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Financial Engines, Inc.  
Form 10-K  
February 19, 2016

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Form 10-K

(Mark One)

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934  
For the fiscal year ended December 31, 2015

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF  
1934

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission File No. 001-34636

FINANCIAL ENGINES, INC.

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of

94-3250323

(I.R.S. Employer

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(Incorporation or organization) Identification No.)

1050 Enterprise Way, 3rd Floor

Sunnyvale, California 94089

(Address of principal executive offices, Zip Code)

(408) 498-6000

(Registrant's telephone number, including area code)

Securities registered pursuant to Section 12(b) of the Act:

Common Stock, \$0.0001 par value per share The NASDAQ Stock Market LLC

Securities registered pursuant to Section 12(g) of the Act:

None

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes  No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act. Yes  No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§ 232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes  No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to Form 10-K.

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. (Check one):

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Large accelerated filer  Accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company) Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act). Yes  No

The aggregate market value of the registrant's common stock held by non-affiliates of the registrant was approximately \$972,344,000 based upon the closing price of \$42.48 of such common stock on The NASDAQ Global Select Market on June 30, 2015 (the last business day of the registrant's most recently completed second fiscal quarter). Shares of common stock held as of June 30, 2015 by each director and executive officer of the registrant, as well as shares held by each holder of 5% of the common stock known to the registrant, have been excluded for purposes of the foregoing calculation. This determination of affiliate status is not a conclusive determination for other purposes.

As of January 31, 2016, there were 51,699,398 shares of common stock of the registrant outstanding.

**DOCUMENTS INCORPORATED BY REFERENCE:**

Portions of the Proxy Statement for the Annual Meeting of Stockholders (the "Proxy Statement") to be held on May 17, 2016, and to be filed pursuant to Regulation 14A within 120 days after registrant's fiscal year ended December 31, 2015 are incorporated by reference into Part III of this Report.

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## PART I

### Item 1. Business

This Report contains forward-looking statements that involve risks and uncertainties. The forward-looking statements are contained principally in the sections entitled “Business,” “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations.” In some cases, you can identify forward-looking statements by terms such as “may,” “might,” “will,” “objective,” “goal,” “intend,” “should,” “could,” “can,” “would,” “expect,” “believe,” “design,” “predict,” “potential,” “plan,” or the negative of these terms, and similar expressions intended to identify forward-looking statements. These statements reflect our current views with respect to future events and are based on assumptions and subject to risks and uncertainties. Given these uncertainties, you should not place undue reliance on these forward-looking statements. Forward-looking statements include, but are not limited to, statements regarding anticipated trends and challenges in our business and the markets in which we operate; the capabilities, benefits and effectiveness of our services; our strategy; our plans for future services, enhancements of existing services and our growth; our ability to successfully integrate the business of The Mutual Fund Store with our existing business; the potential impact of the acquisition of The Mutual Fund Store on our financial condition and operating results, including our revenue and expenses; the expectation that the acquisition will enable us to provide financial planning services and dedicated in-person advisors at over 125 locations; the relationship with Wells Fargo, including the anticipation that the data connections necessary to provide services will be operative in 2016; our expectations that we will continue to earn on a combined basis, a significant portion of our revenue through our subadvisory relationships; our research program, including our belief that it can help form the basis of extensions to our investment methodology and can expand opportunities to manage assets for participants; our competitive position; our expectations regarding our expenses and revenue; our effective tax rate, our deferred tax assets, our anticipated cash needs and our estimates regarding our capital requirements and our needs for additional financing; our ability to retain and attract customers; our regulatory environment; our ability to recruit and retain professionals; volatility of our stock price; our expectations regarding the amounts, timing and frequency of any payment of dividends; our expectations for granting equity awards, and the potential financial and accounting impact related thereto;; impact of our accounting policies; benefit of non-GAAP financial measures; our disclosure controls and procedures; our legal proceedings; intellectual property; our expectations regarding competition; and sources of revenue. These statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to, the risks set forth throughout this Report, including under Item 1, “Business” and under Item 1A, “Risk Factors.” These forward-looking statements speak only as of the date hereof. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in our expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.

Financial Engines, Inc. was incorporated on May 13, 1996 under the laws of the state of California and is headquartered in Sunnyvale, California. In February 2010, Financial Engines, Inc. was reincorporated in the state of Delaware. Our investment advisory and management services are provided through our subsidiary, Financial Engines Advisors L.L.C., a federally registered investment adviser. In February 2016, we completed the acquisition of Kansas City 727 Acquisition LLC, a Delaware limited liability corporation, as well as its subsidiaries and certain affiliates (collectively, “The Mutual Fund Store”). The Mutual Fund Store operates as a federally registered investment advisor. References in this Report to “Financial Engines,” “our company” “we,” “us” and “our” refer to Financial Engines, Inc. and its

consolidated subsidiaries during the periods presented unless the context requires otherwise. Item 1 describes the Financial Engines business as of December 31, 2015, unless noted otherwise.

FINANCIAL ENGINES<sup>®</sup>, INVESTOR CENTRAL<sup>®</sup>, RETIREMENT HELP FOR LIFE<sup>®</sup>, the Financial Engines logo and a sun and cloud design mark are all trademarks or service marks owned by Financial Engines, Inc., registered in the United States or other countries. The marks ADVICE LIGHT and “Financial Engines Investment Advisor” are also trademarks owned by Financial Engines, Inc. All other trademarks, service marks and trade names appearing in this filing are the property of their respective owners.

## Our Company

We are a leading provider of independent, technology-enabled portfolio management services, investment advice and retirement income services primarily to participants in employer-sponsored defined contribution plans, such as 401(k) plans. We help investors plan for retirement by offering personalized plans for saving, investing, and generating retirement income, as well as by providing assessments of retirement income needs and readiness, regardless of personal wealth or investment account size. Financial Engines® Income+, a feature of our portfolio management service, is designed to prepare a portfolio to generate income in retirement, and calculates and facilitates the payment of steady recurring payouts throughout retirement. We use our proprietary advice technology platform to provide our services to millions of retirement plan participants on a cost-efficient basis. We believe that our services have significantly lowered the cost and increased the accessibility to plan participants of independent, personalized portfolio management services, investment advice and retirement income planning.

To expand our independent advisory services, on February 1, 2016, we acquired The Mutual Fund Store for approximately \$250 million in cash and 9,885,889 shares of our common stock. We believe that the acquisition will enable us to expand our independent advisory services to 401(k) participants through comprehensive financial planning and the option to meet face-to-face with a dedicated financial advisor at one of more than 125 national locations.

Our business model is based primarily on workplace delivery of our services. We target three key constituencies in the retirement plan market: plan participants (employees of companies offering 401(k) plans), plan sponsors (employers offering 401(k) plans to their employees) and plan providers (companies providing administrative services to plan sponsors). We provide the following benefits for each of these constituencies:

- **Plan Participants:** For retirement plan participants, we provide personalized, unconflicted advice and management services unique to each individual's specific investment needs and goals. We offer the following principal services:
  - **Professional Management** is a discretionary managed account service designed for plan participants who want affordable, personalized and professional portfolio management services, investment advice and retirement income services from an independent investment advisor without the conflicts of interest that can arise when an advisor offers proprietary products. With this service, we provide discretionary management of the participant's plan assets and make investment decisions on behalf of the participant. Plan sponsors choosing to make our Professional Management service available typically also make available our Online Advice service. In some cases, we provide this service by acting as a subadvisor to a plan provider acting as the investment manager to plan participants. Financial Engines® Income+ is a feature of Professional Management that manages portfolios to generate income, and calculates and facilitates the potential payment of steady recurring payouts from those portfolios in retirement, for plans where Income+ is available, we also provide Social Security claiming guidance and retirement income planning.
  - **Online Advice** is an Internet-based non-discretionary investment advisory service designed for plan participants who manage their portfolios directly and want to receive personalized investment advice, including Social Security claiming guidance for participants at plans where Income+ is available. With this service, plan participants review our investment recommendations and may elect to follow or not follow the advice. In some cases, we provide this service by acting as a subadvisor to a plan provider acting as the investment advisor to plan participants.
  - **Retirement Evaluation** is a retirement readiness assessment, typically provided to plan participants upon rollout and periodically thereafter, together with Professional Management enrollment materials.
  - **Social Security claiming guidance** is available online and through registered Investment Advisor Representatives and is offered for plans where Income+ is available. The service is available at no additional cost to help participants nearing retirement better understand their Social Security claiming options.
- **Plan Sponsors:** For retirement plan sponsors, our services are designed to improve employee satisfaction and reduce fiduciary and business risk by evaluating, disclosing and addressing investment and savings decisions by plan

participants, and by providing an opportunity for cost-effective, steady lifetime payouts in retirement.

· **Plan Providers:** For retirement plan providers, our services can represent a cost-effective method of providing personalized, independent investment advice that can be an attractive and increasingly necessary service for the largest plan sponsors. Providing these services helps plan providers compete more effectively in the large plan market.



We deliver our services to plan sponsors and plan participants primarily through connections to eight retirement plan providers, and we have connectivity with Charles Schwab to support a relatively small number of plan sponsors. We anticipate establishing a connection with Wells Fargo as a provider in 2016. We target large plan sponsors across a wide range of industries. As of December 31, 2015, we were under contract to provide our services to approximately 9.3 million plan participants. We provide Professional Management services to 670 plan sponsors representing approximately 9.3 million participants and approximately \$987 billion of assets in retirement plans for which we have rolled out our Professional Management service, which we refer to as Assets Under Contract, or AUC and had approximately \$113.4 billion in assets under management, or AUM. Our AUC does not include assets in plans for which we have signed contracts but have not yet rolled out our Professional Management service. Assets are included in AUM once plan participants actively or passively enroll in Professional Management. The assets underlying our Online Advice only service are not included in AUC. We do not derive revenue based on AUC but believe that AUC can be a useful indicator of the additional plan assets available for enrollment efforts that, if successful, result in these assets becoming AUM. Since we began offering the Online Advice service, more than 3.3 million participants have accepted our online services agreement.

Our business model is characterized by subscription-based, recurring revenue. When providing advisory services directly, we enter into contracts with plan sponsors. Our revenue is derived from both Professional Management member fees and platform fees, as described in the “Revenue” section.

#### Market Trends

We believe the following key market trends will continue to drive the growth of our business and increase the value of our service offerings. Changes in these trends can have negative implications for our business prospects.

**Shifting Demographics Drive a Growing Need for Retirement Help.** The ongoing growth in retirement assets, especially 401(k) assets, is driven in part by individuals seeking to supplement retirement funds they expect to receive from Social Security and corporate defined benefit plans. The 78 million baby boomers, or individuals born between 1946 and 1964, represent the largest population cohort in American history. Beginning in January 2011, more than 10,000 baby boomers turned 65 every day and this pattern will continue through 2029. The U.S. Census estimates that in 2030 there will be 60 million people in this cohort and one in five Americans will be age 65 or older.

**Growing Reliance on Defined Contribution Plans.** As employer-sponsored retirement plans shift from defined benefit plans to defined contribution plans, the responsibility for making retirement investment decisions shifts from professional pension fund managers to individual investors.

**Changing Legal and Regulatory Framework.** As the burden of retirement investing shifts to the individual, we believe that there is an increasing need for assistance and guidance on how to invest for retirement wealth. However, plan sponsors may be reluctant to make investment advice available to employees for fear of increased fiduciary or legal risk. We believe the Pension Protection Act of 2006 and subsequent Department of Labor regulations reduced these concerns by further supporting the existing foundation for professional asset management of 401(k) accounts. Adherence to these new guidelines provides specific safeguards to plan sponsors from fiduciary and legal risk. Furthermore, policymakers are taking a close look at how to facilitate turning retirement savings into retirement income. The Department of Labor and the Treasury Department are exploring ways of facilitating access to and utilization of products and services designed to help provide retirement income within 401(k) plans.

**Employers Providing More Retirement Help to Employees.** An increasing number of employers have been making investment advisory services available to their participants, automatically enrolling new employees into the company’s 401(k) plan or automatically escalating deferral rates. As a result of the Pension Protection Act of 2006 and Department of Labor guidelines, plan sponsors are now seeking automatic retirement savings solutions for their

employees.

#### Products and Services

We provide personalized portfolio management services, investment advice and retirement income services to plan participants through plan providers. Our services address some of the most important questions and concerns faced by plan participants as they prepare for retirement, including:

- “How should I invest my money?”
- “When can I retire?”
- “How much can I spend in retirement and not run out of money?”

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**Professional Management.** Our Professional Management service, a discretionary managed account service launched in 2004, is designed for 401(k) participants who want affordable, personalized and professional portfolio management, investment advice and retirement income services from an independent investment advisor with no product conflicts of interest. With this service, plan participants delegate investment decision-making authority to us, which is referred to as discretionary authority. We developed our Professional Management service to reach a large number of plan participants on a cost-effective basis and assist them on the path to a secure retirement. When plan participants enroll in our Professional Management service, we use our Advice Engines to create personalized, diversified portfolios and provide ongoing management. Our investment management is limited to the investment alternatives available in a 401(k) plan, (including any employer stock, as determined and approved by a plan fiduciary other than us), although we do take into account other identified holdings of the plan participant when providing investment management.

Members enrolled in the Professional Management service receive a Retirement Plan, which analyzes their investments, contribution rate and projected retirement income. The Retirement Plan provides advice on their annual contribution amount, shows how we propose to allocate their investments, and forecasts their retirement income relative to a retirement goal. Members are encouraged to provide their desired retirement age, risk preference, employer stock holding preference and information regarding certain other assets that they hold outside of their 401(k) accounts. Any personal information provided is used to customize a new portfolio allocation that is reflected in a revised Retirement Plan. The Professional Management program includes non-discretionary advice on non-managed, tax-deferred retirement accounts outside of the sponsored 401(k), which we call Total Retirement Advice. Total Retirement Advice is available at no additional cost to members at select direct plan sponsors, and provides access to an advisor who can provide personalized investment recommendations on a member's IRA and other 401(k) accounts. Member portfolios are reviewed at least monthly and transactions are executed through the applicable provider, if necessary, to reallocate the investments. Members also receive a quarterly Retirement Update that shows how they are progressing towards their retirement goals and describes any changes that we have made to their investment allocations.

Members can, at any time during our business hours, call one of our Advisor Center employees who are registered in various states through the Investment Adviser Registration Depository as Investment Advisor Representatives, or log in to a website to check their progress or further tailor their portfolio to their personal circumstances. Members are periodically offered a Retirement Checkup during phone-based conversations with an Investment Advisor Representative. During the Retirement Checkup, the Investment Advisor Representative confirms the member's retirement goal, reviews the member's retirement income forecast and helps the member close the gap, if any, by exploring the impact of increasing savings or adjusting the member's retirement age. Sub-advised plan providers also maintain call centers to support participants in the plans record-kept by that provider.

We also offer Income+, a feature of our Professional Management service that provides retirement income for 401(k) participants. We designed Income+ to provide discretionary portfolio management with an income objective and to provide participants with steady monthly payouts from their 401(k) accounts during retirement. Early in retirement, Income+ provides payouts from the 401(k) assets. Later in retirement, it is designed to enable participants to obtain a lifetime income guarantee by drawing upon the 401(k) assets to make an optional annuity purchase outside of the plan. We do not provide the annuity. With Income+, members can contact an Investment Advisor Representative to start payouts, stop payouts, or make additional withdrawals from their 401(k) accounts so they have access to their savings as needed. With Income+, members receive Retirement Plans that show how we plan to allocate their investments as well as quarterly Retirement Updates that show any changes we have made to their investment allocations. If the member has requested payouts, the Retirement Plan also shows the current payout amount and the planned payout schedule, and the Retirement Update presents the history of recent payouts. If the member has not yet requested payouts, the statements will show the member's estimated total income at retirement, considering various income sources such as Social Security, defined benefit, or other 401(k) plan accounts. Members with Income+ can also discuss their total retirement income picture with an Investment Advisor Representative.

Social Security claiming guidance is available online and through registered Investment Advisor Representatives for all plans where Income+ is available. The service is available at no additional cost to participants at select plan sponsors and helps participants nearing retirement better understand their Social Security claiming options by creating personalized strategies that account for single individuals, divorced individuals, spouses, multiple income sources and realistic life expectancies.

We do not currently charge Professional Management members or sponsors any additional fees for the Income+ feature. We do not currently issue, sell, distribute, or solicit the sale of annuities or other insurance products or services, nor do we receive, accept or charge fees, payments or commissions related to any purchases of insurance products or services. Income+ availability does not require an in-plan annuity or changes to the plan's fund line-up. As a feature of Professional Management, Income+ was designed to reduce fiduciary risk for sponsors by eliminating the need for an irrevocable selection of a guarantee or annuity provider. Income+ availability is subject to establishment of data connectivity between Financial Engines and the applicable plan provider, and is also subject to applicable retirement plan provisions related to plan withdrawals. As of December 31, 2015, 145 plan sponsors have made Income+ available to their participants, representing more than \$325 billion in assets under contract and more than 3.4 million participants. As of December 31, 2015, we had 293 Income+ plan sponsor contracts, including the aforementioned 145 plan sponsors where Income+ has been made available to participants and 148 plan sponsors for which the service has not yet been made available, representing a total of more than \$477 billion of retirement assets and 4.9 million participants. Our current Income+ connections are with Aon Hewitt, Fidelity, Mercer, Advised Assets Group, LLC, operating under the brand identity Empower Retirement™, Vanguard, Voya Retirement Advisors, LLC, or Voya, and Xerox.

Certain of the plan sponsors offering Income+ are also doing so on a Passive Enrollment basis, in which eligible plan participants over a specified age will be enrolled into Professional Management with Income+ unless the individuals decline the service, or opt out. Beginning in 2014, we expanded our Income+ feature to reflect multiple sources of retirement income and savings.

Our services also include IRA Management, which includes the Income+ capability, for members and their spouses on custodial platforms with Charles Schwab and TD Ameritrade. We may establish connections with additional IRA providers to extend our open-architecture platform. In the near-term, IRA Management will be offered only to Professional Management members at select sponsors in the Financial Engines direct channels. We are proceeding with further validation and testing of a broader retirement management offering.

**Online Advice.** Our Online Advice service, launched in 1998, is a nondiscretionary Internet-based service designed for plan participants who wish to take a more active role in personally managing their portfolio. With this service, plan participants may elect to follow the online advice without delegating investment decision-making and trading authority to us, making this a nondiscretionary service. This Internet-based service includes interactive access to simulation and portfolio optimization technologies through our Advice Engines. Plan participants see a forecast that shows how likely they are to reach their desired retirement goals, get recommendations on which investments to buy or sell and simulate how their portfolios might perform under a wide variety of economic scenarios. They can also explore different levels of investment risk, savings amounts and retirement horizons, as well as get tax-efficient advice on accounts other than their 401(k) accounts. The service offers investment advice on the fund options available in a 401(k) plan and can also offer advice on the investment options available in other non-plan sponsored accounts. The Online Advice service is integrated with single sign-on to the plan provider's 401(k) website, which enables data pre-population and, typically, the ability to initiate transactions directly from the Online Advice service. A version of the service is also available to retail investors directly through our website. In addition, our Online Advice users have the opportunity to access one of our Investment Advisor Representatives by phone if they wish.

**Retirement Evaluation.** When Professional Management is being offered in a plan, we typically send each eligible plan participant a Retirement Evaluation or similar retirement readiness assessment upon rollout or periodically thereafter, together with Professional Management enrollment materials. Retirement Evaluations highlight specific risks in a plan participant's retirement account, provide guidance on how to reduce those risks and introduce our services as a means of obtaining help in addressing these issues. Retirement Evaluations are based on data provided by the plan provider and in some cases, supplemental data provided by the plan sponsor, plan participant, or other data providers. Retirement Evaluations include an evaluation of how well the plan participant is investing and saving in the

retirement plan. Specifically, the evaluation considers key aspects of how the individual plan participant is using the 401(k) account, typically including investment decisions (risk, diversification, employer stock concentration) and contribution rate. We continue to implement the integration of personalized online assessments of certain types of investing risks into plan providers' websites. This integration allows participants who log onto the provider website to view personalized assessments of their portfolio online and to learn more about our services.

**Expand Beyond Workplace Defined Contribution Plans.** We continue to develop new market opportunities in the retirement income market, including opportunities to help individual investors with their existing or new IRA accounts. We are now able to take into consideration multiple sources of retirement income and savings, and have also been working with providers, sponsors and participants to develop ways to help participants with their broader household retirement picture.

Revenue. We derive nearly all of our revenue from Financial Engines Advisors L.L.C.'s investment advisory and management services through our contracts with plan providers, plan sponsors and plan participants. AUM is defined as the amount of retirement plan assets that we manage as part of our Professional Management service. We generate revenue primarily from member fees on AUM as well as from platform fees, by providing portfolio management services, investment advice and retirement income services to plan participants of employer-sponsored retirement plans. We derive professional management revenue from member fees typically paid by plan participants for our Professional Management service. Where we have a direct advisory relationship, member fees are generally payable quarterly in arrears, and are calculated monthly as the product of member fee rates and the value of AUM at the end of each month. We derive our platform revenue from recurring, annual subscription-based fees for access to our services, including Professional Management, Online Advice and Retirement Evaluations. Platform fees are paid by the plan sponsor, plan provider or the retirement plan itself, depending on the plan structure, and are typically based on the number of eligible employees in the plan and the type of service provided.

None of our fees are based on investment performance or other incentive arrangements. Our fees generally are based on AUM, which is influenced by market performance. Our fees are not based on a share of the capital gains or appreciation in a member's account.

Our total revenue was \$239.0 million, \$281.9 million and \$310.7 million for the years 2013, 2014 and 2015, respectively. We generated professional management revenue of \$202.8 million, \$245.8 million and \$277.2 million for the years 2013, 2014 and 2015, respectively and we generated platform revenue of \$33.5 million, \$33.1 million and \$30.8 million for the years 2013, 2014 and 2015, respectively. We have historically earned, and expect to continue to earn on a combined basis, a significant portion of our revenue through our subadvisory relationships. Please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" section for additional revenue information.

#### Investment Process and Methodology

Our goal is to apply investment techniques traditionally available only to large, sophisticated investors to help individual investors achieve their retirement goals. Our advice services incorporate several of the methodologies developed by our co-founder and economics Nobel Laureate, Professor William F. Sharpe. We use Monte Carlo simulation and proprietary optimization techniques to provide plan participants with cost-effective, sophisticated, personalized and unconflicted advice. Monte Carlo simulation is widely used in investment management and is a statistical technique in which many simulations of an uncertain quantity are run to model the distribution of possible outcomes.

When providing simulations and investment recommendations, our methodology evaluates a variety of factors that impact investment returns, including fees, portfolio turnover, management performance, tax-efficiency, and a fund's investment style where we identify the underlying asset class exposures and active management risk associated with asset allocation changes by a fund manager in response to market conditions and decisions to weight specific security holdings differently than comparable indices. By modeling the characteristics of specific investment alternatives, we are able to provide quantitative estimates of possible future outcomes and make investment recommendations. We are also able to model the complexities found in large retirement plans and to provide investment advice to plan participants that can be implemented within the limits of a given plan's available options.

Unlike traditional advisory services, we do not rely on the subjective evaluation of each plan participant's portfolio by a human investment advisor. Instead, our services rely on Advice Engines (described below under "Investment Technology") that accept inputs on available investment choices along with a variety of personal information including investment objective, risk tolerance, investment horizon, age, savings, outside personal assets, investor preferences and tax considerations. This approach results in a consistent, systematic and objective investment methodology in

which the advice generation is distinct from the method of delivery, which may be online, via printed materials or through phone conversations with our registered Investment Advisor Representatives or the call center representatives of certain plan providers with whom we have relationships. Registered Investment Advisor Representatives can modify member inputs but not Advice Engine outputs and recommendations. This process is designed to create advice that is personalized and consistent regardless of the asset balance of the plan participant, or the channel through which the plan participant receives our advice. This process also facilitates investment recommendations which are consistent across plan providers, plan sponsors and plan participants. Finally, this approach enables a detailed audit trail of the recommendations provided to each plan participant over time to assist with regulatory responsibilities.



To maintain the quality of our investment recommendations, our Advice Engines incorporate a wide variety of automated checks and validation procedures. These procedures are overseen by multiple groups within our Investment Management and Service Delivery organizations and help verify that the data inputs into our systems are timely and accurate, and that the resulting investment recommendations reflect the correct application of our investment methodology.

Our investment recommendations for workplace accounts are limited to the investment alternatives available in a 401(k) plan (as determined and approved by a plan fiduciary other than us), although we do take into account other identified holdings of the plan participant when offering investment advice. With the exception of employer stock, if any, included as an investment alternative, we do not provide advice on or manage single-company securities. We do not consult with, or make recommendations to, the plan sponsor regarding which investment alternatives to make available in its 401(k) plan.

We offer no proprietary investment products, which keeps us free of the conflicts of interest, or the perceptions of conflicts of interest, that can arise for competitors who offer such products. We do not receive differential compensation based on the investments we recommend. We do not hold assets in custody or execute trades.

We have a single investment methodology that is consistently applied across all member accounts. We create diversified portfolios for each member from the investment choices available in a plan with the goal of balancing potential returns consistent with the client's investment objective, investment horizon, other financial assets and risk preferences. A client's investment objective, either accumulation or generating retirement income, helps determine the structure of the optimized portfolios.

For members with Income+, the investment portfolios are structured to provide the potential for steady income payouts throughout retirement. The Income+ optimization methodology shares similarities with bond immunization and liability-driven investing (LDI), practices used by pension funds. LDI strategies involve structuring asset portfolios to match certain liabilities in the future. In the context of an individual participant, this means developing an investment strategy that is designed to deliver desired annual income payouts with a predetermined statistical confidence level. To have sufficient confidence in a future payout, it is desirable to immunize the liability against possible changes in interest rates and the stock market. Using the fixed income options available in the plan, the Income+ optimization structures a portfolio that matches the duration of assets with the specific income stream desired by that participant.

To accomplish this objective, the Income+ optimization approach divides the portfolio into three components. The first portion of the assets is used to structure a fixed income portfolio from the options in the plan that best match the duration of the income payments through age 85. A second portion of assets is set aside to enable the optional future purchase of an annuity outside of the plan that can maintain the income payments for life. Income+ allows participants to purchase such an annuity up to the age of 85. We do not provide any of these annuities or other financial products. Finally, a third portion of assets is invested in a diversified mix of equities to provide growth potential and to help the payouts keep up with inflation. Over time, the equities are gradually converted into additional fixed income assets to support a higher floor.

We maintain an ongoing research program to improve and extend our investment methodologies as well as our portfolio management and investment advisory services. We conduct research into the needs of retirees, publishing new findings in academic and practitioner journals. Research has included a behavioral finance study of the demand for annuities, efficient methods for addressing longevity risk and efficient methods for generating retirement income. We believe this research can form the basis of extensions to our current investment methodology, such as Income+, and can expand the opportunity to manage assets for participants both within existing sponsored plans as well as in IRA and other forms of retirement accounts.

## Investment Technology

We believe portfolio management services in the workplace should be offered to all eligible plan participants regardless of wealth. As of December 31, 2015, the median assets under management for all Professional Management members was approximately \$54,000. Because we service numerous accounts of varying sizes, achieving our objective requires significant scalability to achieve an affordable cost to the investment manager. Our scalable technology has continued to deliver flexibility and results as our business has grown.

Our Advice Engines consist of two main components: a Simulation Engine and an Optimization Engine. In the course of our development, we have received U.S. patents that relate to various parts of our financial advisory platform, including patents that apply specifically to the Advice Engines.

**Simulation Engine.** We have developed a Monte Carlo Simulation Engine that provides plan participants with a view of the potential range of future values of their retirement investments. The Simulation Engine helps plan participants reach informed decisions about the appropriate level of risk, savings and time horizon to improve the likelihood of achieving financial goals. Our Simulation Engine is capable of:

- modeling more than 40,000 securities, including retail mutual funds, stocks, employee stock options, institutional funds, guaranteed investment contracts and stable value funds, exchange-traded funds and fixed-income securities while considering tax implications, expenses, redemption fees, loads and distributions;
- considering security-specific characteristics such as investment style, expenses, turnover, manager performance, and security-specific and industry risk;
- forecasting the total household portfolio, including tax-deferred and taxable accounts;
- incorporating social security, pension income and other retirement benefits; and
- presenting outcomes in terms of portfolio value or retirement income.

**Optimization Engine.** We use our Optimization Engine to construct personalized portfolios. We do not rely on generic, model portfolios that are unable to accommodate many real-world complexities. We believe individuals prefer personalized investment recommendations that consider their personal preferences and financial circumstances over model portfolios.

Our Optimization Engine takes into consideration the costs, quality and investment styles of the specific investment alternatives available to a plan participant. Specifically, our investment recommendations take into consideration for each fund the mix of asset class exposures, fund expenses, turnover, fund-specific risk due to active management, manager performance and consistency, user-imposed constraints and tax efficiency, where applicable, to construct a personalized portfolio recommendation for each client. The calibration of this model is based on more than a decade of research into the factors that influence investment performance. Our approach does not rely on market timing or tactical asset allocation strategies. Our models are designed and calibrated on an ongoing basis to reflect the consensus market expectations built into the observed asset holdings of the market as a whole. We believe this approach increases the probability that our recommendations are consistent with current market conditions and are free from subjective or market timing biases that can arise from traditional optimization models. Our platform has been employed to provide portfolio management services, investment advice and retirement readiness assessments to millions of investors for more than 10 years.

When constructing a portfolio during the accumulation phase, our Optimization Engine:

- supports dynamic, specific, product-level buy and sell recommendations for Online Advice, which can be readily executed, and automated transactions for Professional Management;
- creates recommended portfolios from the available investment alternatives, such as retail mutual funds, institutional funds and employer stock, in the case of a 401(k) plan, or from either the entire universe of more than 24,000 retail mutual funds, or a subset thereof, in the case of taxable or other tax-deferred accounts;
- creates recommendations across multiple taxable and tax-deferred accounts;
- takes into consideration investment objective, investor risk preferences, restricted positions, redemption fees, investor constraints and outside account information provided to us to create personalized investment recommendations;
- for assets held in taxable accounts, considers the impact of personal tax rates, unrealized capital gains and losses, the tax efficiency of specific investment options including the propensity to distribute capital gains and income distributions and the benefit of optimal asset placement to maximize after-tax investment returns; and
- enables real-time interaction with plan participants allowing them to partially override certain types of recommendations and immediately receive updated advice reflecting these constraints.

When managing a portfolio during the income phase, our Optimization Engine:

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- creates structured 401(k) portfolios of fixed income and equities that enable the generation of steady income payouts that can last for life, and can go up with the market; and
- takes into consideration fund expenses, bond durations, asset class style exposures, and changes in interest rates to create dynamic portfolios that support steady income payouts.

