GROW AND PROTECT YOUR FUTURE

PARK AVENUE SECURITIES

STEP*forward* WITH PARK AVENUE SECURITIES

While protection is the core building block to any grounded financial plan, there are additional ways to complement your risk management strategy to further help you grow and protect your assets.

Whether it's building a long-term investment strategy for retirement, saving for college, or capital preservation, your Park Avenue Securities financial representative can help you step forward to take charge of your financial future and achieve financial success.

ACHIEVING FINANCIAL SUCCESS

It's important to build a financial strategy that considers your goals, objectives, and concerns, and evolves as your life changes. There are many different sources of information, strategies to consider, investments to choose from, and decisions to be made. However, a singular mission meant to achieve financial success that's backed by an uncommon approach can help you take control of where you want to be.

A comprehensive wealth management approach means ensuring that you and your loved ones are protected. It means taking stock of what's important to you and effectively positioning your investment portfolio to grow your assets. It means building a plan that integrates all of your goals into one financial strategy.

WORK WITH A PARK AVENUE SECURITIES FINANCIAL REPRESENTATIVE WHO CAN:

1. Deliver an **uncommon approach** that considers both your growth & protection goals
2. Provide **objective wealth management solutions** that truly place your needs first
3. Offer **simplified technology solutions** to make managing your money easier
4. Ensure you **move forward with someone you trust** who's backed by a trusted network of partnerships built on strength and stability

AN UNCOMMON APPROACH THAT STARTS WITH YOU


YOUR GOALS.
YOUR DREAMS.

A "YOU-FIRST" APPROACH

Building a comprehensive financial strategy requires access to objective and flexible investment solutions to match your needs, and put you in control.

A "you-first" approach to wealth management means your goals are placed first. With Park Avenue Securities, you and your financial professional can take advantage of our platform of diverse investment solutions from different providers to give you the choice to build your portfolio appropriately. Access a suite of investment products that support multiple goals and are available to you during all life stages from buying a second home, to refinancing a business, to wealth transfer.

Structure a wealth management plan that can help to protect your family, while giving you the confidence and control to grow your portfolio.

Objective Wealth Management Solutions

Your Park Avenue Securities financial representative has access to a comprehensive suite of objective wealth management solutions to help meet your short and long-term growth and protection goals.

	ADVISORY SOLUTIONS[1]	BROKERAGE ACCOUNTS	CASH MANAGEMENT	ANNUITIES & INSURANCE SOLUTIONS	EDUCATION ACCOUNTS	RETIREMENT PLANS
OVERVIEW	Take control of your investments by accessing a suite of objective, fee-based asset allocation and model portfolio solutions based on your investment needs.[2]	Custodied through Pershing, a subsidiary of BNY Mellon – a leading provider of global financial business solutions for over 75 years. Pershing has been named the #1 clearing firm, ranked by a number of broker/dealer customers.[3]	Cash protection and securities-based lending capabilities with your brokerage and advisory accounts provide safety and liquidity when needed.	Annuities are tax-deferred investments to help generate guaranteed income during retirement, and insurance solutions provide many protection and planning benefits.[4]	Competitive solutions to help you save for primary school and college.	Objective, flexible qualified plan solutions for small and large businesses.
PRODUCT OFFERING	• Mutual Fund & ETF Wrap Programs • Advisor Managed Portfolios • Separately Managed Accounts • Unified Managed Accounts	• No account minimums • 200+ mutual fund families • Donor-advised funds • ETFs • Individual Securities (stocks, bonds, options)	• FDIC-Insured Bank Deposit Sweep Programs • Securities-based lending • CDs • Cash management features with Corestone Accounts®	• Variable & Fixed-Annuity Solutions • Variable Universal Life • Variable and non-variable life insurance (cash value whole life)	• 529s • Coverdell ESAs • UGMAs	• Support for a wide-range of qualified plan types: 403(b), 457, 401(k), profit-sharing, cash balance, defined benefit and combo plans • Fiduciary support services • Participant education resources • Objective investment solutions

