USER EXPERIENCE GUIDE

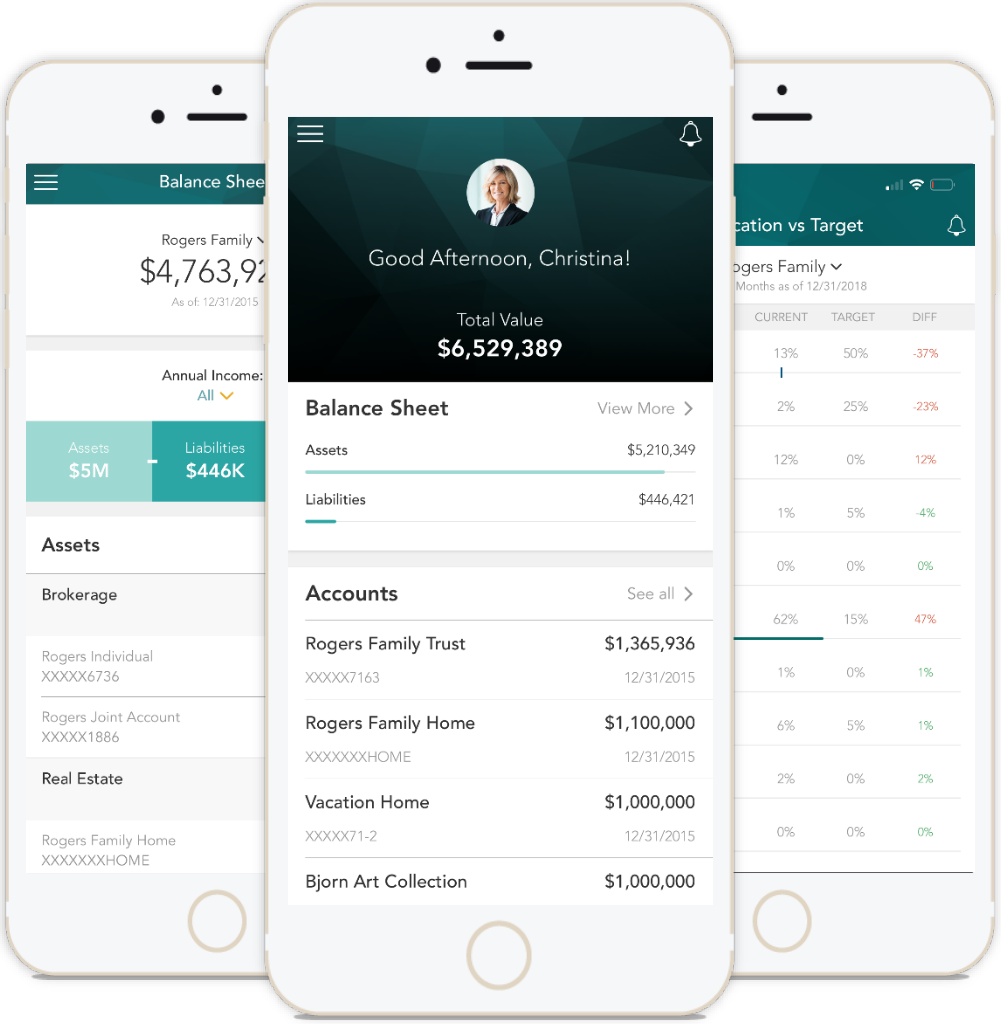
PARK NATIONAL BANK

Wealth Online

Your personal financial portal

Personalized for You

- From your portal, you have access to unique information and insights, account details, your investment dashboard, a document vault, instant access from any of your devices, and more.



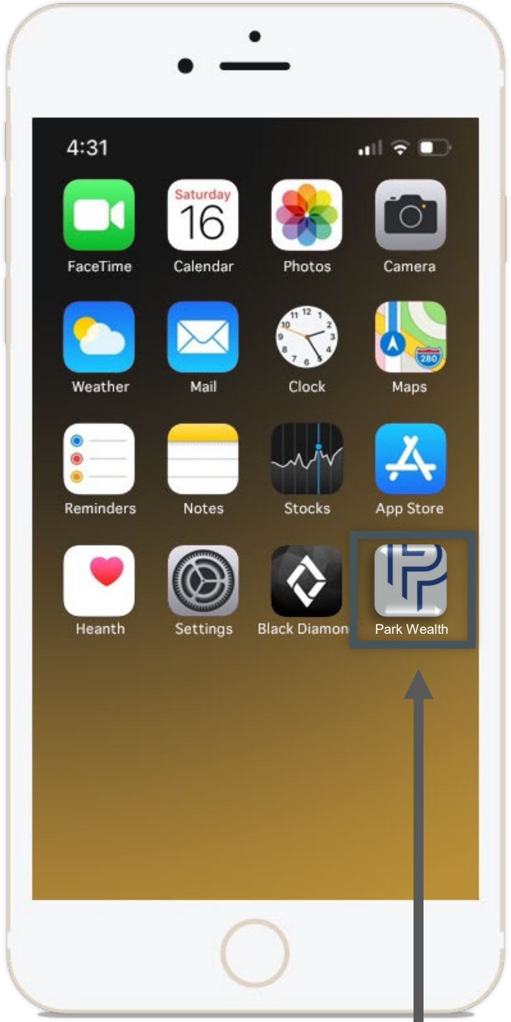
Download the Mobile App

Easily download the Client Experience from the Apple App Store or Google Play.

[Park Wealth on Apple Store]

[Park Wealth on Google Play]

Tap on Icon



Stay Connected to Your Financial Picture

Home Page	At-a-glance view of pertinent account information
Net Worth	A detailed list of your accounts and balance sheet report with aggregation capabilities
Portfolio	Dynamic view of your entire portfolio
Planning	An overview of the key components of your financial plan
Vault	Easily keep track of and share your important financial and legal documents
Login Questions	Helpful hints

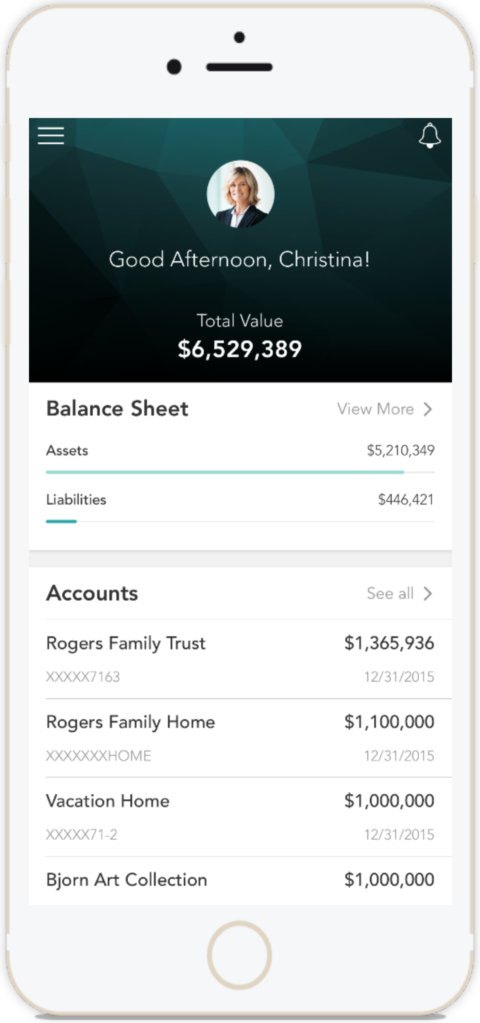
Home Page

When you log in, you'll see your personalized home page. Then, across the top, you have quick access to the other pages of your portal.

Your accounts and total portfolio value are listed front and center. Next to your accounts, you'll also find your top holdings for quick reference.

You can stay connected to your financial team with clickable links to phone numbers, emails, and office locations.

You can also quickly contact your advisor while on the go. In addition to contacting us, we can send communications and updates from your team directly within the portal.

