



Our proprietary portfolio construction takes two approaches to building values-based solutions:

- 1. Globally diversified portfolio implemented with actively managed values-based and impact-oriented funds or strategies:** Our relationships with values-based managers from years of due diligence of asset managers establishes a strong foundation for our proprietary portfolio solutions. We combine these funds and strategies to create broadly diversified portfolios that are reflective of the global capital markets.
- 2. Equity portfolios implemented through systematic security selection:** We also construct individual equity portfolios that emphasize companies with characteristics that align with values-based characteristics. The investable universe of securities is first “curated” by values-based metrics, then by fundamental metrics within the asset class. We utilize a comprehensive, independent third-party ESG and corporate governance research, ratings and analytics firm to filter each security via business activity screens to ensure a material part of their business is not derived from targeted sources (i.e. alcohol, tobacco, gambling, etc.). Securities identified as having severe values-based risks, either through controversy or broad-based values-based rating scores, may be candidates for removal from the investable universe. From there, a portfolio of individual equities is constructed based upon expected alpha and optimized around asset class benchmark(s), where the expected alpha is predicated upon value, profitability and momentum factor scorings.

The exclusion of investments based on industry or ESG factors reduces the number of available investment choices and can impact overall investment performance. **For more complete information about the various investment solutions available, including the investment objectives, risks, and fees, please refer to the Disclosure Brochure and applicable Fund Prospectus. Please read them carefully before investing. For a copy, please contact AssetMark or your Financial Advisor.**



# 3

## OUR TEAM

Our people are by far our biggest asset. We work hard to foster a diverse, inclusive culture that is driven by our mission and connected by our values, with a focus on our clients.





# 3.1 Benefits and Wellness

We offer competitive salaries, benefits and excellent opportunities for growth. We remain committed to providing comprehensive medical coverage and a robust wellness program to empower our team members and their families with meaningful tools and resources to achieve positive health outcomes.

All employees working 20 hours or more are eligible for AssetMark's health and wellness benefits, including those highlighted below:

- Comprehensive insurance benefits program, including for part-time team members
- Paid time off, sick time and holidays
- One paid "Volunteer Day" per year to volunteer at a charitable organization
- 401(k) Retirement Savings Plan with a 6% match on contributions
- Retirement Program with lump-sum payment and 18-month medical coverage
- Flexible Spending Accounts for qualifying healthcare and dependent care expenses

- Tuition and professional certification reimbursements
- Family leave, including bonding time and adoption assistance
- Military leave and jury duty

## Work-Life Balance

AssetMark has a flexible work arrangement policy, which encompasses temporary or permanent flexible options for employees potentially needing remote work, flexible work schedules and/or part-time arrangements. We also offer short- and long-term disability leaves, child-care/elder-care back-up services, bonding time off for parents, in addition to personal leaves of absences.

## Mental Health and Well-Being

We support our team members in their diverse personal wellness journeys with access to a healthy activity reward system, digital lifestyle program and fitness reimbursements. We also provide emotional and psychological well-being resources for online therapy and confidential mental healthcare, as well as a Team Member Assistance Program for confidential coaching, counseling and webinars on topics such as anxiety, chemical dependency, legal issues, finances and dependent/elder care.

### WELLNESS AWARDS 2022





## ADDITIONAL 2022 BENEFITS

- Provided greater flexibility in remote work options
- Increased fitness reimbursement benefits

## MORE ENHANCEMENTS — BEGINNING IN 2023

- Increased fertility coverage
- Increased gender affirmation benefits to match transgender World Professional Association for Transgender Health (WPATH) benefits
- Travel benefits offerings for medical care access
- Increased time-off flexibility for nonexempt employees
- Student Loan Reimbursement Program
- New Financial Wellness Program with access to financial advisors, tax services and estate planning

In 2022, we expanded our support of team members' health and wellness needs.





## 3.2 Diversity and Inclusion

We believe that a diverse team at all levels within AssetMark is foundational to our execution and innovation and gives us a strong competitive advantage. While we are early on in our journey, we aim to create a work environment that fosters diversity and inclusion (DI) across the company. Our EVP of Human Resources and Program Management oversees our DI strategy and practices, including our initiatives around hiring, promotion, retention and attrition, and provides periodic updates to the CEO and Board on our progress in connecting DI to our broader, business-driven, results-oriented strategy.