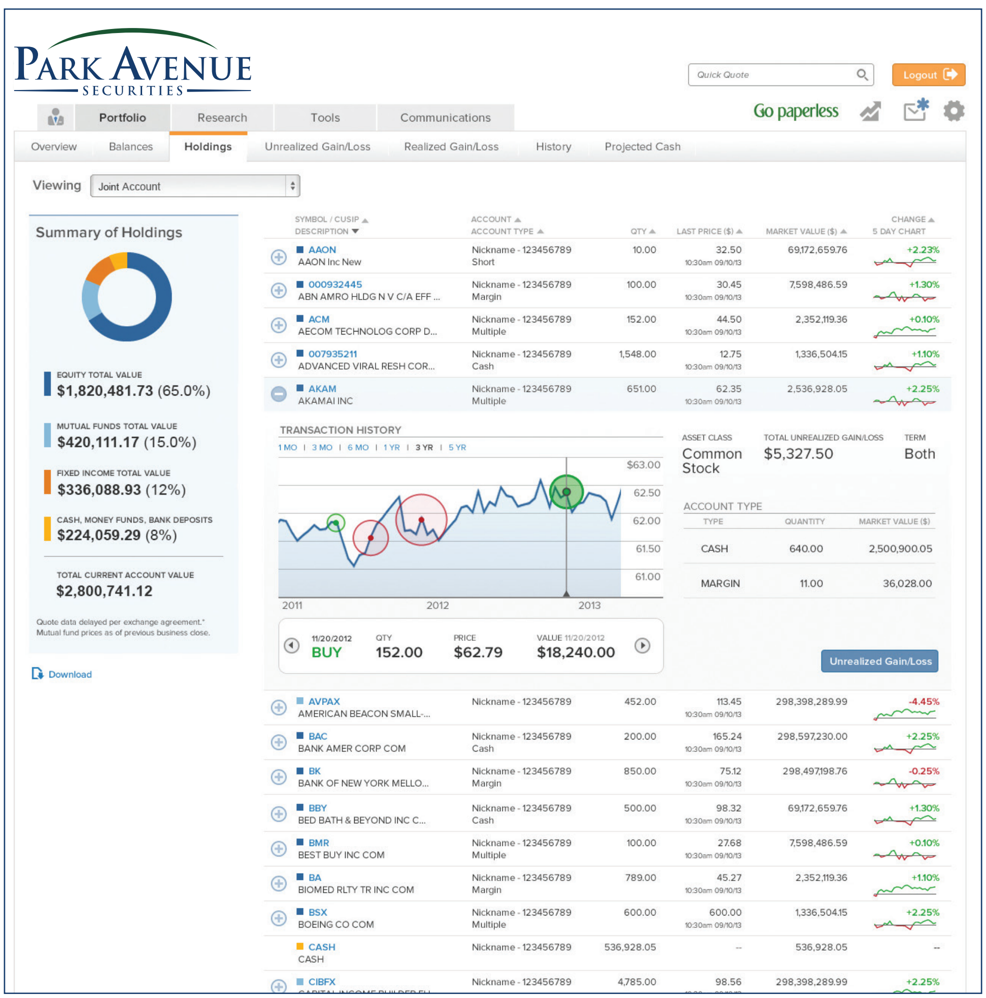
[1] Only available to be offered by appropriately licensed investment adviser representatives.
[2] Asset minimums apply.
[3] http://www.investmentnews.com/article/20160811/BLOG18/160819988/2016-custodians-and-clearing-firms-ranking
[4] Non-variable life insurance products, such as term life insurance and cash value whole life insurance products, are not investments and are not offered directly through Park Avenue Securities.


KEEP IT SIMPLE.

A WINDOW TO YOUR FINANCIAL WORLD: NETXINVESTOR

You need one place to access your accounts and quickly do what you need to do. NetXInvestor is an innovative and intuitive platform available to you at your fingertips, 24/7.* It provides a window into your financial world giving you instant access to your account, and all the tools you need to simplify your investment strategy. The mobile-friendly platform lets you:

- View balances, holdings, and account activity
- Access a comprehensive investment dashboard
- Benefit from document and statement eDelivery
- Utilize mobile check deposit
- Set-up and initiate ACH deposits and withdrawals
- Execute online trading



ASSETS CONSOLIDATED. LIFE SIMPLIFIED.

