

FLX NETWORKS

QUARTERLY PERSPECTIVE

July 2026

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FLX Networks CEO and Founder

The Power of Blue

This past quarter brought a loss that was deeply personal for me and my family. We said goodbye to our beloved dog, Blue.

For some, Blue was “just a dog.” For those who knew her, especially those who spent time around FLX Networks, she was much more than that. She was a constant presence.

From the day after I officially committed to building FLX Networks, through our launch, through COVID, and through every high and low that comes with starting and growing a company, Blue was by my side.

Her impact on this company is probably greater than many realize. That may sound unusual. After all, what can a dog really teach a founder, a leader, or an emerging company?

As it turns out, quite a lot.



Keep It Simple



At first glance, bringing your dog into the office may not sound like a business lesson.

But Blue taught me something important: environment matters. I didn't bring Blue to the office because I wanted to create a novelty. I brought her because she changed the energy in the room. She created warmth.

Whether it was greeting someone at the door, sitting quietly during a stressful day, or gently reminding you that lunch should involve an actual break, Blue had a way of disarming people. She made the office feel human.

In business, we often overcomplicate culture. We talk about strategies, frameworks, and initiatives. Those things matter, but sometimes culture is much simpler. People do their best work when they feel comfortable, connected, and energized enough to collaborate. Great teams are not built only through process. They're built through trust, shared energy, and human connection.

Blue reminded us of that every day.

Innovate



One of FLX's core cultural values is simple: Innovate.

We want to be a company that sees friction, recognizes challenges, and creates solutions that move people forward.

While Innovation sounds exciting, it requires something many leaders struggle to create: space. Between meetings, emails, Zoom/Teams calls, deadlines, and responsibilities, finding time to think can feel impossible. Blue helped solve that for me. She needed walks. And because she needed walks, I had to step away.

I'm sure some people thought I had secretly started a dog-walking business. Others probably wondered why I disappeared so often. What they didn't realize was that some of FLX's most important ideas were born during those walks.

Walking created distance from the noise. That distance created clarity. And clarity created ideas. Innovation rarely happens when you're buried in chaos. It happens when you create enough space to think differently. Blue didn't just encourage that, she forced it.

I'm grateful she did.

Love What You're Building

Love can show up in many forms. But one of the clearest signs of love is commitment. Blue loved with complete loyalty. She always wanted to know where I was. She always wanted to be nearby. And she was always ready to join me on a journey. Her purpose felt clear: stay close and care deeply.

That kind of devotion leaves an impression. It also made me reflect on what it means to lead. Some people believe emotion is a weakness in leadership. I see it differently. Emotion often means you care. Caring deeply about your mission, your team, your clients, and the work you're doing is not a liability, it's fuel.

Passion drives improvement. Passion pushes innovation. Passion helps people persevere through difficult moments. As leaders, we have a choice. We can lead through fear, pressure, and avoidance, or we can lead through belief, purpose, and love.

I certainly haven't figured out everything it takes to build a great company. But I do know this: I hope Blue would be proud of the passion I've brought to trying to build something meaningful and revolutionary.

Why Revolutionary?

As we move into the second half of 2026, that's one word I keep coming back to.

This year marks the 250th anniversary of the United States, a reminder that meaningful change often begins with bold ideas and the courage to challenge outdated systems.

At FLX Networks, our company is positioned to create its own history making moment through transformation that delivers real, tailored value for every member of the Network.

For wealth management firms, FLX helps simplify partner engagement, reduce inefficiencies, lower technology costs, and unlock new resources to help financial advisors grow.

For asset managers, FLX modernizes connectivity with wealth management. Relationship management, due diligence, content delivery, corporate events, and growth initiatives can now operate through a unified workflow. In short, we are helping modernize how this industry connects, collaborates, and creates value.

And the momentum is real. Today, firms representing more than 60,000 financial advisors, along with asset managers representing more than \$40 trillion in assets under management, all have one thing in common:

