A Day in the Life:
Product Management

July 18, 2018

Marc Baumel, CFA
Kristine Mogollon, CFA
BACKGROUND & CAREER PATH

Marc Baumel, CFA

Education and Licenses
• BS, University of Wisconsin – Madison
• CFA Charterholder
• FINRA Series 7, 63

Work History
• Ameriprise Financial
• Columbia Threadneedle
• RBC Global Asset Management
• Parametric

Volunteer Experience
• Best Prep
• Habitat for Humanity
• Columbia Threadneedle Mentor Program

Kristine Mogollon, CFA, MBA

Education and Licenses
• MBA, Carlson School, University of Minnesota
• BSB, Carlson School, University of Minnesota
• CFA Charterholder
• FINRA Series 7, 63, and 66 licenses

Work History
• Thrivent Financial
• US Bancorp Asset Management/First American Funds
• General Mills
• Minnesota State Board of Investment
• American Express Financial Advisors
• Cronin & Company
• Sit Investment Associates

Volunteer Experience
• CFA Society of Minnesota
• Church Treasurer
• Best Prep
• Junior Achievement
• House of Charity, Feed My Starving Children, Operation Christmas Child
• Former Volunteer Tax Preparer and Reviewer for AccountAbility MN
A Day in the Life: Product Management
Primary Responsibilities

Product Management

- Product subject matter expert
- Product positioning
- Product training
- Sales support
- RFPs
- Marketing content management
- Fund board representation
- Investment team/committee meetings
- Revenue/budget planning

Product Development

- Product business plan
- Product and vehicles launches
- Change management
- Projects for assigned products
- Market competitiveness
A Day in the Life: Product Management
Product Lifecycle

- Inception
  - Investment strategy
  - Vehicle(s)
  - Pricing
  - Initial marketing plan

- Season
  - Go-to-market strategy
  - Marketing
  - Thought leadership
  - Sales plan
  - Evolution

- Close
  - Capacity
  - Merge
  - Liquidate
Thrivent Financial Organizational Info

• Fortune 500 not-for-profit financial services organization
  › Corporate Headquarters in Minneapolis, MN
  › Operations Center in Appleton, WI

• Faith-based membership organization
  › Mission is to strengthen Christian communities by helping members be wise with money and inspiring them to live generously.

• Nation’s largest fraternal benefit society\(^1\)
  › 2 million members
  › $208 billion of individual life insurance inforce
  › $42 million in Thrivent Choice grant funds distributed to non-profits
  › $280 million in total outreach by Thrivent and members
  › Products and services distributed through a captive sales force of nearly 2,400 financial representatives located nationwide.

\(^1\)As of December 31, 2017
Thrivent Financial Assets

$126 Billion Assets Under Management/Advisement as of 6/30/2018*

- Insurance Company & Other Assets
  - $61.6B (49%)
- Mutual Funds
  - $18.3B (15%)
- Variable Portfolios (VA, VUL)
  - $31.8B (25%)
- Discretionary Managed Account Program Assets
  - $2.9B (2%)
- Other Managed Account & Brokerage Assets
  - $11.5B (9%)

*Asset totals adjusted to eliminate double-counting of fund-of-fund assets.
Team Structure

Generalists; all team members support all asset classes and products

CEO, Thrivent Financial

Chief Investment Officer

Vice President, Marketing, Distribution & Sales

Kristine Mogollon, CFA
Director, Investment Product Management

Jeff Branstad, CFA
Sr. Investment Product Strategist

Emir Beganovic, CFA
Sr. Investment Product Specialist

BROKER DEALER & INVESTMENT ADVISORY SERVICES

BDIA Product Management
Investment Product Management Responsibilities

Product set includes mutual funds, VA/VUL sub-accounts and fee-based (IA) discretionary managed account programs

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<tr>
<th>Product Management and Product Development</th>
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<tr>
<td>• Develop and implement product management strategies</td>
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<td>› New Product Launches</td>
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<td>› Fund Mergers</td>
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<td>› Name Changes</td>
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<td>› Investment Strategy Changes</td>
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<td>• Competitive monitoring</td>
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<td>• Board updates and recommendations</td>
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<td>• Collaborate cross-functionally and serve as business owner for all product-related initiatives</td>
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<th>Manager Research and Due Diligence</th>
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<td>• Team responsible for selecting and monitoring external investment managers, covering $5.4 billion in more than 50 active strategies.</td>
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<td>• $3.5 billion in sub-advised assets as of 6/30/18</td>
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<td>› 6 sub-advisor firms covering 7 strategies</td>
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<td>• $2.9 billion in Thrivent-managed Discretionary Managed Account program assets</td>
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<td>› 15 non-prop open-end funds and 11 ETFs</td>
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<td>• 35 Variable Insurance Trust (VIT) strategies</td>
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<th>Sales and Marketing Support</th>
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<td>• Support wholesalers, financial representatives and internal audiences by providing subject-matter expertise on investment products.</td>
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<td>› Develop pitch books and sales profiles</td>
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<td>› Complete RFP responses</td>
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<td>› Review and approve marketing collateral</td>
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<td>› Develop performance talking points</td>
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<td>› Respond to wholesaler and FR questions</td>
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<td>› Communicate product-related changes</td>
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<td>› Share Thrivent Asset Management viewpoints</td>
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Product Development Pipeline

Gate 1: IDEATION
Gate 2: PRELIMINARY ASSESSMENT
Gate 3: FULL ASSESSMENT
Gate 4: MANAGEMENT APPROVAL
Gate 5: BOARD APPROVAL
IMPLEMENTATION

Decision Points: