



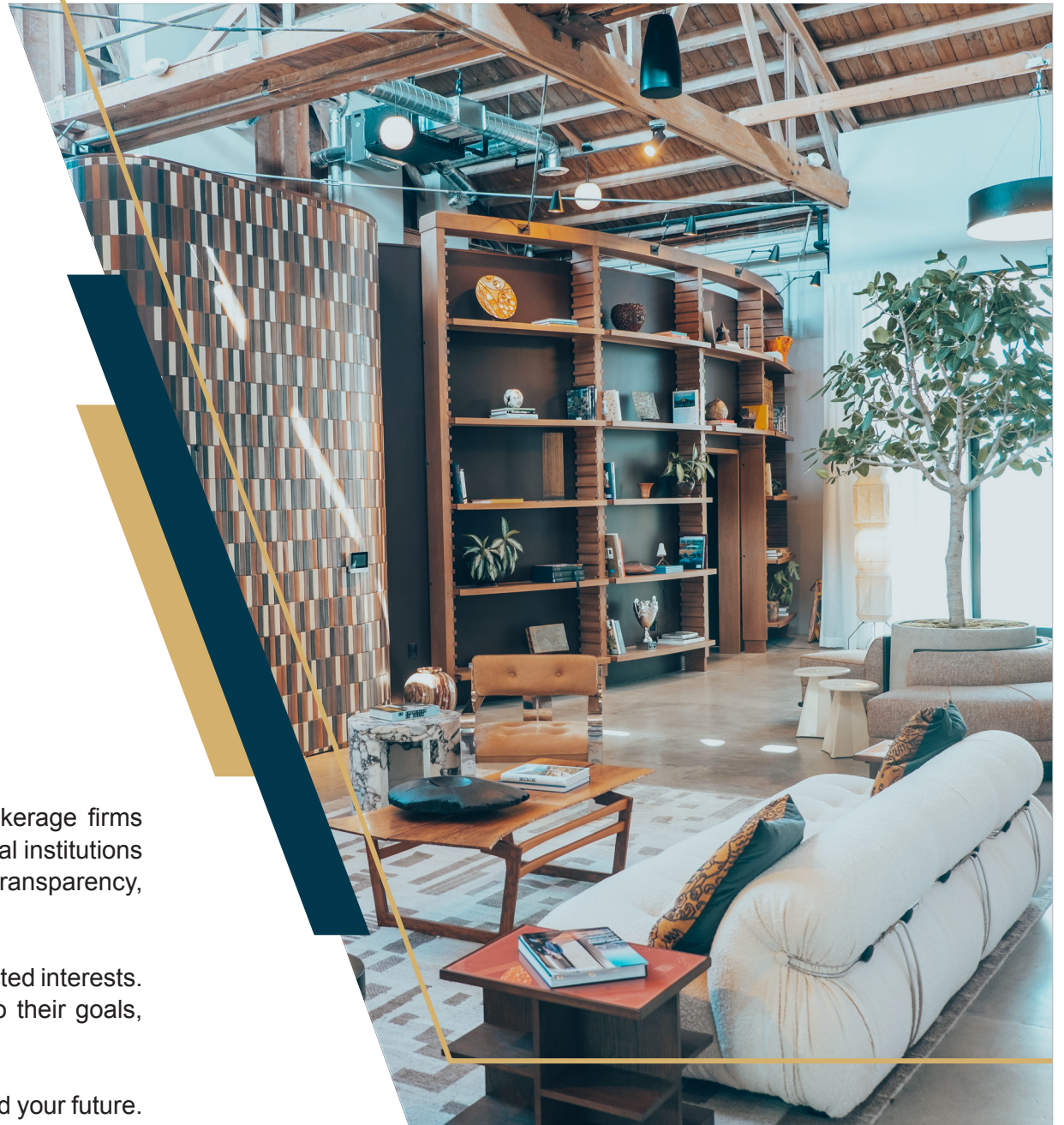
GERBER KAWASAKI
wealth & investment management

Wealth Strategy Process

The 2008 financial crisis exposed a hard truth: many big brokerage firms were not acting in their clients' best interests. As trust in traditional institutions eroded, space opened for a new kind of firm, one built on transparency, independence, and client-focused guidance.

