

#### OFFICE LOCATIONS

New York, NY  
Beverly Hills, CA  
Irvine, CA  
La Jolla, CA  
San Francisco, CA  
Lake Mary, FL  
Chicago, IL  
Houston, TX

#### NATIONAL COVERAGE

30+ Portfolio Managers  
18 Investment Consultants

#### INVESTMENT STRATEGIES

Equities  
Core Fixed Income  
Opportunistic Income  
Real Assets  
Alternative Investments<sup>1</sup>

# Firm Overview

Intelligent Personalization® – Customized High-Net-Worth Investment Management Solutions

For over 35 years, City National Rochdale has specialized exclusively in providing Intelligently Personalized® portfolio management for high-net-worth individuals, families, and institutions with \$1m or more in investable assets.

#### KEY PRINCIPLES AND CLIENT BENEFITS

We can help:



- Achievement of Financial Goals
- Active Risk Management
- Tax Management
- Private Portfolio Manager
- Research-Driven Portfolio Design

#### CITY NATIONAL ROCHDALE AT A GLANCE

**80%**

investment consultants and portfolio managers hold the Chartered Financial Analyst® designation<sup>2</sup>

**25+ YEARS**

average professional experience of investment strategy committee members

**\$68.2  
BILLION**

assets under management as of October 31, 2024

**90% +**

historical client retention rate<sup>3</sup>

<sup>1</sup> Alternative investments are speculative, entail substantial risks, offer limited or no liquidity, and are not suitable for all investors.

<sup>2</sup> As of January 31, 2024, CFA® and Chartered Financial Analyst® are registered trademarks owned by CFA Institute.

<sup>3</sup> 2010 through Feb.29, 2024

# Our Process

Our personalized approach to investment management is designed for clients seeking portfolio strategies that address their unique investment needs, risk tolerances, market environment, and investment opportunities.

## CLIENT CONVERSATION

City National Rochdale actively listens to the client's investment objectives in order to develop an insightful "personal benchmark" that is unique to each individual.

## PERSONAL BENCHMARK

A customized blueprint for each client's portfolio, supported by in-depth research and guided by a unique investment policy statement.

## PORTFOLIO MANAGEMENT

Our highly educated and experienced portfolio managers customize each portfolio to the exact needs of every client.

## SPECIALIZED & CORE STRATEGIES



### Equities

- Domestic Equities
- International and Emerging Markets
- Equity Income Strategies



### Core Fixed Income

- Taxable Strategies
- Tax-Exempt Strategies
- Liquidity Management



### Opportunistic Income

- High-Yield Strategies
- Inflation Protection Strategies
- Hedged Strategies (for qualified investors)
- Structured Credit (for qualified investors)



### Alternative Investments and Real Assets<sup>1</sup>

- Non-correlated, non-traditional strategies

## Important Information

The views expressed represent the opinions of City National Rochdale, LLC (CNR) which are subject to change and are not intended as a forecast or guarantee of future results. Stated information is provided for informational purposes only, and should not be perceived as personalized investment, financial, legal or tax advice or a recommendation for any security. It is derived from proprietary and non-proprietary sources which have not been independently verified for accuracy or completeness. While CNR believes the information to be accurate and reliable, we do not claim or have responsibility for its completeness, accuracy, or reliability.

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