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Our systems assess a plan participant's portfolio through a variety of market conditions including variation in inflation, interest rates, dividends and the performance of 15 different asset classes. We are able to simulate an individual investment portfolio's performance across a wide variety of scenarios in a fraction of a second, illustrating the possible outcomes for a given strategy. This technology underlies the interactive user experience available to users online or through call center sessions. The platform enables us to provide a financial forecast of a plan participant's current or target portfolio, showing the impact of a wide variety of potential market scenarios on investment performance.

#### Research and Development

Research and development expense includes costs associated with defining and specifying new features and ongoing enhancement to our Advice Engines and other aspects of our service offerings, financial research, quality assurance, related administration and other costs that do not qualify for capitalization. Costs in this area are primarily related to employee compensation for our investment research, product development and engineering personnel and related expenses and, to a lesser extent, related external consulting expenses.

Research and development expenses were \$30.9 million, \$29.8 million and \$35.6 million in 2013, 2014 and 2015, respectively.

#### Customers and Key Relationships

We provide personalized portfolio management services, investment advice and retirement income services to plan participants and reach them through plan sponsors whose retirement plans are administered by plan providers.

**Retirement Plan Participants.** We define plan participants as employees participating in retirement plans who have access to our Professional Management or Online Advice services. Participants gain access to our services through their retirement plan providers or online directly with us.

**Retirement Plan Sponsors.** We define plan sponsors as employers across a range of industries who offer defined contribution plans to employees. No more than 3.4% of our revenue was associated with any one plan sponsor for the year ended December 31, 2015. As of December 31, 2015, the average annual sponsor retention over the last three years was 96%. The average annual AUM retention rate over the same period was 98%, which represents the average ratio of AUM from all sponsors as of January 1<sup>st</sup> versus the same AUM for those sponsors who were retained as of December 31<sup>st</sup> of each of the last three years. When providing advisory services directly, we enter into contracts with plan sponsors. These contracts are typically for an initial three or five year term and continue thereafter unless terminated. Under these contracts, at any time during the initial term or thereafter, the plan sponsor can cancel a contract for fiduciary reasons or breach of contract and can generally terminate a contract after the initial term upon 90 days' notice.

**Retirement Plan Providers.** We define plan providers as the administrators and record-keepers of defined contribution plans. In consultation with plan sponsors, plan providers make available a range of investment alternatives through retirement plans to individual participants. We work with plan providers to make available portfolio management and investment advisory services to the participants in the defined contribution plans of plan sponsors. We deliver our services to plan sponsors and plan participants primarily through existing connections with eight retirement plan providers. Our contracts with plan providers generally have terms ranging from three to five years, and have successive automatic renewal terms of one year unless terminated in accordance with prior notice requirements. A majority of these provider agreements are in renewal periods. In addition, a plan provider may terminate its contract with us at any time for specified breaches. We maintain two types of relationships with our plan providers:

·Direct Advisory Relationships. In these relationships, we are the primary advisor and a plan fiduciary. Data is shared between the plan providers and us via data connections. In addition, our sales teams directly engage plan sponsors, although, in some cases, we have formed and are executing a joint sales and collaborative marketing strategy with the plan provider. We have separate contracts with both the plan sponsor and plan provider, and pay fees to the plan provider for facilitating the exchange of plan and plan participant data as well as implementing our transaction instructions for member accounts. Plan providers with whom we have direct advisory relationships are Aon Hewitt, Charles Schwab, Fidelity, Mercer, T. Rowe Price, and Xerox. In 2015, we entered into an agreement with Wells Fargo to establish another plan provider relationship. We anticipate that the data connections necessary to provide services will be operative in 2016.

·Subadvisory Relationships. In these relationships, the plan provider is the primary advisor and plan fiduciary and we act in a subadvisory capacity. Our contract is with the plan provider and not the plan sponsor. We receive sales support from the plan provider and offer our co-branded services under the plan provider's brand, with the services identified as "powered by Financial Engines." Revenue is collected by the plan provider who then pays a subadvisory fee to us. We have subadvisory relationships with Aon Hewitt, Voya, Empower Retirement™, and Vanguard. The Aon Hewitt sub-advisory relationship excludes those sponsors currently under contract with us for a direct advisory relationship. We have historically earned, and expect to continue to earn on a combined basis, a significant portion of our revenue through subadvisory relationships with retirement plan providers.

#### Sales and Marketing

Our sales and marketing team seeks to increase assets we manage, primarily by adding members. This requires establishing relationships and data connections with plan providers and obtaining contracts with plan sponsors to make our services available to their plan participants. We conduct direct-response advertising, and other marketing and promotional activities to encourage plan participants and individual investors to enroll in our Professional Management service, including the Income+ feature, or to use our Online Advice service.

Establishing Relationships and Connections with Plan Providers. We rely on direct sales to create contractual relationships with plan providers. Following contract signing, technical teams from Financial Engines and the plan provider initiate a data connection project that typically takes between four months and one year to complete. Once we have incurred this one-time, up-front cost to establish a relationship and connection with a plan provider, we are able to roll out our services for any plan sponsor of that plan provider with more modest time and effort.

Obtaining Contracts with Plan Sponsors. Either Financial Engines or, in the case of a subadvisory relationship, the plan provider, must obtain a contract with a plan sponsor before we can make available our Professional Management or Online Advice services to that plan sponsor's participants. We market our services to plan sponsors in the following manner:

- Sell through the Retirement Plan Provider. Where we have a subadvisory relationship with the plan provider, we provide a combination of primary and secondary sales and marketing support depending on the plan sponsor opportunity. Together with the plan provider, we develop a joint sales and rollout plan in which our relationship managers and direct sales team support the plan provider. This distribution model enables us to reach plan sponsors efficiently, while providing consistent and independent investment advice to plan participants.
- Direct to Plan Sponsor. In the case of direct advisory relationships, we pursue a direct sales strategy with plan sponsors. Our direct sales team's efforts are supported by an institutional services team that engages in sales efforts with existing plan sponsors. The direct sales and institutional services teams are supported by a channel marketing team that seeks to generate demand for our services through public relations, industry events, plan provider specific marketing programs and sales support in the field. We intend to sell our services to plan sponsors that are not current clients but are serviced by the plan providers with whom we have relationships.

Direct Marketing to Plan Participants. Once a retirement plan has been set up on our systems and our services have been made available to plan participants, we conduct direct marketing, print fulfillment and other promotional activities to encourage use of our Online Advice service and enrollment in our Professional Management service. These efforts typically include printed or electronic Retirement Evaluations, email notifications, website integration and other forms of online engagement. Campaigns are usually conducted at the time of rollout and annually thereafter. Plan sponsors can choose an Active Enrollment campaign, in which a plan participant must affirmatively sign up for the Professional Management service, or a Passive Enrollment campaign, in which a plan participant will become a member of the Professional Management service unless the individual declines the service. Passive Enrollment campaigns achieve higher enrollment results at lower acquisition cost per member than do Active Enrollment

campaigns. We believe Passive Enrollment is attractive to plan sponsors due to the lower fees payable by plan participants who are passively enrolled, the fiduciary protection afforded to plan sponsors by participants having to affirmatively elect to not receive professional advice and the relatively higher number of participants who will be enrolled and receiving Professional Management services upon rollout. Depending on the proportion of the plan's participants who are passively enrolled, we eliminate or reduce our platform fees, as well as reduce the fees payable by plan participants.



Our goal is to increase enrollment by continuing to promote our services to participants through multiple forms of ongoing engagement. We plan to continue utilizing Active Enrollment campaigns, to implement enhancements to our direct marketing materials in our Active Enrollment campaigns and to integrate personalized online assessments of certain types of investing risks into plan providers' websites. This integration allows participants who log onto the provider website to view their Retirement Evaluations and to learn more about our services without waiting for an annual campaign or direct mailing from us. We believe a digital presence on the provider site and some sponsor websites will help increase our enrollment rate by improving the customer experience and engaging more participants throughout the year. As of December 31, 2015, our integrated enrollment capability, available through our largest provider partners, covered approximately 93% of our AUC.

#### Service Delivery and Systems

Our service delivery team is responsible for the rollout, operation and support of our Professional Management and Online Advice services. The key steps associated with delivering our Professional Management service include contracting with the plan sponsor, obtaining plan and plan participant data and setting up the plan on our system. We encourage use of our services by delivering Retirement Evaluations and enrollment materials, either through the plan provider or directly to plan participants, and with the support of the plan sponsor. Once a plan participant enrolls in our Professional Management service, the retirement assets of that plan participant count toward our AUM.

Our client implementations team is responsible for project management and the steps involved in setting up and rolling out our services to a plan sponsor. This includes learning the specifics of each plan sponsor's plan(s), including the fund lineup, fees, matching rules, associated defined benefit, non-qualified and other plans, configuring the plan specifics using our plan sponsor configuration tool, verifying the implementation and approving the commencement of enrollment efforts. The team also oversees the preparation and production of enrollment materials for each participant in the plan. Once a sponsor is set up and rolled out, our client implementations team is also responsible for maintenance of each sponsor's ongoing plan updates as directed by our account managers and/or subadvisory record-keepers.

The operations team is responsible for data processing and validation of prospect data for new sponsor rollouts and annual campaigns, as well as the ongoing servicing of members in the Professional Management service. These member servicing responsibilities include member data load and verification, the coordination and oversight of all printed materials and electronic communications, such as Retirement Evaluations, Retirement Plans and quarterly Retirement Updates, transaction processing and reconciliation, fee processing and reconciliation and quarterly sponsor report generation. For members with Income+, the operations team is also responsible for coordinating with the plan provider to facilitate the generation and distribution of retirement payouts in the form of checks or direct deposits. The operations team also provides these services for customers with IRA accounts managed by Financial Engines.

Our Advisor Call Center is staffed with registered Investment Advisor Representatives. These advisors service participants through phone and email channels by providing guidance to plan participants regarding the operation of the program, enrollment and personalization of the participant's financial profile. Our registered Investment Advisor Representatives and certain call center personnel of the plan providers with whom we work have access to the Financial Engines Professional Advisor, our proprietary client relationship management application, which enables the advisor to edit or add to the personal information used to manage the member's portfolio allocation.

Our services are deployed using a centrally hosted, web-based architecture built on industry-standard hardware and software. We have off-site back-up facilities for our database and network equipment, a disaster recovery plan and on-going third-party security audits to secure the integrity of our systems. We evaluate and improve our systems based on measures of availability, system response time and processing capacity.



## Competition

We operate in a competitive industry, with many investment advice providers competing for business from individual investors, financial advisors and institutional customers. Direct competitors who offer independent portfolio management and investment advisory services to plan participants in the workplace include Morningstar, GuidedChoice and ProManage, LLC. Plan providers that offer directly competing portfolio management and investment advisory services to investors in the workplace include Fidelity and Bank of America Merrill Lynch. We currently have a relationship with Fidelity that allows us to provide our services to plan sponsors, for whom Fidelity is the plan provider, who elect to hire us. We also face indirect competition from products that could potentially be substitutes for our portfolio management services, investment advice and retirement income services, most notably target-date retirement funds. Target-date funds are offered by multiple financial institutions, such as Fidelity, Vanguard, T. Rowe Price, Principal Funds, Wells Fargo Advantage, J.P. Morgan, Voya and Empower Retirement™ Funds. These funds provide generic asset allocation based primarily on the investment horizon of the investor. Among the plan sponsors to whom we offer our Professional Management service and that offer target-date funds, approximately 95% offer target-date funds, of which approximately 81% offer retail-priced target-date funds. Target-date funds, managed accounts and balance funds have been granted Qualified Default Investment Alternative, or QDIA, status by the Department of Labor. In addition, competitors to our Income+ feature, include providers of retirement income products in the defined contribution market, such as Prudential, AllianceBernstein, and other providers of insurance products. Competitors in the IRA space include providers such as Fidelity, Charles Schwab, Bank of America Merrill Lynch, Morgan Stanley Smith Barney and Vanguard. At the plan participant level we see competition from individual, traditional retirement investment advisors. In addition, we face indirect competition from investment advisors that provide portfolio management services delivered primarily through online channels and with minimal human intervention.

We believe the competitive factors in our industry include:

- ability to provide independent, systemic portfolio management, investment advice and retirement income services based on widely recognized financial economic theory without conflicts of interest during both the accumulation and the income phases of retirement;
- established investment methodology and technology that allows for personalized scalable advice;
- proprietary methodologies;
- ability to provide a retirement income feature that is easy for plan sponsors to implement with no fiduciary lock-in, which can provide participants with the potential for steady lifetime payments and flexibility;
- quality, breadth and convenience of advisory services;
- established relationships with plan providers and plan sponsors;
- reputation and experience serving plan sponsors and plan participants; and
- price.

We believe we currently compete favorably with respect to these factors.

## Regulation

We derive nearly all of our revenue from Financial Engines Advisors L.L.C.'s investment advisory and management services through our contracts with plan providers, plan sponsors and plan participants. Our investment advisory and management business is subject to extensive, complex and rapidly changing federal and state laws and regulations. Financial Engines Advisors L.L.C., a subsidiary of Financial Engines, Inc., is registered as an investment advisor with the SEC and is subject to examination by the SEC. The Investment Advisers Act of 1940, as amended, referred to as the Investment Advisers Act, and related regulations impose numerous obligations and restrictions on registered investment advisers including fiduciary duties, record keeping requirements, operational requirements, marketing requirements and disclosure obligations.

The SEC is authorized to institute proceedings for violations of the Investment Advisers Act, and to impose fines and sanctions, including disgorgement of fees or profits, reimbursement for losses, limiting, restricting or prohibiting a registered investment adviser from carrying on its business, or requiring a registered investment adviser to change its business practices or disclosure, in the event that a registered investment adviser fails to comply with applicable laws and regulations. Our failure to comply with the requirements of the Investment Advisers Act or the related SEC rules and interpretations, or other relevant legal provisions could have a material adverse effect on us. We believe we are in compliance in all material respects with SEC requirements under the Investment Advisers Act and other applicable laws and regulations. Some of our executives and other employees are registered Investment Adviser Representatives with various states through the Investment Adviser Registration Depository and are subject in some states to examination requirements.

Financial Engines Advisors L.L.C. is subject to the Employee Retirement Income Security Act of 1974, as amended, referred to as ERISA, and the regulations promulgated thereunder, with respect to investment advisory and management services provided to participants in retirement plans covered by ERISA and is also subject to state laws applicable to retirement plans not covered by ERISA. We are a fiduciary under ERISA. ERISA and applicable provisions of the Internal Revenue Code of 1986, as amended, referred to as the Code, impose certain duties on persons who are fiduciaries under ERISA and prohibit certain transactions involving ERISA plan clients. We rely on certain regulatory interpretations and guidance in connection with our current business model, including regulations and guidance relating to passive enrollment of participants into our Professional Management service. We provide subadvisory services pursuant to the Department of Labor's Advisory Opinion 2001-09A. The failure of Financial Engines Advisors L.L.C. to comply with these requirements could have a material adverse effect on us. The Department of Labor is authorized to institute proceedings for violations of ERISA. We believe that we are in compliance in all material respects with ERISA.

We are also subject to state and federal regulations related to privacy, data use and security. These rules require that we develop, implement and maintain written, comprehensive information security programs including safeguards that are appropriate to our size and complexity, the nature and scope of our activities and the sensitivity of any customer information at issue. In recent years, there has been a heightened legislative and regulatory focus on data security, including requiring consumer notification in the event of a data breach. Legislation has been introduced in Congress and there have been several Congressional hearings addressing these issues. From time to time, Congress has considered and may do so again, legislation establishing requirements for data security and response to data breaches that, if implemented, could affect us by increasing our costs of doing business. In addition, several states have enacted security breach legislation requiring varying levels of consumer notification in the event of a security breach. Several other states are considering similar legislation.