Today's investors deserve more than outdated advice and conflicted interests. They deserve modern, unbiased financial strategies tailored to their goals, values, and risk tolerance.

It's time for a firm where your values shape your investments, and your future.



Gerber Kawasaki

Wealth & Investment Management

Gerber Kawasaki's mission is to provide the highest level of integrity, dedication, and objectivity in guiding their clients holistically to maximize their financial resources while mitigating their risks and preserving their legacy.

2010

Founded

**SANTA
MONICA**

Based

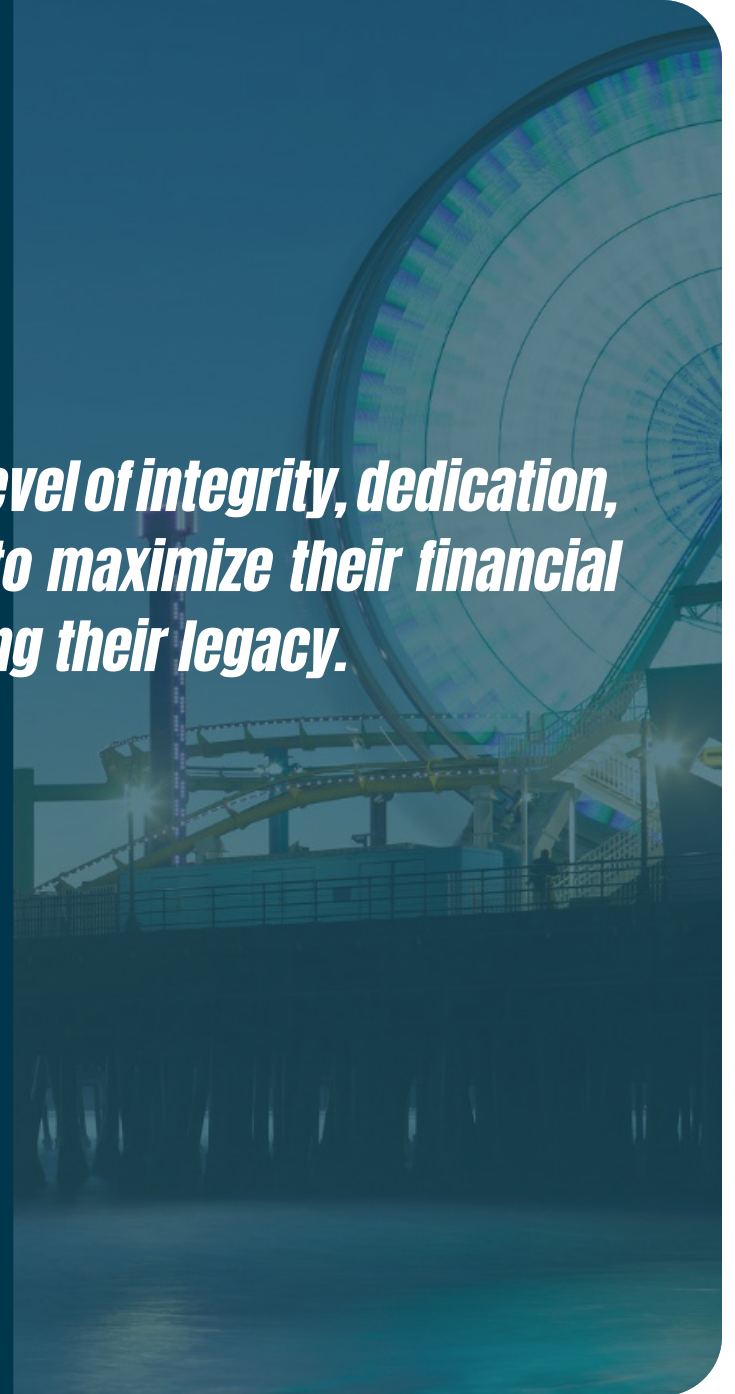
\$3.59B

Assets under
Management &
Advisment*

FIDUCIARY

Independent
Investment
Management

*As of August 5th, 2025



Why Gerber Kawasaki

INDEPENDENT ADVISORY

FIDUCIARY STANDARD

PERSONALIZED SOLUTIONS

HOLISTIC PLANNING

TEAM APPROACH

PROPRIETARY RESEARCH

TRANSPARENT FEES

HUMAN TOUCH + ENHANCED
TECHNOLOGY INTERFACE

AWARDS RECEIVED BY:

Forbes

LOS ANGELES
BUSINESS JOURNAL

USA
TODAY

Los Angeles Times

InvestmentNews

Investopedia

BARRON'S

UCLA
BRUINS

Led by a multidisciplinary team of credentialed professionals:

CFP®

CPA®

CPWA®

CIMA®

AEP®

CSRIC®

ADPA®

CMFP®

CDFA®

What We Do



WEALTH MANAGEMENT

Custom investment strategies tailored to your goals, risk tolerance, and long-term financial vision.

ESTATE AND INTERGENERATIONAL PLANNING

Protect your legacy and support future generations with thoughtful estate strategies and insurance solutions.

CHARITABLE GIVING

Transform your wealth into impact with strategies that align generosity with tax efficiency.

TAX PLANNING

Proactive guidance for major financial decisions, plus tax preparation to keep you organized and on time.

PRIVATE INVESTMENTS

Understand and get access to various asset classes including Private Credit, Private Equity, and Venture Capital.

DIGITAL ASSETS

Leverage emerging opportunities in cryptocurrencies and blockchain with strategies designed for security, diversification, and long-term growth.

EQUITY BASED COMPENSATION

Understand, evaluate, and maximize your equity packages, including options, RSUs, and payouts.

EXIT PLANNING

Prepare for liquidity events with confidence. Know your company's valuation and plan your next chapter.

