

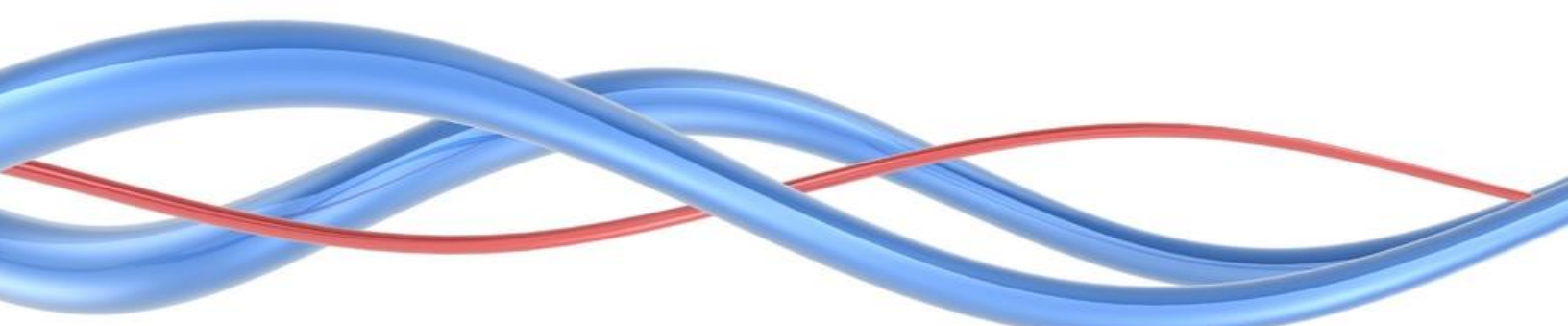


TREND ADVISORS
RECOGNIZING TOMORROW'S TRENDS TODAY

SPG TREND ADVISORS, LLC

Recognizing Tomorrow's Trends Today

Global Economic Research for Business Decision Makers



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SPG Trend Advisors is a boutique consultancy that provides global economic research for business and other decision makers. With fifty years combined experience between the principals, and through its website, www.spgtrend.com. SPG Trend Advisors provides insightful analysis and forecasting to *prepare senior executives for tomorrows trends*.

What topics do SPG Trend Advisors cover?

We look at the big picture by assessing broad global macroeconomic, financial economic and geo-political trends. In our experience, when managers rely on a “stove-piped” approach to address complex issues, and without the insight of broader research, they often settle on limited solutions. We express our findings in a way that promotes immediate recognition and decisive action.

Who does SPG Trend Advisors Serve?

Our clients represent nearly every industry and span organizations with a few employees to larger organizations. Non-Profit Organizations, Government entities, Institutional and Private Investors, Business Owners, Professionals, Executives and anyone responsible for making decisions about preparing for the future, can benefit from the candid forecasts provided every month.

How is SPG Trend Advisors different from other economic research firms?

Our analysts use rigorous and incisive methodologies incorporating economic, financial, social and geo-political developments to accurately forecast trends in the global economy and capital markets. SPG Trend analysts go beyond the headlines and uncover the details of economic reports to arrive at useful conclusions that leaders need to know. While other macro-economic reporting tend to focus on distilled or third party information, we process a vast amount of original source data to analyze the trends and we communicate our findings in relevant terms that lead to successful business decisions.

How can *SPG Trend Advisors* help prepare me for the future?

Only the largest institutions generally hire long term forecasters and analysts to advise them on global macro-economic issues. Now these insights are accessible through SPG Trend Advisors.

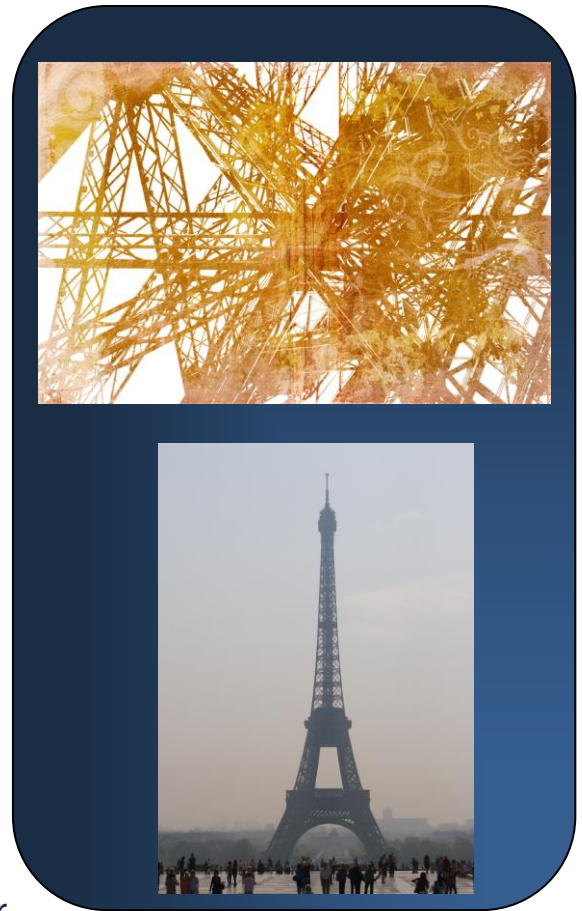
With so many specialists needed to address the complexities of the business environment, it is no wonder that many advisors, while knowledgeable in their fields, present solutions that by themselves fail to address the interdependencies between the global macro, geopolitical and capital market environments. Readers of SPG Trend Advisors website share a common understanding of future trends. Organizations that rely on teams of subject matter experts such as accountants, financial planners and attorneys will be better prepared to act on recommendations from advisors if their teams incorporate *Trend Advisors* as a focal point for assessing future trends.