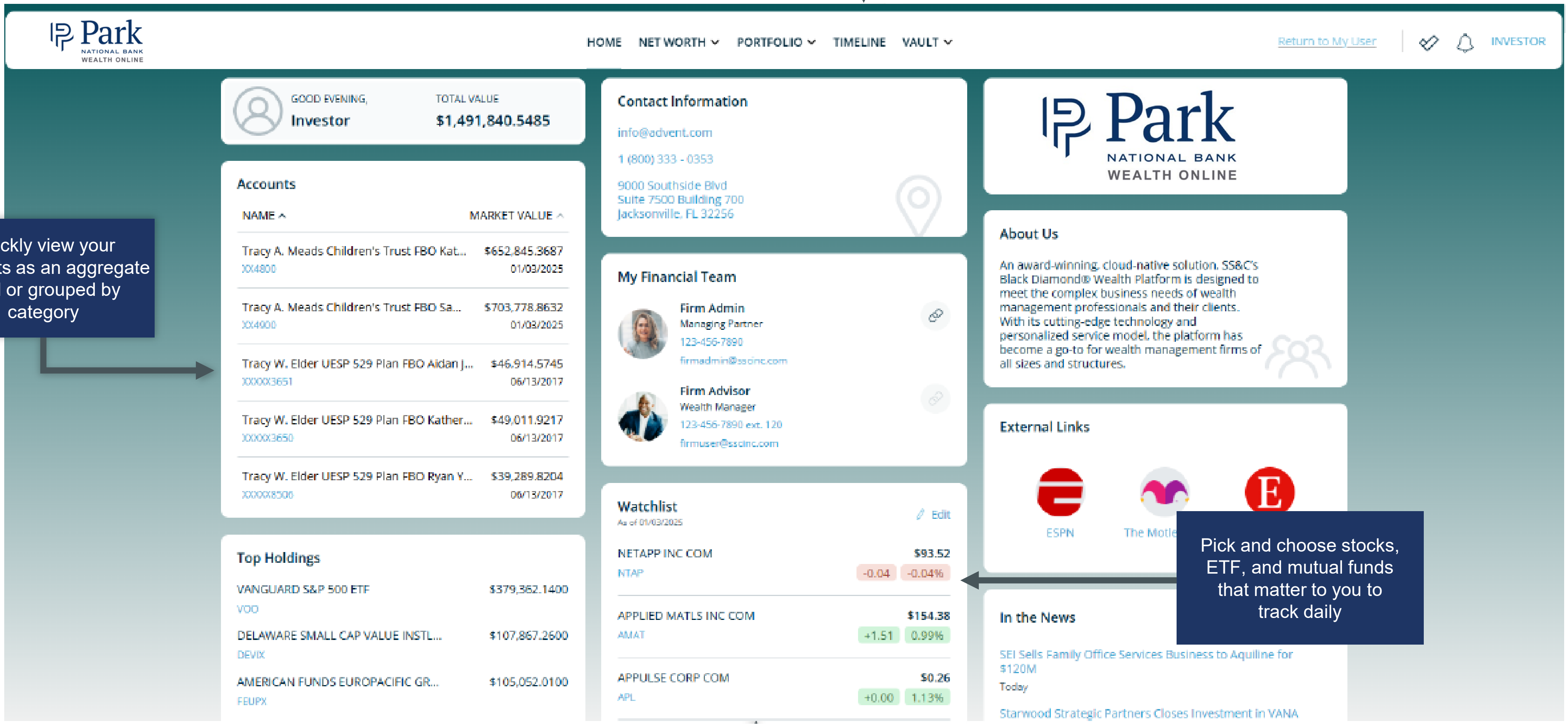


Home Page

Directly communicate or schedule an appointment with your financial team

View notifications from your advisor

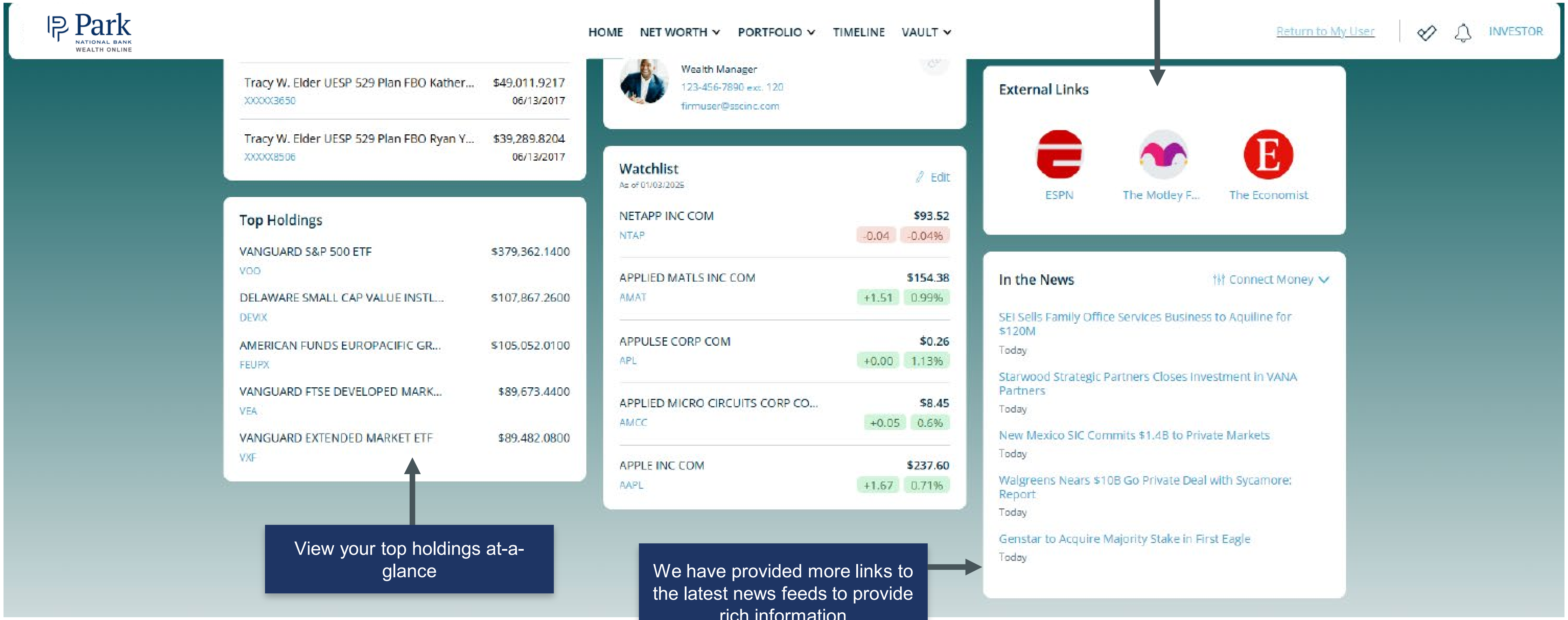
Quickly view your accounts as an aggregate total or grouped by category



Pick and choose stocks, ETF, and mutual funds that matter to you to track daily

Home Page

Use the quick links we have provided to view our latest blog posts, events etc.



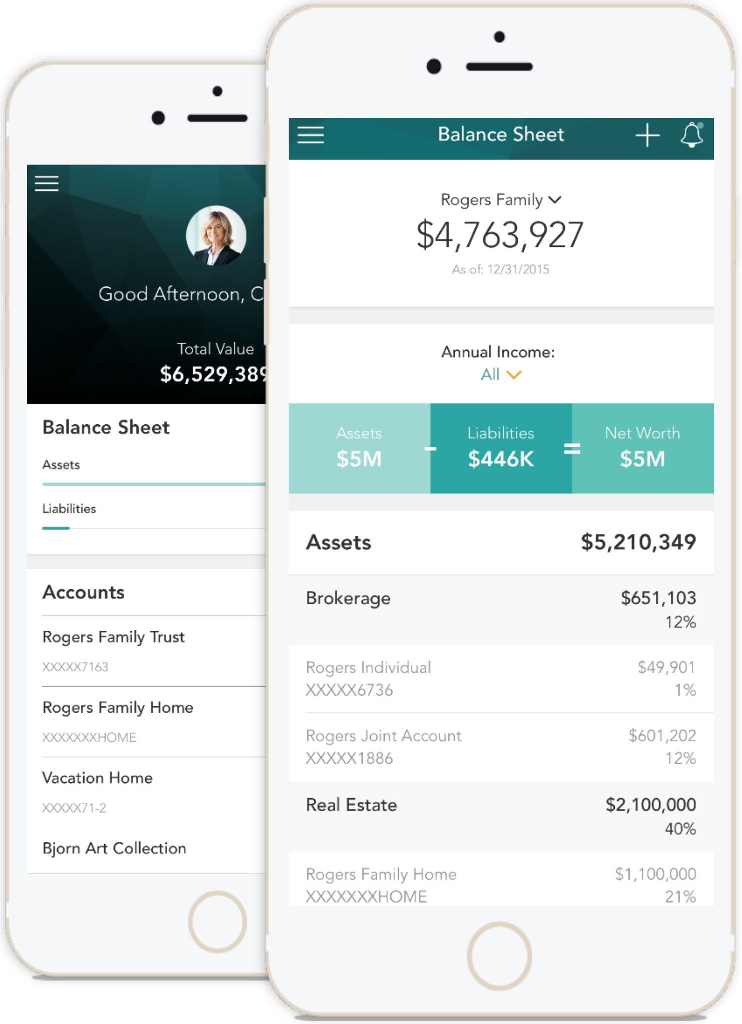
View your top holdings at-a-glance

We have provided more links to the latest news feeds to provide rich information within your portal.

Net Worth

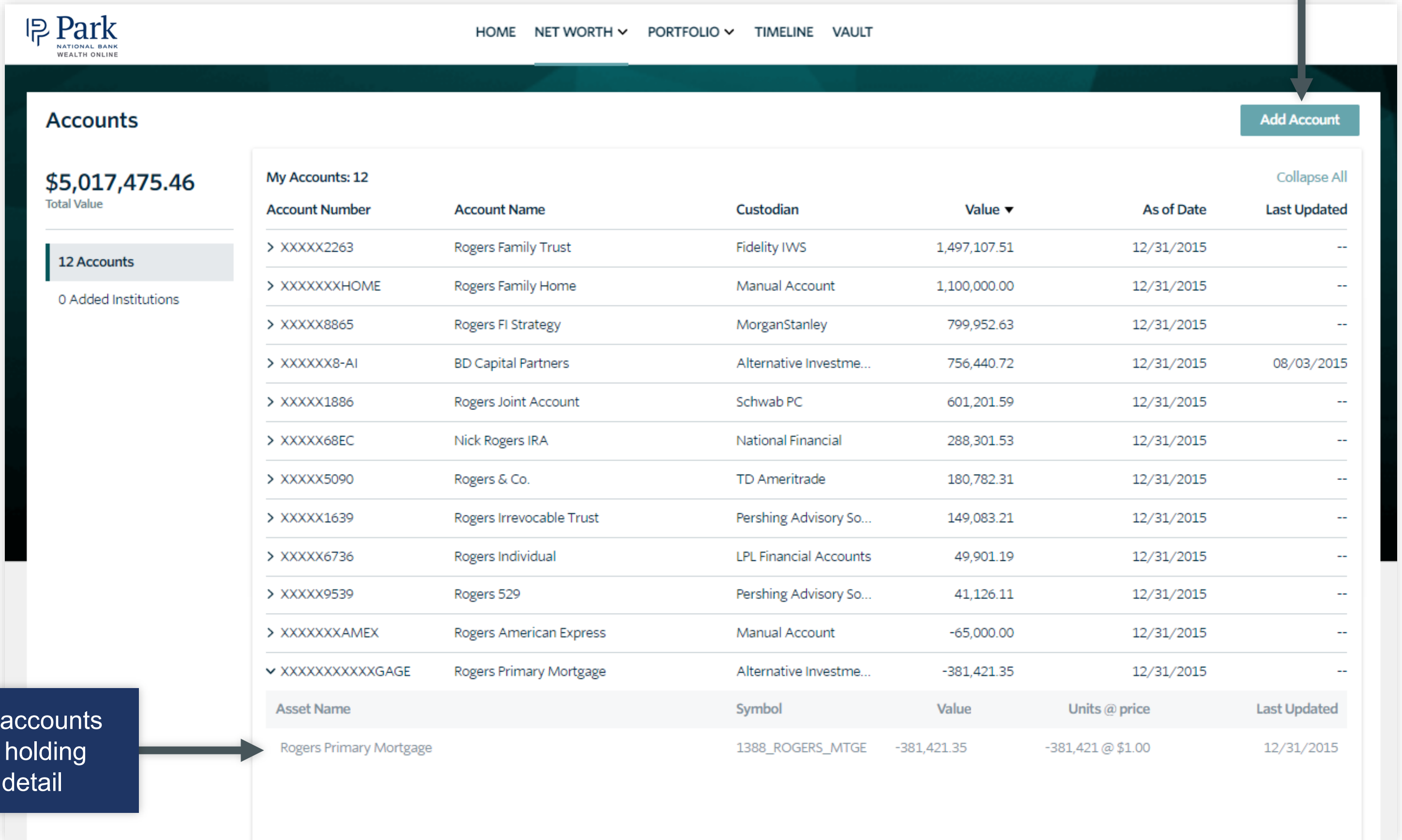
Within the Net Worth space, the My Accounts page provides a detailed list of your accounts with the ability to aggregate and manage outside accounts or manual accounts. Balances and statuses are visible at a glance. In addition, you can expand each account to see your holdings and their values.

The Balance Sheet page provides a breakdown of your net worth by assets and liabilities, showcasing your financial wealth in one place.



My Accounts

From one secure location, add outside or manual accounts to view your entire financial picture



Account Number	Account Name	Custodian	Value	As of Date	Last Updated
XXXXX2263	Rogers Family Trust	Fidelity IWS	1,497,107.51	12/31/2015	--
XXXXXXXHOME	Rogers Family Home	Manual Account	1,100,000.00	12/31/2015	--
XXXXX8865	Rogers FI Strategy	MorganStanley	799,952.63	12/31/2015	--
XXXXXX8-AI	BD Capital Partners	Alternative Investme...	756,440.72	12/31/2015	08/03/2015
XXXXX1886	Rogers Joint Account	Schwab PC	601,201.59	12/31/2015	--
XXXXX68EC	Nick Rogers IRA	National Financial	288,301.53	12/31/2015	--
XXXXX5090	Rogers & Co.	TD Ameritrade	180,782.31	12/31/2015	--
XXXXX1639	Rogers Irrevocable Trust	Pershing Advisory So...	149,083.21	12/31/2015	--
XXXXX6736	Rogers Individual	LPL Financial Accounts	49,901.19	12/31/2015	--
XXXXX9539	Rogers 529	Pershing Advisory So...	41,126.11	12/31/2015	--
XXXXXXXAMEX	Rogers American Express	Manual Account	-65,000.00	12/31/2015	--
XXXXXXXXXXXGAGE	Rogers Primary Mortgage	Alternative Investme...	-381,421.35	12/31/2015	--

Asset Name	Symbol	Value	Units @ price	Last Updated
Rogers Primary Mortgage	1388_ROGERS_MTGE	-381,421.35	-381,421 @ $1.00	12/31/2015

Click on accounts to view holding level detail

Click here for instructions for how to link external accounts.

Balance Sheet

Export your data table directly to excel

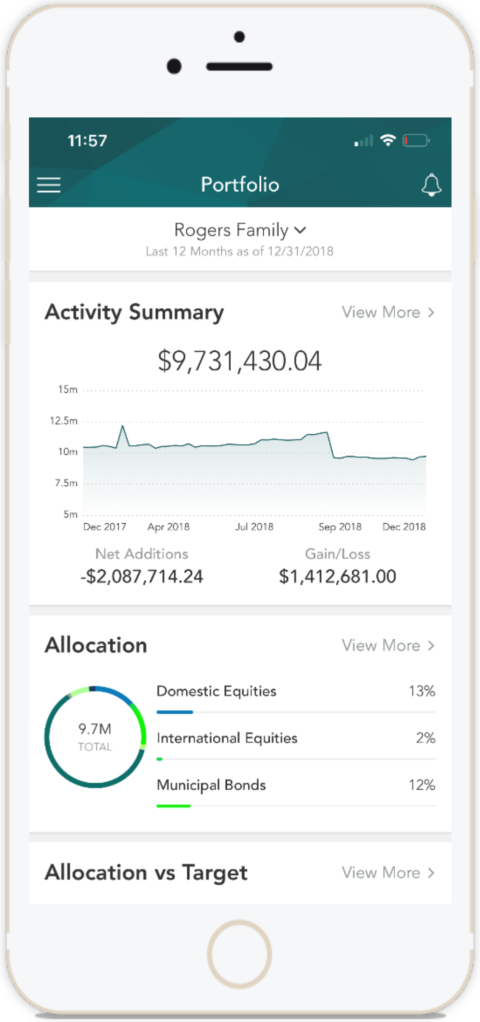
View a quick break down of your total net worth's assets and liabilities

Portfolio

The Portfolio dashboard is where you can view additional details about your portfolio. The dashboard gives you a dynamic overview of your portfolio with performance cards highlighting key information about your portfolio.

To get even more detail, you can click on the title of each card. You can also use the drop-down menu to quickly switch between the different cards.

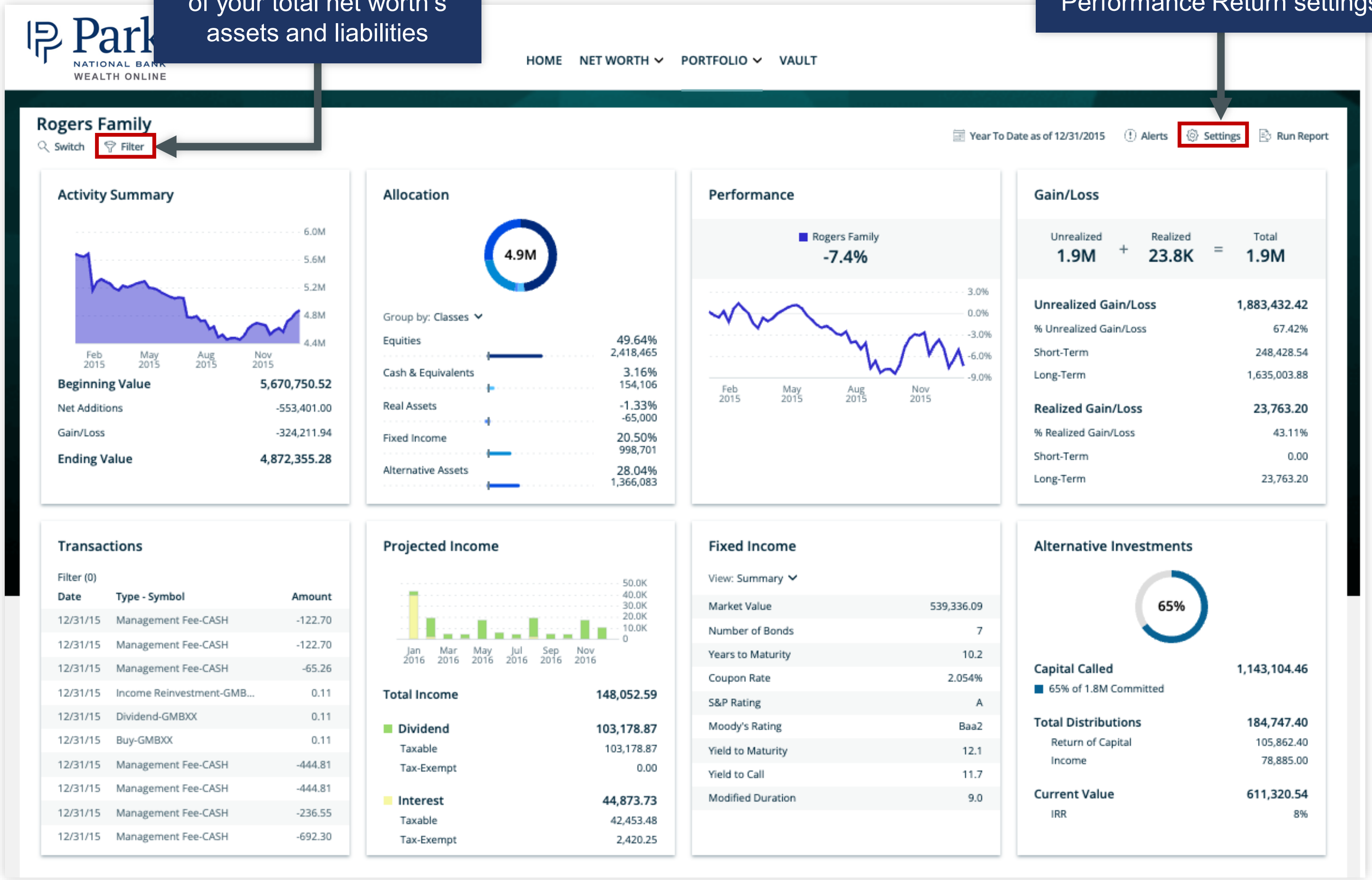
All this information is completely customizable using the filters to select specific date ranges, portfolios, or accounts.



Portfolio

View a quick break down of your total net worth's assets and liabilities

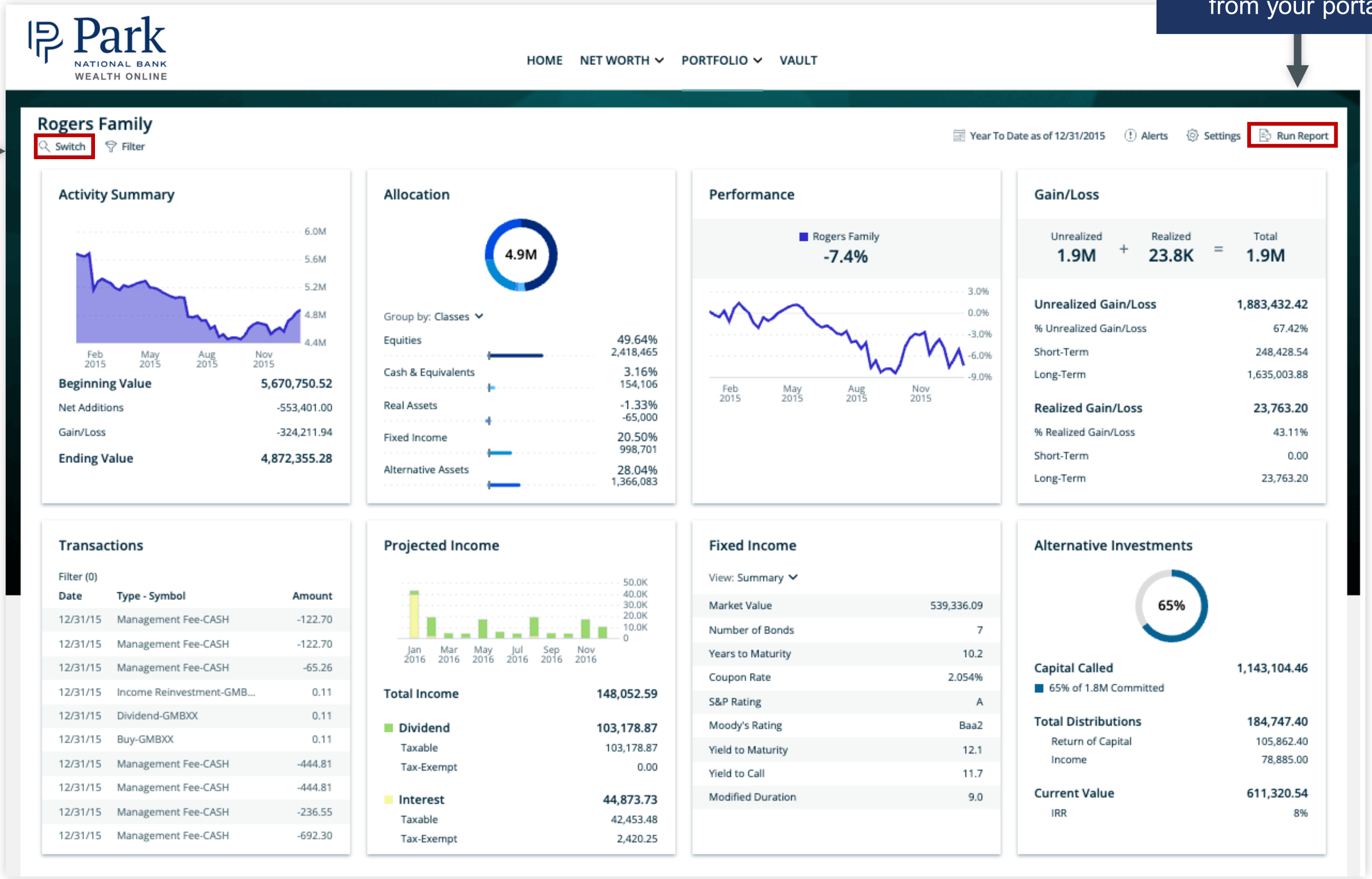
Update Supervised and Performance Return settings



Portfolio

Switch from viewing your entire Portfolio to individual accounts.