Financial Planning Process

As your life changes, our approach does too. Our discovery process is designed to understand your needs, wants, and dreams, so we can build a strategy as personal as your story.

1. DISCOVER

- Needs, Wants, and Dreams
- Tolerance for Risk
- Specific Tax Considerations
- Philanthropic Aspirations
- Legacy Planning

4. REVIEW

- Performance Reporting and Bench Marking
- Proactive Review of Investments and Goals
- Dynamic Life Planning
- Investment and Market Commentary
- Ongoing Manager Due Diligence
- Behavioral Coaching



2. STRATEGIZE

- Portfolio Design and Asset Allocation
- Tax and Estate Consideration
- Asset Protection
- Business and Exit Planning
- Coordinate with Team of Professionals

3. IMPLEMENT

- Portfolio Management
- Tactical Asset Allocation and Rebalancing
- Customized Portfolios and Direct Indexing

Ross Gerber

CEO & PRESIDENT

Ross is the Co-Founder, President, and CEO of Gerber Kawasaki Wealth and Investment Management, where he leads the company's corporate and investment management operations while also providing personalized financial guidance to individual clients. Renowned as one of the most influential investors across social and traditional media platforms, Ross regularly shares his investment insights and advice, earning him a prominent presence on global business news networks and popular investment podcasts. With appearances on leading media outlets such as Bloomberg, Reuters, Fox Business, and CNBC, Ross has established himself as a trusted voice in the finance industry.

Under Ross's leadership, Gerber Kawasaki manages a substantial portfolio of \$3.59 billion in investments as of 08/05/25, focusing on sectors like technology, clean energy and transportation, consumer discretionary, media, and entertainment. The firm stands out for its innovative approach to financial technology (Fintech), leveraging technology and social media to cater to a diverse clientele efficiently. Recognized for its rapid growth and commitment to diversity and inclusion, Gerber Kawasaki was listed as one of the fastest-growing companies in Los Angeles by the LABJ and received multiple awards within the financial industry for its dedication to serving the diverse community of Southern California.