Consolidating your investments in one place can help put financial goals within closer reach — and simplify your savings strategy.

- Holistic portfolio view to better align your investment strategy
- One central, online source for your overall portfolio
- Streamlined reporting & account reviews
- Efficient cash flow management
- Easier performance tracking
- Reduction of tax forms to receive and manage
- Tax efficiency
- Access a diverse set of investment options from well-recognized fund companies
- Securities-based lending and enhanced FDIC coverage

* System availability is contingent on volume, Internet bandwidth, market volatility, and other factors that could interrupt system access.


MOVE FORWARD WITH
SOMEONE YOU TRUST.

REST ASSURED IN YOUR DECISION

It's important to have confidence in the strength and stability of those that stand behind you and your financial representative. Your financial professional utilizes Park Avenue Securities LLC, a broker/dealer that is a wholly-owned subsidiary of The Guardian Life Insurance Company of America (Guardian), which has a rich heritage of promises kept since 1860.

As one of the largest and oldest mutual life insurance companies in the U.S., Guardian operates for the benefit of its policyholders, rather than outside stockholders. This translates to a commitment of conservative, long-term thinking rather than short-term profits. While the markets may change, Guardian's timeless values of doing the right thing, holding itself to the highest standards, and focusing on people, do not.

SAFETY AND SECURITY

Additionally, Park Avenue Securities works with Pershing, a leading provider of global financial business solutions for over 75 years, which provides a critical foundation for strength and stability. Pershing's parent company, BNY Mellon, with $35.2 trillion in assets under custody and/or administration and $1.8 trillion in assets under management (as of March 31, 2020), is a leading provider of financial services for institutions, corporations and high net worth individuals. With a clear strategy for protecting client assets, you can feel confident as you work with Park Avenue Securities and Pershing.

INDEPENDENT, PERSONALIZED THINKING

While each of these companies provides the platform and strength behind your financial representative to help execute on your plan, you benefit from the independence and entrepreneurialism your financial representative is afforded. Through independence, your financial professional can place your interests front and center to do the right thing to help meet your goals.

GUARDIAN

- Exemplary ratings from the four major rating agencies[1]
- 150+ Years of Promises Kept
- Ranked 244 by Fortune magazine[2]

PERSHING, A BNY MELLON COMPANY

- Approximately $1.8 trillion in global client assets[3]
- Net capital of approximately $2.0 billion—well above the minimum requirement[4]

BNY MELLON

- $35.2 trillion in assets under custody and/or administration
- $1.8 trillion in assets under management
- Total shareholders' equity: $41.2 billion[5]

[1] Ratings are as of 12/31/19 and are subject to change. Ratings do not apply to PAS or underlying investment options of variable products.

[2] Ranked 244 on Fortune magazine's 2019 Fortune 500 list of America's largest corporations. The list evaluates companies by their 2018 gross revenue. Fortune Magazine, May 16, 2019.

[3] Pershing LLC and its global affiliates, as of March 31, 2020.

