RonaldBlueTrust

NEWS RELEASE

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PlanFIRST to join Ronald Blue Trust

The move will expand both companies' reach as they aim to serve more clients and help them make wise financial decisions

ATLANTA (March 4, 2019) – Ronald Blue Trust, a division of Thrivent Trust Company, announced today that Plan*FIRST*, a registered investment adviser located in Greenville, S.C., is joining the organization. Ronald Blue Trust provides wealth management strategies and trust services based on biblical principles to help clients make wise financial decisions, live generously and leave a lasting legacy. With this addition, Ronald Blue Trust will add a regional office in Greenville for a total of 14 offices nationwide and serve around 8,500 clients. It currently has over $8 billion in assets under management (as of 3/1/2019). Ronald Blue Trust is headquartered in Atlanta.

Under this new structure, Plan*FIRST* clients will continue receiving investment, wealth management and financial planning services but now have access to Ronald Blue Trust's broader range of fiduciary services, including trust services, to help meet their evolving financial needs. This means clients can name Ronald Blue Trust as a trustee in trust agreements and testamentary trusts in estate planning documents or serve as a personal representative in the will. In addition, Plan*FIRST* clients will be able to leverage the experience of Ronald Blue Trust's investment team as they develop their financial strategies.

"In Ronald Blue Trust we found a partner that believes in holistic financial planning and shares our commitment to enriching people's lives for generations," said Mike Miller, president and CEO of Plan*FIRST*. "Our goal has always been to help clients experience a healthy relationship with money and be good stewards of their resources. As part of Ronald Blue Trust, we believe we'll be able to fulfill that mission to an even greater degree."

"Mike and the team at Plan*FIRST* bring 35 years of experience and talent to Ronald Blue Trust and we're thrilled to have them join us," said Nicholas Stonestreet, CEO of Ronald Blue Trust. "As a team guided by biblical principles, we look forward to working with Plan*FIRST* to help people create wealth management strategies and provide trust services so they are empowered to practice wise financial habits and feel confident about putting their plans and values into action."

Miller will now oversee day-to-day operations as the managing director of Ronald Blue Trust's new regional office in Greenville. As a division of Thrivent Trust Company, Ronald Blue Trust will continue to help the organization accelerate its mission of guiding clients on their wise with money journeys and helping them lead content, confident and generous lives.

About Ronald Blue Trust.
With nationwide capabilities, Ronald Blue Trust provides wealth management strategies and trust services based on biblical wisdom to help clients make wise financial decisions, live generously, and leave a lasting legacy in key areas including financial planning, personal trust and estate settlement, retirement and estate planning, investment management and solutions, family office services, philanthropic strategies, business consulting and institutional client services. For more information, go to www.ronblue.com.

affiliates, and are subject to investment risk, including possible loss of the principal amount invested.

Trust and investment management accounts and services are offered by Thrivent Trust Company, a wholly owned subsidiary of Thrivent Financial, the marketing name for Thrivent Financial for Lutherans, based in Appleton, Wis., and an affiliate of Thrivent Investment Management, Inc. Neither Thrivent Investment Management, a FINRA member, nor its associated person(s) is offering any product hereby. Certain Thrivent Investment Management associated persons refer prospective clients to Thrivent Trust Company.

About Thrivent

Thrivent Financial is a not-for-profit financial services organization that helps Christians on the wise with money journey. As a mission-driven, membership-owned organization, it offers its more than 2 million members and customers a broad range of financial products, services and guidance to help them obtain a life of contentment, confidence and generosity. Thrivent Financial and its subsidiary and affiliate companies offer insurance, investments, banking and advice over the phone, online as well as through financial professionals and independent agents nationwide. Thrivent Financial is a FORTUNE 500 company with $134 billion in assets under management/advisement (as of 12/31/18). For more than a century it has helped Christians make wise money choices that reflect their values while providing them opportunities to demonstrate their generosity where they live, work and worship. For more information, visit Thrivent.com. You can also find us on Facebook and Twitter.

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