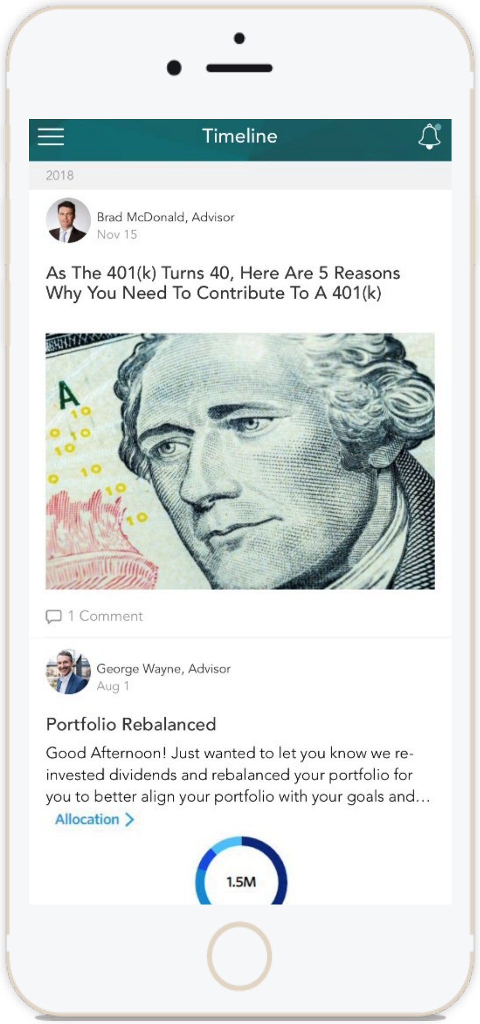
Run Reports directly from your portal



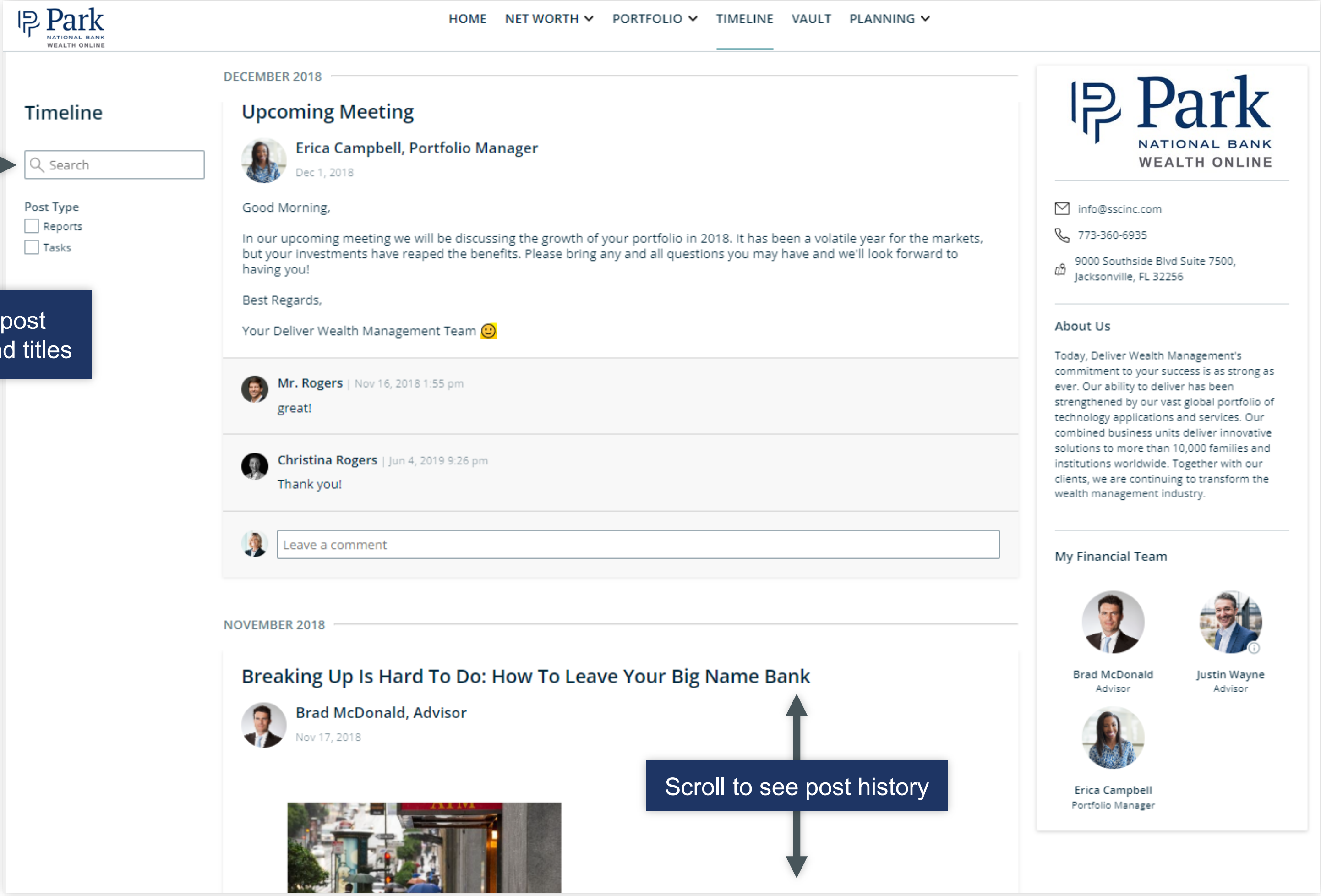
Relationship Timeline

The Relationship Timeline is a consolidated, curated feed of posts designed to memorialize interactions between you and your team. Countless events and activities represent your financial life journey, and Timeline is a consolidated experience designed to capture this activity.

We view this as a great communication tool between you and your financial team.



Relationship Timeline



Search post content and titles

Scroll to see post history

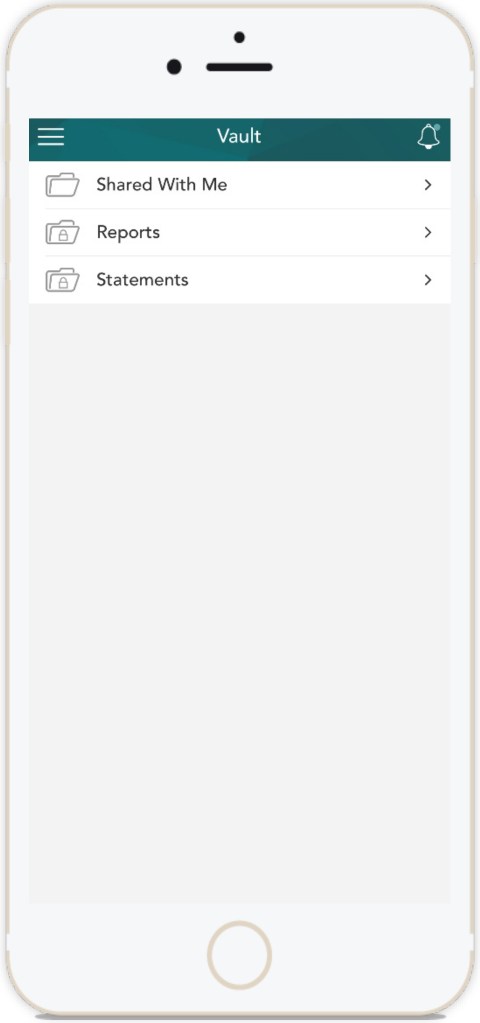
Vault

Securely sharing and managing documents is key to working with your wealth management team. The Vault page is where you can keep track of all your important financial and legal documents.

From here, you can organize your documents into folders, drag-and-drop to upload new documents, and easily move files from one folder to another.

The Vault is also an area where we can share documents through the Shared Folders option.

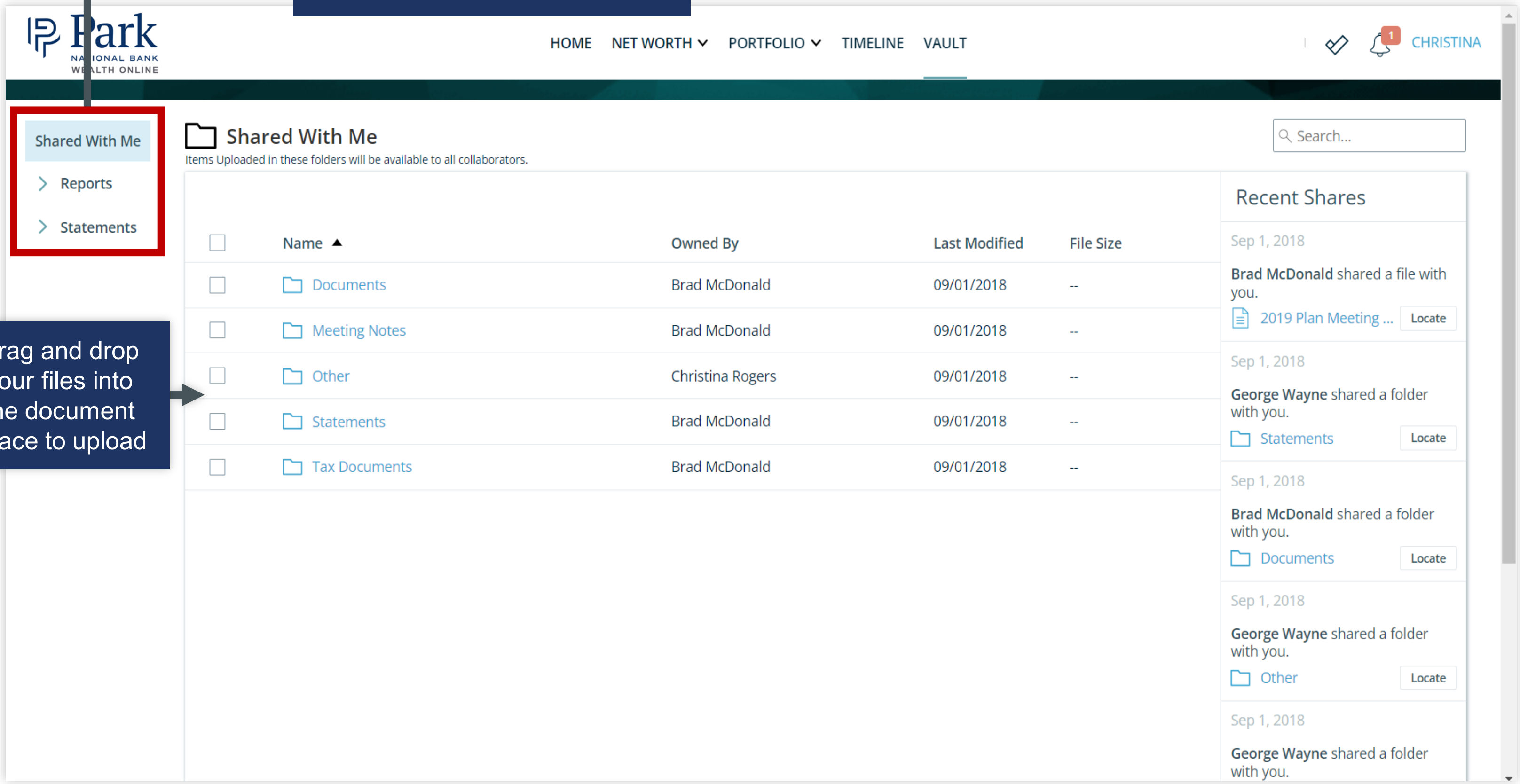
From the Statements and Reports folders, you can view investment-focused reports created by your financial team.



Vault

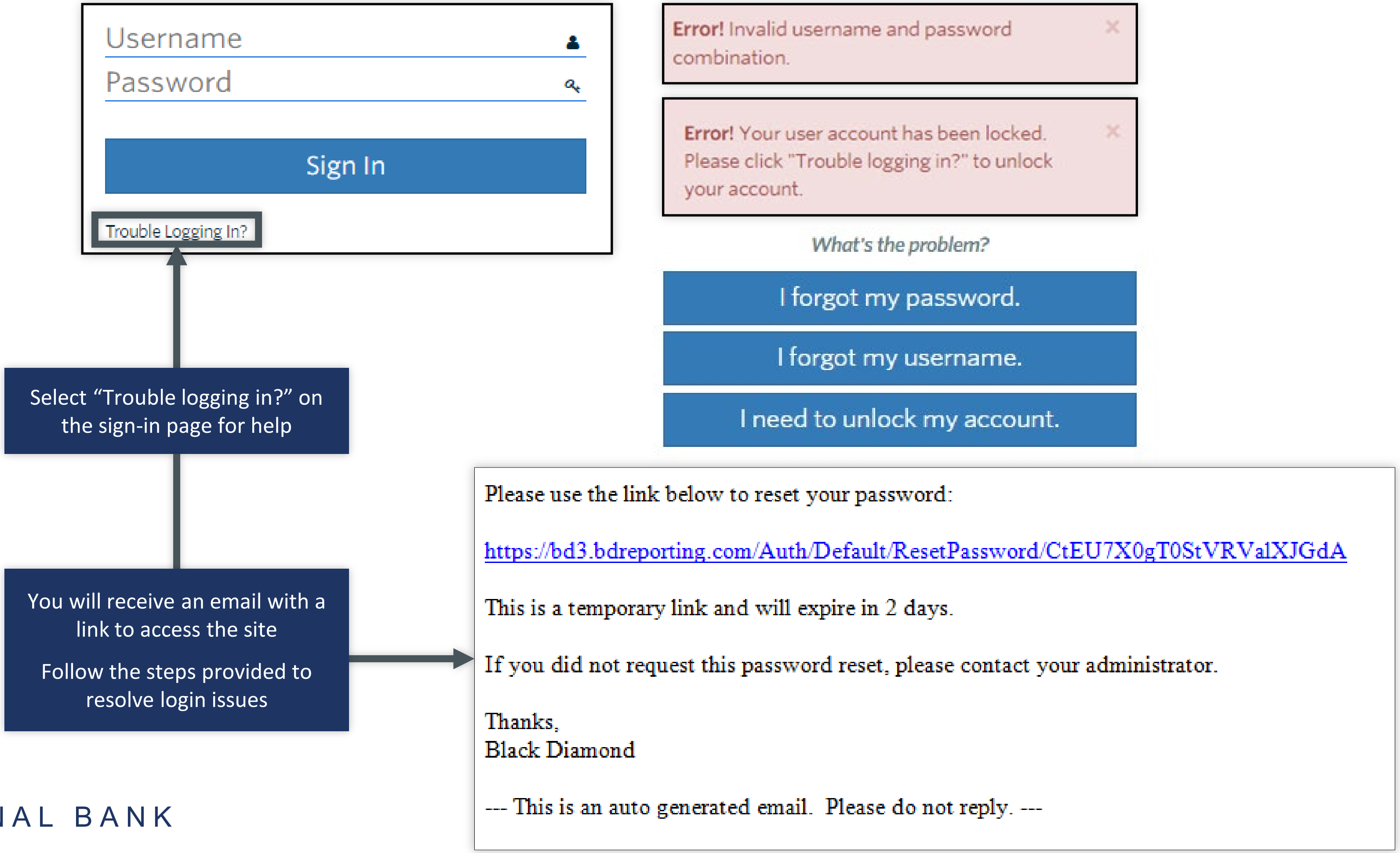
Securely store documents/files, share items with your financial team, view generated reports and custodial statements