### DI Strategy: Moving from Data to Action

During 2022, we partnered with a third-party expert to dive deeply into the state of DI at AssetMark. Through the analysis of an executive survey, an employee survey, best practices and talent flow analysis, we are refreshing our DI strategy. We have made strides in improving DI within AssetMark and will have additional enhancements to roll out in 2023.

### DI Oversight

In 2022, we formalized a DI Council to further define DI accountability and ownership at senior levels of the organization. The DI Council includes members of our executive and operating committees. Their mission is to foster organizational change and provide a more dedicated focus to drive our DI initiatives forward.

In alignment with its charter, the DI Council will advise AssetMark in implementing and promoting inclusive practices while fostering a culture of respect and dignity for all employees. Their responsibilities include the following:

- Serve as an advisory group to AssetMark's Executive Committee
- Formulate DI goals and objectives
- Review and recommend policies, practices and procedures that support and advance diversity and inclusion throughout the organization
- Advocate for the professional development of underrepresented groups
- Identify and address roadblocks that may be preventing underrepresented team members' professional development
- Remove cultural barriers
- Develop a repository for DI knowledge
- Implement DI into AMK's strategic planning

DI Council members agree to guide our DI initiatives across the company, such as the following:

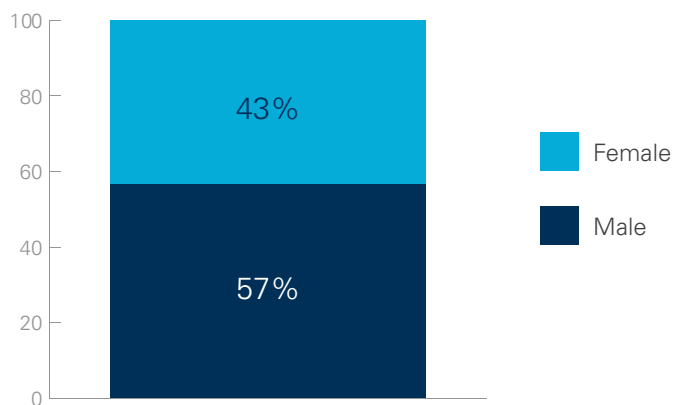
- Sponsor DI programs
- Act as DI Ambassadors across the organization
- Provide input on organizational policies and procedures to address issues and make recommendations when appropriate
- Set and review measurable DI objectives and actively monitor progress against DI Key Performance Indicators (KPIs) on an annual basis
- Review how DI is carried out cross-functionally



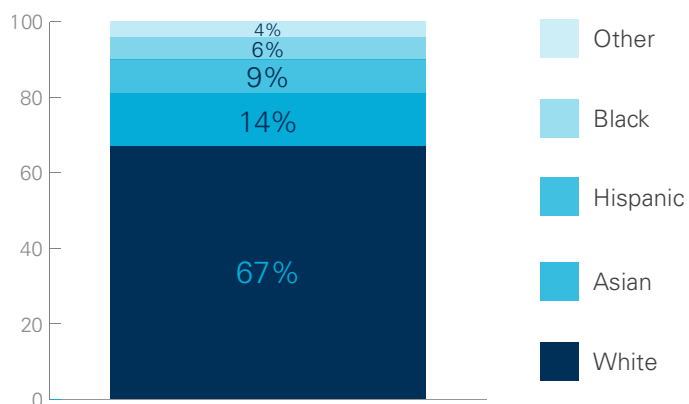
## 3.3 Diversity within Workforce

As of December 31, 2022, our workforce diversity by gender was 43% female and 33% people of color (Asian, Hispanic, Black, and Other).

### Gender Diversity



### Ethnic Diversity



### DI Objectives within Our Sustainability-Linked Loan

Our DI framework design ensures an inclusive working environment free of discrimination at all stages of the employment life cycle, including:

- External recruitment and internal mobility;
- Talent and performance management;
- Succession planning; and
- Training, learning and development.

We view our DI strategy as critical to our long-term financial value creation. As such, AssetMark has included “New Hire Diversity” as a critical ESG KPI within our newly converted sustainability-linked loan. As of December 31, 2022, 37% of our new hires were people of color, and total diverse representation at leadership level was at 33%. In order to continue to grow our talent pipeline, AssetMark is committed to increasing the proportion of diverse new hires.

