

FLX NETWORKS

QUARTERLY PERSPECTIVE

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Brian Moran
FLX Networks CEO and Founder

The Untapped Efficiency

Imagine Amazon never caught on. The warehouses never rose. The algorithms never ran. Here is everything the world quietly would have lost, and never known to miss:

310M+

Active customers who would still be driving to stores

37%

Of U.S. e-commerce share that simply wouldn't exist

1 in 3

Websites worldwide now powered by AWS would still be on a local server

Close your eyes for a moment. It is a Tuesday. You need a charger for a laptop model discontinued three years ago. In the world we actually live in, you find it in four minutes, and it arrives tomorrow. Now, erase Amazon from that scenario. A phone call to a specialist shop. A drive to a mall that may or may not still exist. A resigned acceptance that the thing simply cannot be found. That friction, invisible, ambient, accepted as normal, is what Amazon quietly abolished. And we would never have known what we were missing.

The efficiency gains were not just about speed. They democratized commerce. A family in rural Montana and a family in Manhattan did not have access to the same marketplace before Amazon. The rural family paid more, waited longer, and settled for less. Amazon erased that gap with indifference, the same price, and the same two days, for everyone. Without it, that gap persists silently, a tax on location that nobody names because nobody knows any different.

The Amazon Impact

While removing barriers for consumers, Amazon changed the landscape across industries, including:

LAST-MILE LOGISTICS:

Amazon's fulfillment network forced UPS, FedEx, and USPS to modernize rapidly. Without that pressure, next-day delivery remains a luxury, not a baseline expectation.

PRICE TRANSPARENCY:

Amazon trained consumers to comparison-shop in real time. Without it, retailers maintain opacity. You pay more — and you don't know you're paying more.

CLOUD INFRASTRUCTURE:

AWS handed every startup the same computing power once reserved for corporations. Stripe, Airbnb, and Netflix are all built on AWS.

THE SMALL SELLER:

Nearly 60% of Amazon's sales come from third-party sellers, small businesses with a global storefront they could never have afforded to build alone.

Perhaps the subtlest loss would be one of expectation itself. Amazon didn't just build a store, it rewired what people believed was possible. That shift cascaded outward, forcing every competitor to chase a standard they never would have set on their own. The most profound efficiencies are the ones that disappear so completely, you forget the inefficiency ever existed. Untapped efficiency doesn't announce itself. It sits there, invisible and enormous, waiting for someone willing to build what everyone said no one needed.

The Same Opportunity In Asset Management & Wealth Management

The asset management and wealth management industry runs on relationships, but far too many of those relationships still run on email threads, PDFs, and manual back-and-forth. FLX Networks built a solution that changes that.

For an industry serving millions of clients, with billions of dollars in flows and trillions of dollars in total assets, the workflows connecting asset managers to wealth management firms remain, in many cases, startlingly manual. Introductions and servicing in many instances happen over email. Data is often transferred in spreadsheets. Approvals travel through inboxes. Product discovery happens in a variety of manual methods, which are both inefficient and expensive. The gap between what is technologically possible and what the industry uses is, in Amazon terms, enormous and largely invisible, because no platform to date was able to aggregate an open architecture solution to solve for the engagement challenge.

“The industry doesn’t lack great products or talented people. It lacks the connective infrastructure to bring them together more efficiently.”

This is the problem FLX Networks was built to solve. By creating digital workflows that directly connect asset management firms and wealth management firms, FLX replaces slow, email-heavy handoffs with structured, automated, and auditable processes. An announcement that once took a phone call or cutting through the hundreds of emails, can be surfaced 24/7 to through a single connected platform. The friction doesn't just decrease; it is systematically removed.

The democratization angle is not incidental; it is the point. In the current market, firms of all sizes are stretched on servicing and engagement approaches. Whether it be simply submitting an indication of interest for supporting a conference or accessing updated sales maps of a partner firm or submitting quarterly DDQs to assist in manager diligence and oversight, these processes are often comprised of multiple steps. FLX changes the access equation. A boutique RIA and a trillion-dollar wirehouse can both plug into the same network, surface the same product partners, and more efficiently engage their relationships, saving time, improving access, and driving better results.

Amazon's lesson was not that logistics needed to be faster. It was that the underlying connective infrastructure of commerce was broken, and that fixing it would unlock value nobody had yet imagined. FLX Networks is applying that same conviction to asset management and wealth management. When that connectivity is digital, standardized, and open to all, every firm augments its strategy. Every Member serves clients better. And an industry built on trust finally gets the infrastructure worthy of it.

Efficiency unrealized is opportunity deferred. FLX Networks is here to realize it.

The Future Is Efficient

Following a record quarter of Membership growth, FLX Networks is excited to share the following about what our Members can expect in the coming quarters:

Expanded Adoption

FLX Networks adoption momentum across the asset management and wealth management continues, with 85% of the asset management industry's AUM in ETFs, Mutual Funds, and SMAs now either active members or pending activation on the platform. In addition to our cutting-edge workflow technology, asset management Members continue to leverage a wide variety of curated solutions, such as video, lead generation, and unique and exclusive strategic relationships that FLX offers.