Drag and drop your files into the document space to upload



Login Problems

Please follow these directions if you need help signing in to the site.



WEALTH ONLINE

Your personalized portal keeps you connected to your financial life, your advisory team, and everything else you need for managing your wealth.

QUESTIONS?

If you have questions, please contact us. We are always here to serve *you* more.

wealthonline@parknationalbank.com or call your local advisor.

Appendix

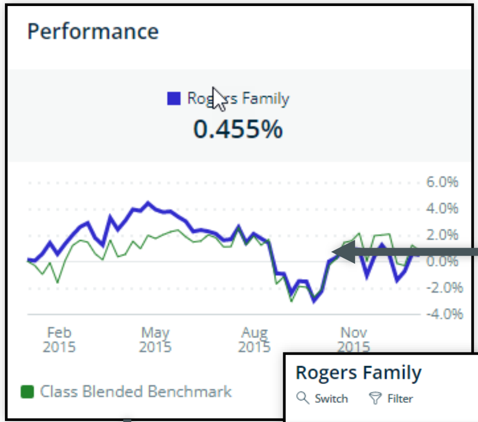
Dive into additional features available to you.

WEALTH ONLINE

Performance Card

View investment performance across your portfolio.

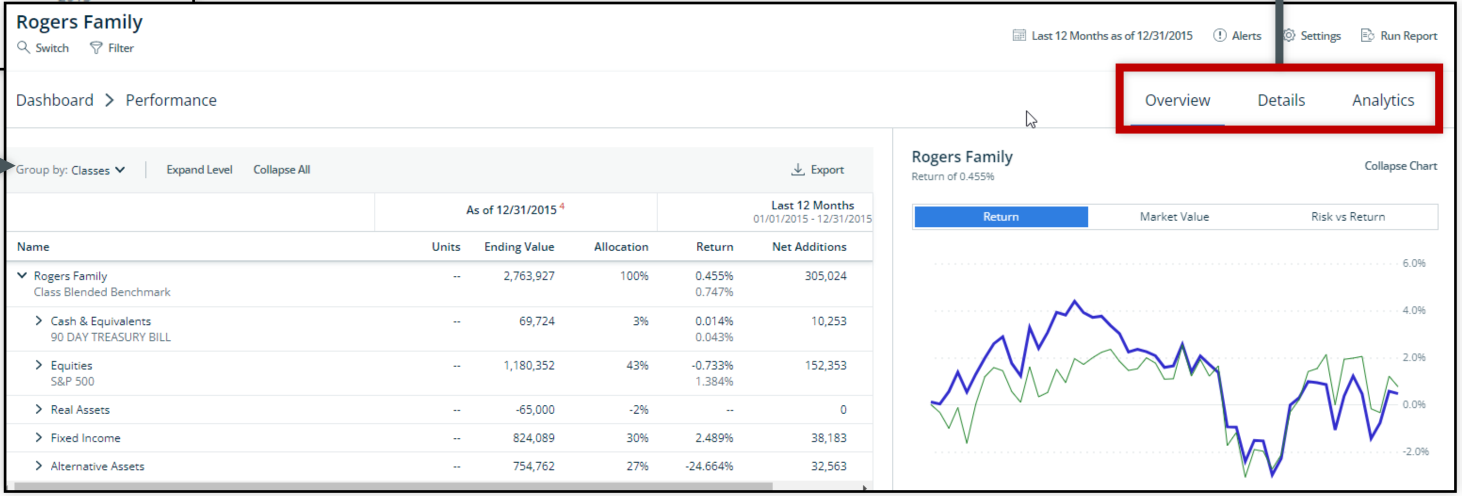
(Consolidated View)



Hover to view returns through a specific date

Change your view to see multiple date ranges or market analytics

Expand and collapse the grouped sections

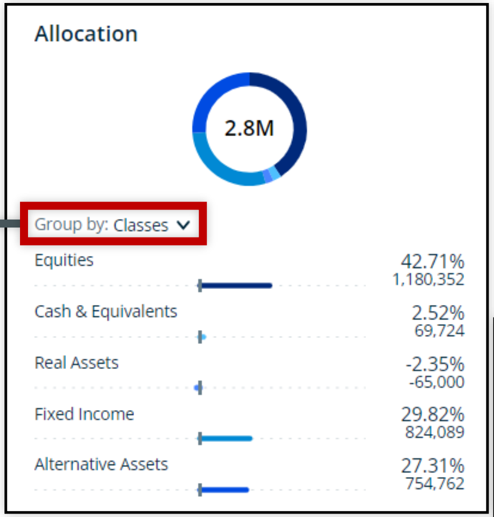


(Expanded View)

Allocation

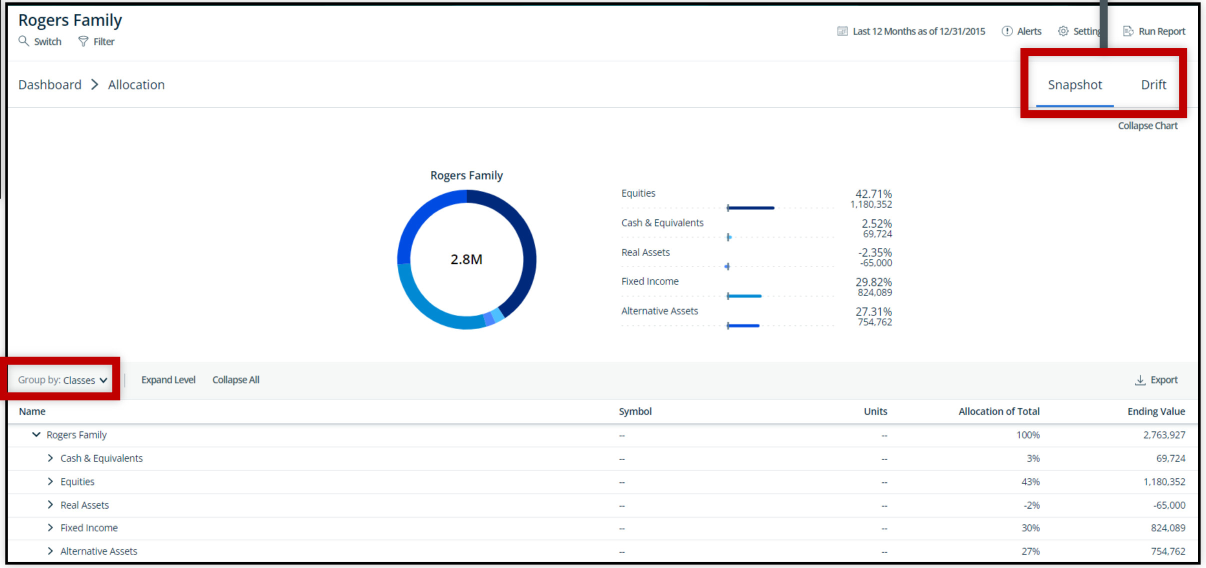
View the allocation breakdown of your portfolio.

(Consolidated View)



Toggle your view between a single day Snapshot and a Drift chart for allocation over time

Change the data grouping from the dashboard or the expanded card



(Expanded View)

Allocation vs Target

Compare your current allocation to your portfolio targets.

