



Orion to Acquire TownSquare Capital and Expand its Wealth Management Operations

The below FAQs can be used to learn more about how Orion Advisor Solutions will strengthen its wealth management offering to support the advisor-client journey by acquiring TownSquare Capital.

What was announced today?

Orion Advisor Solutions (Orion), the premier provider of the tech-enabled fiduciary process that seeks to transform the advisor-client relationship within a single, connected, technology-driven experience, announced an agreement to acquire TownSquare and expand its wealth management operations.

When will the acquisition be complete?

The transaction is expected to close by early third quarter of 2022, following the completion of customary closing conditions.

Who is TownSquare?

Founded by a team of former fund managers in 2018, TownSquare is a boutique, full-service investment and trading platform with an institutional mindset toward portfolio construction. TownSquare provides its advisor clients with a turnkey investment and trading platform that includes asset gathering and point of sale assistance, portfolio analysis and tailored construction, custom trading and tax optimization, analytics, processing, reporting, and billing. It is designed to give clients confidence in the high-quality assets they own – even in times of market stress. TownSquare adds alpha by utilizing some of the industry's best institutional money managers and their fundamental, high-conviction, high active-share strategies while maintaining a keen focus on tax efficiency, lower fees, and transparency.

Why was Orion interested in acquiring TownSquare?

As Orion looks to strengthen its wealth management capabilities, the pending acquisition of TownSquare will help provide growth-focused independent advisor clients access to a wider range of investment products, solutions, and trading capabilities.



Post-close, how will Orion's clients benefit from TownSquare's wealth management capabilities?

Orion will add TownSquare to its wealth management business, cementing its status as the premier provider of the tech-enabled fiduciary framework that boosts financial advisors' capacity to Prospect, Plan, Invest and Achieve within a single, connected digital experience. The acquisition of TownSquare furthers the 'Invest' pillar of the framework by connecting investment strategies and products directly to investors' unique financial goals, risk target, and plans.

Post-close, how will TownSquare clients benefit from Orion's solutions?

Post-close, current and prospective clients will benefit from Orion's deep bench of talent, technology, and service offerings fully focused on serving the financial advisor market. Additionally, once the transaction is complete, TownSquare's advisor clients can access Orion's most-in-one wealth management and technology platform that will give clients more investment options and enhanced support in one seamless experience, ultimately saving them time and money.

How will the Orion and TownSquare teams come together?

Post-close, TownSquare will operate as a wholly owned indirect subsidiary of Orion Advisor Solutions.

What does this mean for the future of Orion?

Over the past 20+ years, Orion has successfully set the bar for delivering a portfolio accounts and back-office technology experience for independent fiduciary advisors. More recently, Orion pushed itself to grow the business beyond operational services by introducing financial planning capabilities, an open-architecture wealth management platform, and investment management expertise as core elements of our offering.

We firmly believe the best way to deliver on this promise is to maintain our commitment of pushing the boundaries of traditional advisor technology and wealth management services. Our next step in acquiring TownSquare and expanding our wealth management operations shows we have no plans of slowing down our commitment to industry innovation and disruption. Our combined future is bright!

What communication, if any, will be sent to end clients about the transaction?

No communication will be shared directly from Orion to investors regarding this pending acquisition.

If I have specific questions about how this will impact my firm, who should I talk to?

We encourage you to visit orion.com/townsquare to access more resources about this pending transaction. For any additional questions, please reach out to your Orion point of contact.