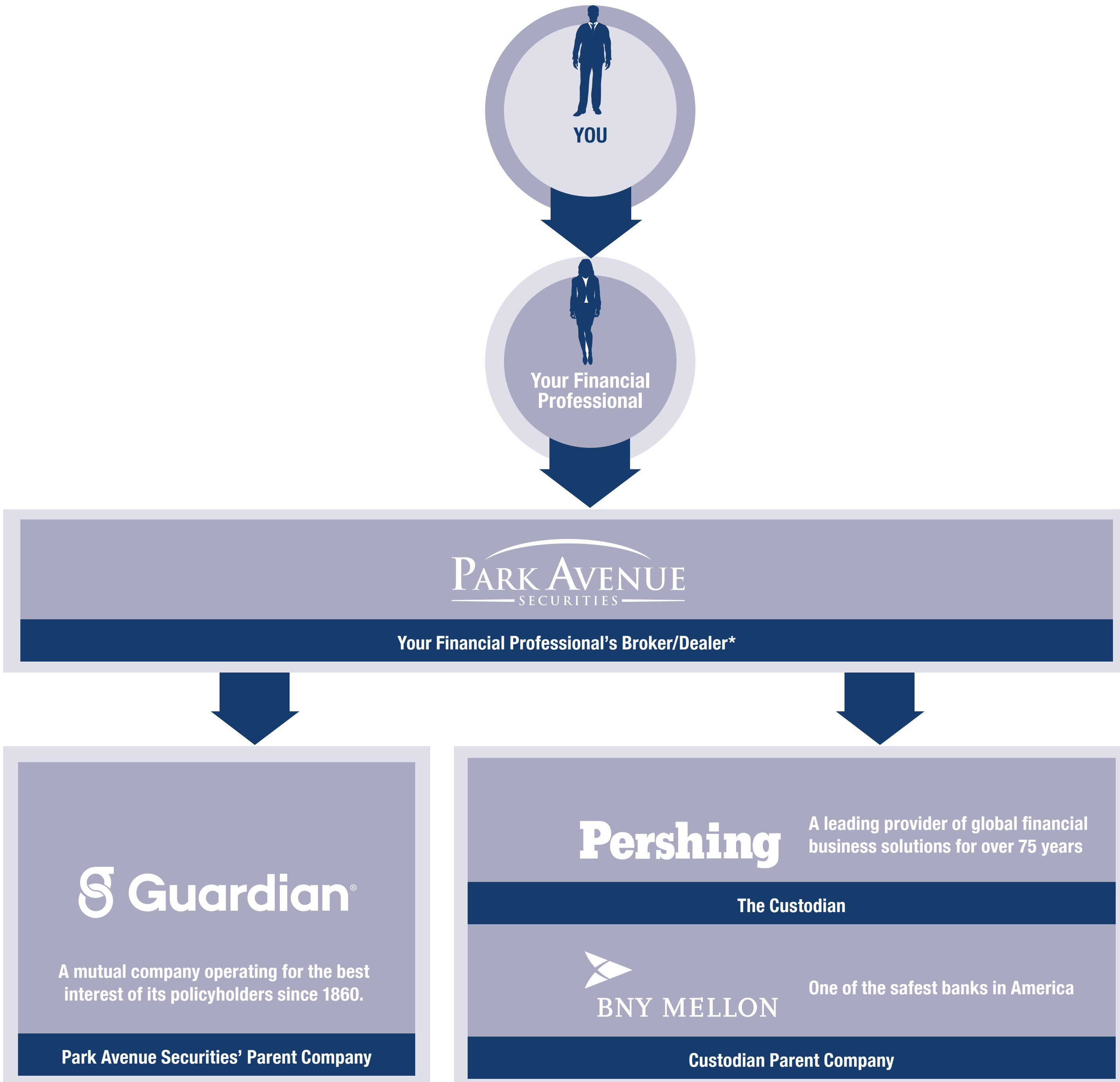
[4] Pershing LLC as of March 31, 2020.

[5] Assets under management include assets from all of BNY Mellon's investment boutiques in addition to the company's Wealth Management assets. As of March 31, 2020.

GROW AND PROTECT WHAT'S MOST IMPORTANT TO YOU.

YOU'RE SUPPORTED BY

With an uncommon approach that combines growth and protection, objective wealth management solutions that put you and your goals first, simplified technology solutions, and the backing of a network of strength and stability, you can feel confident as you move towards building a long-term financial strategy with your Park Avenue Securities financial representative.



*In financial services, a broker-dealer is a natural person, a company or other organization that engages in the business of trading securities for its own account or on behalf of its customers. Broker-dealers fulfill several important functions in the financial industry including providing investment advice to customers, supplying liquidity through market-making activities, facilitating trading activities, publishing investment research and raising capital for companies. (Source Definition: Investopedia)

STEP*forward* with **Park Avenue Securities**

A Park Avenue Securities financial professional follows a you-first approach to wealth management. This means we work together with you to understand the whole you; your family, your career, your ambitions and place your interests at the center of the conversation. It's an uncommon approach meant to give you confidence to help ensure that every step you take is solid and full of purpose.

Whether it's building a long-term investment strategy for retirement, saving for college, refinancing a business, or another approach, your Park Avenue Securities financial representative can help you confidently step forward to grow and protect your assets to achieve financial success.

PARK AVENUE SECURITIES

PAS017408 (05/20)
2020-100006 (Exp. 05/22)