On the wealth management side, as we enter the second half of 2026, five of the largest wealth management platforms in the world, collectively representing \$15 trillion in AUM and approximately 60,000 financial advisors, will have joined the network and will be leveraging various aspects of our workflow technology. These firms utilize everything from the [Asset Management Relationship Portal](#) and Events Center to the Diligence Center, with many others tapping into FLX Intelligence to streamline access to industry thought leadership and insights. Building on this momentum, multiple firms have also activated the [FLX Business Accelerator](#), empowering their field leadership and financial advisors with simplified access to practice management resources and value-add programs designed to accelerate growth and professional development.

Additional Workflows & Benefits

Coming in the 3rd quarter releases will be an enhanced Asset Manager experience as well as the activation of the [FLX Event Center](#). With more than \$250 million spent on events by asset and wealth management firms, the operational infrastructure supporting that investment has remained largely unchanged, dependent on fragmented spreadsheets, email chains, and manual processes that introduce inefficiency, limit visibility, and create preventable administrative expense. The FLX Event Center addresses this gap directly, providing a unified digital platform through which wealth managers and asset managers can plan, coordinate, sponsor, and track events and ROI within a single, centralized system.

Wrap Up

The infrastructure of an industry can shape the outcomes of that industry.

For decades, asset management and wealth management ran on relationships held together with email threads, spreadsheets, phone calls, manual processes, and expensive infrastructures. It worked, until you consider the efficiency, the costs, and the analog model in a digital world.

FLX Networks isn't a feature. It's a fix.

The same way Amazon didn't just speed up shipping, it rebuilt the connective tissue of commerce, FLX is rebuilding the connective tissue of asset management and wealth management. Digitized. Standardized. Automated. Open to every firm, regardless of size.

The efficiency was always there. It was just waiting to be built. Now it has been.

Thank you for your continued partnership, and let's continue to transform our industry, together.

Briau Morau

Visit the New FLX Store!

<https://flxstore.com/>

FLX
NETWORKS

FLX
NETWORKS Home Contact



Your New Destination For Premium Corporate Merchandise



Welcome to the FLX Store

Your new destination for premium corporate merchandise. From executive gifts to branded essentials, we curated a collection that makes corporate shopping effortless.



Custom Orders

Browse our handpicked selection of premium corporate essentials, executive gifts and branded merchandise.



FLX Advantage

Every customizable item is handpicked to showcase your brand's excellence with your logo. With real-time inventory and a streamlined checkout, we deliver a seamless e-commerce experience.



Dedicated Support

Enjoy preferred pricing, enterprise billing, and priority shipping. Our support team will provide official mockups for your review, approval, and records.

Explore

Travel



Golf



Apparel



Lifestyle



Gift Sets



Tech



Featured Brands

YETI

Titleist

TaylorMade

PETER MILLAR





Elevate Your Storytelling Without Leaving Your Office

FLX Studios empowers financial professionals to record, edit, and distribute high-quality market updates, client communications, and thought leadership from anywhere.

Whether you prefer a DIY approach or need guided support, FLX Studios is your compliance-friendly virtual studio for professional content creation, without the hassle.

Why It Matters

▶ Professional Quality, Anywhere

Capture studio-quality video and audio recordings without being constrained by your internet connection, location, or physical studio availability.

▶ Ultimate Flexibility

Record asynchronously at your convenience through a simple link, eliminating scheduling conflicts while ensuring consistent, high-quality capture.

▶ User-Friendly, Guided Recording

Upload your script or talking points into the integrated teleprompter to help you deliver confidently and re-record until satisfied.

▶ Effortless Production, Rapid Turnaround

No waiting for file transfers or complex handoffs. Record, edit, and share updates quickly to keep content market-relevant.

▶ Compliance-Friendly

Content captured within a secure, compliance-aware environment streamlines approval workflows and maintains brand consistency.

▶ Director Mode Available

Get hands-on assistance from experienced entertainment industry professionals who guide you through recording without appearing on camera.

The Difference It Makes

Zero Time Loss

Record market updates without travel, scheduling headaches, or lengthy production timelines.

Maintain Consistency

Teams maintain or grow engagement by delivering professional content consistently, even during disruptions.

Strengthen Brand Perception

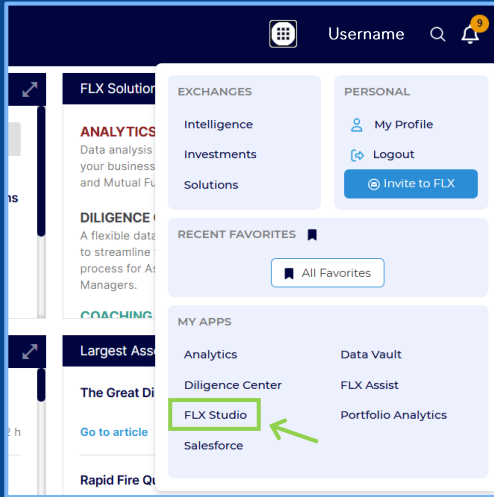
High-quality communications reflect expertise and excellence, reinforcing trust with clients and prospects.