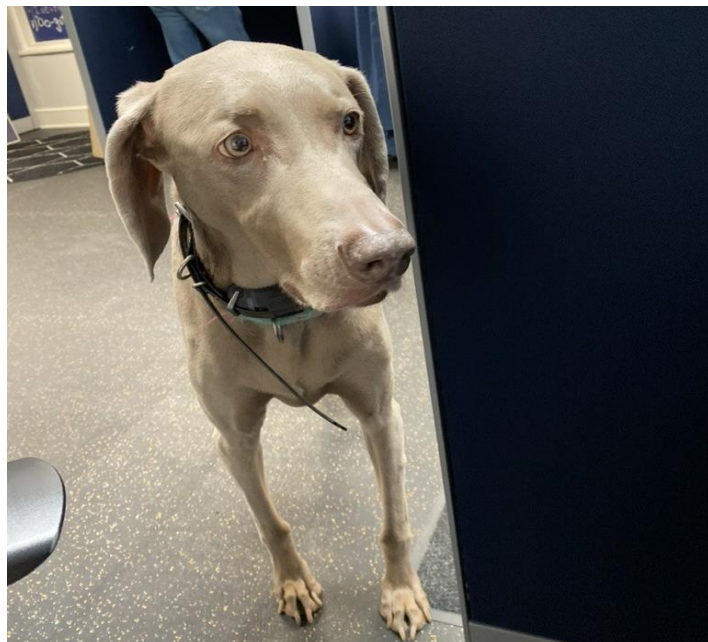
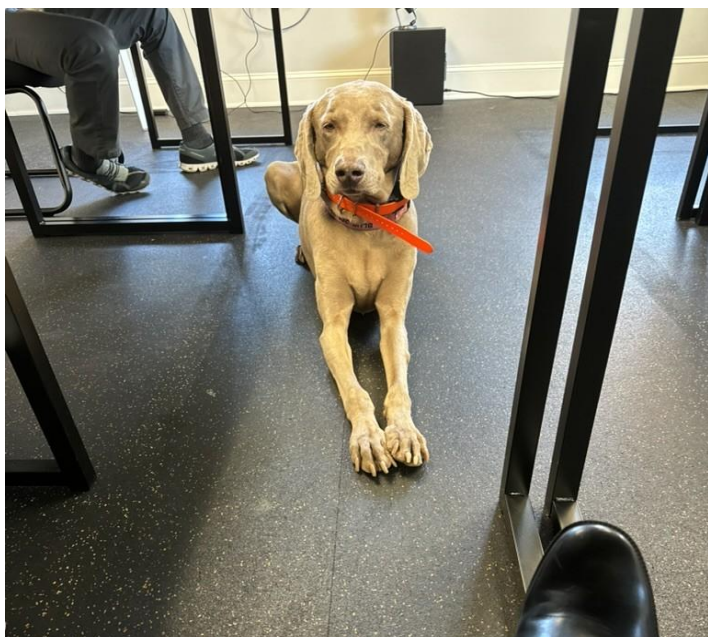
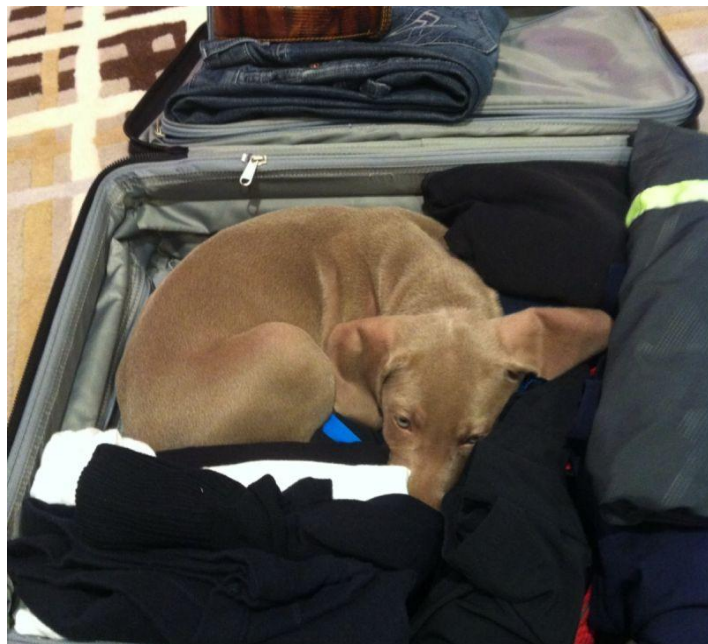
They are part of the FLX Network. That is both humbling and energizing.



Blue's Legacy



Blue taught me many things. Keep it simple. Create space to innovate. Love what you're building. Some dogs leave paw prints on the floor. The special ones leave them on your company, your leadership, and your heart.



Visit Your New Company 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.



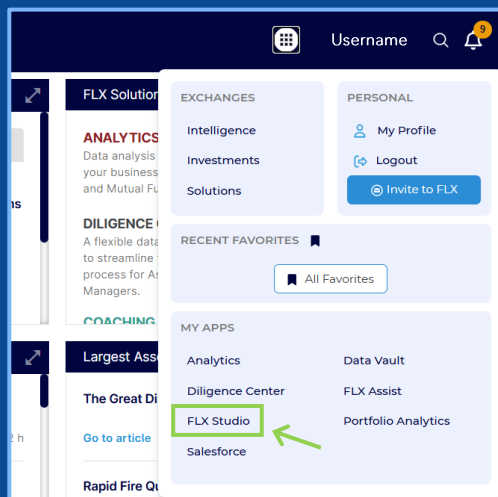
Strengthen Brand Perception

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.