In recent years, there has been a heightened legislative and regulatory focus on the financial services industry, including proposals that redefine and expand what constitutes an ERISA fiduciary, call for creation of a self-regulatory framework for investment advisors similar to the regulatory structure that currently exists for broker-dealers through the Financial Industry Regulatory Authority, elimination of pre-dispute arbitration clauses, additional fee disclosures, and the imposition of additional qualification requirements on investment advisors providing services to ERISA plan clients. The Dodd-Frank Wall Street Reform and Consumer Protection Act, referred to as the Dodd-Frank Act, included various financial reform proposals that may affect investment advisors, including Financial Engines Advisors L.L.C. Although some implementing rules and regulations under the Dodd-Frank Act are still pending, it is expected that the compliance costs and liability risks for investment advisors will increase.

Franchise regulation. Beginning in 2016, as a result of our acquisition of The Mutual Fund Store (as defined herein), we must comply with regulations adopted by the Federal Trade Commission (the "FTC") and with several state laws that regulate the offer and sale of franchises. The FTC's Trade Regulation Rule on Franchising ("FTC Rule") and certain state and foreign laws require that we furnish prospective franchisees with a franchise disclosure document containing information prescribed by the FTC Rule and applicable state laws and regulations. We believe The Mutual Fund Store's domestic franchise disclosure document is in compliance in all material respects with FTC disclosure requirements and with registration requirements in jurisdictions that require registration for the sale of franchises.

We also must comply with a number of state laws that regulate some substantive aspects of the franchisor-franchisee relationship. These laws may limit a franchisor's ability to: terminate or not renew a franchise without good cause; interfere with the right of free association among franchisees; disapprove the transfer of a franchise; discriminate among franchisees with regard to charges, royalties and other fees; and place new stores near existing franchises.

Bills intended to regulate certain aspects of franchise relationships have been introduced into the United States Congress on several occasions during the last decade, but none have been enacted. Any existing or future laws or

regulations that regulate substantive aspects of the relationships with franchisees may limit the ability of The Mutual Fund Store or of the combined company to terminate or otherwise resolve conflicts with franchisees and may otherwise negatively impact the business and operating results of The Mutual Fund Store or of the combined company.

Rigorous legal and compliance analysis of our business is important to our culture. Our General Counsel supervises our compliance group, which is responsible for addressing all regulatory and compliance matters that affect our investment advisory activities.

## Intellectual Property

We rely on a combination of trademark, copyright, patent and trade secret protection laws to protect our proprietary technology and our intellectual property. We seek to control access to and distribution of our proprietary information. We enter into confidentiality agreements with our employees, consultants, vendors, plan sponsors and plan providers that generally provide that any confidential or proprietary information developed by us or on our behalf be kept confidential. We have proprietary know-how in software development, implementation and testing methodologies. We also pursue the registration of certain of our trademarks and service marks in the United States and other countries. We have registered the mark “Financial Engines” in the United States, Australia, Switzerland, China, the European Community, Hong Kong, Russia, Japan, Taiwan and Tunisia. We have registered sun and clouds design marks in Hong Kong. We have registered our corporate logo and the marks “Investor Central” and “Retirement Help for Life” in the United States. “Advice Light” and “Financial Engines Investment Advisor” are also trademarks owned by Financial Engines, Inc. In addition, we have registered our domain name, [www.FinancialEngines.com](http://www.FinancialEngines.com). As of December 31, 2015, we have 16 issued U.S. patents in the following categories: user interface; outcomes-based investing, including our financial advisory system, our pricing module and load-aware optimization; tax-aware asset allocation; financial goal planning; advice palatability and retirement income planning and payout generation. These patents have expiration dates ranging from December 2, 2017 to August 1, 2031. We also have two issued patents in Australia.

We have established a system of security measures to protect our computer systems from security breaches and computer viruses. We have employed various technology and process-based methods, such as clustered and multi-level firewalls, intrusion detection mechanisms, vulnerability assessments, content filtering, antivirus software and access control mechanisms. We also use encryption techniques. We control and limit access to customer-specific project areas based on a “need to know” basis.

## Employees

As of December 31, 2015, we employed approximately 527 full-time equivalent employees including employees in investment management, product development and engineering, sales and marketing, service delivery, and general and administrative management. We consider relations with our employees to be good and have never experienced a work stoppage. None of our employees are either represented by a labor union or subject to a collective bargaining agreement.

## Recent Developments

On February 1, 2016, we completed the acquisition of The Mutual Fund Store pursuant to an Agreement and Plan of Mergers (the “Merger Agreement”), dated as of November 5, 2015, by and among Financial Engines, Mayberry Acquisition Sub I, LLC, a Delaware limited liability company and a direct wholly owned subsidiary of Financial Engines, Mayberry Acquisition Sub, Inc., a Delaware corporation and a direct wholly owned subsidiary of Financial Engines, Mayberry Acquisition Sub II, LLC, a Delaware limited liability company and a wholly owned third tier subsidiary of Merger Sub I, Kansas City 727 Acquisition Corporation, a Delaware corporation, TMFS Holdings, Inc., a Nevada corporation, Kansas City 727 Acquisition LLC, a Delaware limited liability corporation (together with its subsidiaries and certain affiliates, “The Mutual Fund Store”), and, solely in its capacity as representative of the Sellers, WP Fury Holdings, LLC. Pursuant to the Merger Agreement, after a series of transactions, The Mutual Fund Store became a wholly owned subsidiary of Financial Engines.

At the closing of the Merger, pursuant to the Merger Agreement, we paid approximately \$250 million in cash and 9,885,889 shares of our common stock (the “Merger Consideration”), subject to certain closing and post-closing adjustments. A portion of the Merger Consideration was placed in an escrow fund for up to 14 months following the

closing for the satisfaction of certain indemnification claims.

Following the closing of the acquisition, investment funds affiliated with Warburg Pincus LLC, the former majority owner of The Mutual Fund Store, acquired approximately 13% of our then outstanding shares of common stock.

The foregoing description of the Merger Agreement does not purport to be complete and is qualified in its entirety by reference to the full text of the Merger Agreement, a copy of which was originally filed as an exhibit to our Current Report on Form 8-K filed on November 9, 2015.



Available Information

Our website is <http://www.financialengines.com>. We make available free of charge, on or through our website, our Annual Report on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K and amendments to those reports, if any, or other filings filed or furnished pursuant to Section 13(a) or 15(d) of the Exchange Act as soon as reasonably practicable after electronically filing or furnishing these reports with the SEC. Information contained on our website is not a part of this report. We have adopted a code of ethics applicable to our senior financial officers which is available free of charge, on or through our website's investor relations page.

The SEC maintains an Internet site at <http://www.sec.gov> that contains our the Annual Report on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K and amendments to those reports, if any, or other filings filed or furnished pursuant to Section 13(a) or 15(d) of the Exchange Act, proxy and information statements. All reports that we file with the SEC may be read and copied at the SEC's Public Reference Room at 100 F Street, N.E., Washington, DC, 20549. Information about the operation of the Public Reference Room can be obtained by calling the SEC at 1-800-SEC-0330.

Item 1A. Risk Factors

Risks Related to the Acquisition of The Mutual Fund Store

We are subject to business uncertainties due to the acquisition of The Mutual Fund Store, which may have an adverse effect on us.

Uncertainties regarding the potential impact of the acquisition of The Mutual Fund Store may have an adverse effect on us or our business. We cannot predict how our acquisition of The Mutual Fund Store may impact plan providers, plan sponsors, clients and employees and others with whom we do business, or how the market in general may react to the acquisition. These uncertainties may impair our ability to attract, retain and motivate key personnel, impact consumer and plan sponsor perceptions of our value proposition, and could negatively impact our existing or future business relationships.

We may fail to realize any of the anticipated benefits of our acquisition of The Mutual Fund Store or those benefits may take longer to realize than expected. We may also encounter unexpected difficulties in integrating the two businesses.

The success of our acquisition of The Mutual Fund Store will depend, in part, on our ability to successfully integrate and realize the anticipated benefits from combining our business with the business of The Mutual Fund Store. We may not fully realize, in a timely manner or otherwise, any of the anticipated synergies and other potential opportunities and benefits of the acquisition due to several factors, including: the difficulties with the integration process, unanticipated costs, liabilities or expenses associated with the acquisition, incurrence of acquisition-related costs, harm to our existing business relationships, including relationships with plan providers, plan sponsors, clients and employees as a result of the acquisition, harm to our reputation, the loss of key employees in the acquired business, unanticipated regulatory changes, use of resources that may be needed in other parts of our business, the use of a substantial portion of our available cash to consummate the acquisition, or other factors. In addition, our ability to impose appropriate internal controls, including accurate forecasting, accounting and reporting integration, to successfully manage the acquired business will require a significant investment of resources and management time. Any future acquisitions may involve similar risks, including the use of substantial amounts of cash, potentially dilutive issuances of equity securities, amortization expenses for other intangible assets and exposure to potential unknown liabilities of the acquired business. or other factors. Integration efforts may also divert management attention and resources and have an adverse effect on other important business priorities.

## Risks Related to Our Business

Our revenue and operating results can fluctuate from period to period, which could cause our share price to fluctuate.

Our revenue and operating results have fluctuated in the past and may fluctuate from period-to-period in the future due to a variety of factors, many of which are beyond our control. Factors relating to our business that may contribute to these fluctuations include the following factors, as well as other factors described elsewhere in this document:

- a decline or slowdown of the growth in the value of financial market assets, which may reduce the value of assets we have under management and therefore our revenue and cash flows;
- failure of our strategy to acquire and retain new plan participants or our product and consumer marketing efforts;
- failure to realize anticipated benefits of the acquisition of The Mutual Fund Store, and unanticipated costs related thereto;
- variations in expected enrollment rates for our Professional Management service;
- unanticipated delays of anticipated advertising, marketing promotions or rollouts of our services;
- changes in the number of Professional Management members who withdraw all assets from their 401(k) plan, effectively terminating their relationship with us, or who decide to cancel their Professional Management program participation;
- changes to economic terms in contracts with plan providers or plan sponsors, including renegotiations or unanticipated changes to the relationship;
- changes in fees paid by us to plan providers for whom we are not acting as a subadvisor for data retrieval, transaction processing and fee deduction interfaces based on attaining contractually-agreed upon thresholds;
- downward pressure on fees we charge for our services;
- unanticipated delays in expected service availability;
- fluctuations in quarterly revenue due to changes in fees paid by Professional Management members based on attaining contractually-agreed upon participation thresholds;
- termination or non-renewal of an existing contract with a plan provider or a plan sponsor;
- failure to enter into contracts with new plan sponsors;
- mix in plan sponsors that choose our Active Enrollment or Passive Enrollment options;
- the impact of any business acquisitions and dispositions we may make;
- unanticipated changes in the timing or cost of our enrollment and member materials or mix of subadvisory, advisory and Passive Enrollment materials sent to our Professional Management members and postage costs;
- changes in laws, regulatory policies or interpretations that could impact our ability to offer services to plan providers as a subadvisor or deploy services in a specific manner;
- elimination or reduction of contributions into members' 401(k) plans or changes to the deductibility of contributions, which could reduce the growth rate of assets under management;
- unanticipated delays in recognizing revenue based on timing of meeting specified milestones under contracts with customization and consulting services;
  - changes in our pricing policies or the pricing policies of our competitors to which we have to adapt; and
- negative public perception and reputation of our Company or the financial services industry.

In addition, we recently completed the acquisition of The Mutual Fund Store and accordingly, our revenue and operating results may be impacted by risks associated with the acquisition, including our ability to successfully integrate and realize the anticipated benefits of the acquisition in a timely manner or at all, diversion of management's attention and resources, unanticipated costs, expenses or liabilities associated with the acquisition, and other factors as described elsewhere in this "Risk Factors" section.

As a result of these and other factors, the results of any prior quarterly or annual periods should not be relied upon as indications of our future revenue or operating performance.



A substantial portion of our revenue is based on fees earned on the value of assets we manage. Our revenue and earnings could suffer if the financial markets experience a downturn or a slowdown in growth that reduces the value, or slows the growth, of our Assets Under Management.

We derive a significant and growing portion of our revenue from member fees based on the assets in the retirement accounts we manage, which we refer to as AUM. We allocate these assets among the investments available to each particular investor. For the workplace, the investment alternatives for a particular plan are selected by the plan's fiduciary, not by us, and may include retail mutual funds, institutional funds, exchange-traded funds, fixed-income investments and potentially higher volatility employer stock. For clients of The Mutual Fund Store, investment alternatives are selected by the investment advisor and may include any number of funds, ETFs, insurance products and equity, including stocks. In addition, our business is highly concentrated in 401(k) plans. The value of all of these investments can be affected by the performance of the financial markets globally, currency fluctuations, interest rate fluctuations and other factors. Our professional management revenue and fees are generally calculated using the value of AUM at the end of each month or calendar quarter. Similarly, The Mutual Fund Store calculates its fees as a percentage of the assets in client accounts quarterly on a rolling basis throughout the year. Our methodology may result in lower fees if the financial markets are down when fees are calculated, even if the market had performed well earlier in the month or the quarter. In addition, an economic downturn, changes in tax laws, or slowdown in growth could cause plan participants or their employers to contribute less to their 401(k) plans and cause fewer eligible employees to participate in 401(k) plans, or cause clients to withdraw funds from or close their retail accounts, which could adversely affect the amount of AUM. If plan participants or The Mutual Fund Store clients are not satisfied with the performance of their portfolios due to a decline in the financial markets or otherwise, our cancellation or account withdrawal rates could increase, which in turn would cause our AUM to decline. Any potential decline in AUM would not necessarily be proportional to, and, in total, could be greater than, the overall market decline. If any of these factors reduces the value of assets we have under management, the amount of fees we would earn for managing those assets would decline, and our revenue, operating results and financial condition could be harmed.

Our revenue could be harmed if we experience unanticipated delays in expected service availability.

We generally do not earn platform fees from a plan sponsor until our services are available to plan participants, and we do not earn fees for our Professional Management service until we begin to manage a participant's account. If service availability is delayed due to actions or inactions on our part or on the part of a plan sponsor, plan provider or other third party, or due to matters beyond our control, our revenue would be harmed. This in turn would negatively affect our anticipated operating results and financial condition for a particular period.

Our revenue could be harmed if we fail to enroll new Professional Management plan participants or if we experience increased cancellations or unanticipated variations in new enrollment campaigns.

Our enrollment rate, and therefore our revenue, depend on plan participants signing up for or, in the case of a Passive Enrollment campaign, not declining, the Professional Management service. Increasing plan participant enrollment in our Professional Management service increases the AUM on which we earn fees. If we are unable to continue to increase our enrollment, our business may not grow as we anticipate. Unanticipated variations in the number, size, methodology or timing of enrollment campaigns, or our ability to employ ongoing enrollment techniques such as integration with provider websites or outbound calling, or methods used to enroll clients of The Mutual Fund Store, could also affect our revenue for a particular period. If we are not able to generate expected enrollment under a particular contract, this would negatively affect our revenue growth. For example, we have found that if plan sponsors do not use our standard enrollment campaign, enrollment rates tend to be lower. If fewer plan sponsors elect Passive Enrollment for their plan participants, which typically generates higher enrollment rates, our revenue may not grow at anticipated rates. Even when we have rolled out our Professional Management service at a particular plan sponsor, some plan participants may not be eligible for our services due to plan sponsor limitations on employees treated as

insiders for purposes of securities laws or other characteristics of the plan participant. Certain securities within a plan participant's account may be ineligible for management by us, such as employer stock subject to trading restrictions, and we do not manage or charge a fee for that portion of the account. As we endeavor to find new ways to grow enrollment, and to enroll clients from The Mutual Fund Store, we may introduce processes, brand strategy, or customer experiences that some plan providers, plan sponsors or plan participants reject or resist, which may result in an unsuccessful enrollment campaign, unsuccessful ongoing enrollment or higher cancellation rates, or may harm our reputation with those plan providers, plan sponsors or plan participants, thereby jeopardizing future enrollment with those parties. Further, individual plan participants whose accounts we manage may choose at any time to stop having us manage those accounts. Historically, member cancellations rates have typically increased during periods where there has been a significant decline in stock market performance and, in addition, member cancellation rates are typically the highest in the three months immediately following the completion of a given promotional campaign. The level of any potential cancellations or enrollment decline may not necessarily be proportional to, and may, in total, be greater than, the overall market decline. If we are unsuccessful in our Professional Management enrollment campaigns, if we lose plan participants, or if we otherwise fail to increase enrollment rates, our revenue, operating results and financial condition could be harmed.

