

FLX NETWORKS

QUARTERLY PERSPECTIVE

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Brian Moran
FLX Networks CEO and Founder

"It's not about you. It's about the relationship."

It's a simple statement, but one that challenges how most industries, and most of us, operate day to day.

In Business to Business (B2B) relationships, companies that thrive are those that prioritize their partners' needs over internal preferences, embracing better infrastructure to drive efficiency, reduce friction, and unlock value for all participants. We've seen this time and again:

AWS in cloud computing: Amazon built AWS not because it wanted to run servers, but because businesses needed flexible, scalable, cost-effective infrastructure. AWS's success came from enabling customers to build, innovate, and grow without infrastructure constraints.

Shopify in commerce enablement: Shopify built a platform that allowed millions of small businesses to launch and scale their online storefronts without heavy tech investments, reducing friction between suppliers, merchants, and customers.

Salesforce in CRM: Salesforce created an integrated platform that allowed sales teams and service teams to collaborate around the customer, instead of operating in silos, ultimately improving the end client's experience.

These platforms did not thrive by focusing on themselves or a "it ain't broke, so why fix it" legacy; they won by focusing relentlessly on how they could make their ecosystem more productive, more connected, and better positioned to serve their relationships.

Where Our Industry Stands

In asset and wealth management, thousands of asset managers engage with wealth management firms, aiming to share insights and solutions. Yet the teams at wealth management firms are often stretched, under-resourced, and hindered by fragmented systems. Separately, asset management firms cling to an inefficient and non-integrated model of wealth management engagement and servicing.

The Current Reality

An inefficient, non-integrated technology stack, hundreds of disconnected vendors, and unscalable processes:

- Dampen the potential for innovation
- Reduce time available for sourcing new ideas
- Keep costs elevated in a margin-compressed environment
- Have increased human capital related risks
- Divert focus from relationship building

The lesson from other B2B networks is clear: Improved infrastructure is not a “nice to have.” It is critical for enabling the client-centric experiences that drive growth, productivity, and long-term partnerships across ecosystems.

How FLX Networks Helps

FLX Networks was designed with this exact philosophy in mind: “It’s not about us. It’s about the ecosystem.”

As an industry utility uniquely positioned between asset and wealth management, we:

- Offer an integrated, interoperable B2B platform that connects asset managers, wealth managers, and service providers seamlessly
- Consolidate bespoke technologies and services under one agreement, one relationship, one platform

- Create the infrastructure that frees teams from complexity, enabling them to focus on sourcing ideas, building relationships, and improving client outcomes
- Reduce administrative burdens of tracking and mining relationship data, allowing for the highest-cost resources, your people, to focus on the most important aspect of their job...relationship building!

In short, FLX Networks is the network that serves the ecosystem, helping your business serve your relationships better.

The Path Forward

As you look to the second half of the year, we encourage you to view your engagement with FLX not as another operational expense, but as a critical infrastructure investment that enables you to serve your clients better, faster, and more effectively. By streamlining through FLX, you'll free up resources to focus on what matters most: deepening client relationships and driving growth.

Because when your relationships win, you win.

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

Brian Morau



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.

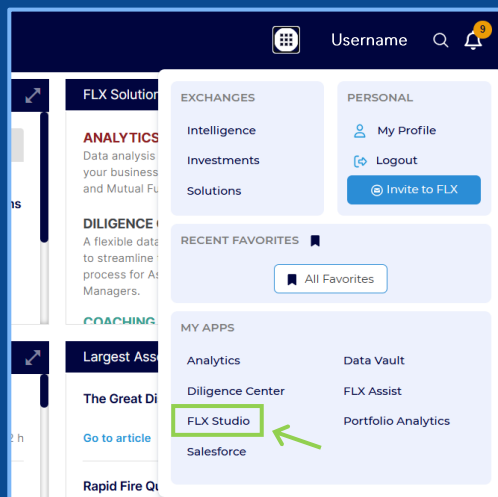
FLX Studios makes creating high-quality, engaging content as easy as clicking record.