### Building Diversity Awareness and Allyship

Our employee engagement survey results indicated a desire for leadership training that would support the growth of diverse teams, as well as highlighting the need for more diversity and inclusion training and learning opportunities for all employees.

As a result, during 2022, we launched employee DI education and training to incorporate changes such as:

- Communicating inclusively
- Building a foundation of equity
- Practicing inclusive innovation
- Leading through advocacy
- Enhancing interpersonal dynamics
- Fostering inclusion and diversity



## Employee Resource Groups

We also continued to invest in our Employee Resource Groups (ERGs) as a vital part of our culture, helping us to build an environment of diversity and inclusion. These ERGs provide opportunities to listen, learn and grow as a team, and to provide our leadership with cultural insights as we grow and expand our company. During 2022, the ERGs conducted targeted programs to support and develop those who are underrepresented. They also ran focus groups and sessions to facilitate a more open dialogue and culture of listening.



## Women of AssetMark

**MISSION:** To empower and unite the Women of AssetMark (WoA) by providing a safe space to learn, inspire and advance a culture that fosters female leaders.

### 2022 HIGHLIGHT

In 2022, the Women of AssetMark ERG was reimagined and re-launched by a fresh team of co-chairs ready to take employee engagement to a whole new level. Meetings are high energy, and participation has increased by 43% for women attendees and 200% for our male allies. One of the exciting initiatives that this ERG has kicked off in 2022 is a Mentor Network, providing a forum for mentors and mentees to connect in order to promote career development and sponsorship.



## People of Color

**MISSION:** To foster an inclusive and diverse environment for all people of color and their allies at AssetMark through educational opportunities, earnest dialogue, networking, cultural events and social gatherings.

### 2022 HIGHLIGHT

In 2022, our People of Color ERG led an initiative to collaborate with our wellness coordinator and the other ERGs to sponsor a meeting highlighting Mental Health Awareness. The event highlighted how mental health impacts various demographic groups, and our wellness coordinator provided education about AssetMark's mental health programs, and benefits as well as how we support the National Alliance on Mental Illness (NAMI).



## LGBTQIA+

**MISSION:** To provide a safe space, sense of community, support, education and networking opportunities to our LGBTQIA+ team members and allies.

### 2022 HIGHLIGHT

The team was proud to see an increase of attendance at ERG meetings of over 100% in the past year. They attribute this to sessions offering guest speakers like Amy Jamrog, an openly gay female founder of a financial planning firm who shared her journey, as well as increased presence in our company newsletter, In It Together, and social media forums.



# 3.4 Team Member Engagement and Talent Development

We strive to foster community among our team members and build a strong, inclusive culture that encourages our team members to succeed, grow and contribute to our long-term business success.

## Engagement and Retention

We measure our team member engagement through a companywide annual survey. Our 2022 Overall Engagement Score remained unchanged at 77% when compared to 2021’s score. The survey also helped us to identify areas for improvement. For example, only 64% of respondents felt they are able to take advantage of available learning and development opportunities and only 62% felt their workload allows them to maintain a healthy work/life balance. We use the information from these surveys to guide management engagement, decision-making and strategy. Over the past year, input from these surveys was important in driving improvements in diversity initiatives, work-life balance, health benefits and financial wellness programs.

We believe our intentional approach to building an inclusive, supportive culture characterized with active and responsive engagement is one of the many aspects that leads to strong retention across our team.

## Investing in Talent

### Learning and Development

We are committed to providing our team members with professional development opportunities for personal and career growth in a fast-paced and challenging business environment. In 2022, AssetMark invested \$250,000.00 in our broad learning and development program. We take a multi-faceted approach to learning and development opportunities across our team.

- **Live Learning.** Interactive sessions focused on hands-on learning of key business skills and organizational awareness development.
- **Executive Skills Awareness.** Certification programs from the world’s top business schools to cultivate a culture of excellence by translating business theory to actionable content for what team members need to know most now. In particular, we are committed to building participation among our diverse employees to broaden skillsets, build expertise and support career advancement opportunities.