Our growth strategy includes extending and expanding our services including entering new markets and we may not be able to develop a successful growth strategy, successfully implement new services, or accurately estimate the impact on our business of developing and introducing these services.

Our strategy includes enhancing and expanding the functionality of our services with new features, offering new services with our existing market, expanding our business through the services offered by The Mutual Fund Store and continuing to evaluate new opportunities in markets adjacent to our existing retirement income market. For example, Income+, manages plan participants' defined contribution assets while allowing payouts from their retirement accounts. We have limited experience determining and executing income payments from retirement accounts. If our assessments or forecasts with respect to the expected duration and sufficiency of assets to support retirement income payments to participants are inaccurate, or if we fail to ensure that payouts are made at the times expected, our business and reputation could suffer.

In the longer-term, we intend to further expand our services beyond workplace defined contribution plans. For example, in 2012 we began offering to manage assets in IRA accounts, and in 2013 expanded our IRA management to include Income+ capability. In 2016, we acquired the business of The Mutual Fund Store, which offers advice on taxable accounts. We have limited experience beyond workplace defined contribution plans or with taxable assets, and do not have direct experience with managing and growing retail distribution. We may not be able to anticipate or manage new risks and obligations or legal, compliance, operational or other requirements that may arise when offering investment management or retirement income payout services for accounts other than 401(k) accounts or when offering other services related to preparing for retirement, such as assistance with optimizing social security payments. We may not be able to acquire clients in these new markets, or attract new clients to The Mutual Fund Store, on a cost-effective basis, or at all.

In furtherance of our strategy, we intend to invest significant resources in the research, development, sales and marketing of new services and features. A viable market for our new services or features may not exist or develop as we anticipated, and our offerings may not be well received by potential plan sponsor customers or individual plan participants, retail clients or other investors. We may not be able to develop effective marketing and advertising for new services and features. We may make incorrect decisions as we implement our strategy, such as decisions whether to design and build elements of our services in-house or procure them through third parties or through acquisition. We have no experience with strategic partnerships and limited experience with acquisitions, and pursuing any such transaction would divert management attention, cause us to incur expenses and use internal resources, and may not be successful for a variety of reasons. As we expand our services in response to new or different customer demands, competition, in furtherance of our strategy, or for other reasons, we may not be able to accurately assess, design or implement testing protocols sufficient to identify all problems or limitations of the new features or services, we may make errors in the deployment of new features or services, or we may employ manual processes that are more prone to failure.

We may not be able to accurately estimate the impact of these future services, including those offered by The Mutual Fund Store, on our business or how the benefits of these services will be perceived by our clients. In addition, the anticipated benefits of these services on our business may not outweigh the resources and costs associated with their development or acquisition, or the liabilities associated with their operation. If we do not realize the anticipated benefits of these services, our revenue, operating results and financial condition could be harmed.

Our revenue is highly dependent upon a small number of plan providers with whom we have relationships, and the renegotiation or termination of our relationship with any of these plan providers could significantly impact our business.

Our relationships and data connections with plan providers allow us to effectively manage plan participant accounts and integrate our services into plan providers' current service platforms. These relationships also provide us with an advantage in trying to sign potential plan sponsors. If a plan provider were to terminate our contract, reduce its volume of business, or substantially renegotiate the terms of its contract with us, our revenue could be harmed.



We refer to four of our nine primary retirement plan provider relationships as subadvisory relationships, including one plan provider with whom we have a subadvisory relationship for some plan sponsors and a direct advisory relationship for other plan sponsors. For the provider relationships that we refer to as subadvisory, we typically act as subadvisor to the plan provider acting as investment advisor, but we may directly act as investment advisor if Online Advice is the only service offered by a particular plan sponsor or for certain legacy plans. Where we act as subadvisor, we do not have a direct relationship with the plan sponsors and therefore may be less able to influence decisions by those plan sponsors to use or continue to use our services or to add additional services. Where we act as subadvisor, we do not know and cannot control the exact terms of the contract between the plan provider and the plan sponsor, which vary on terms such as the length of the contract, renewal and cancellation provisions. We have historically earned, and expect to continue to earn on a combined basis, a significant portion of our revenue through subadvisory relationships with retirement plan providers. The renegotiation or termination of our relationship with any of these plan providers could negatively impact our business. For the year ended December 31, 2015, 9%, 10%, 7% and 6% of our total revenue was attributable to the subadvisory fees paid to us by Empower Retirement™, Aon Hewitt, Vanguard and Voya, respectively, the four plan providers with whom we had subadvisory relationships as of December 31, 2015.

Our contracts with our nine primary retirement plan providers generally have terms ranging from three to five years, and have successive automatic renewal terms of one year unless terminated in accordance with prior notice requirements. A majority of these provider agreements are in renewal periods. A plan provider may also terminate its contract with us at any time for specified breaches. Further, either party may decide to renegotiate the terms of the contract and may give a termination notice pending renegotiations to avoid having a contract automatically renew under its existing terms. In addition, there are unpredictable factors, other than our performance, that could cause the loss of a plan provider. If we lose one of our plan providers with whom we have a relationship or if one of those plan providers significantly reduces its volume of business with us or renegotiates the economic terms of its contract with us, our revenue, operating results and financial condition could be harmed.

Some plan providers with whom we have relationships also provide or may provide competing services or products.

Some plan providers with whom we have relationships, such as Fidelity, offer or may offer directly competing investment guidance, retirement advice, portfolio management and retirement income services to plan participants. We also face indirect competition from products that could potentially substitute for our services, most notably target-date funds, which are offered by a number of plan providers with whom we have relationships, including Fidelity, Vanguard, T. Rowe Price, Voya, Wells Fargo Advantage and Empower Retirement™ Funds. Among the plan sponsors to whom we offer our Professional Management service and that offer target-date funds, approximately 95% offer target-date funds, of which approximately 81% offer retail-priced target-date funds. Plan providers who offer competing services or products may be better positioned to promote or offer their services or products over ours in the sales process. Where we have a subadvisory relationship with the plan provider, the plan provider may compete with us for plan sponsors. Our acquisition of The Mutual Fund Store business has increased this competitive dynamic. Competitors to our Income+ feature include providers of retirement income products in the defined contribution market, such as AllianceBernstein, Prudential, and other providers of insurance products. Competitors that provide advisory services in the IRA space include providers such as Fidelity, Charles Schwab, Bank of America Merrill Lynch, Morgan Stanley Smith Barney and Vanguard. Competitors of our subsidiary The Mutual Fund Store include RIAs such as Edelman Financial Services, and hybrid RIAs such as Edward Jones, that are focused on serving mass-affluent investors.

This competition with companies with whom we have relationships can strain the relationship with plan providers and may result in less favorable contract terms or contract cancellation, in which event our revenue, operating results and financial condition could be harmed.

Our revenue is highly dependent upon the plan sponsors with whom we have relationships, and the renegotiation or termination of our relationship with one or more large plan sponsors could significantly impact our business.

A substantial portion of our revenue is generated as a result of contracts with plan sponsors. Under these contracts, where we are providing advisory services directly and not in a subadvisory capacity, we typically earn annual platform fees that are paid by the plan sponsor, plan provider or the retirement plan itself as well as fees based on AUM that are generally paid by plan participants. These contracts with plan sponsors typically have initial terms of three or five years and continue thereafter unless terminated. At any time during the initial term or thereafter, a plan sponsor can cancel a contract for fiduciary reasons or breach of contract. A plan sponsor can generally terminate a contract after the initial term upon 90 days' notice. If a plan sponsor were to cancel or not renew a contract, we would no longer earn platform fees under that contract. In addition, we would no longer manage any assets in that plan and consequently would no longer earn fees based on AUM in that plan. A plan sponsor may also determine to contract through a subadvisory relationship with a plan provider or change to a different record-keeper, which may result in lower revenues for our company due to the contract terms. If one or more plan sponsors were to cancel their contracts with us, fail to renew those contracts, or move to a subadvisory relationship, our revenue, operating results and financial condition could be harmed.

Our Professional Management service makes up a significant and growing part of our revenue base. Our business could suffer if fees we can charge for these services decline.

We earn fees for our Professional Management service based on the value of assets in the accounts we manage, which we refer to as AUM. We believe that these services will continue to make up a substantial and growing portion of our revenue for the foreseeable future. There are many investment advisory and management services and other financial products available in the marketplace, which puts downward pressure on fees for our Professional Management service. Congressional, regulatory or industry attention focused on fees for financial services, such as legislative constraints on fees or rules requiring additional disclosure regarding fees, could result in downward pressure on fees or impose limits on the fees we can charge for our Professional Management service. Our contract terms may include thresholds, which upon attainment, may reduce the fees we charge for our Professional Management service. If we lower the fees we charge for our Professional Management service in response to regulatory, contractual or competitive pressure, our revenue, operating results and financial condition could be harmed.

Our failure to maintain or increase the number of plan sponsors with whom we have relationships could harm our business.

Our future success largely depends on maintaining or increasing the number of plan sponsors with whom we have relationships. If the market for our services declines or develops more slowly than we expect, plan sponsors move to record-keepers that currently do not offer our services, or the number of plan sponsors that choose to provide our services to their plan participants declines, our revenue, operating results and financial condition could be harmed. If the AUM represented by the plan sponsors with whom we have relationships declines, the failure to increase the number of plan sponsors that choose to provide our services to their plan participants could harm our revenue, operating results and financial condition.

We rely on plan providers and plan sponsors to provide us with accurate and timely plan and plan participant data in order for us to provide our services, and we rely on plan providers to execute transactions in the accounts we manage.

Our ability to provide high-quality services depends, in part, on plan sponsors and plan providers supplying us with accurate and timely data in a usable format. Data transmissions from our plan sponsors and providers routinely contain errors or are not supplied in a timely manner. Although we have processes in place to attempt to detect and correct such errors and to encourage timely transmissions, our efforts may not be sufficient. Errors or delays in the data we receive from plan providers or plan sponsors, missing data, data transmitted in a format that we cannot readily use, or miscommunication about what data should be transmitted or in what format, could lead us to make advisory, transaction, disbursement or communication errors that could harm our reputation or lead to financial liability, or may prevent us from providing our services to, or earning revenue from, otherwise eligible plan participants. In addition, when we make changes in an account we manage, or direct a disbursement, we instruct the plan provider or IRA custodian to execute the transactions. If a plan provider or IRA custodian fails to execute transactions in an accurate and timely manner, it could harm our reputation or lead to financial liability. In turn, our operating results and financial condition could be harmed.

We may be liable to our plan sponsors, plan participants, plan providers or individual clients for damages caused by system failures, errors or unsatisfactory performance of services.

If we fail to prevent, detect or resolve errors in our services, including services offered through our subsidiaries, regardless of the cause of the errors, our business and reputation could suffer. Errors in inputs or processing, such as plan set-ups, transaction instructions or plan participant data could be magnified across many accounts. Concentrated positions held by many plan participants, particularly in employer stock, could result in a large liability if a systematic input or processing error was to cause us to make errors in transactions relating to those positions. The manual and individual nature of The Mutual Fund Store business increases the risk of human error or malfeasance and could cause mistakes in client transactions. Unlike the Financial Engines business, The Mutual Fund Store advisors are able to move client assets and to make changes to client investment accounts directly. The Mutual Fund Store manages taxable accounts, where errors could affect client tax obligations and create liability for us. We could also face liability if we fail to process a participant's or a client's instructions. We may not be able to identify or resolve these errors in a timely manner. In addition, failure to perform our services for Professional Management members, including plan disbursements, on a timely basis could result in liability. We may also have liability to the plan provider where we have a subadvisory relationship with the plan provider. In the past, we have reimbursed plan sponsors, participants and providers, and The Mutual Fund Store has reimbursed clients, for errors in our services and expect to do so in the future. After an error is identified, resolving the error and implementing remedial measures has at times diverted the attention and resources of our management, key technical personnel and internal resources from other business concerns. Any errors in the performance of services for a plan sponsor or plan provider, or poor execution of these services, could result in a plan sponsor or plan provider limiting our ability to market existing or enhanced services, or terminating its agreement. Similarly, transaction or service problems could cause The Mutual Fund Store clients to terminate their accounts. Although we attempt to limit our contractual liability for consequential damages in rendering our services, these limitations on liability may be unenforceable in some cases, or may be insufficient to protect us from liability for damages. ERISA and other applicable laws require that we meet a fiduciary obligation to plan participants. We maintain general liability insurance coverage, including coverage for errors or omissions; however, this coverage may not continue to be available on reasonable terms or may be unavailable in sufficient amounts to cover one or more large claims. An insurer might disclaim coverage as to any future claim. A successful assertion of one or more large claims, or several smaller claims, against us that exceed our available insurance coverage or changes in our insurance policies, including premium increases or the imposition of a large deductible or co-insurance requirement, in which event our operating results and financial condition could be harmed.

If our reputation is harmed, we could suffer losses in our business and revenue.

Our reputation, which depends on earning and maintaining the trust and confidence of plan providers, plan sponsors, plan participants and individual investors that are current and potential customers, is critical to our business. Our reputation is vulnerable to many threats that can be difficult or impossible to control, and costly or impossible to remediate. Regulatory inquiries or investigations, lawsuits initiated by plan fiduciaries, plan participants, clients, current or former employees, or stockholders, employee misconduct, perceptions of conflicts of interest, rumors, communication errors, and transactional mistakes, among other developments, could substantially damage our reputation, even if they are baseless or satisfactorily addressed. In addition, any perception that the quality of our investment advice may not be the same or better than that of other providers could also damage our reputation. Any damage to our reputation could harm our ability to attract and retain plan providers, plan sponsor customers, individual investors and key personnel. This damage could also cause plan participants to stop using or enrolling in our Professional Management service, or services offered by The Mutual Fund Store, which would adversely affect the amount of AUM on which we earn fees, in which event our revenue, operating results and financial condition could be harmed.



Any failure to protect the confidentiality of plan provider, plan sponsor, plan participant or individual investor data could lead to legal liability, adversely affect our reputation and have a material adverse effect on our business, financial condition or results of operations.

Our services involve the exchange of information, including detailed information regarding individual investors or information regarding plan participants provided by plan providers, plan sponsors, and retirement account custodians through a variety of electronic and non-electronic means. In addition, plan participants and clients of The Mutual Fund Store routinely provide confidential information and input personal investment and financial information, including portfolio holdings and, in some instances, credit card data, into our systems. Clients of our subsidiary, The Mutual Fund Store, provide confidential information to their advisors verbally and in written format, which is then input manually. We rely on a complex network of process and software controls to protect the confidentiality of data provided to us or stored on our systems. If we do not maintain adequate internal controls or fail to implement new or improved controls, this data could be misappropriated or confidentiality could otherwise be breached. As we expand our business and increasingly integrate our services with and rely upon third parties we may be subject to increased risk and liability for security breaches. We must devote increasing management time and resources to monitoring third-party security controls. We could be subject to liability if we inappropriately disclose any plan participant's and client's personal information, or if third parties are able to penetrate our network security or otherwise gain access to any plan participant's and client's name, address, portfolio holdings, credit card number or other personal information. Any such event could subject us to claims for unauthorized credit card purchases, identity theft or other similar fraud claims or claims for other misuses of personal information, such as unauthorized marketing or unauthorized access to personal information.