Executives and Subscribers will benefit by having wider visibility on issues soon to impact them. And business leaders will be better positioned to understand how to make day-to-day decisions and position their companies and organizations for the future.

The clarity and perspective provided by SPG Trend Advisors is the difference between seeing the Eiffel Tower from within the scaffolding or from the mountain top.

What kind of experience does SPG Trend Advisors have?

Our team has over two decades of economic analysis and forecasting and developing strategies for the management of billions of dollars of investment



assets through multiple economic and capital market cycles. As researchers, policy advisors and senior executives at leading financial institutions and universities, we have developed a rich network of contacts and intellectual capital. We are passionate about identifying trends in the global macro-economic, geo-political and financial environments and communicating them in practical language that business, political, and financial decision makers can effectively utilize.

SPG Trends Offers Insights for Business Leaders

SPG Trends publishes its thoughts and content via its website, conducts training and performs consulting services.

The SPG Trend Advisors website, our flagship offering, is updated frequently and at least monthly. Subscribers will receive updates, alerts, insights and hind-sights as they are added. There they can search the nearly two years of archives, and correspond with the firm's Members.

While we offer selected investors consulting services designed to oversee their total investment strategy and asset allocation, we partner with world-class wealth management firms who provide day-to-day investment management services.

Publications & Media Coverage

- Our Flagship Service, the SPG Trend Website: www.spgtrend.com
- Online Alerts & insights e-mailed as they are published
- Interviews, Editorials and Opinions to the Media

Training

- Speaking Engagements
- Customized Seminars and Workshops

Research & Consulting

- Forecasting of the Global Economic and Capital Markets
- Global Economic, Geopolitical Trending and Financial Economic Analysis
- Global long term investment strategies
- Asset Allocation Modeling

About the Members

Morris Segall, President of SPG Trend Advisors, has been recognized by Cambridge Who's Who for demonstrating leadership and excellence in economic, business, financial, investments and wealth management.

As the president of SPG Trend Advisors, Mr. Segall has been featured by Neil Cavuto's Fox News financial show The Wall Street Transcript, The Washington Post and The Philadelphia Inquirer. Additionally, he authored "Sea Change," an economic and financial newsletter. He is the principal author and editor of SPG Trend's website and blog articles and economic, capital market and business advisory presentations.

Mr. Segall is a key contributor of economic, financial and business planning for government entities in the state of Maryland, businesses, law firms and trade organizations and provides economic and capital markets strategy to investment advisory firms. He frequently speaks at financial and business forums including Vistage International, National Foundation for Credit Counseling, and Construction Financial Management Association.

Before co-founding SPG Trend Advisors, he served as a senior vice president at Mercantile Bank and Trust Company and at Mellon Financial Corporation. He is a Chartered Financial Analyst and Chartered Investment Counselor and serves on the Financial Advisors Committee of the American Bankruptcy Institute. He is also a member of the Business Advisory Council for the Comptroller of the State of Maryland and the Joint Committee on Unemployment Insurance Oversight for the Maryland General Assembly.



Anirban Basu, Executive Vice President of SPG Trend Advisors, is an economist, educator and attorney and has extensive experience in economic and community development. His clients include *Fortune 500* companies and large non-profit organizations. He is also currently Chairman and CEO of Sage Policy Group, Inc., an economic and policy consulting

Anirban holds a J.D. from the University Of Maryland School Of Law, a M.A. in mathematical economics from the University of Maryland and a Master's Degree in Public Policy (MPP) from the Kennedy School of Government at Harvard University.

Anirban is the author of *Maryland: Old Line to New Prosperity*, a historical treatment of the region's economic development.