### TOP SCORING CATEGORIES FROM AMK TEAMMATES

91%

felt committed to producing **top quality work**

92%

felt they treat others with **respect**

### AMK TEAMMATES HAVE A STRONG TENURE

33%

have worked here for more than **5 years**

19%

have worked here for more than **10 years**

9%

have worked here for more than **15 years**



- **TopTalent.** Six-month program focusing on developing AssetMark’s next generation of leaders with a mix of business school coursework, executive coaching, mentorship and “stretch assignment” work. This signature leadership program is designed to provide valuable, effective coaching support across all career stages, from emerging leaders to those newly promoted to advanced leaders running cross-functional project teams.

SUPPORTING DIVERSE TALENT IN CAREER DEVELOPMENT

LEADERSHIP PROGRAM	FEMALE	PEOPLE OF COLOR
NEW MANAGER	63%	25%
EMERGING LEADERS	46%	38%
MID-CAREER	20%	30%
ADVANCED	44%	33%

We also provide tuition and professional certification reimbursements to support learning opportunities outside AssetMark. **During 2022, six team members participated in this program for total reimbursements of \$18,913.**

Performance Management

We continually evaluate and improve our performance management framework to increase the likelihood of team member achievements and desired outcomes. Team members participate in a formal goal planning process to target competency and skills to address, align the appropriate learning resources (internal or external) and socialize their learning plans to their leaders and others. Managers use AssetMark’s goal planning tool to track and support team members’ professional development goals.



Over the past year, we integrated enhancements to drive meaningful conversations about performance and cultivated a better team member – manager experience. During 2022, **24%** of our team members were promoted, of whom **31%** were people of color and **44%** were female.



## 3.5 Employee Health and Safety

### Team Member Safety Program

We conduct a quarterly security risk assessment to ensure an active review and constant improvement of our security posture. We have annual testing and ongoing updates to plans to ensure an accurate representation of business recoverability needs, including:

- Team Member Safety Program covering all office locations, with designated Safety Leaders and Safety Captains at each location.
- Testing conducted under the Team Member Safety Program, which includes an annual fire drill, annual earthquake drill for California locations and tests of the mass notification tool.
- Safety Leaders and Floor Wardens responsible for assisting in emergency evacuations and communication structure during a crisis event. They attend periodic training on the Team Members Safety Program and can attend cardiopulmonary resuscitation (CPR) and automated external defibrillator (AED) training every two years.

AssetMark is committed to conducting business in compliance with all applicable environmental and workplace health and safety laws and regulations.

Our Executive Team strives to provide a safe and healthy work environment for our team members and to avoid adverse impact and injury to the environment and communities in which we conduct our business.





# 4 OUR COMMUNITIES

For over 25 years, we have supported our AssetMark Making a Difference initiative. We are **dedicated to making a difference in the lives of advisors, their clients and our shared communities.** Our business is built upon deep relationships and trust. We are committed to continuing our charitable giving programs and committed to growing and adjusting our objectives as needed to support education, health and community to fight hunger, unemployment, violence, and prevent environmental harm.

**LEARN MORE ABOUT ASSETMARK'S CHARITABLE GIVING AND VOLUNTEERING**

- [Philanthropy and Community](#)
- [Community Inspiration Award](#)





# 4.1 Governance and Oversight

We have a Charitable and Giving Oversight Committee (CGOC) in place to ensure that our charitable giving aligns with our values of **Heart, Integrity, Respect** and **Excellence** and will make a difference in our communities.

Our CFO serves as the Chair of the CGOC, and our CEO and President are both committee members. The Director of Charitable Giving and a corporate legal team member are also part of the CGOC. In accordance with its charter, the CGOC meets semi-annually to review the charitable budgets, approve and monitor charitable initiatives, and publish our Annual Charitable & Giving Report. For more information, please see our [Philanthropy and Community](#) page of our website.