Many of our agreements with plan sponsors, plan providers and clients do not limit our potential liability for breaches of confidentiality, and consequential damages. If any person, including any of our employees, contractors, or consultants, penetrates our network security, misappropriates or mishandles sensitive data, inadvertently or otherwise, we could be subject to significant liability from our plan sponsors, plan providers, participants and clients for breaching contractual confidentiality provisions or privacy laws. In addition, our agreements with plan sponsors and plan providers require us to meet specified minimum system security and privacy standards. Given the growing concern over privacy and identity theft, we have been and expect to continue to be subject to increased scrutiny by both plan providers and plan sponsors, which have increased the frequency and thoroughness of their audits. If we fail to meet these standards, our plan sponsors and plan providers may seek to limit or terminate their agreements with us. Regulations in some states and proposed federal regulations may require notification via the press or to customers in the event of security breaches, which could harm our reputation and increase our costs of doing business. Unauthorized disclosure of sensitive or confidential data, whether through breach of our computer systems, systems failure or otherwise, could damage our reputation, expose us to litigation, cause us to lose business, harm our revenue, operating results or financial condition and subject us to regulatory action, which could include sanctions and fines.

Privacy concerns could require us to modify our operations.

As part of our business, we use plan participants' and clients' personal data. For privacy or security reasons, privacy groups, governmental agencies and individuals may seek to restrict or prevent our use of this data. We have incurred, and will continue to incur, expenses to comply with privacy and security standards and protocols imposed by law, regulation, industry standards or contractual obligations. Increased domestic or international regulation of data utilization and distribution practices, including self-regulation, could require us to modify our operations and incur significant additional expense, in which event our revenue, operating results and financial condition could be harmed.

Acquisition activity involving plan providers or plan sponsors could adversely affect our business.

Acquisitions or similar transactions involving our plan providers or plan sponsors could negatively affect our business in a number of ways. After such a transaction, the plan provider or plan sponsor might terminate, not renew or seek to renegotiate the economic terms of its contract with us. Companies involved in these transactions may experience integration difficulties that could increase the risk of providing us inaccurate or untimely data or delay in service availability. Any of our existing plan sponsors may be acquired by an organization or a plan sponsor with no relationship with us, effectively terminating our relationship, or be acquired by a plan sponsor with an online services-only relationship rather than a Professional Management relationship which might cause us to lose business and harm our revenue, operating results or financial condition. Plan providers could be acquired by a company offering competing services to ours, which could increase the risk that they terminate their relationship with us, or be acquired by an organization with no relationship with us which might cause us to lose that plan provider, have to renegotiate the economic terms of their contract with us and harm our revenue, operating results or financial condition. We cannot predict the impact, if any, that these corporate actions may have on our revenue, operating results or financial condition.

Our ability to compete, succeed and generate profits depends, in part, on our ability to obtain accurate and timely data from third-party vendors on commercially reasonable terms.

We currently obtain market and other financial data we use to generate our investment advice from a number of third-party vendors. Termination of one or more of these vendor agreements, exclusion from, or restricted use of a data provider's information could decrease the information available for us to use and offer our clients. We do not currently have secondary sources or other suppliers for some of these data items and the lack of these resources may have a material adverse effect on our business, financial condition or results of operations. If these data feed agreements were terminated, backup services would take time to set up and our business and results of operations could be harmed. We rely on these data suppliers to provide timely and accurate information, and their failure to do so could harm our business.

In addition, some data suppliers may seek to increase licensing fees for providing content to us. If we are unable to renegotiate acceptable licensing arrangements with these data suppliers or find alternative sources of equivalent content, we may experience a reduction in our operating margins or market share, in which event our revenue, operating results and financial condition could be harmed.

Our portfolio management and investment advisory operations may subject us to liability for losses that result from a breach of our fiduciary duties or other obligations.

Our portfolio management and investment advisory operations involve fiduciary obligations that require us to act in the best interests of the plan participants to whom we provide advice or for whom we manage accounts. We may face liabilities for actual or claimed breaches of our fiduciary duties. We may not be able to prevent plan participants, plan sponsors or the plan providers to or through whom we provide investment advisory services from taking legal action against us for an actual or claimed breach of a fiduciary duty. Because we currently provide investment advisory services on substantial assets, we could face substantial liability to plan participants or plan sponsors if we breach our fiduciary duties. In addition, we may face liabilities for actual or claimed deficiencies in the quality or outcome of our investment advisory recommendations, investment management and other services, even in the absence of an actual or claimed breach of fiduciary duty. While we believe that we would have substantial and meritorious defenses against such a claim, we cannot predict the outcome or consequences of any such potential litigation.

Competition could reduce our share of the portfolio management, investment advisory and retirement planning market and hurt our financial performance.

We operate in a highly competitive industry, with many investment advice providers competing for business from individual investors, financial advisors and institutional customers. Direct competitors that offer independent portfolio management and investment advisory services to plan participants in the workplace include Morningstar, Inc., GuidedChoice and ProManage, LLC. Plan providers that offer directly competing portfolio management and investment advisory services to investors in the workplace include Fidelity and Bank of America Merrill Lynch. We currently have a relationship with Fidelity that allows us to provide our services to plan sponsors that elect to hire us for which Fidelity is the plan provider. We also face indirect competition from products that could potentially substitute for our portfolio management services, investment advice and retirement income, most notably target-date funds. Target-date funds are offered by multiple financial institutions, including Fidelity, Vanguard, T. Rowe Price, Principal Funds, Wells Fargo Advantage, J.P. Morgan, Voya and Empower Retirement<sup>TM</sup> Funds. These funds provide generic asset allocation based on the investment horizon of the investor. Target-date funds, managed accounts and balanced funds have been granted Qualified Default Investment Alternative, or QDIA, status by the Department of Labor. In addition, with the introduction of the Income+ feature, indirect competitors who offer income solutions in retirement include providers of insurance products. As the market for providing portfolio management and investment advisory services continues to grow, we also may face competition from smaller or newly established competitors,



including investment advisors that provide portfolio management services delivered primarily through online channels and with minimal human intervention. Plan providers offer or may choose to offer directly and indirectly competitive products in the future. The plan providers with which we do not have contractually exclusive relationships may enter into similar relationships with our competitors. This in turn may harm our business.

Many of our competitors have larger customer bases and significantly greater resources than we do or may have fewer regulatory or other constraints. This may allow our competitors to respond more quickly to new technologies and changes in demand for services, to devote greater resources developing and promoting their services and to make more attractive offers to potential plan providers, plan sponsors and plan participants. Industry consolidation may also lead to more intense competition. Increased competition could result in price reductions or loss of market share, in which event our revenue, operating results and financial condition could be harmed.

Our future success depends on our ability to recruit and retain qualified employees, including our executive officers.

Our ability to provide portfolio management services, investment advice and retirement income and maintain and develop relationships with plan participants, plan providers and plan sponsors depends largely on our ability to attract, train, motivate and retain highly skilled professionals, particularly professionals with backgrounds in sales, marketing, technology and financial and investment services. We believe that success in our business will continue to be based upon the strength of our intellectual capital. For example, due to the complexity of our services and the intellectual capital invested in our investment methodology and technology, the loss of personnel integral to our investment research, product development and engineering efforts would harm our ability to maintain and grow our business. Consequently, we must hire and retain employees with the technical expertise and industry knowledge necessary to continue to develop our services and effectively manage our growing sales and marketing organization to assist the growth of our operations. We believe there is significant competition for professionals with the skills necessary to perform the services we offer, particularly in the geographic area of our headquarters in Sunnyvale, California. We experience competition for analysts and other employees from financial institutions and financial services organizations such as hedge funds and investment management companies that generally have greater resources than we do and therefore may be able to offer higher compensation packages. Competition for these employees is intense, and we may not have sufficient human resources programs, practices and benefits to be able to retain our existing employees, or be able to recruit and retain other highly qualified personnel. If we cannot retain key employees from The Mutual Fund Store, we may lose important knowledge and skills resident in that organization. In addition, many of the advisors employed at The Mutual Fund Store have developed personal relationships with their clients. If we are not able to retain these advisors, their clients may close their accounts or clients may leave The Mutual Fund Store to follow their advisor. If we cannot hire and retain qualified personnel, our ability to continue to expand our business would be impaired and our revenue, operating results and financial condition could be harmed.

If our intellectual property and technology are not adequately protected to prevent use or appropriation by our competitors, our business and competitive position could suffer.

Our future success and competitive position depend in part on our ability to protect our proprietary technology and intellectual property. We rely and expect to continue to rely on a combination of trademark, copyright, patent and trade secret protection laws to protect our proprietary technology and intellectual property. We also require our employees, consultants, vendors, plan sponsors and plan providers to enter into confidentiality agreements with us. As of December 31, 2015, we have 16 issued U.S. patents which relate to novel aspects of our financial advisory platform, including user interface features, our pricing module, load-aware optimization, tax-aware asset allocation, financial goal planning, advice palatability, and other key technologies of our outcomes-based investing methodologies. We also have several additional pending U.S. patent applications. In addition, we have issued patents and pending patent applications in foreign jurisdictions. One or more of our issued patents or pending patent applications may be called into question on the basis of being directed to abstract ideas or methods of doing or conducting business. The general validity of software patents and so called “business method” patents have been challenged in a number of jurisdictions, including the United States. Changes in patent laws or case law may impact the scope of patent-eligible subject matter by, for example, limiting what constitutes a patentable “process.” Our patents may become less valuable if software or business methods are found to be a non-patentable subject matter or if additional requirements are imposed that our patents do not meet.

The steps we have taken may be inadequate to prevent the misappropriation of our proprietary technology. Our patent and trademark applications may not lead to issued patents and registered trademarks. There can be no assurance that others will not develop or patent similar or superior technologies, products or services, or that our patents, trademarks and other intellectual property will not be challenged, invalidated or circumvented by others. The legal standards relating to the validity, enforceability and scope of protection of intellectual property rights are uncertain and still evolving. Unauthorized copying or other misappropriation of our proprietary technologies could enable third parties to

benefit from our technologies without paying us for doing so, which could harm our business. Policing unauthorized use of proprietary technology is difficult and expensive and our monitoring and policing activities may not be sufficient to identify any misappropriation and protect our proprietary technology. In addition, third parties may knowingly or unknowingly infringe our patents, trademarks and other intellectual property rights, and litigation may be necessary to protect and enforce our intellectual property rights. If litigation is necessary to protect and enforce our intellectual property rights, any such litigation could be very costly and could divert management attention and resources.

We also expect that the more successful we are, the more likely it becomes that competitors will try to develop products that are similar to ours, which may infringe on our proprietary rights. If we are unable to protect our proprietary rights or if third parties independently develop or gain access to our or similar technologies, our business, revenue, operating results, financial condition, reputation and competitive position could be harmed.

Third parties may assert intellectual property infringement claims against us, or our services may infringe the intellectual property rights of third parties, which may subject us to legal liability and harm our reputation.

Assertion of intellectual property infringement claims against us, plan providers or plan sponsors could result in litigation. We might not prevail in any such litigation or be able to obtain a license for the use of any infringed intellectual property from a third party on commercially reasonable terms, or at all. Even if obtained, we may be unable to protect such licenses from infringement or misuse, or prevent infringement claims against us in connection with our licensing efforts. We expect that the risk of infringement claims against us will increase if more of our competitors are able to obtain patents for software products and business processes, and if we hire employees who possess third-party proprietary information. Any such claims, regardless of their merit or ultimate outcome, could result in substantial cost to us, divert management's attention and our resources away from our operations and otherwise harm our reputation. Our process for controlling employees' use of third-party proprietary information may not be sufficient to prevent assertions of intellectual property infringement claims against us. If we are not successful in overcoming such claims and are required to pay damages, licensing fees or fines, or alter our services or business practices, our revenue, operating results and financial condition could be harmed.

Any inability to manage our growth could disrupt our business and harm our operating results.

We expect our growth, including through the acquisition of The Mutual Fund Store and future acquisitions of its franchises, to place significant demands on our management and other resources. Our success will depend in part upon the ability of our senior management to execute on our growth strategy and to manage growth effectively. We rely on proprietary and customized software, systems and reporting processes, which require experienced personnel to operate, maintain and expand, and which is made more complex by the acquisition. Expansion creates new and increased management and training responsibilities for our employees. In addition, continued growth increases the challenges involved in:

- recruiting, training and retaining sufficient skilled technical, marketing, sales and management personnel, including those acquired through The Mutual Fund Store;
- determining when to use consultants or third-party software or services;
- preserving our reputation and brand recognition;
- preserving our culture, values and entrepreneurial environment;
- successfully enhancing and expanding the range of services offered to our plan sponsors and plan participants, and achieving such enhancement or expansion sufficiently quickly to meet new or different customer demands or competition;
- developing, improving and scaling our internal administrative infrastructure, particularly our financial, operational, compliance, recordkeeping, communications and other internal systems;
- integrating and maintaining high levels of satisfaction with our services among plan sponsors and plan participants; and
- maintaining high levels of satisfaction with The Mutual Fund Store employees and clients.

We are subject to additional regulatory compliance requirements, as a result of being a public company, which causes additional expenses and challenges for our management team.

We have incurred and will continue to incur significant legal, accounting and other expenses as a public company related to corporate governance compliance. Such compliance includes the requirements of the Sarbanes-Oxley Act of 2002, the Dodd-Frank Wall Street Reform and Consumer Protection Act, the Investor Protection and Securities Reform Act of 2010 as well as the rules and regulations implemented by the SEC and The NASDAQ Stock Market. Compliance with such requirements and training The Mutual Fund Store employees with respect to such compliance requirements will divert internal resources and will take a significant amount of time and effort. We rely upon proprietary and customized software, systems and reporting processes, which increases the complexity of our internal

control structure and procedures for financial reporting and introduces more opportunities for error. This risk is increased significantly by the need to establish public-company levels of controls on The Mutual Fund Store, which previously operated as a private company.

We are investing resources to comply with evolving laws and regulations, and this investment will result in increased general and administrative expenses and a diversion of management's time and attention from revenue-generating activities to compliance activities. For example, Section 404 of the Sarbanes-Oxley Act of 2002 requires that our management report on, and our independent auditors attest to, the effectiveness of our internal control structure and procedures for financial reporting in our annual report on Form 10-K. Any claim that our internal controls over financial reporting are not effective as defined under Section 404, or that we have failed to comply with other public company regulatory requirements, regardless of merit or ultimate outcome, could subject us to lawsuits, stockholder derivative demands, sanctions or investigations by The NASDAQ Stock Market, the SEC, or other regulatory authorities. This risk is increased significantly by the need to establish public-company levels of controls on The Mutual Fund Store. Furthermore, investor perceptions of our company may suffer, and this could cause a decline in the market price of our stock. Irrespective of compliance with Section 404 or other regulatory requirements, any failure of our internal controls could have a material adverse effect on our stated results of operations and harm our reputation. If we are unable to meet public company regulatory compliance requirements effectively or efficiently, or there are changes in the standards, methods, estimates and judgments used in applying our accounting policies, it could harm our operations, financial reporting or financial results and could result in an adverse opinion on internal controls from our independent auditors.

