



HARRIS INVESTOR SERVICES

Bruce Schwenger
President & CEO

May 1 and 2, 2003

#### **Developing** A Full Choice Investing Platform

- Brokerage arm of The Harris family of wealth management services
- Comprised of retail and institutional brokerage
- Unified broker dealer with centralized management and operations, integrated sales, service, product and delivery platform – operational efficiencies, cost savings across broker-dealer



- Industry-leading provider of direct investing services for self-directed investors
- Growth largely through strategic acquisitions -- 6<sup>th</sup> largest online broker in US in terms of assets
- Approximately 590,000 active accounts\* & US\$23 billion in assets\*\*

#### Institutional Brokerage Services

- Products and services to meet needs of the institutional marketplace – framed Web site for 401(k) providers
- Intake vehicle for retail customers
- Serves more than 35 of the most prominent retirement plan providers in the US



- Full-service, fee-based approach uses contractual agreement to define terms of service creating a quantifiable operating standard
- Grew fee-based assets to approx. US\$300 million\*\* in 2 years, and pace of growth accelerating





<sup>\*</sup> Active account is one with balances or stock positions traded in the last 12-month period

<sup>\*\*</sup>As at Q1, Fiscal '03

#### **Industry Landscape**

- Ongoing challenging market conditions
- Continued industry consolidation
- Rapid evolution in products and services to meet investors' changing needs
- Focus shift from fees and commissions to scale and quality of service

#### Growth: 2002-2005

- Account growth of 19% CAGR to 50 million
- Asset growth of 11% CAGR to US\$1.9 Trillion

**Source: Celent Communications, May 2002** 

# **Harrisdirect:** Industry Leading Electronic Brokerage

- National distribution network of 20+ retail Investment Centers in key markets across US
- Targets disciplined & informed investors with longterm goals, comfortable with managing all or a portion of their assets – an attractive and sustainable market
- Competitive advantages:
  - Highly ranked trading platform
  - Leading sources of research from CSFB, The Street.com, Morningstar, S&P, Dow Jones, etc.
  - Broad investment choices including stocks, mutual funds, fixed income and alternative investments
  - 160 licensed professionals available 24/7
  - High powered online investing and planning tools stock and mutual fund screeners, Asset Allocation and Risk Manager tools, and more
  - Gateway to the resources of The Harris offering clients best in class wealth management products and services



#### Premier Provider Evidenced by Leading Industry Rankings:

## Gómez"

## BARRON'S





### A Year of Significant Progress

- Successful integration of CSFBdirect and online accounts of Morgan Stanley Individual Investor Group has lead to reduced costs while maintaining high service standards
  - Approximately US\$100MM in expense reductions in F02 following integrations
    - Acquisition synergies resulting in 29% reduction in FTE, with no disruptions in service levels
  - Continued focus on cost management going forward
    - Back office/technology vendor contract concessions anticipated to contribute to a 20% reduction in operating cost structure
- Retention of HIS customer balances highly favorable and reinforces client "on the sidelines" mindset
  - Combined customer cash balances (money market, customer credit and margin debits) increased by 1.0% Q1 2003 over Q4 2002
  - Positive operating cash net income as at Q1/F03





#### **Keeping Pace** with Peers

- Keeping pace despite market challenges and two integrations
- Trading velocity and average annual commissions per account compare favorably
- Active account growth and AUM lag slightly due to:
  - Expected runoff with integration of acquired client bases
  - Intro of quarterly service fee induced attrition of smaller, less profitable accounts
  - Competitors are fully mature businesses with more established brands

Q vs. Q (as at 12/31/02)	Harrisdirect	Schwab**	E*Trade**
Active account growth	-2.4%	-0.4%	0.8%
Customer Asset growth	2.1%	8.0%	6.4%
Trading velocity*	5.4	4.2	5.4
Average commissions per account	\$40	\$37	\$18



<sup>\*</sup>Trades per active account

<sup>\*\*</sup>Sources for peer group: Merrill Lynch (Schwab) and E\*Trade press releases

# Poised For Market Turnaround

## Drive revenue and profitability through:

- Expense management
- Enhanced product & service offering
- Sales & service initiatives

### **Looking ahead...**Initiatives

- Expense management:
  - Streamlining retail distribution outlets
  - Adjusting telecom capacity
  - Renegotiating outside vendor contracts
- Enhanced product and service offering to retain existing and attract new clients:
  - MarketLink Active Trader Platform
  - New commission and fee schedule
  - Cash Management Account
  - Enhanced ACH capabilities
  - Separate accounts program
  - Mutual Fund Wrap accounts
- Sales & Service initiatives fuel new account and asset growth
  - Re-organization of sales and service group into one sales force under unified sales management







#### **Conclusions**

- Successful integrations
- Keeping pace with peers
- Aggressive expense management
- Positioned for growth