THE FUTURE OF THE CLIENT RELATIONSHIP

The client conversation has *left the bank.*

Clients now take their most personal money questions to public AI platforms, outside any firm's brand, records or compliance. This outlook looks at where the financial industry is heading, and how VERU 365 brings those conversations back in house.

66%
of Americans who use generative AI have used it for **financial advice**
Intuit Credit Karma, 2025[1]

82%
of **Gen Z and Millennial** generative AI users turn to it for money guidance
Intuit Credit Karma, 2025[1]

75%
say AI lets them ask questions they'd be **too embarrassed to ask an advisor**
Intuit Credit Karma, 2025[2]

THE NEW FRONT DOOR TO FINANCIAL ADVICE

For generations, the bank or advisor owned the client relationship. When a client had a question about a layoff, an inheritance or a Roth conversion, the call came to the firm. The firm heard it, answered it, and was there when the client was ready to act.

That is no longer how it works. Today the first stop is a chatbot. Clients paste in their balances, describe their families and ask what to do next, often late at night and often about things they would never raise in a review meeting. Those conversations happen on public platforms the firm cannot see, cannot supervise and cannot learn from.

The result is a quiet shift in control. The relationship is no longer owned by the bank. It is rented, one prompt at a time, from whoever answers first. And in the same research, 52% of respondents said they had made a poor financial decision based on generative AI's advice.[2]

> *"Money is fungible. It moves to where it is treated well."*
> VERU 365 FIRST PRINCIPLES

HOW THE RELATIONSHIP HAS SHIFTED

Then

Client → Bank / Advisor → Advice & action

The firm hears the question, owns the context and is present at the moment of intent.

Now

Client → Public AI platform ⋯ Bank / Advisor sees nothing

The question, the context and often the decision happen outside the firm.

No visibility
Firms never see the life events driving client decisions.

No guardrails
Answers sit outside firm compliance and supervision.

No handoff
Intent to act goes elsewhere, along with the assets.

With VERU 365: the same AI conversation happens inside the firm's own brand, and the advisor is there when the client is ready.

INSIDE
02 Four forces reshaping financial services
03 How VERU 365 brings clients back in house
04 Security, First Principles & our place in the market

FOUR FORCES RESHAPING FINANCIAL SERVICES

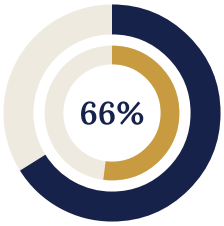
The industry is being rewired from the client inward.

Four trends are converging at once: clients are asking AI first, trillions of dollars are changing hands, the advisor workforce is shrinking, and the next generation is learning about money from screens. Each one pulls the relationship further away from the firm.

01

AI is the new first opinion

Clients use chatbots for education, goal setting, budgeting, saving and investing, the same topics advisors cover.



- **66%** of GenAI users have used it for financial advice[1]
- **52%** say they made a poor financial decision based on it[2]

Outer ring: AI for advice. Inner ring: poor decision reported.

Source: Intuit Credit Karma survey of 1,019 U.S. adults, Aug. 2025.

02

The Great Wealth Transfer

An estimated **$124 trillion** will pass to families by 2048, and about **$54 trillion** of it will go to surviving spouses, about 95% of them women.[3] Most heirs don't stay with their parents' advisor.

Heirs who say they'd keep their benefactor's advisor[4]



Expecting an inheritance	27%
Already inherited	20%

Sources: Cerulli Associates via CNBC, 2025; Cerulli via Rethinking65, Sept. 2025.

03

Fewer advisors, more questions

About **110,000 advisors**, roughly 38% of the workforce, are expected to retire within a decade. They manage about 42% of industry assets.[5]

Workforce retiring	38%
Assets they manage	42%

~100K projected shortfall of advisors in the U.S. by 2034

Source: McKinsey & Company, via The Daily Upside, Feb. 2025.

04

Gen Z learns money from screens

The next generation of clients is forming money habits on video platforms and AI, long before they meet an advisor.

Where Gen Z turns for financial ideas and advice[6]

YouTube	44%
AI tools	38%
Instagram / TikTok	34%
Online communities	25%

Source: EMARKETER, Mar. 2026 (AI figure: Wells Fargo 2026 Money Study).

WHAT IT MEANS

Banks and advisors are losing control of the conversation, at the exact moment the stakes are highest.

Clients who are inheriting, starting out or facing a big decision are getting answers somewhere else. The firms that win the next decade will be the ones that meet clients with AI in their own brand, and keep a human advisor one step away.

$200–340B

in annual value generative AI could add to global banking, equal to 9–15% of operating profits[7]

The opportunity is real. The question is whether banks capture it, or **public AI platforms** capture their clients.

BRINGING CLIENTS BACK IN HOUSE

VERU 365 is revolutionizing the future of the client relationship.

VERU 365 gives banks, credit unions, CPA firms and wealth managers the Personal Financial Operating System, Powered by AI, in their own website and brand. Clients get the instant, judgment-free answers they were looking for on public chatbots. The firm gets the conversation back.

STEP 01
Verified entry
Selfie biometric ID verification before anyone enters the platform.

STEP 02
Ask in your brand
Clients ask our chatbots questions around the clock, on the firm's own site.

STEP 03
Explain, not recommend
Our chatbots educate within compliance rules and escalate when advice is needed.