(Consolidated View)

Allocation vs Target

	Current	Target
Equities	42.71%	51.00%
Fixed Income	29.82%	23.00%
Alternative Assets	27.31%	21.00%
Cash & Equivalents	2.52%	5.00%
Real Assets	-2.35%	0.00%

Quickly view your current allocation relative to your target

Compare your allocation to your target on a single day in Snapshot, compare for a period of time using Drift charts or view the cap/sector breakdown in Attribution

Hover over the donut chart to view grouping level allocation detail

Last 12 Months as of 12/31/2015 Alerts Setting Run Report

ocation vs Target

Snapshot Drift

Collapse Chart

Export

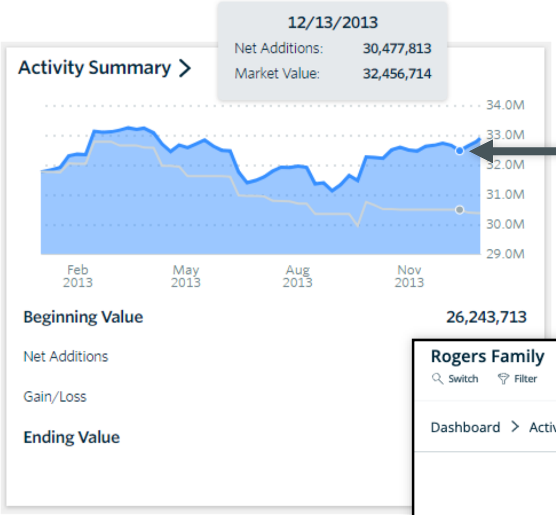
Name	Allocation	Target Allocation	Allocation Diff	Ending Value
Rogers Family	100%	100%	0%	2,763,927
Cash & Equivalents	3%	5%	-2%	69,724
Equities	43%	51%	-8%	1,180,352
Real Assets	-2%	0%	-2%	-65,000
Fixed Income	30%	23%	7%	824,089
Alternative Assets	27%	21%	6%	754,762

(Expanded View)

Activity Summary

View activity and changes in your portfolio or account balance.

(Consolidated View)



Hover over graph to view net addition and market value information for a specific date

View breakout of additions and withdrawals

See income and performance breakouts

(Expanded View)

Transactions

View and filter the most recent transactions in your portfolio.

(Consolidated View)

Transactions >

Date	Type - Symbol	Amount
12/31/13	Management Fee - CASH	-12,871
12/31/13	Management Fee - CASH	-34,083
12/31/13	Dividend - FTEXX	3
12/31/13	Management Fee - CASH	-37,311
12/31/13	Income Reinvestment - SCHWAB...	0
12/31/13	Management Fee - CASH	-325
12/31/13	Interest - FCASH	0
12/31/13	Capital Gains - DXJ	237
12/31/13	Capital Gains - DXJ	99
12/31/13	Dividend - DXJ	201

Filter by transaction (available filters are determined by your advisor)

Settings

Supervised Filter
All Assets Supervised Only Unsupervised Only

Type Filter
Select All Unselect All

- Alternatives
- Capital Gains
- Buys
- Contributions
- Expenses
- Income
- Management Fees
- Account Transfers
- Journal
- Reinvestments
- Other
- Sells
- Withdrawals

Sort column headers to quickly organize your transactions

Month To Date as of 12/31/2013 Alerts Settings Run Report

Dashboard > Transactions

Filter Export

Date ▾	Account No.	Account Name	Type	Asset Name	Symbol	Units	Price	Amount
12/31/2013	XXXXX9539	Rogers 529	Dividend	TCW RELATIVE VALUE DIVIDEND APPREC N	TGIGX	--	--	21.84
12/31/2013	XXXXX9539	Rogers 529	Income Reinvestment	GENERAL MONEY MKT FD INC DREYFUS MMKT SVC	GMBXX	0.04	1.00	0.04
12/31/2013	XXXXX9539	Rogers 529	Dividend	GENERAL MONEY MKT FD INC DREYFUS MMKT SVC	GMBXX	--	--	0.04
12/31/2013	XXXXX9539	Rogers 529	Buy	GENERAL MONEY MKT FD INC DREYFUS MMKT SVC	GMBXX	--	--	0.04
12/31/2013	XXXXX1639	Rogers Irrevocable Trust	Management Fee	CASH	CASH	--	--	-25.00
12/31/2013	XXXXX2263	Rogers Family Trust	Interest	FCASH	FCASH	--	--	3.34
12/31/2013	XXXXX2263	Rogers Family Trust	Dividend Reinvestment	FCASH	FCASH	3.34	1.00	3.34
12/31/2013	XXXXX2263	Rogers Family Trust	Buy	FCASH	FCASH	14,857.03	1.00	14,857.03
12/31/2013	XXXXX2263	Rogers Family Trust	Sale	DOUBLELINE TOTAL RETURN BOND I	DBLTX	1,371.62	10.81	-14,857.03

(Expanded View)

Gain Loss

View realized and unrealized gain/loss information for your investments.

(Consolidated View)

Gain Loss >

Unrealized		Realized		Total
1.4M	+	9.8K	=	1.4M

Unrealized Gain Loss	**1,380,914**
% UGL	5.41%
Short-Term	227,571
Long-Term	1,153,343
Realized Gain Loss	**9,785**
% RGL	91.32%
Short-Term	--
Long-Term	9,785

View your high level gain/loss breakdown from the dashboard

Month To Date as of 12/31/2013 Alerts Settings Run Report

Dashboard > Gain/Loss

Group by: Classes Expand Level Collapse All Export

Name	Symbol	Open Date	Current Units	Cost Basis	Price	Accrual	Ending Value	Unrealized ST	Unrealized LT	Total UGL
Rogers Family	--	01/01/1950	--	2,733,094.54	--	786.15	4,378,737.92	-1,107.66	1,843,832.06	1,842,724.41
> Cash & Equivalents	--	12/31/2013	--	588,972.92	--	--	588,972.92	--	--	--
> Equities	--	01/01/1950	--	895,303.38	--	786.15	2,418,742.12	11,815.72	1,696,466.05	1,708,281.77
> Fixed Income	--	08/01/2006	--	405,677.92	--	--	519,419.83	-296.56	18,073.48	17,776.92
> Alternative Assets	--	04/08/2009	--	843,140.32	--	--	851,603.05	-12,626.82	129,292.53	116,665.72

Sort column headers to quickly organize your cost basis information

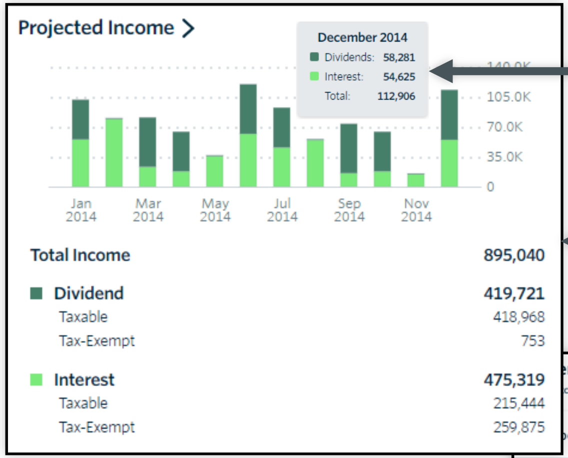
Expand and collapse the grouped sections

(Expanded View)

Projected Income

Review a snapshot of expected dividend and interest payments.

(Consolidated View)



Hover to view monthly dividend and interest detail

The card displays total projected income for the selected time period, a breakout of projected dividends and interest, plus a month-by-month bar chart

Choose between viewing projected income for the Next 12 Months or the Remainder of Year

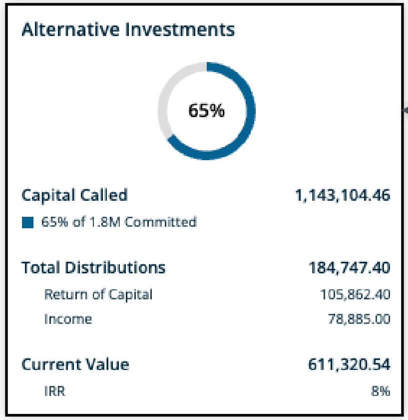
View projected income at your grouped level

(Expanded View)

Alternative Investments

View alternative investments in portfolios or accounts.

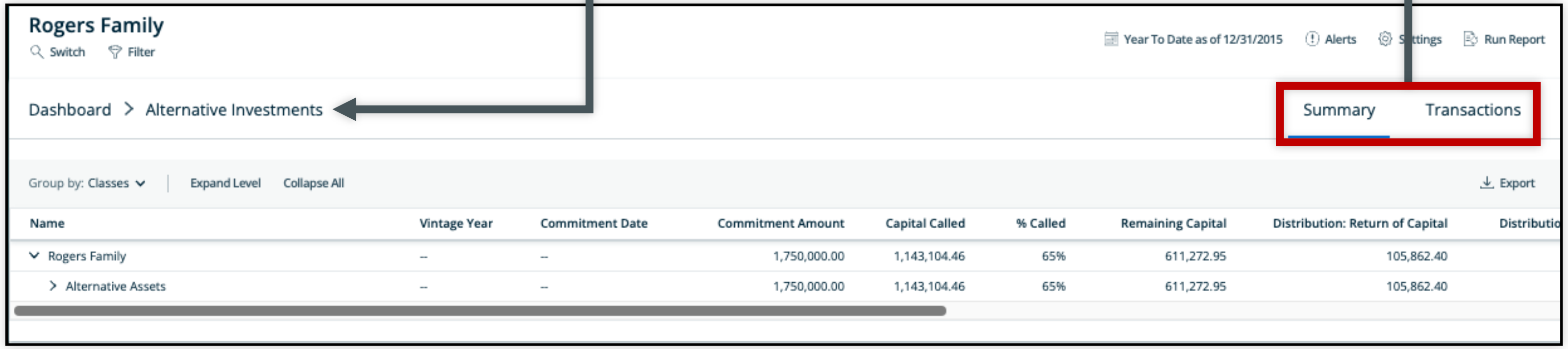
(Consolidated View)



View a quick summary of Capital Called and Total Distributions for the period

The expanded view shows details on the Alternative Investments tracked for your portfolios or accounts

Switch to the Transactions tab to see all alternative investment transactions for the time period



(Expanded View)

Fixed Income

Review a snapshot of fixed income holdings in your portfolio.