We could face liability for certain information we disclose, including information based on data we obtain from other parties.

We may be subject to claims for securities law violations, negligence, or other claims relating to the information we disclose, such as the mutual fund assessments we call "scorecards." In addition, The Mutual Fund Store provides information through newsletters and other topical communications to its clients and also hosts a regular radio program. Our businesses also communicate through social media and other online means. Individuals who use our services may take legal action against us if they rely on information that contains an error, or a company may claim that we have made a defamatory statement about it or its employees. We could also be subject to claims based upon the content that is accessible from our website through links to other websites. We rely on a variety of outside parties as the original sources for the information we use in our published data. These sources include securities exchanges, fund companies and transfer agents. Accordingly, in addition to possible exposure for publishing incorrect information that results directly from our own errors, we could face liability based on inaccurate data provided to us by others. Defending claims based on the information we publish could be expensive and time-consuming and could adversely impact our business, operating results and financial condition.

If our operations are interrupted as a result of system failures or service downtime, our business and reputation could suffer.

The success of our business depends upon our ability to obtain and deliver time-sensitive, up-to-date data and information. Key portions of our services are delivered using proprietary and customized software, systems and reporting processes, which require experienced personnel and cannot be duplicated by outside vendors or off-the-shelf products. Our operations and those of our plan providers and plan sponsors are vulnerable to interruption by technical breakdowns, computer hardware and software malfunctions, software viruses, infrastructure failures, fire, earthquake, power loss, telecommunications failure, terrorist attacks, wars, Internet failures, Internet-based attacks and other events beyond our control. Any disruption in our services or operations could harm our ability to perform our services effectively which in turn could result in a reduction in revenue or a claim for substantial damages against us, regardless of whether we are responsible for that failure. We rely on our computer equipment, database storage facilities and other office equipment, which are located primarily in the seismically active San Francisco Bay area. We maintain off-site back-up facilities in Phoenix, Arizona for our database and network equipment, but these facilities could be subject to the same interruptions that may affect our headquarters. If we suffer a significant database or network facility outage, our business could experience disruption until we fully implement our back-up systems. We

also depend on certain significant vendors for facility storage and related maintenance of our main technology equipment and data at these locations. Any failure by these vendors to perform those services, any temporary or permanent loss of our equipment or systems or any disruptions to basic infrastructure like power and telecommunications could impede our ability to provide services to our plan participants, harm our reputation, cause plan participants to stop using our investment advisory or Professional Management services, reduce our revenue and harm our business. Our agreements with our plan providers or plan sponsors also require us to meet specified minimum system security and privacy standards. If we fail to meet these standards, our plan sponsors and plan providers may seek to terminate their agreements with us. This in turn could damage our reputation and harm our market position and business.

Our business and reputation could be harmed by The Mutual Fund Store franchisees.

The success of our business depends in part upon the operational and financial success of The Mutual Fund Store franchisees. At the closing of the acquisition of the Mutual Fund Store, approximately 27% of their locations were franchises. The inability of The Mutual Fund Store franchisees to operate successfully could adversely affect our operating results through decreased royalty payments. If a significant franchisee or a significant number of our franchisees become financially distressed, our operating results could be impacted through reduced or delayed royalty payments.

We believe clients expect the same quality of service from our franchisees as they do from Financial Engines and The Mutual Fund Store-owned locations. The providers and sponsors that work with our company may not want to work with The Mutual Fund Store franchises. While our franchise agreements set forth certain operational standards and guidelines, we have limited control over how our franchisees' businesses are run, and do not exercise day-to-day control over them. Any operational or developmental shortcomings of our franchisees, including their failure to comply with applicable laws, are likely to be attributed to our overall operations from the perspective of regulatory bodies and the public. Any such failure could also subject us to regulatory investigation and penalties, have a direct negative impact on the royalty revenue we receive from the franchise, subject us to client claims, as well as harm our reputation and brand.

Various state and federal laws govern our relationship with our franchisees and our potential repurchase of a franchise. If we fail to comply with these laws, we could be liable for damages to franchisees, fines or other penalties. A franchisee or government agency may bring legal action against us based on the franchisor/franchisee relationship. Litigation with our franchisees or government agencies may be expensive, divert management's time and resources and adversely affect both our profits and our important relations with our other franchisees.

We are subject to risks associated with leasing space for The Mutual Fund Store retail locations.

The Mutual Fund Store operates over 125 retail locations, including franchises, which are presently located on leased premises. As leases underlying these locations expire, we or our franchisees may be unable to negotiate a new lease or lease extension, either on commercially acceptable terms or at all, which could cause us or our franchisees to close offices in desirable locations. As a result, our revenues and our brand building initiatives could be adversely affected. Current locations of The Mutual Fund Store and franchised locations may become unattractive to us as demographic patterns change. We generally cannot cancel current leases. Therefore, if an existing or future retail location is not profitable, and we decide to close it, we may nonetheless be committed to perform our obligations under the applicable lease including, among other things, paying the base rent for the balance of the lease term. If we are unable to manage these risks effectively, our business and financial results could be adversely affected.

Buying back franchise operations involves risks that could adversely affect our business and financial results.

Our business plan includes the initiative to repurchase up to 35 franchises of The Mutual Fund Store, beginning in 2016. The Mutual Fund Store franchise agreements generally set forth a formula and a process for repurchasing the franchise. State franchise laws may make it difficult to close and terminate franchise locations. There are a number of risks associated with this initiative, including the difficulty in predicting the ultimate costs, including any employee termination costs, the timing of payments received, the results of negotiations with landlords, and the future impact to our financial results. If we are unable to manage these risks effectively, our business and financial results could be adversely affected.

We have incurred net losses in the past. We may incur net losses in the future.

As of December 31, 2015, we had retained earnings of \$1.6 million. We incurred net losses in each year through 2008. We may incur net losses in the future, in which event our operating results and financial condition could be harmed.

Our ability to raise capital in the future may be limited, and our failure to raise capital when needed could prevent us from executing our growth strategy.

We believe that our existing cash and cash equivalents will be sufficient to fund our planned capital expenditures and other anticipated cash needs for the foreseeable future. If our capital resources are insufficient to satisfy our liquidity requirements, we may seek to sell additional equity or debt securities or obtain debt financing. If we decide to seek



additional financing, it may result in additional dilution to existing stockholders or, in the case of debt, may result in additional operating or financial covenants. We have not made arrangements to obtain additional financing and there is no assurance that financing, if required, will be available in amounts or on terms acceptable to us, if at all.

## Risks Related to Our Industry

Changes in laws applicable to our services may adversely affect our business.

We may be adversely affected as a result of new or revised legislation or regulations promulgated by Congress, the SEC, Department of Labor or other U.S. regulatory authorities or self-regulatory organizations that supervise the financial markets and our industry. In addition, we may be adversely affected by changes in the interpretation of existing laws and rules by these governmental authorities and self-regulatory organizations. It is impossible to determine the extent of the impact of any new laws, regulations or initiatives that may be proposed, or whether any of the proposals will become law. It is difficult to predict the future impact of the broad and expanding legislative and regulatory requirements affecting our business. For example, additional requirements for fee disclosure have become effective in recent years and there is increased sponsor and consultant focus on the fees associated with all plan services, including our services. We may need to offer more or broader services to justify our fees or may need to lower our fees to retain or expand our existing business relationships. Future legislation or regulation could change or eliminate certain existing restrictions relating to conflicts of interest, which might lower the relative value of our independence, or allow for increased competition. Legislation may reduce or eliminate tax benefits associated with defined contribution plans or otherwise restructure defined contribution plans in a way that affects their use by plan sponsors or plan participants, which could cause a reduction in the number of plans where our services are offered or slow our AUM growth. Future legislation or regulation could affect our ability to offer services for accounts other than 401(k) accounts or may impose requirements for retirement income forecasts and distribution that we might not be able to satisfy, or which might lower the relative value of our services - allow for increased competition. Changes to laws or regulations, or in their interpretation, or any change that results in our becoming subject to the jurisdiction of any additional regulator, such as a self-regulatory organization, could increase our potential liability for offering portfolio management services, investment advice and retirement income, affect our ability to offer our Passive Enrollment option or invalidate pre-dispute arbitration clauses in our agreements, leading to increased costs to litigate any claims against us. Changes to laws or regulations, or in their interpretation, could also increase our legal compliance costs, divert internal resources and make some activities more time-consuming and costly. The laws, rules and regulations applicable to our business may change in the future, and we may not be able to comply with any such changes. If we fail to comply with any applicable law, rule or regulation, we could be fined, sanctioned or barred from providing investment advisory services in the future, which could materially harm our business and reputation.

We are subject to complex regulation, and any compliance failures or regulatory action could adversely affect our business.

The financial services industry is subject to extensive regulation at the federal and state levels. It is very difficult to predict the future impact of the legislative and regulatory requirements affecting our business. The securities laws and other laws that govern our activities as a registered investment advisor are complex and subject to rapid change. The activities of our investment advisory and management operations are subject primarily to provisions of the Investment Advisers Act and ERISA, as well as certain state laws, some of which may provide for private rights of action. We are a fiduciary under ERISA. Our investment advisory services are also subject to state laws including anti-fraud laws and regulations. The Investment Advisers Act addresses, among other things, fiduciary duties, recordkeeping and reporting requirements, advertising, and disclosure requirements and also includes general anti-fraud provisions. We rely on certain regulatory interpretations and guidance in connection with our current business model, including regulations and guidance relating to passive enrollment of participants into our Professional Management service. If we are found to have failed to comply with any applicable law, rule or regulation, we could be fined, sanctioned, required to disgorge fees we have previously collected, required to reimburse clients for any losses in their accounts, required to change our business practices or disclosure, or barred from providing investment advisory services in the future, or we may agree to one or more of such payments, sanctions or changes as part of a settlement agreement, which could materially harm our business and reputation. We may also become subject to additional regulatory and

compliance requirements as a result of any expansion or enhancement of our existing services or any services we may offer in the future. For example, we may be subject to insurance licensing or other requirements in connection with our retirement planning services, even if our activities are limited to describing regulated products. A subsidiary of The Mutual Fund Store is an insurance agency, which is an industry in which we have limited experience. Compliance with any new regulatory requirements may divert internal resources and take significant time and effort. Any claim of noncompliance, regardless of merit or ultimate outcome, could subject us to investigation by the SEC or other regulatory authorities. This in turn could result in additional claims or class-action litigation brought on behalf of our clients, any of which could result in substantial cost to us and divert management's attention and other resources away from our operations. Furthermore, investor perceptions of us may suffer, and this could cause a decline in the market price of our common stock. Our compliance processes may not be sufficient to prevent assertions that we failed to comply with any applicable law, rule or regulation.

Changes in accounting principles or standards, or in the way they are applied, could result in unfavorable accounting charges or effects and unexpected financial reporting fluctuations, and could adversely affect our reported operating results even if there are no underlying changes in the economics of the business.

We prepare our consolidated financial statements in conformity with U.S. generally accepted accounting principles (U.S. GAAP). These principles are subject to interpretation by the Securities and Exchange Commission (SEC) and various bodies formed to interpret and create appropriate accounting principles and guidance. A change in existing principles, standards or guidance can have a significant effect on our reported results, may retroactively affect previously reported results, could cause unexpected financial reporting fluctuations, and may require us to make costly changes to our internal controls, operational and financial reporting processes.

For example, the Financial Accounting Standards Board (FASB) is currently working together with the International Accounting Standards Board (IASB) to converge certain accounting principles and facilitate more comparable financial reporting between companies that are required to follow U.S. GAAP and those that are required to follow International Financial Reporting Standards (IFRS). In connection with this initiative, the FASB issued a new accounting standard for revenue recognition in May 2015 — Accounting Standards Update (ASU) 2014-09, “Revenue from Contracts with Customers (Topic 606)” — that supersedes nearly all existing U.S. GAAP revenue recognition guidance. Although we are currently in the process of evaluating the impact of ASU 2014-09 on our consolidated financial statements, it could change the way we account for certain of our sales transactions, even if we do not change the way in which we transact, such as billing for services or collecting cash. This new standard may also impact how we account for certain direct costs associated with our revenues. Adoption of the standard could have a significant impact on our financial statements and may retroactively affect the accounting treatment of transactions completed before adoption.

Further efforts by the FASB and IASB to converge U.S. GAAP and IFRS accounting principles may have a material impact on the way we report financial results in areas including, but not limited to, lease accounting and financial statement presentation. In addition, the SEC may make a determination in the future regarding the incorporation of IFRS into the financial reporting system for U.S. companies. Changes in accounting principles from U.S. GAAP to IFRS, or to converged accounting principles, may have a material impact on our financial statements and may retroactively affect the accounting treatment of previously reported transactions.

We face additional scrutiny when we act as subadvisor, and any failure to comply with regulations or meet expectations could harm our business.

Some of the plan providers to whom we are subadvisors are broker-dealers registered under the Securities Exchange Act of 1934, referred to as the Exchange Act, and are subject to the rules of the Financial Industry Regulatory Authority. When we act as a subadvisor, we may be subject to the oversight by regulators of another advisor. We may be affected by any regulatory examination of that plan provider.

In addition, our subadvisory arrangements are structured to follow Advisory Opinion 2001-09A, a Department of Labor opinion provided to SunAmerica Retirement Markets. Although an advisory opinion provides guidance about the Department of Labor’s interpretation of ERISA, it is directly applicable only to the entity to which it is issued. SunAmerica Retirement Markets is an entity unrelated to us or the plan providers to which we act as subadvisor. We could be adversely affected if the Department of Labor increases examination of these subadvisory arrangements or changes the interpretive positions described in the Advisory Opinion. We could be adversely affected if ERISA is amended in a way that overturns or materially changes the Department of Labor’s position in Advisory Opinion 2001-09A, such as the imposition of additional requirements relating to conflicts of interest on the plan providers to which we act as a subadvisor. Future legislation or regulation could impose additional requirements relating to conflicts of interest on some of the plan providers to which we act as a subadvisor. These plan providers may not be

able to comply with these requirements, and we may therefore not be able to continue to provide our services on a subadvisory basis. In such event, we could incur additional costs to transition our services for affected plan providers and their plan sponsors to another structure.

If government regulation of the Internet or other areas of our business changes or if consumer attitudes toward use of the Internet change, we may need to change the manner in which we conduct our business or incur greater operating expenses.

The adoption, modification or interpretation of laws or regulations relating to the Internet or other areas of our business could adversely affect the manner in which we conduct our business or the overall popularity or growth in use of the Internet. Such laws and regulations may cover sales and other procedures, tariffs, user privacy, data protection, pricing, content, accessibility for those with disabilities, copyrights, distribution, electronic contracts, consumer protection, broadband residential Internet access and the characteristics and quality of services. It is not clear how existing laws governing issues such as property ownership, accessibility, sales and other taxes, libel and personal privacy apply to the Internet. If we are required to comply with new regulations or legislation or new interpretations of existing regulations or legislation, this compliance could cause us to incur additional expenses, make it more difficult to renew subscriptions automatically, make it more difficult to attract new subscribers or otherwise alter our business model. Any of these outcomes could have a material adverse effect on our business, financial condition or results of operations.

Our business will suffer if we do not keep up with rapid technological change, evolving industry standards or changing requirements of plan sponsors, plan providers and plan participants.

We expect technological developments to continue at a rapid pace in our industry. Our success will depend, in part, on our ability to continue to develop our technological expertise, recruit and retain skilled investment and technology professionals, and influence and respond to emerging industry standards and other technological changes:

In addition, we must continue to meet changing plan provider, sponsor and participant expectations and requirements, including addressing plan complexities and meeting demands for specific features and delivery dates. For example, we expect that plan participants will require delivery of our services through tablets or mobile devices and will expect a seamless experience across these channels. We must accomplish all of these tasks in a timely and cost-effective manner without material error, and our failure to do so could harm our business, including materially reducing our revenue and operating results.