FLX Studios makes creating high-quality, engaging content as easy as clicking record.

Whether sharing your market outlook, hosting client interviews, or scaling your thought leadership, FLX Studios turns your ideas into professional media that drives impact.

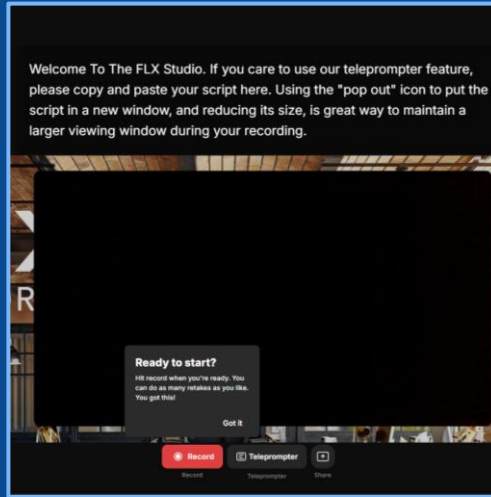


How It Works



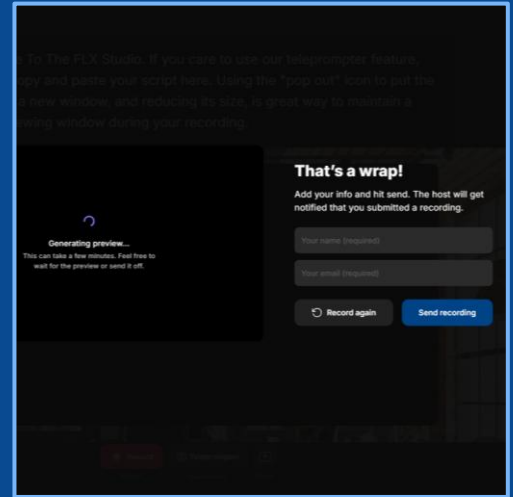
Enter the Studio:

Click FLX Studios in My Apps within the FLX Waffle Menu.



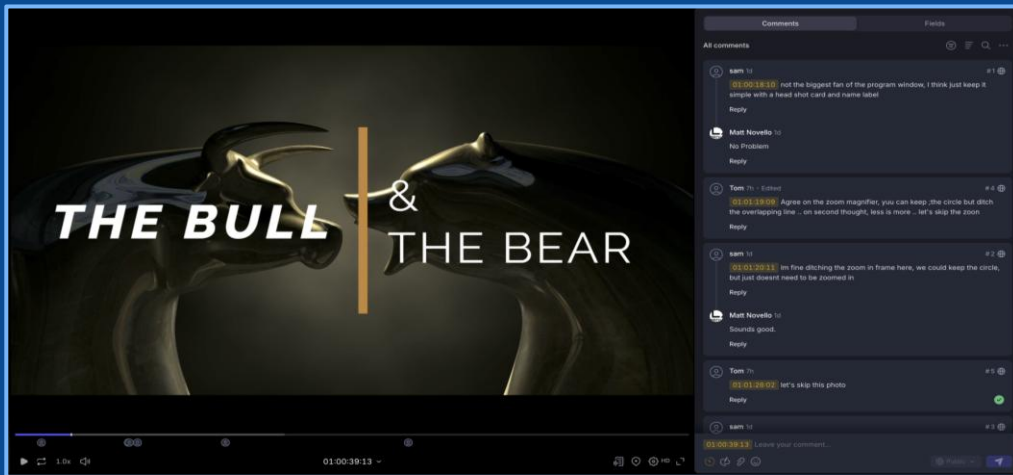
Hit Record:

Capture your message through seamless recording.



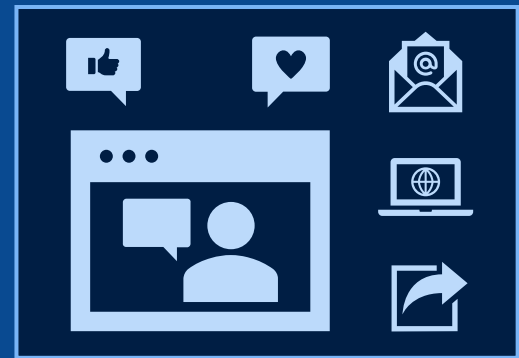
Submit for Editing:

FLX's professional team of editors will immediately be notified of your recording and begin post-production to refine your message.



Collaborate:

Revisions are shared through a secure cloud workspace purpose-built for visual assets, making revisions and feedback effortless for clients and allowing for compliance and any necessary firm level sign offs.



Share:

Publish confidently on your website, social media or in a tailored email campaign.

Ready to Transform Your Content Creation?

Schedule a live demo to see FLX Studios in action for your team. Contact your FLX representative to add Studios to your membership and start recording your next update today.