

2020 Company Update

2020 has definitely been a year for the books. With all of the disaster, heartache, and general bad news going around, we wanted to take a few moments and give you some positive updates from your team here at Cloud Financial, Inc. and Cloud Investments, LLC! We adapted extremely quickly to the shelter in place order that went into effect earlier this year. Although the entire staff was working from home, at least in some capacity, we continued to put out relevant content and maintain operational integrity. We appreciated the many compliments from you, our clients, during this time telling us that our hard work was making a difference. We want to thank you for continuing to trust us during this difficult time and for reaching out to share your feedback!

We wanted to take the next step as a company during this trying time, not just for our clients but also for our community. Our staff came together to brainstorm a way that we could get involved to help those who were helping so many others during this time. We decided that we would provide a meal to the Huntsville Hospital Emergency Room night-shift staff. By purchasing food and having it delivered we were able to support a local business and say a small thank you to the men and women who have not stopped working tirelessly since this all began. When one of our staff members had to go to the hospital for a loved one, she was recognized by a nurse who had received our donation a month or so before. Though it wasn't expected, a personal thank you from the nurse made a real difference during a hard time and reminded all of us the power of a simple act of kindness.

At Cloud, we have been blessed in that we have actually been growing during this time. We have used the time away from clients to focus on business development and forming systems and procedures that will help us continue to

offer exceptional, individual service even as we continue to expand our company. Most of this is behind the scenes and you may never know anything changed, but rest assured that we are committed to regularly reexamining ourselves to make sure we are constantly improving. The Cloud family is growing literally as well. Our newest member and all-star marketing coordinator, Ashley Ozier, has taken our media presence to the next level, and in even bigger news she is about to be a brand new mom! She's expecting a beautiful baby girl any day. We can't wait to welcome Sawyer Ozier into the world! Aaron Howard, one of our wealth advisors, will also be welcoming a son of his own into the world just a couple months after. He and his wife, Layla, are so excited for Canaan Howard to be here! With two new parents around the corner, we know the Cloud family has an exciting remainder of 2020 ahead of us! We have found comfort through this difficult time reflecting on some of the good we shared here today and we hope you, too, can do the same!

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