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PRESS RELEASE

Ulrich Investment Consultants Joins Forces with Emigrant Partners

Ulrich Investment Consultants, an SEC Registered Investment Advisor, with offices in San Antonio, TX, Albuquerque, NM and Spokane, WA, is pleased to announce its agreement with Emigrant Partners, to become an investor in the growing \$1.7 billion RIA.

Emigrant Partners has a successful track record in providing financial backing to successful RIAs around the country to allow them to continue their organic growth and expand through acquisitions of other advisors and RIAs. In addition, Emigrant provides a wealth of knowledge and best practices to help advise and guide its partner firms through expansion and succession planning strategies.

“We would not have agreed to this partnership if we didn’t believe 1 + 1 equals 3. We are always striving to improve our offering for the betterment of our clients, and this partnership clearly does that” said John Ulrich, founder and CEO of Ulrich Investment Consultants. “The additional resources they bring to the table, from trust services to specialty lending, will serve our clients well over the long run.”

Emigrant was further inspired by Ulrich’s thorough approach to investment management and deep-seeded relationship with Callan Associates, one of the largest independent consultants and research firms in the world.

“Emigrant recognized our differentiated investment process”, said Whitney Solcher, CFA, Chief Investment Officer for Ulrich and 6th generation San Antonio native. “Our tools, talent and technology can be further leveraged to

support additional advisors and further expand our successful investment consulting platform.”

“It wasn’t too hard to figure out that Emigrant was the best fit for us,’ Ulrich said. ‘One, we really appreciate what they’re trying to do in their approach. We wanted to retain control, but we needed a capital partner to be able to help us grow and do that correctly.’”

Ulrich added that the transaction will also provide Ulrich Investment Consultants with succession planning assistance: he plans to launch an employee stock ownership program which will allow the firm to retain and attract key talent “I came to the decision that it was in the best interest of my clients, for the firm to be owned by the employees. As an independent firm, I don’t feel like we have been conflicted in giving advice and if the firm remains an employee-owned firm, that legacy will continue. Planning for the future is a critical issue for us as well as or clients” Ulrich commented.

‘The firm has an incredible bench of young talent in an incredibly attractive market,’ said Karl Heckenberg, CEO of Emigrant Partners. “We are always hyper-focused on making sure the next generation of leaders are as excited about working with Emigrant as we are with them to help scale and grow the firm for the next decade and beyond.”

Ulrich Investment Consultants is a fiduciary investment advisor focused on high net worth families, family offices, foundations and endowments, and institutional clients. Ulrich has offices in San Antonio, TX, Albuquerque, NM, and Spokane, WA.

Emigrant Partners is a capital and advisory services partner that makes non-voting minority investments into wealth, asset and alternative asset managers to help them achieve their goals. Headquartered in New York City, the firm was founded by the Milstein family, owners of Emigrant Bank, the largest privately-held, family-owned and operated bank in America.