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

Introducing FLX Studios

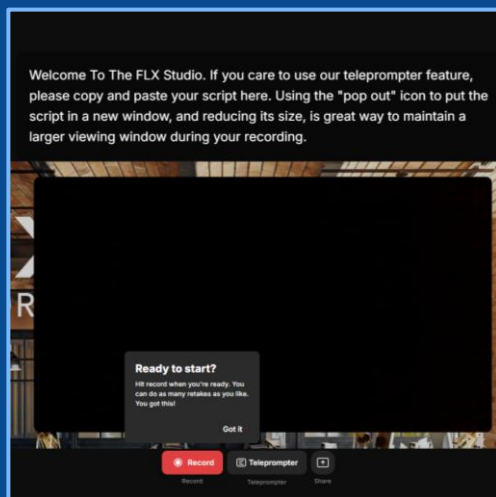
FLX
NETWORKS

How It Works



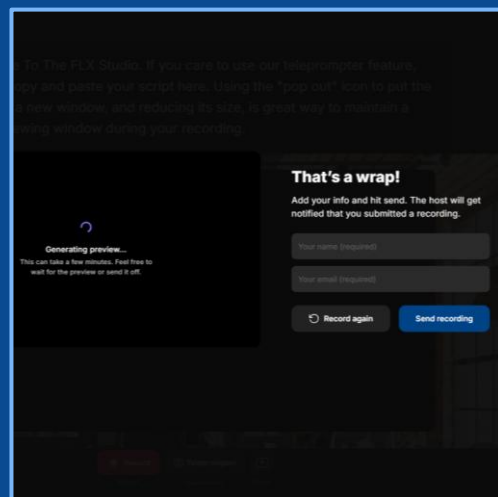
Enter the Studio:

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



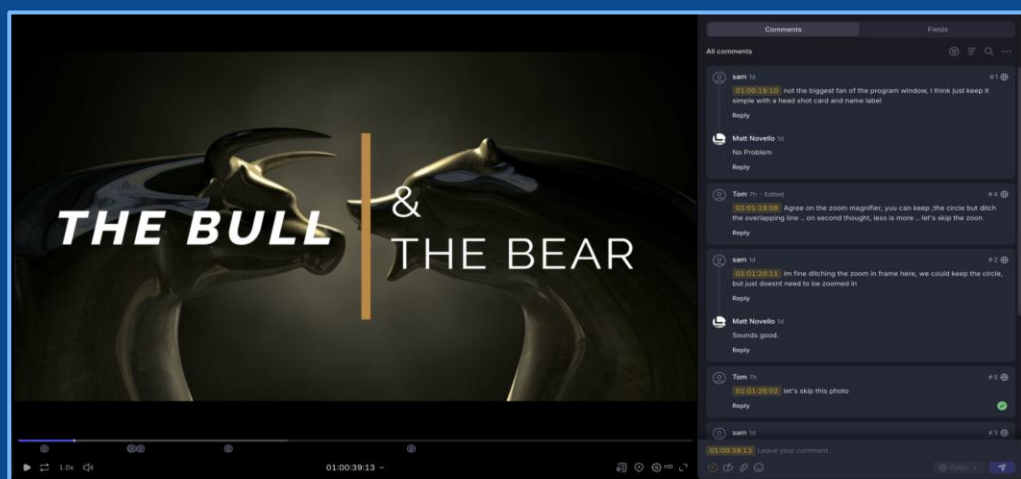
Hit Record:

Capture your message through seamless recording.



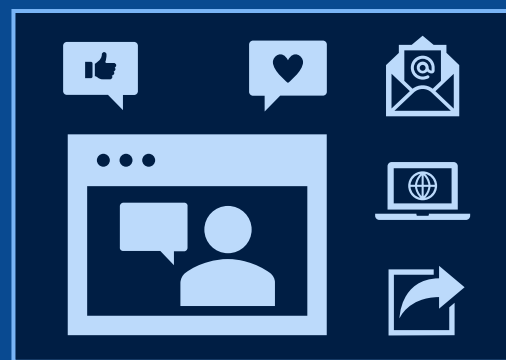
Submit for Editing:

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.

On-demand content and the ability to showcase your brand are essential to maintaining an omnichannel presence. FLX Media can help you deliver differentiated content to increase your visibility and convey key information about your firm and products.

Contact [Matt Novello](#), Head of FLX Media, to learn more.

The Latest from FLX and Our Community



[Intech Investments](#)



[ContraVest](#)



[Ellington Management Group](#)



[Weitz Investment Management](#)

Friday Film Series: Catch up on thought leadership and key firm updates in this weekly series from CEO Brian Moran.



[Strategic Thinking](#)



[FLX Assist](#)



[Macro](#)



[The Evolution](#)

Product: Stay up to date on the various strategies and products our members offer.



[Great Lakes Advisors Tax Managed Strategy](#)



[Oak Hill Advisors: Credit Market Observations Spring 2025](#)



[ContraVest Multifamily Development Fund](#)



[Ellington Management Group: E-REIT](#)