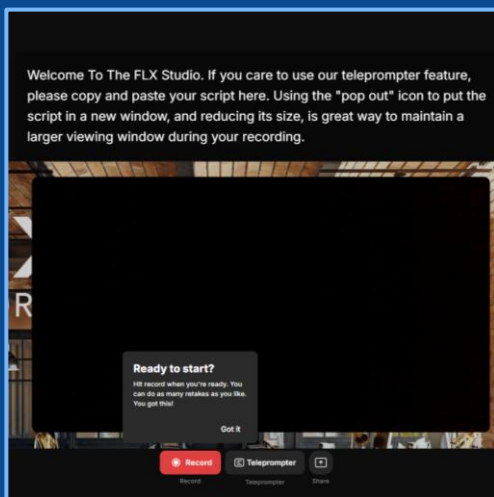
Whether sharing your market outlook, hosting client interviews, or scaling your thought leadership, FLX Studios turns your ideas into professional media that drives impact.

How It Works



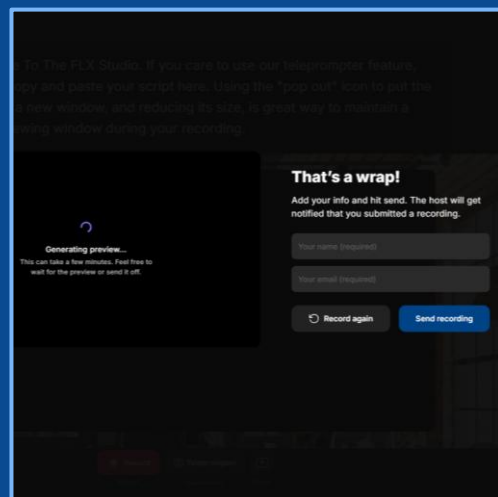
Enter the Studio:

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



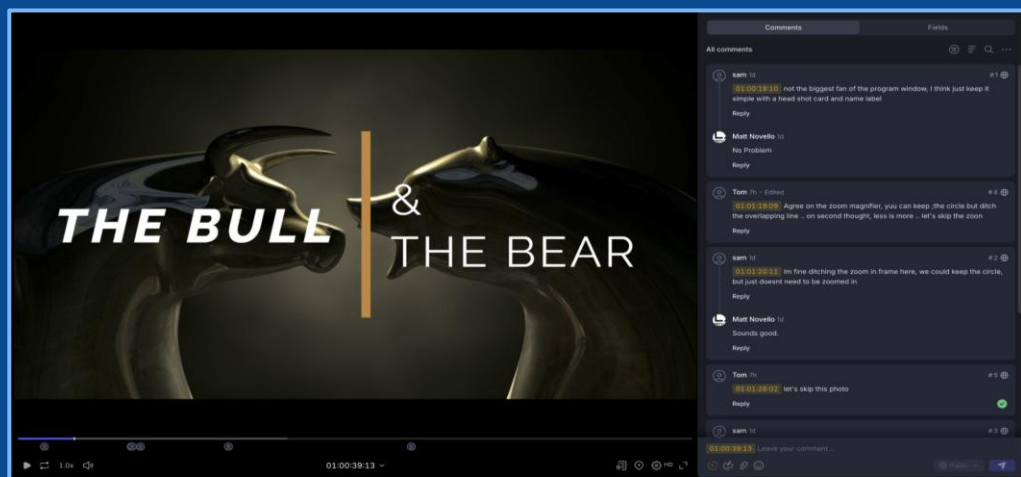
Hit Record:

Capture your message through seamless recording.



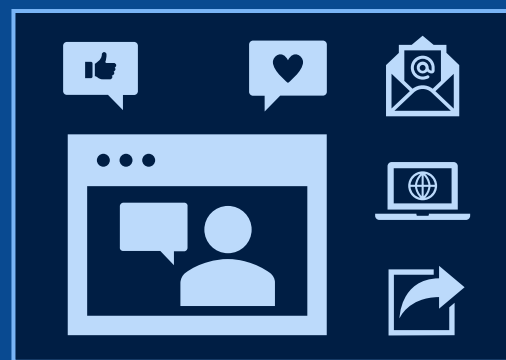
Submit for Editing:

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.