
Introduction of
Keuka Capital LLC

*Achieve Financial Independence
Build Wealth Through Investing*

Building Wealth Through Investing

- Keuka Capital LLC (“KeukaCap”) is dedicated to helping individuals build wealth through long-term, low-cost, value investing
- KeukaCap prides itself on affordability, accountability, and transparency
- With >10 years experience investing in the markets, as well as experience in consulting, sell-side equity research, and corporate finance, KeukaCap’s founder draws on a variety of experiences in his investment decision-making
- KeukaCap was founded by Reuben Dvoretzky, CFA in 2014.

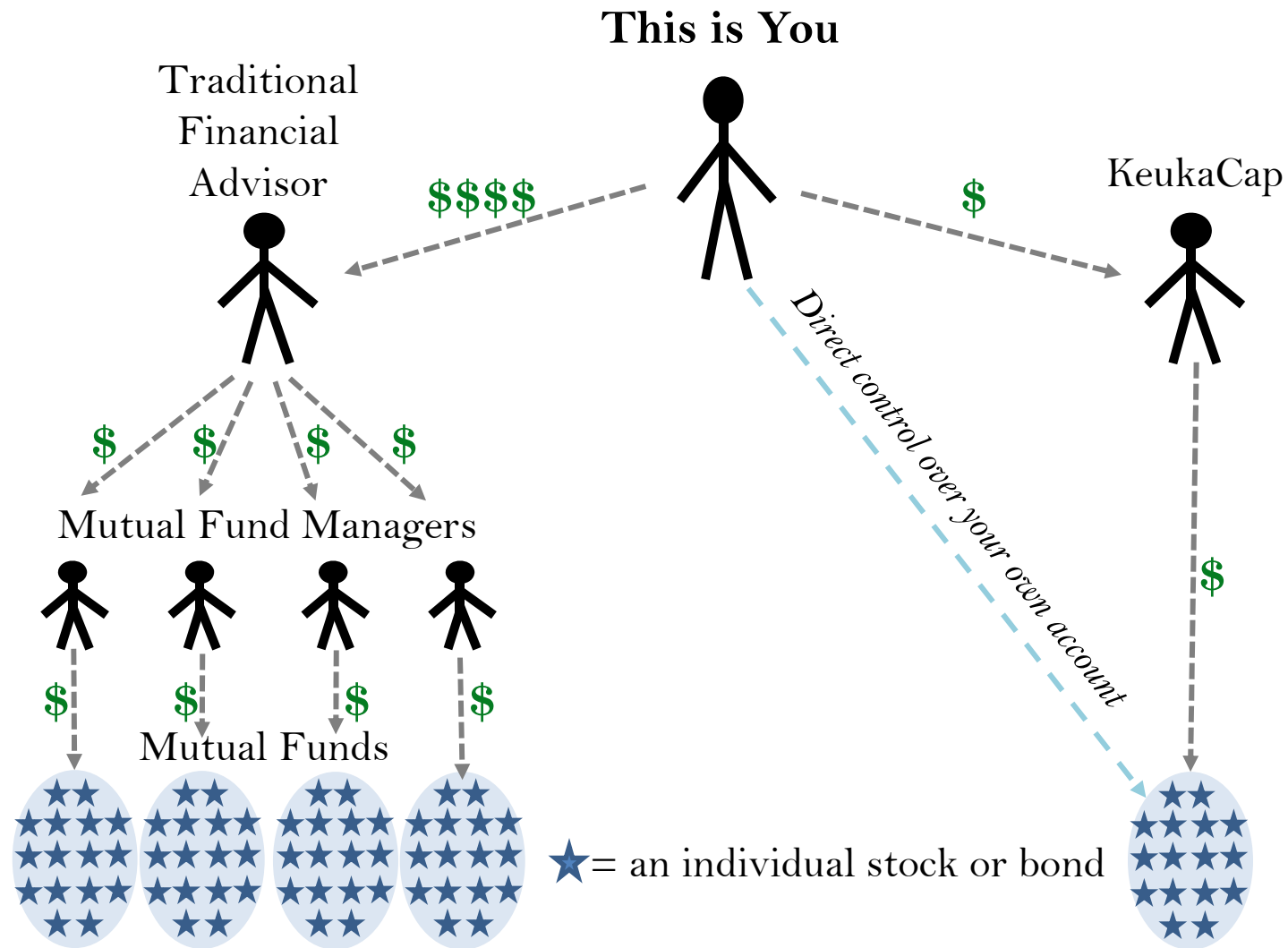
KeukaCap Manages Your Investment Account For You

	Separately Managed Accounts
Types of Funding	<ul style="list-style-type: none"> • Non-retirement • Retirement • College Savings
Services Provided	<ul style="list-style-type: none"> • Income Maximization & Expense Reduction Tactics • Personal investment planning • Opening your personal investment account • Constructing and managing your investment portfolio
Securities You May Buy	Individual Stocks & Bonds and exchange traded funds (ETF's)
Investing Strategies Offered	<ul style="list-style-type: none"> • Passive strategies try to mimic a benchmark • Active strategies try to beat a benchmark
Fees Paid to KeukaCap	0.5% of assets under management (annually)
Minimum Investment	\$10,000
Reporting Frequency	Quarterly