# 4.2 Charitable Giving Programs

We were proud to donate \$626,587 in 2022 to support various charities and causes through our charitable giving programs, as highlighted below:

\$626,587 DONATED IN 2022 THROUGH CHARITABLE GIVING PROGRAMS

CORPORATE PARTNERSHIPS	TEAM MEMBER FOCUS GROUPS	SUPPORTING TEAM MEMBER GIVING	SUPPORTING OUR ADVISORS' CHARITIES	SUPPORTING OUR COMMUNITIES IN NEED
\$170,000	\$116,100	\$154,237	\$102,250	\$84,000

## Corporate Partners

To empower our core values and embody our DI strategy, we support both local and national strategic corporate partners who align with our mission of Making a Difference. Locally, our offices select charities that resonate with our team members:

- **Concord, California** supports the Monument Crisis Center (MCC), which focuses on helping families in need, supporting seniors and providing education assistance.
- **Chicago, Illinois** supports the Catholic Charities of the Archdiocese of Chicago Mother and Child Nutrition Program, which provides food, clothing, shelter, and counseling to bring hope to the hopeless.
- **Atlanta, Georgia** supports the Atlanta Community Food Bank, which is fighting to end hunger in Atlanta and inspiring change through education and outreach.
- **Encino, California** supports The Dream Center Los Angeles, which addresses immediate and long-term needs in the areas of homelessness, hunger, poverty, addiction, abuse, education and human trafficking.
- **Austin, Texas** supports The Central Texas Food Bank, the largest hunger relief charity in Central Texas for nearly 40 years. Their mission is to nourish the hungry and lead the community to join the fight to end hunger.



## Team Member Focus Groups

We support the causes and interests that support and demonstrate our focus on diversity and inclusion in our company, industry and community.

- Our Annual Step Challenge included 11 teams, who collectively logged 27,318,367 steps during the month of “Step-tember” (nearly 14,000 miles!) to raise \$7,500 for six charities.
- 76 team members virtually cycled or walked during Cycle of Hope for Habitat for Humanity to donate \$11,270.
- 54 team members joined the Walk to End Alzheimer’s with donations totaling \$16,390.

## Supporting Team Member Giving

AssetMark also hosts multiple volunteer events for team members in their local communities and matches our team member donations.

### Our Volunteers

We are happy to provide opportunities for our team members to volunteer on their own and together. We grant eight hours of annual paid Volunteer Time Off (VTO) for team members to volunteer at the charity of their choice. In 2022, 108 team members independently used 645 VTO hours. Each year, AssetMark recognizes several team members from peer nominations as “Volunteers of the Year” with an award of an additional eight VTO hours each.



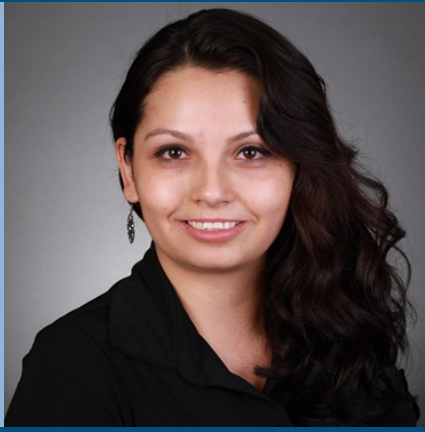
2022  
Volunteer  
of the Year

**MING SINN**  
Senior Accountant

*The National Alliance on Mental Illness (NAMI) and Alzheimer’s Association are organizations that are extremely important to me. I have volunteered there for the last year and have even had my colleagues on the finance team join me; a true demonstration of AssetMark’s value of Heart.*







## 2022 Volunteer of the Year

### TORI ARELLANO Vendor Performance Lead

*I volunteer with Saving Paws Rescue in Arizona. Saving Paws Rescue is a local 501(c)(3) that was founded to help save German shepherds and Belgian malinois dogs from euthanasia. The rescue is a safe harbor for so many of these beautiful dogs who have been neglected, abused and often abandoned. My contribution to the rescue is primarily as a foster home. I take in dogs to help rehabilitate them through love and positive reinforcement training. Once the dog is ready, they are put up for adoption and go to their new family. It is so rewarding to see the change you were able to make in a dog's life; we get to see each dog go from unwanted to the light of somebody's life. It truly is a feeling of pure joy.*

**AssetMark's Summer of Service Program** and company-sponsored volunteer events gives team members the opportunity to volunteer together to support various team-chosen charities. **In 2022, 295 team members volunteered 851 hours to support 22 charities.**

#### Matching Team Member Donations

Each year, AssetMark matches team members' charitable donations up to a maximum of \$500 per person for a total of \$50,000 for the company. During 2022, the Team Member Donation Program donated a total of \$118,409 to 112 charities between \$62,742 from team members and \$55,667 from AssetMark.