Dedicated to empowering the younger generation with investment knowledge, Gerber Kawasaki pioneers the Get Invested program, aiming to provide accessible investment advice. As a testament to its commitment to innovation, Gerber Kawasaki became the first major Registered Investment Advisor (RIA) to partner with Gemini, offering Digital Assets to clients starting in April 2021. Ross's expertise extends beyond finance; he is also an adept online marketer and co-developer of the company's iOS app, my-moneypage.

Ross's journey in finance traces back to his upbringing in Los Angeles, where his passion for investing and music took root from an early age. Inspired by receiving Apple and Disney stock as a gift at 13 and witnessing the bull market of the '80s, Ross pursued his interests through college at the University of Pennsylvania, where he also nurtured his musical talents. Upon graduating, Ross embarked on a successful career in financial planning and investment management, earning accolades such as the Archon and Million Dollar Branch Award from SunAmerica Securities. However, it was during the financial crisis of 2008 that Ross recognized the need for a more client-centric approach to financial services, leading to the founding of Gerber Kawasaki in 2010 alongside his business partner, Danilo Kawasaki.

Outside of his professional endeavors, Ross remains deeply engaged in music and is contributing to the industry as a co-creator and managing member of Cocoon Music – Malibu. He also invests in and advises NoCap Shows/Cold Canyon Club, a video and live event music company, and serves on the executive board of the Guardians of the LA Jewish Health Organization in Los Angeles. Additionally, Ross is actively involved in philanthropic initiatives, supporting various causes in the local community and beyond. With his multifaceted expertise and unwavering dedication to client success, Ross continues to make a significant impact in both the financial and music realms.



*Industry specific award and is not an endorsement. CA Insurance Lic:#0B48143

Danilo Kawasaki CPWA® CFP®

VICE-PRESIDENT & COO

Danilo Kawasaki is the Co-Founder, Vice-President, COO, and Chief Compliance Officer of Gerber Kawasaki Wealth and Investment Management. He serves on the firm's Board of Directors and Investment Selection Committee. In 2025, Investment News named him a Top Financial Advisor, adding to a long list of honors from Forbes, Los Angeles Business Journal, and other industry leaders.

Born in São Paulo, Brazil during a time of hyperinflation, Danilo learned the importance of proper wealth management at a very young age. As a top-ranked junior tennis player, he moved to the U.S. as a scholar-athlete and three-time All-American and earned his BS in Business Administration from the University of Redlands. He later earned a Personal Financial Planning certification from UCLA and became a CERTIFIED FINANCIAL PLANNER®. Danilo also earned a certificate in Wealth Management Theory & Practice from Yale School of Management and became a Certified Private Wealth Advisor®.

After the 2008 financial crisis, Danilo co-founded Gerber Kawasaki with a mission to shake up the industry. He believed clients deserved advice that was personalized, objective, and free from outdated institutional bias. By combining state-of-the-art technology and our personal touch, Gerber Kawasaki clients are offered a very unique experience.

Outside the office, Danilo enjoys spending time with his three kids, competing on the paddle tennis courts of the Jonathan Club, golfing at Bel-Air Country Club, and practicing yoga and meditation.

CA Insurance Lic:#0D68977



Disclosures

The information and data in this presentation were obtained from sources deemed reliable. Their accuracy or completeness is not guaranteed and the giving of the same is not deemed a solicitation on our part with respect to the purchase or sale of any securities or commodities, or any specific investment or strategy. For more information, please contact your Financial Advisor.

Tax laws are complex and subject to change. GERBER KAWASAKI and its financial advisors do not provide tax or legal advice. This material was not intended or written to be used for the purpose of avoiding tax penalties that may be imposed on the taxpayer. Individuals are encouraged to consult their tax and legal advisors (a) before establishing a retirement plan or account, and (b) regarding any potential tax, ERISA and related consequences of any investments made under such plan or account.

The strategies listed may not be suitable for all investors. GERBER KAWASAKI recommends that investors independently evaluate particular strategies, and encourages investors to seek the advice of a financial advisor. The appropriateness of a particular strategies will depend upon an investor's individual circumstances and objectives.