More personalized & less expensive than competition

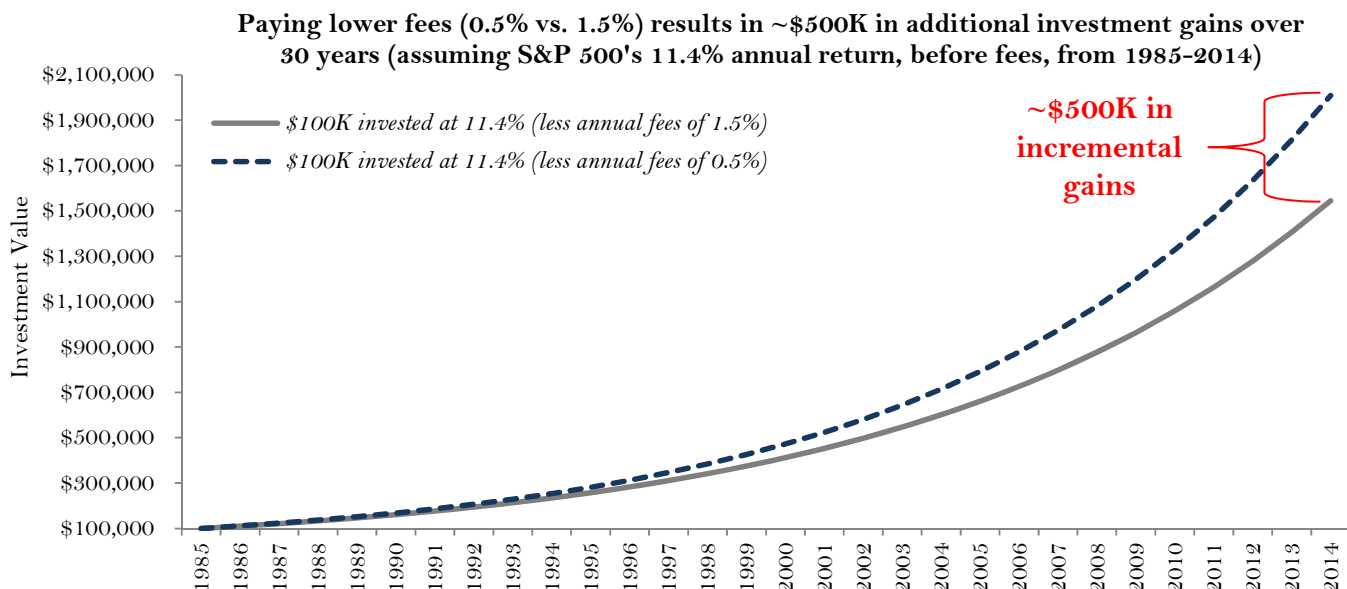
	KeukaCap	Other Financial Advisors
Annual fees (% of assets)	0.5%	~ 1.0%-2.0%
Transparent fees & investments	✓	
No upfront fees	✓	
Direct communication w/ portfolio manager	✓	
Personalized investment portfolios	✓	✓
Decisions made by an investment professional	✓	✓

Invest Directly Into Individual Securities w/ Low Costs



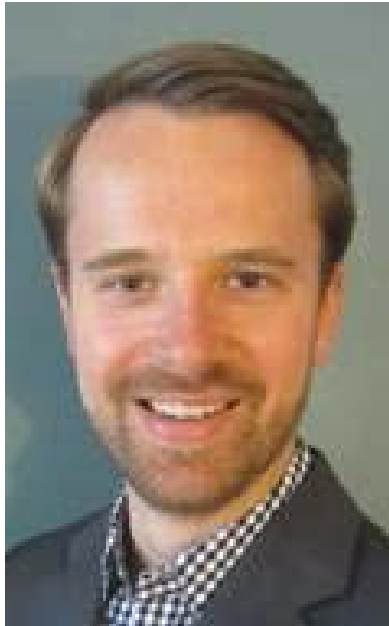
Lower costs may lead to higher investment returns

- The average fund has annual fees equal to $\sim 1.0 - 2.0\%$ of assets
- KeukaCap has a low fee structure of 0.5% of assets annually
- The graph below illustrates two theoretical $\$100\text{K}$ investments with different fee structures, both returning 11.4% (before fees) over 30 years



*For illustrative purposes only. KeukaCap does not guarantee investment results. Investing entails significant risks, including possible loss of capital

KeukaCap's founder has >10 years investing experience



Reuben Dvoretzky, CFA

- Reuben Dvoretzky, CFA founded Keuka Capital in 2014. Reuben works full-time as a Senior Manager at Ports America Group, the country's largest shipping terminal operator. At Ports America, Reuben manages financial projects and participates in acquisition due diligence.
- Prior to joining Ports America, Reuben worked as an Associate Analyst at the Buckingham Research Group, where he covered Aerospace & Defense stocks. Reuben was responsible for financial modeling, creating industry analyses, generating investment ideas, and communicating findings and recommendations to clients.
- Reuben started his career as a consultant with Huron Consulting Group in New York, where he was a member of the Financial consulting practice. Reuben's clients included major law and private equity firms, for whom he provided valuation and analytical services.
- Reuben is a Chartered Financial Analyst (CFA) and a member of the New York Society of Security Analysts.
- Reuben holds a BBA from the Ross School of Business at the University of Michigan with emphases in finance, accounting, and corporate strategy.

Please contact KeukaCap for more information

- If you are interested in learning more about KeukaCap, please email or call Reuben Dvoretzky using the contact information below
- We will discuss your current financial situation, your goals for the future, and whether KeukaCap is an appropriate fit for you

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Statement About Risk

- This presentation is for informational purposes only and does not in any way constitute a solicitation or offer of our investment services
- Investing money involves many risks, including but not limited to equity market risk, economic risk, security risk, security selection risk, currency risk, interest rate risk, default risk, sector risk, political risk, regulatory risk, asset allocation risk, client disclosure risk and many other risks not mentioned here
- Investors may lose money for both short and long periods of time in the capital markets. In some circumstances, investors should be prepared to see their portfolios decline in value for long periods, and for long periods of time, may see their portfolios decline in value below their purchase price