#### Supporting Our Advisors' Charities

Our annual Community Inspiration Award honors advisors who are making a significant impact in their communities through dedicated service. Every year, we select advisors to be recognized at Gold Forum, our annual industry event, where we award \$10,000 to each advisor's charitable organization of choice to shine a light on their volunteering and inspire others to give back. The following organizations were honored in 2022:

- Alzheimer's Association of Western Carolina Chapter
- Childhood Cancer Foundation
- Family Services of Montgomery County PA
- It's A Calling Foundation
- St. Vincent de Paul Butler Office
- Today Is a Good Day



## Supporting Our Communities in Need

We identify organizations whose work impacts issues that are currently and directly affecting our team members and their communities. We strive to focus on health, education and community in hopes of fighting against homelessness, unemployment, violence and the diminishing of our lands. We supported the following charities in 2022:

- **Habitat for Humanity** – Helps families build and improve places to call home. We believe affordable housing plays a critical role in strong and stable communities.
- **National Alliance on Mental Illness (NAMI)** – Dedicated to improving the lives of those affected by mental illness and to bring awareness and training to others.
- **LasTrampas School** – Supports adults with developmental disabilities to discover their capabilities and to lead full lives in the home, at work and in the community.
- **Valley Against Sex Trafficking** – Empowers survivors and encourage the community to take action in the anti-trafficking movement.

We continue to support charities that seek to advance civil and human rights. In 2022, AssetMark donated \$20,000 to the **Asian Americans Advancing Justice** and \$15,000 to the **Korean American Community Foundation of San Francisco**, which seeks to advance civil and human rights for Asian Americans and to build and promote a fair and equitable society for all.

We are empathetic and reach out to offer support when tragedy happens. Though they are not in our local community, we are committed to help those in need and donated \$5,000 each to these foundations supporting the victims affected by tragic shootings:

- Uvalde Strong Survivors Fund and San Antonio Area Foundation (San Antonio, Texas)
- Victims First, Inc. and Parade Shooting Victims Fund (Highland Park, Illinois)

We strive to focus on **health, education and community** in hopes of fighting against homelessness, unemployment, violence and the diminishing of our lands.



# 5

## THE ENVIRONMENT

We strive to minimize the environmental impact of our operational footprint through a variety of sustainable business practices. We lease all of our office space, including our LEED-CS Silver certified corporate headquarters in Concord, California. One of our four other smaller satellite U.S. office locations is also LEED-CS Gold certified. While the majority of the building decisions are controlled by property management, we integrate eco-friendly features into our occupied office spaces as permitted, such as evaporative cooling devices, motion-sensor LED lighting, Energy Star™ appliances and low-water plumbing fixtures.

To divert our operational waste footprint, we have arranged regular e-waste, recycling, and composting collections. We have also reduced paper waste through a combination of lowering our print requirements, using composable kitchen paper products and 100% recycled paper, and utilizing secure shredding/recycling services for document destruction.

We have reduced travel by integrating video and audio conferencing and virtual meetings into our business practices. The company has a fleet of 18 vehicles and out of these, 50% are hybrid vehicles (as of March 23, 2023). We outsource our data center, thus decreasing our overall carbon footprint by leveraging the economies-of-scale and environmental efficiencies of our third-party, cloud-based data center provider.

Our overall energy conservation and eco-friendly initiatives have been reviewed and certified by the Green Business Bureau.









6

# APPENDIX



# United Nations Sustainable Development Goals (SDGs)

The United Nations Sustainable Development Goals (SDGs) are a collaborative, global effort to achieve a better and more sustainable future for all. Represented by 17 Global Goals and 169 targets, the SDGs address challenges of poverty, inequality, climate change, environmental degradation, peace and justice. We identified the key areas where we have the greatest influence and impact through our business strategy, products and services.