Investors should carefully review and consider potential risks before investing. Some of these risks may include: loss of all or a substantial portion of the investment due to leveraging, short-selling, or other speculative practices; lack of liquidity in that there may be no secondary market for the fund and none is expected to develop; volatility of returns; restrictions on transferring interests; potential lack of diversification and resulting higher risk due to concentration of trading authority when a single advisor is utilized; absence of information regarding valuations and pricing; complex tax structures and delays in tax reporting; less regulation and higher fees than mutual funds; and manager risk. Individual funds will have specific risks related to their investment programs that will vary from fund to fund.

GERBER KAWASAKI offers insurance products in conjunction with its licensed insurance agency affiliates. Since life insurance is medically underwritten, you should not cancel your current policy until your new policy is in force. A change to your current policy may incur charges, fees and costs. A new policy will require a medical exam. Surrender charges may be imposed and the period of time for which the surrender charges apply may increase with a new policy. You should consult with your own tax advisors regarding your potential tax liability on surrenders.

The information, products and services described here are intended only for individuals residing in states where the Financial Advisor is properly registered as described on our website: www.gerberkawasaki.com

Fixed annuities are long-term investment vehicles designed for retirement purposes. Gains from tax-deferred investments are taxable as ordinary income upon withdrawal. Guarantees are based on the claims paying ability of the issuing company. Withdrawals made prior to age 59 ½ are subject to a 10% IRS penalty tax and surrender charges may apply.

Investors should carefully consider the charges and fees associated with a new insurance policy as well as any cost that may be associated with surrendering the current policy.

Designation Disclaimers

Certified Private Wealth Advisor® (CPWA®) certification is an advanced professional certification for advisors who serve high-net-worth clients. It's designed for seasoned professionals who seek the latest, most advanced knowledge and techniques to address the sophisticated needs of clients with a minimum net worth of \$5 million. Unlike credentials that focus specifically on investing or financial planning, the CPWA® certification program takes a holistic and multidisciplinary approach.

Minimum qualifications to obtain and maintain the CPWA® certification include: Bachelor's degree from an accredited college or university or one of the following designations or licenses: CIMA, CIMC, CFA, CFP, ChFC or CPA license; A satisfactory record of ethical conduct, as determined by IMCA's Admissions Committee; Five years of professional client-centered experience in financial services or a related industry; Six-month pre-study educational component; In-class program at The University of Chicago Booth School of Business, or online program through Yale School of Management; Final exam for in-class portion (online, proctored); and continued education training of 40 hours every two years.

<https://www.finra.org/investors/professional-designations/cpwa>

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For more than 30 years, CERTIFIED FINANCIAL PLANNER® certification has been the standard of excellence for financial planners. CFP® professionals have met extensive training and experience requirements, and commit to CFP Board's ethical standards that require them to put their clients' interests first.

Candidates for the CERTIFIED FINANCIAL PLANNER® certification must have a bachelor's degree (or higher) from an accredited college or university and three years of full-time personal financial planning experience or the equivalent part-time experience (2,000 hours equals one year full-time). Designation training requirements for the CERTIFIED FINANCIAL PLANNER® certification include completion of a CFP-board registered program, or hold one of the following: Certified Public Accountant (CPA); Chartered Financial Consultant (ChFC); Chartered Life Underwriter (CLU); Chartered Financial Analyst (CFA); Ph.D. in financial planning, finance, business administration or economics; Doctor of Business Administration; or attorney's license. Following completion of the course requirements, applicants must complete a proctored final certification exam and continuing education of 30 hours every two years.

<https://www.finra.org/investors/professional-designations/cfp>



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Contact us

2437 Main Street

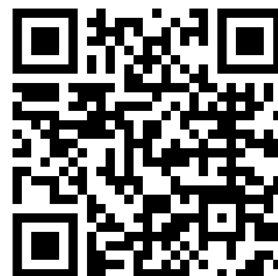
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