SOCIUM ADVISORS

NORTHWESTERN MUTUAL
PRIVATE CLIENT GROUP

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Socium Advisors Supercharges Growth Through Merger With $1.6 Billion Amplify Wealth Partners

Strategic deal adds 26 financial professionals, including five new partners, to Socium and expands the firm's presence into Wisconsin.

St. Louis – April 2, 2026 – Socium Advisors (Socium), a Northwestern Mutual Private Client Group, today announced its merger with Amplify Wealth Partners (Amplify), a Milwaukee, Wisconsin-based private client group with $1.6 billion in total client assets[1] and a large, sophisticated qualified plan business. The deal increases Socium's total client assets to $4.3 billion[1], making it one of the largest wealth management firms in the Northwestern Mutual network.

Amplify was established by 20-year industry veteran Jerod Spaeth CFP®, CLU®, ChFC®, to assist high-net-worth individuals, families and business owners by developing and implementing innovative, integrated management strategies to help protect, preserve and transfer wealth.

Spaeth will be joining Socium as a Partner, along with his Amplify peers Lauren (Peter) Lanigan CFP®, ChFC®, Andrew Hoy QPFC®, Andrew Hunn CFP® and Christopher Young CRPS®.

"We are thrilled to welcome Amplify Wealth Partners to our firm as we continue our strategic growth and expand our reach into more states," said Scott Underwood, founder and CEO of Socium Advisors. "For over 30 years, Socium Advisors has been helping accomplished individuals, families and business owners simplify their wealth and align it with their goals. With Amplify, we have found a partner that shares our values and commitment to impeccable service. Jerod has built an incredible team, with an array of sophisticated clients and an impressive group benefits and retirement plan business in the Milwaukee area. I'm excited about what we will be able to accomplish together."

With the addition of 26 financial professionals, Socium now has 86 team members and adds Milwaukee, Wisconsin, to its list of offices, which includes St. Louis, McLean, Virginia, Northwest Arkansas, Los Angeles, Calabasas, California, and Tacoma, Washington.

"I've always appreciated the high-quality business operation Scott and his team have created at Socium," said Spaeth. "Socium is run similar to more like a firm with family office services, with a team approach and the specialized services clients expect from their wealth advisors. The firm also has the scale and resources to allow us to expand our offerings to both individual clients and group plan participants. I'm excited about the future of the combined firm and the positive impact it will have on our clients' experience as the industry continues to evolve."

Socium has grown from $500 million in total client assets in 2020 to more than $4.3 billion with the latest deal. The firm specializes in comprehensive planning for clients who have achieved great success and need a partner to help them manage, grow and protect their wealth. Clients include executives at publicly traded companies, attorneys, CPAs, real estate developers, medical professionals, business owners, entrepreneurs and athletes.

The strategic merger has significantly increased Socium's presence in the Qualified Plan and Group Benefits spaces, with the combined firm now serving nearly 45,000 employees of businesses across the U.S. In addition, Amplify's current group plan participants with more complex personal finance needs will now gain convenient access to the full suite of high-end wealth management services Socium is known for providing its private clients, including financial, estate and philanthropic planning.

"Amplify is exactly the type of high-caliber group with a unique offering that we are looking to bring into Socium," said PJ McDaniel, Chief Growth Officer, Socium Advisors. "The firm's group benefits, business consulting and qualified retirement plan expertise will be leveraged across the firm, allowing us to enhance our existing services to our business-owner clients. With this deal, we are in the early stages of what we anticipate will be a thoughtful, yet aggressive, growth program as we continue to round out the value-added services we provide. We are looking to add additional services in 2026, to complement our existing financial, estate and philanthropic planning expertise."

Amplify will remain members of Northwestern Mutual – Downtown Milwaukee. "We're excited about the impact this merger will have on our community, clients, and advisors," said Frank Di Meglio, Managing Partner of Northwestern Mutual – Downtown Milwaukee. "It strengthens our ability to collaborate with local and national advisors and advance joint initiatives that benefit the market."

About Socium Advisors
Socium Advisors, a leading Northwestern Mutual wealth management firm and private client group headquartered in St. Louis, is dedicated to building genuine partnerships with clients, guiding them toward prosperous futures through outcome-based long-term goal planning. With offices in St. Louis, McLean, Virginia, Northwest Arkansas, Los Angeles, Calabasas, California, and Tacoma, Washington, the firm takes a comprehensive approach to wealth management, focusing on seven interconnected components vital to a complete financial blueprint. Recognized as an industry leader, the firm was named in Barron's "Top 1,200 Financial Advisors" from 2019 to 2025[2] and has $4.3 billion in assets under management to date. Socium Advisors supports local communities through contributions to various nonprofits and educational institutions, including the American Cancer Society, Lydia's House, and Make-A-Wish® Missouri & Kansas, and more.

For more information, reach out to Socium Advisors at www.sa.nm.com

[1] AUM as of March 2026. Figure refers to brokerage assets as a registered representative of Northwestern Mutual Investment Services, LLC (NMIS) and advisory assets as an Advisor of Northwestern Mutual Wealth Management Company (NMWMC). Assets under management (AUM) includes all discretionary and non-discretionary assets of the advisor.

[2]Barron's "Top 1,200 Financial Advisors" list (March 2026, March 2025, March 2024, March 2023, March 2022, March 2021, March 2020, March 2019), based upon data as of September 30th of the preceding year. Northwestern Mutual and its advisors do not pay for placement on 3rd party rating lists but do pay marketing fees to these organizations to promote the rating(s). Rankings and recognitions are no guarantee of future investment success.

About Northwestern Mutual
Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With nearly $700 billion of total assets[1] being managed across the company's institutional portfolio as well as retail investment client portfolios, more than $38 billion in revenues, and $2.4 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 109 on the 2025 *FORTUNE* 500 and was recognized by *FORTUNE®* as one of the "World's Most Admired" life insurance companies in 2025.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include **Northwestern Mutual Investment Services, LLC (NMIS)** (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (investment advisory and services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance). Not all Northwestern Mutual representatives are advisors. Only those representatives with "Advisor" in their title or who otherwise disclose their status as an advisor of NMWMC are credentialed as NMWMC representatives to provide investment advisory services.

Northwestern Mutual Private Client Group is a select group of Northwestern Mutual advisors and representatives. Northwestern Mutual Private Client Group is not a registered investment adviser, broker-dealer, insurance agency, federal savings bank or other legal entity.

[1] Includes investments and separate account assets of Northwestern Mutual as well as retail investment client assets held or managed by Northwestern Mutual.

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