GOAL	DESCRIPTION	HOW ASSETMARK CONTRIBUTES	REPORT SECTION
 <p>3 GOOD HEALTH AND WELL-BEING</p>	Ensure healthy lives and promote well-being for all at all ages	AssetMark aims to support our employees in their wellness journey and across a spectrum of diverse needs. We are committed to providing comprehensive medical coverage and wellness programs to empower our team members and their families with meaningful tools and resources to achieve better health outcomes. We also provide mental health support, family leave options and work-life balance flexibility. In 2022, we added more comprehensive medical benefits, including increased fertility coverage and gender affirmation benefits, to support a wider range of employee care. We also extend our support to team members' financial well-being with financial advisement, tuition reimbursement and retirement contributions.	<a href="#">Our Team</a>
 <p>5 GENDER EQUALITY</p>	Achieve gender equality and empower all women and girls	Fostering gender equality is paramount not only for teamwork but also for our developing the next class of leaders at AssetMark. As of December 31, 2022, women represented 43% of our workforce. We feel strongly about advancing women's careers, particularly under the tutelage of our CEO, recognized within the class of Top Women Leaders in Wealth Management. Also, our "Women of AssetMark" (WoA) ERG furthers this mission in real time, by providing a safe space for employees to learn and advance a culture that fosters female leaders. Additionally, AssetMark hosts an annual Women's Advisory Forum for women advisors across various stages of their career journeys.	<a href="#">Diversity and Inclusion</a>
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	We strive to foster community amongst our team members and build a strong, inclusive culture that encourages our team members to succeed, grow and contribute to our long-term business success. This initiative includes not only ensuring fair compensation but also providing a work environment that fosters talent development. During 2022, AssetMark invested \$250,00 in our team's learning and development program to offer increased educational opportunities, build executive skills and attract top talent. In 2022, 24% of our team members were promoted, of whom 31% were people of color and 44% were female.	<a href="#">Our Team</a>
 <p>10 REDUCED INEQUALITIES</p>	Reduce inequality within and among countries	As of December 31, 2022, people of color (Asian, Hispanic, Black and Other) represented 33% of workforce, 37% of our new hires and 33% of our leadership level. We also launched employee DEI education to train employees to practice inclusive innovation and communication, and to build a foundation of equity. Our newly launched ERGs are focused on the interests and advancement of racial and ethnic minorities within our company, industry and communities.	<a href="#">Diversity and Inclusion</a>



# Sustainability Accounting Standards Board (SASB)

The following tables incorporate the accounting standards from the Sustainability Accounting Standards Board (SASB) related to Asset Management and Custody Services. They include the relevant topic metric(s) where available and/or references to sections within this report where specific topics are discussed.

TOPIC	ACCOUNTING METRIC	SASB CODE	RESPONSE	REPORT
Transparent Information & Fair Advice for Customers	(1) Number and (2) percentage of covered employees with a record of investment-related investigations, consumer-initiated complaints, private civil litigations, or other regulatory proceedings	FN-AC-270a.1	AssetMark does not disclose this statistic. Discussions of material legal matters are addressed in our 2022 Form 10-K.	<a href="#">Business Ethics and Compliance</a>
	Total amount of monetary losses as a result of legal proceedings associated with marketing and communication of financial product related information to new and returning customers	FN-AC-270a.2	Discussions of material legal matters are addressed in our 2022 Form 10-K. There were no material losses during this time.	
	Description of approach to informing customers about products and services	FN-AC-270a.3	AssetMark creates various marketing materials to support independent third-party financial advisors and clients who use their platforms.  Marketing materials are grounded in principles of honesty and fairness and comply with SEC and IAA regulations.  Marketing materials are reviewed and approved by Advisor Compliance teams. AssetMark Marketing teams use a comprehensive set of guidelines to provide fair, balanced and not materially misleading information.  For more information, please see the Fair Marketing and Communication section on page 16 under the Business Ethics section of this Report.	