STEP 04
Warm handoff
With consent, the advisor gets a summary at the moment of intent.

Meet your financial AI companions

Four specialist chatbots, each bounded by compliance logic



Harvey
MARKETS CHATBOT

For clients who want their positions explained, with concrete numbers and how markets are reacting.

- Market activity
- Investments
- Public filings & commentary



Freddy
PLANNING CHATBOT

Built with Certified Financial Planners to answer questions people used to wait weeks to ask.

- Major life events
- Roth vs. Traditional
- Trained on CFP conversations



Anna
WEALTH TRANSFER CHATBOT

A female-centric guide for women and heirs navigating inheritance, shaped with input from women advisors.

- Inheritance
- Estate planning
- One full financial view first



Zoey
GEN Z CHATBOT

A young-adult companion delivering a strong dose of financial literacy for first-time investors and new earners.

- Money basics
- First paychecks & investing
- Aspiring entrepreneurs

The Personal Financial Operating System, *Powered by AI*

Free to the firm's clients

Financial Planning
Live financial statement, AI-filled factfinder and Monte Carlo stress tests.

Taxes
A secure File Vault for returns like the 1040, with automatic redaction.

Investments
Linked accounts, portfolio analysis and plain-language market answers.

Personal Budgeting
Plaid-linked accounts, AI categorization and a cash-flow forecast.

THE HEART OF THE BUSINESS OPPORTUNITY

PAGO Engine: suitability that stays current.

Most firms review suitability once a year. PAGO updates as the client's situation changes, and a person reviews the result before it reaches an advisor. That turns everyday engagement into timely, suitable cross-selling opportunities.



- Risk identification
- Suitability mapping
- Lifetime client value
- Obstacle tracking

Our chatbots explain; they do not give individual investment recommendations.

SECURITY IS OF THE UTMOST IMPORTANCE

Built like a bank vault, because clients trust us with their financial lives.

- **Biometric identity first**
  Selfie biometrics and government ID check before entry
- **Encrypted end to end**
  TLS 1.3 in transit, AES-256 at rest, on Google Cloud
- **Every firm isolated**
  Row-level security and separate vector spaces per client
- **PII redacted before the model**
  No client data is used to train AI models
- **Immutable audit trail**
  Five years of write-once logs for every AI interaction

SOC 2 TYPE II · GLBA · REG S-P · SOX · GDPR

$10.22M

Average cost of a U.S. data breach in 2025, an all-time high. Financial firms rank among the five costliest industries, and nearly two-thirds of organizations lack AI governance policies.[8]

VERU 365 FIRST PRINCIPLES

Four beliefs behind everything we build.

01 Privacy

Users own their data and remain anonymous until they decide what to share, and with whom.

02 Fungibility & Intelligence

Money is fungible and moves to where it is treated well. When a user is ready to act, the firm is their first point of engagement.

03 Security

Selfie biometric IDV before entry, segregated data, automated PII redaction and immutable audit trails.

04 Value Proposition

Engagement is what matters, and it can be monetized. Honest, trusted engagement leads to lifetime customer value.

$9.95 **per engaged user, per month.** Free to clients and white-labeled for the firm. Firms pay only for highly engaged, ID-verified users.

BUILT FOR

Banks · Credit unions · Wealth managers & RIAs · Hedge funds · CPA firms · Insurance agencies · Employers & municipalities

WHERE VERU 365 FITS	PUBLIC AI PLATFORMS	VERU 365
Speaks in the firm's own brand, on the firm's own site	✕	✓
Identity verified with selfie biometrics before entry	✕	✓
Answers bounded by the firm's compliance rules	✕	✓
Warm handoff to the client's own advisor at the moment of intent	✕	✓
Firm sees engagement and context, with client consent	✕	✓

OUR PLACE IN THE MARKET

VERU 365 are disruptors of the banking industry.

Public AI took the client conversation out of the bank. We are putting it back, inside the firm's brand, under its compliance rules and secured from the first selfie. Relationships that never sleep, with an advisor always one step away.

VERU | 365

veru365.com

Book a demo and see the chatbots live in your own brand.

1 Intuit Credit Karma, "The Rise of Fin-AI," Sept. 2, 2025; online survey of 1,019 U.S. adults, Aug. 7–14, 2025. creditkarma.com

2 Intuit Credit Karma survey findings as reported by Yahoo Finance, "ChatGPTeacher: Two-Thirds of Americans Use AI for Financial Advice," Nov. 2025.

3 Cerulli Associates, as reported by CNBC/NBC, "Women will get most of the $124 trillion Great Wealth Transfer," 2025; spousal share per Bank of America Institute.

4 Cerulli Associates, *Cerulli Edge: U.S. Retail Investor Edition*, via Rethinking65, Sept. 3, 2025.

5 McKinsey & Company, as reported by The Daily Upside, "Looming Advisor Shortage Could Top 100K Over Next Decade," Feb. 13, 2025.

6 EMARKETER, "Gen Z looks to AI and social media for financial ideas and education," Mar. 31, 2026; AI figure from Wells Fargo 2026 Money Study.

7 McKinsey & Company, "Capturing the full value of generative AI in banking," Dec. 5, 2023.

8 IBM, *Cost of a Data Breach Report 2025*, as reported by CyberScoop. VERU 365 product and security details: veru365.com and veru365.com/first-principles. For informational purposes only; not investment advice.