(Consolidated View)

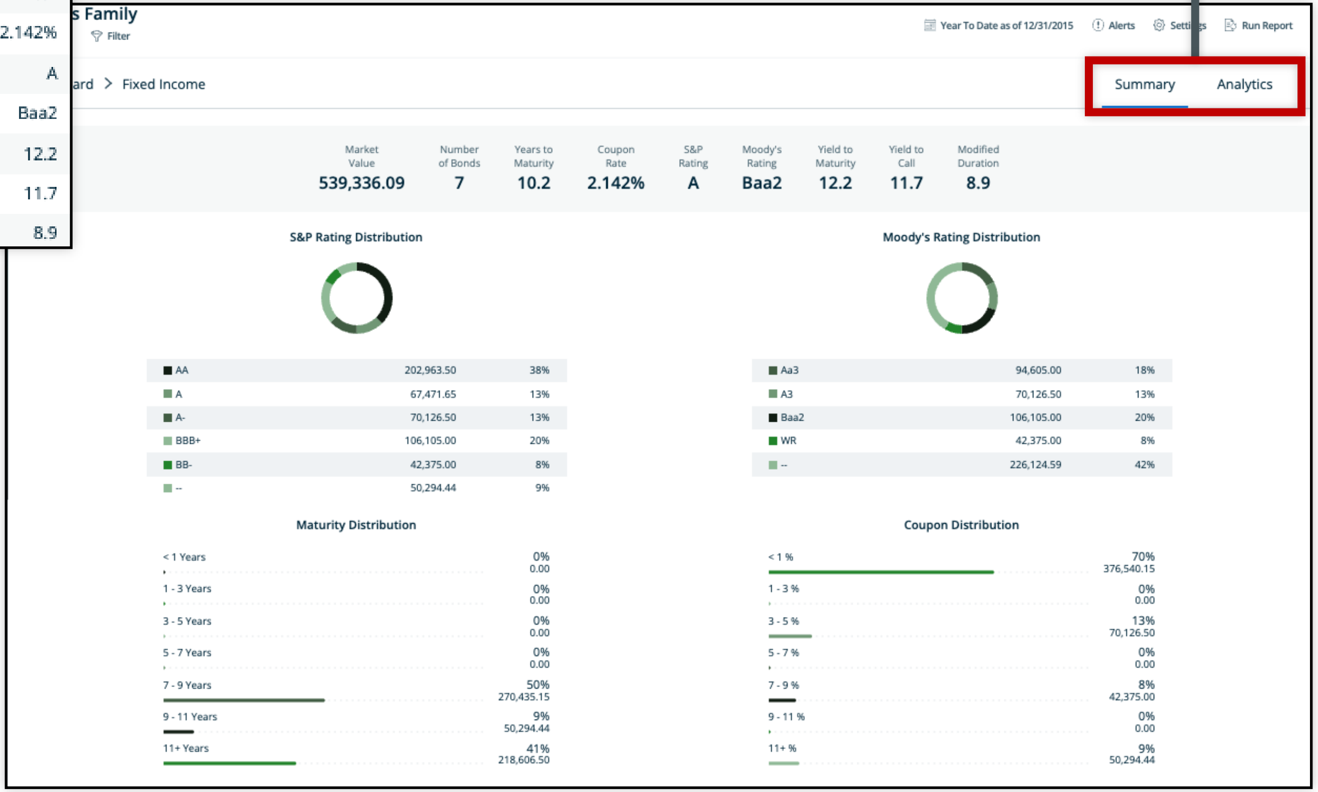
Fixed Income

View: Summary

Market Value	539,336.09
Number of Bonds	7
Years to Maturity	10.2
Coupon Rate	2.142%
S&P Rating	A
Moody's Rating	Baa2
Yield to Maturity	12.2
Yield to Call	11.7
Modified Duration	8.9

The card displays important statistics about your Fixed Income. Different options to select in the dropdown include Ratings, Maturity or Coupon Distribution graphs, and pie charts of the bonds' ratings.

Toggle between a summary page and analytical data associated with your fixed income holdings



(Expanded View)

Capital Markets

View independent benchmark information across multiple date ranges.

(Consolidated View)

Capital Markets >

Benchmark	Year To Date Return
S&P 500 INDEX	29.6%
RUSSELL INDEX 1000 WITH/DIV	33.1%
MSCI EMERGING EM (EMERGING MKTS) (USD)	-5.0%
MSCI DEVELOPED EAFE (USD) (TRG)	23.3%
RUSSELL INDEX 1000 GR WITH/DIV	33.5%
RUSSELL INDEX 1000 VL WITH/DIV	32.5%
RUSSELL INDEX MID CAP WITH/DIV	34.8%
RUSSELL MDCAP GR W/DIV	35.7%
RUSSELL MDCAP VL W/DIV	33.5%
RUSSELL INDEX 2000 WITH/DIV	38.8%

View Year-To-Date benchmark return data at a glance

Change the "As of" date from the date picker to change the starting point of the data displayed

Year To Date as of 12/31/2015 | Alerts | Settings | Run Report

Dashboard > Capital Markets

Expand Level | Collapse All | Export

Name	Benchmark	Inception Date	Year To Date	Current Day	Last 7 Days	Month To Date	Quarter To Date	Year To Date	Last 6 Months	Last 12 Months	Since Inception
> Cash & Equivalents	90 DAY TREASURY BILL	01/31/1985	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	195.1%
> Equities	S&P 500	01/30/1970	1.4%	-0.9%	-0.8%	-1.6%	7.0%	1.4%	0.2%	1.4%	9,596.2%
> Fixed Income	--	--	--	--	--	--	--	--	--	--	--
> Alternative Assets	--	--	--	--	--	--	--	--	--	--	--

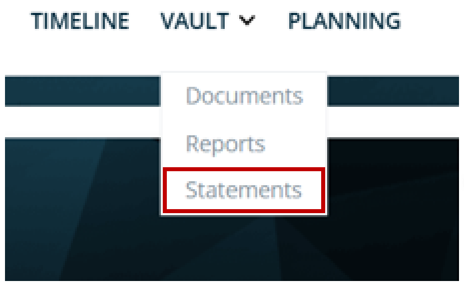
Performance is not correlated to portfolio holding period

(Expanded View)

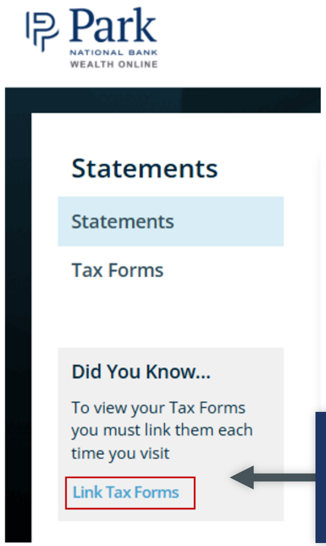
Expand and collapse the groupings to view all benchmarks available

Tax Documents

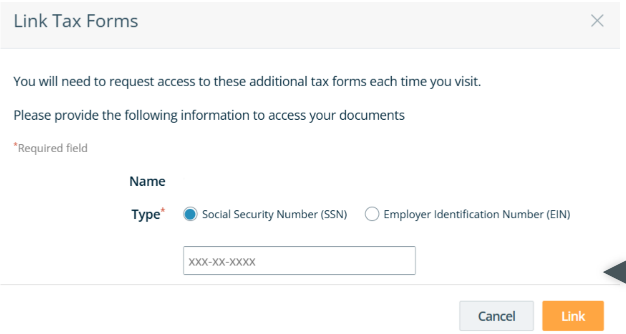
View and download select tax forms.



Select Statements from the Vault dropdown

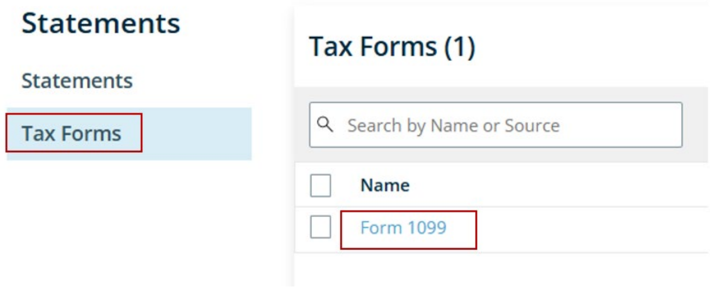


Select Link Tax Forms



Enter a valid SSN or EIN and select Link

Select Tax Forms and click on the tax form to view the document



Integration with Turbo Tax/HR Block

Ability to copy and paste tracking id into tax provider application.

Tracking ID: V9JTGJEMGMHRNUPZUPUMSE
Important Tax Return Documents Enclosed

At the bottom of Page 1 of the tax form , user can copy and paste the Tracking ID into the tax provider application

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