# Sustainability Accounting Standards Board (SASB)

TOPIC	ACCOUNTING METRIC	SASB CODE	RESPONSE	REPORT REFERENCE
Employee Diversity and Inclusion	Percentage of gender and racial/ethnic group representation for (1) executive management, (2) non-executive management, (3) professionals, and (4) all other employees	FN-AC-330a.1	As of December 31, 2022, our workforce diversity measurements are:  <b>Gender-</b> Male: 57% Female: 43% <b>People of Color-</b> White: 67%, Asian: 13%, Hispanic: 9%, Black: 6%	<a href="#">Diversity and Inclusion</a>
Incorporation of Environmental, Social and Governance Factors in Investment Management and Advisory	Amount of assets under management, by asset class, that employ (1) integration of environmental, social and governance (ESG) issues, (2) sustainability themed investing and (3) screening	FN-AC-410a.1	As of December 31, 2022, AssetMark's platform assets were \$91.5 million.  We do not disclose the platform assets by category or fund.	<a href="#">ESG in Our Investment Management</a>
	Description of approach to incorporation of environmental, social and governance factors in investment and/or wealth management processes and strategies	FN-AC-410a.2	AssetMark does not disclose these details.	
	Description of proxy voting and investee engagement policies and procedures	FN-AC-410a.3	AssetMark does not disclose these details.	
Business Ethics	Total amount of monetary losses as a result of legal proceedings associated with fraud, insider trading, anti-trust, anti-competitive behavior, market manipulation, malpractice or other related financial industry laws or regulations	FN-AC-510a.1	Discussions of material legal matters are addressed in our 2022 Form 10-K.	<a href="#">Business Ethics and Compliance</a>
	Description of whistleblower policies and procedures	FN-AC-510a.2	AssetMark utilizes a third-party agency to receive whistleblower reports anonymously via website, email and telephone. All employees are trained upon hire and annually thereafter on the service available to them.	



# Sustainability Accounting Standards Board (SASB)

TOPIC	ACCOUNTING METRIC	SASB CODE	RESPONSE	REPORT REFERENCE
System Risk Management	Percentage of open-end fund assets under management by category of liquidity classification	FN-AC-550a.1	AssetMark does not disclose this statistic.	
	Description of approach to incorporation of liquidity risk management programs into portfolio strategy and redemption risk management	FN-AC-550a.2	AssetMark administers a liquidity risk management program for its proprietary funds (each a “Fund”) whereby each Fund’s liquidity risk is assessed and managed based on specific factors during normal and stressed conditions including: <ul style="list-style-type: none"> <li>• The Fund’s investment strategy and liquidity of portfolio instruments</li> <li>• Short-term and long-term cash flow projections</li> <li>• Holdings of cash and cash equivalents</li> </ul>	
	Total exposure to securities financing transactions	FN-AC-550a.3	No funds have exposure.	
	Net exposure to written credit derivatives	FN-AC-550a.4	Certain funds may have exposure. Where relevant, this information is provided in publicly-available shareholder reports.	

ACTIVITY METRIC	SASB CODE	REPORT REFERENCE
(1) Total registered and (2) total unregistered assets under management (AUM)	FN-AC-000.A	Discussion of AssetMark’s AUM are addressed under the heading “Platform Assets” of our 2022 Form 10-K.
Total assets under custody and supervision	FN-AC-000.B	Assets in custody is disclosed under the Key Operating Metrics of our 2022 Form 10-K.



# Forward-Looking Statements

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “will,” “intend,” “believe,” “expect,” or “continue,” the negative of these terms and other comparable terminology that conveys uncertainty of future events or outcomes. These forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause actual results to differ materially from statements made in this report, including our ability to maximize value, growth and performance for our advisors, our ability to enhance long-term shareholder value, our ability to safeguard sensitive data, and our ability to minimize the environmental impact of our operational footprint. Other potential risks and uncertainties that could cause actual results to differ from the results predicted include, among others, those risks and uncertainties included under the captions “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in our Annual Report on Form 10-K for the year ended December 31, 2022. All information provided in this report is based on information available to us as of the date of this report and any forward-looking statements contained herein are based on assumptions that we believe are reasonable as of this date. Undue reliance should not be placed on the forward-looking statements in this report, which are inherently uncertain. We undertake no duty to update this information unless required by law.

**AssetMark Financial Holdings, Inc.**

1655 Grant Street  
10th Floor  
Concord, CA 94520-2445  
800-664-5345

**About AssetMark Financial Holdings, Inc.**

AssetMark is a leading provider of extensive wealth management and technology solutions that power independent financial advisors and their clients. Through AssetMark, Inc., its investment advisor subsidiary registered with the Securities and Exchange Commission, AssetMark operates a platform that comprises fully integrated technology, personalized and scalable service and curated investment platform solutions designed to make a difference in the lives of advisors and their clients.

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