

One RIA Frequently Asked Questions

What does it mean to be one RIA?

Currently, U.S. Bancorp Asset Management, Inc. (USBAM) and PFM Asset Management LLC (PFMAM) operate as two separate U.S. Securities and Exchange Commission (SEC) registered investment advisers (RIA(s)). Under “one RIA”, both USBAM and PFMAM will be able to combine our workforces, services, and technology (the Consolidation). While USBAM will be the RIA continuing post-Consolidation, the employees currently supporting PFMAM’s clients will continue to do so as employees of USBAM.

Why is this happening?

Since USBAM’s acquisition of PFMAM closed in December 2021, our teams have been working hard to realize the synergies anticipated as part of the acquisition. Creating a single RIA is the next step in this evolution. We believe this will allow us to:

- Work together as a single team to seek to achieve client investment goals, including synergies across investments, marketing, operations, and client experience.
- Standardize process and procedures to allow for a more seamless client experience.

This sounds like an operational change mostly to benefit you; how does this benefit me?

PFMAM and USBAM believe that the Consolidation will allow for better collaboration between expanded teams of investment professionals and resources, enhanced risk management and governance under consolidated compliance, risk and legal resources, and increased capacity to invest in technology resources and to offer additional products and services to help meet client needs.

When is this happening?

We anticipate operating under one RIA beginning in the fourth quarter of 2024 and will provide notice of the effective date of the Consolidation to you at least 14 days in advance.

What will happen to PFMAM?

PFMAM will withdraw its regulatory registration from the SEC, and the legal entity itself will be dissolved. However, USBAM will serve PFMAM public sector clients using the PFMAM brand name, as a division of USBAM (and certain personnel will operate from this PFMAM division within USBAM).

Will there be changes to my relationship management team?

Changes to your client management and service teams are not anticipated in connection with the Consolidation transaction.

You’ve already made so many changes over the last 18 months...what’s next?

At the outset of our combined journey, we shared anticipated organizational and structural changes to the business to enhance our ability to serve you effectively. This is an exciting next chapter for both legacy PFMAM and USBAM. We are committed to continuing to evolve and identifying ways that will best meet the needs of our clients, like you. This includes technology improvements (e.g., Connect), cyber-security enhancements, and greater ways to deliver information to you.

I participate in the certificate of deposit investment program and would like to continue participating after the Consolidation. What do I need to do?

Please contact a member of your client management team, who will send you an updated certificate of deposit investment program agreement (CDIA) prior to the expected completion date of the Consolidation.

Can I sign the new USBAM CDIA before the consolidation?

You can sign and return the USBAM CDIA prior to the date of the Consolidation. The USBAM CDIA, however, will only be countersigned by USBAM or effective upon completion of the Consolidation. You can continue to invest in certificates of deposit under your existing PFMAM CDIA until the date of the Consolidation.

What are the next steps?

1. Refer to the consent letter included in this communication and please take any requested action.
2. You'll receive a reminder before the Consolidation, and we will also provide notice of the effective date of the Consolidation to you at least 14 days in advance.
3. Within 30 days after the Consolidation effective date, you'll receive an updated, combined USBAM ADV.