## Risks Related to our Common Stock

Our share price may be volatile, and the value of an investment in our common stock may decline.

An active, liquid and orderly market for our common stock may not be sustained, which could depress the trading price of our common stock. The price of our common stock has been, and is likely to continue to be, volatile, which means that it could decline substantially within a short period of time. For example, the 2015 range on intra-day sales prices for our common stock on The NASDAQ Global Select Market ranged from \$46.34 to \$28.23. The market price of shares of our common stock could be subject to wide fluctuations in response to many risk factors listed in this section, many of which are beyond our control, including:

- actual or anticipated fluctuations in our financial condition and operating results;
- general economic and market conditions;
- issuance of new or updated research or reports by securities analysts;
- our announcement of actual results for a fiscal period that are higher or lower than projected results or our announcement of revenue or earnings guidance that is higher or lower than expected;
- changes in the economic performance or market valuations of other companies engaged in providing portfolio management services, investment advice and retirement income;
- loss of a significant amount of existing business;
- public and analyst perception of our acquisition of The Mutual Fund Store and our combined business;
- actual or anticipated changes in our growth rate relative to our competitors;
  - actual or anticipated fluctuations in our competitors' operating results or changes in their growth rates;
- regulatory developments in our target markets affecting us, our plan sponsors or our competitors;
- fluctuations in the valuation of companies perceived by investors to be comparable to us;
- share price and volume fluctuations attributable to inconsistent trading volume levels of our shares;
- changes in the amounts, timing or frequency of any cash dividends we may pay;
- the amount, timing or frequency of any share repurchases;
- issuances, sales or expected sales of additional common stock; and
- terrorist attacks or natural disasters or other such events impacting countries where we or our plan sponsors have operations.

Prior to fiscal year 2013, we did not pay any cash dividends on our common stock. For the years ended December 31, 2013, 2014 and 2015, our Board of Directors declared quarterly cash dividends in the amount of \$0.05, \$0.06 and \$0.07 per share, respectively, of common stock outstanding. In February 2016, our Board of Directors declared a quarterly cash dividend of \$0.07 per share. While we currently expect to pay comparable cash dividends on a quarterly basis in the future, any future determination with respect to the declaration and payment of dividends will be at the discretion of our Board of Directors. Any changes in the amounts, timing or frequency of any cash dividends we may pay could adversely affect market and investors' perception of us and cause our stock price to decline.

Furthermore, the stock markets have experienced extreme price and volume fluctuations that have affected and continue to affect the market prices of equity securities of many companies. These fluctuations often have been unrelated or disproportionate to the operating performance of those companies. These broad market and industry fluctuations, as well as general economic, political and market conditions such as recessions, interest rate changes or international currency fluctuations, may cause the market price of shares of our common stock to decline. In the past, companies that have experienced volatility in the market price of their stock have been subject to securities class action litigation. We may be the target of this type of litigation in the future. Securities litigation against us could result in substantial costs and divert our management's attention from other business concerns, which could seriously harm our business.





If securities or industry press or analysts cease covering our stock, publish negative research or reports about our business, or if they change their recommendations regarding our stock adversely, our stock price and trading volume could decline.

The trading market for our common stock may be influenced by the articles, research and reports that industry or securities analysts and press publish about us or our business. If one or more of the analysts who cover us downgrade our stock, or if industry press publishes negative articles about our company, our stock price would likely decline. If one or more of these analysts cease coverage of our company or fail to regularly publish reports on us, we could lose visibility in the financial markets, which in turn could cause our stock price or trading volume to decline.

The future sale of shares of our common stock may negatively impact our stock price.

If our stockholders sell substantial amounts of our common stock, the market price of our common stock could fall. A reduction in ownership by a large stockholder could cause the market price of our common stock to fall. In addition, on some days the daily trading volume in our stock is relatively low. The lack of trading activity in our stock may lead to greater fluctuations in our stock price. Low trading volume may also make it difficult for a stockholder to make transactions in a timely fashion.

We have filed a registration statement to register the 9,885,889 shares of our common stock issued as consideration in our acquisition of The Mutual Fund Store, for resale to the public by the former equity holders of The Mutual Fund Store. Sales of these shares, particularly if sold in substantial amounts or all at once or within a short time period, could cause the market price of our common stock to decline and affect our ability to raise equity capital.

#### Item 1B. Unresolved Staff Comments

None.

#### Item 2. Properties

We currently lease our principal executive offices in Sunnyvale, California. The lease term is for eight years and expires in May 2020. The premises consist of 80,995 square feet of office space with the right to lease additional space. We also lease 33,860 square feet of office space in Boston, Massachusetts under a lease term through July 2025. This Boston, Massachusetts lease includes ongoing right of first offer with respect to any contiguous space that becomes available, and a one-time expansion option with respect to specific space on the floor below the leased premises. In addition, we lease 24,788 square feet of office space in Phoenix, Arizona, primarily for our operations and call center. In June 2015, we added to and incorporated an additional 10,953 square feet of adjacent space in Phoenix for a total of 35,741 square feet, totaling \$5.3 million in remaining minimum lease payments through December 2021 as of December 31, 2015.

In February 2016, we acquired the business of The Mutual Fund Store. The Mutual Fund Store leases a 33,100 square foot principal executive office in Overland Park, Kansas under a lease term of 11 years expiring in March 2027. A lease covering The Mutual Fund Store's previous principal executive offices in Overland Park, Kansas for premises of approximately 21,330 square feet expires in September 2016. The Mutual Fund Store also operates or franchises over

125 locations in 39 states.

Item 3. Legal Proceedings

We are currently not party to any material legal proceedings. We may from time to time become involved in litigation relating to claims arising from our ordinary course of business. These claims, even if not meritorious, could result in the expenditure of significant financial and managerial resources.

Item 4. Mine Safety Disclosures

None.

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## PART II

## Item 5. Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities

## Market Information

Our shares of common stock are traded on The NASDAQ Global Select Market under the symbol "FNGN." The following table shows, for the periods indicated, the high and low intra-day sale prices for our common stock on The NASDAQ Global Select Market.

	High	Low
Fiscal year ending December 31, 2015		
First Quarter	\$45.27	\$32.66
Second Quarter	\$45.43	\$39.75
Third Quarter	\$46.34	\$28.90
Fourth Quarter	\$40.00	\$28.23
Fiscal year ending December 31, 2014		
First Quarter	\$69.72	\$48.86
Second Quarter	\$53.13	\$37.14
Third Quarter	\$45.08	\$33.01
Fourth Quarter	\$41.35	\$29.40

As of January 31, 2016, the number of record holders of our common stock was 101. Because most of our shares are held by brokers and other institutions on behalf of stockholders, we are unable to estimate the total number of beneficial stockholders represented by these record holders.

## Dividends

Prior to fiscal year 2013, we did not pay any cash dividends on our common stock. During the years ended December 31, 2013, 2014 and 2015, the Board of Directors declared quarterly cash dividends totaling \$0.20, \$0.24 and \$0.28 per share annually, respectively, of common stock outstanding. On February 11, 2016, the Board of Directors declared a quarterly dividend of \$0.07 per share to be paid on April 5, 2016 to record-holders as of March 22, 2016. While we currently expect to pay comparable cash dividends on a quarterly basis in the future, any future determination with respect to the declaration and payment of dividends will be at the discretion of the Board of Directors.

## Securities Authorized for Issuance under Equity Compensation Plans

Information regarding the securities authorized for issuance under our equity compensation plans can be found under Item 12 of this Annual Report on Form 10-K.

## Stock Performance Graph

This performance graph shall not be deemed “soliciting material” or to be “filed” with the Securities and Exchange Commission, or the SEC, for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or the “Exchange Act”, or otherwise subject to the liabilities under that Section, and shall not be deemed to be incorporated by reference into any filing of Financial Engines, Inc. under the Exchange Act or the Securities Act of 1933, as amended, or the “Securities Act”.

The following graph shows a comparison from December 31, 2010 through December 31, 2015 of the cumulative total stockholder return on our common stock with the cumulative total return of The NASDAQ Composite Index, the Financial Sector SPDR and S&P Small Cap 600 Index. The graph assumes an investment of \$100 on December 31, 2010, and the reinvestment of any dividends. The reinvestment of cash dividends for our common stock is reflected in the table below, starting with the first cash dividend payment in April 2013. We did not pay any cash dividends prior to fiscal year 2013.

The comparisons in the graph below are required by the SEC and are not intended to forecast or be indicative of possible future performance of our common stock.

COMPARISON OF CUMULATIVE TOTAL RETURN\*

Among Financial Engines, Inc.,

The NASDAQ Composite Index, Financial Sector SPDR and the S&P Small Cap 600 Index

\* 100 invested in stock as of December 31, 2010 — including reinvestment of dividends

Unregistered Sales of Equity Securities

For the year ended December 31, 2015, we issued 232,803 shares of common stock upon the exercise of options to purchase our common stock granted under our 1998 Stock Plan. The shares of common stock issued pursuant to these stock options were unregistered securities granted under our 1998 Stock Plan as permitted by Rule 701 of the Securities Act of 1933. The aggregate purchase price of the shares was \$1.5 million, all of which was received in cash. All recipients either received adequate information about us or had access, through employment or other relationships, to such information. There were no underwriters employed in connection with these transactions.

As previously disclosed, under the terms of the Merger Agreement, we agreed to issue approximately 10.0 million shares of our common stock, subject to certain closing and post-closing adjustments described therein, to the former equity holders of The Mutual Fund Store. On February 1, 2016, in connection with the closing of the acquisition and as part of the Merger Consideration, we issued 9,885,889 shares of our common stock to such former equity holders. Such issuance was made pursuant to an exemption under Regulation D, as promulgated under the Securities Act.

## Purchases of Equity Securities by the Issuer

On November 5, 2014, our Board of Directors approved a stock repurchase program of up to \$50.0 million of our common stock in open market purchases or negotiated transactions over the subsequent twelve month period. We used \$38.5 million of cash to repurchase 997,000 shares of our common stock during the year ended December 31, 2015 and used a total of \$47.6 million to repurchase 1,277,000 shares during the twelve month duration of the program. The stock repurchase program expired on November 4, 2015 and there were no purchases made in the fourth quarter of 2015.

## Item 6. Selected Financial Data

The following selected consolidated financial data should be read together with the consolidated financial statements and the notes to the consolidated financial statements and “Management’s Discussion and Analysis of Financial Condition and Results of Operations,” which are included elsewhere in this report.

	Year Ended December 31,				
	2011	2012	2013	2014	2015
	(In thousands, except per share data)				
<b>Statements of Income Data:</b>					
<b>Revenue:</b>					
Professional management	\$108,215	\$150,872	\$202,811	\$245,812	\$277,162
Platform	32,891	32,373	33,475	33,071	30,766
Other	2,979	2,577	2,672	3,037	2,794
<b>Total revenue</b>	<b>144,085</b>	<b>185,822</b>	<b>238,958</b>	<b>281,920</b>	<b>310,722</b>
<b>Costs and expenses:</b>					
<b>Cost of revenue (exclusive of amortization</b>					
of internal use software)	49,717	70,025	91,990	112,817	131,011
Research and development	21,182	25,483	30,917	29,830	35,581
Sales and marketing	30,710	39,206	43,400	50,091	61,262
General and administrative	13,518	15,537	21,353	22,453	28,813
Amortization of internal use software	5,923	6,125	6,402	5,974	4,900
<b>Total costs and expenses</b>	<b>121,050</b>	<b>156,376</b>	<b>194,062</b>	<b>221,165</b>	<b>261,567</b>
Income from operations	23,035	29,446	44,896	60,755	49,155
Interest income, net	10	3	58	169	356
Other income (expense)	—	100	(13)	3	(30)
Income before income taxes	23,045	29,549	44,941	60,927	49,481
Income tax expense	7,900	10,975	14,986	23,975	17,864
<b>Net income</b>	<b>15,145</b>	<b>18,574</b>	<b>29,955</b>	<b>36,952</b>	<b>31,617</b>

Net income per share attributable to

holders of common stock					
Basic	\$0.34	\$0.40	\$0.61	\$0.72	\$0.61
Diluted	\$0.31	\$0.37	\$0.57	\$0.69	\$0.60
<b>Shares used to compute net income</b>					
per share attributable to holders					

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of common stock					
Basic	44,783	46,741	49,512	51,601	51,732
Diluted	49,407	50,211	52,335	53,309	53,039

Cash dividends per share declared to common

stockholders	\$—	\$—	\$0.20	\$0.24	\$0.28
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Non-GAAP Financial Data:

Adjusted EBITDA <sup>(1)</sup>	\$40,783	\$55,809	\$79,295	\$98,602	\$95,587
Adjusted Net Income <sup>(2)</sup>	\$18,583	\$24,984	\$39,037	\$48,923	\$49,360
Adjusted Earnings per Share <sup>(2)</sup>	\$0.38	\$0.50	\$0.75	\$0.92	\$0.93

(1) The table below sets forth a reconciliation of net income to non-GAAP Adjusted EBITDA based on our historical results:

Non-GAAP Adjusted EBITDA	Year Ended December 31,				
	2011	2012	2013	2014	2015
	(In thousands, unaudited)				
Net income	\$15,145	\$18,574	\$29,955	\$36,952	\$31,617
Interest expense, net	(10 )	(3 )	(58 )	(169 )	(356 )
Income tax expense	7,900	10,975	14,986	23,975	17,864
Depreciation	2,191	3,084	4,024	4,930	6,092
Amortization of internal use software	5,577	5,726	6,007	5,613	4,566
Amortization and impairment of direct response advertising	2,734	5,149	5,994	6,010	5,359
Amortization of deferred sales commissions	1,423	1,932	1,869	1,526	1,717
Stock-based compensation expense	5,823	10,372	16,518	19,765	26,028
Acquisition-related expenses <sup>(1)</sup>	—	—	—	—	2,700
Non-GAAP Adjusted EBITDA	\$40,783	\$55,809	\$79,295	\$98,602	\$95,587

(1) We expect to incur acquisition-related expenses related to The Mutual Fund Store throughout 2016.

(2) The table below sets forth a reconciliation of net income to non-GAAP Adjusted Net Income and non-GAAP Adjusted Earnings Per Share based on our historical results:

Non-GAAP Adjusted Net Income and Adjusted EPS	Year Ended December 31,				
	2011	2012	2013	2014	2015
	(In thousands, except per share data, unaudited)				
Net income	\$15,145	\$18,574	\$29,955	\$36,952	\$31,617
Stock-based compensation expense, net of tax <sup>(1)</sup>	3,598	6,410	10,207	12,214	16,085
Income tax benefit from release of valuation allowance	(160 )	—	(1,125 )	(243 )	(11 )
Acquisition-related expenses, net of tax <sup>(1)</sup>	—	—	—	—	1,669
Non-GAAP Adjusted Net Income	\$18,583	\$24,984	\$39,037	\$48,923	\$49,360



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Non-GAAP Adjusted Earnings Per Share	\$0.38	\$0.50	\$0.75	\$0.92	\$0.93
Shares of common stock outstanding	44,820	46,741	49,512	51,601	51,732
Dilutive stock options, RSUs and PSUs	4,587	3,470	2,823	1,708	1,307
Non-GAAP adjusted common shares outstanding	49,407	50,211	52,335	53,309	53,039

(1) An estimated statutory tax rate of 38.2% has been applied to eliminate the tax-effect for all periods presented.

	As of December 31,				
	2011	2012	2013	2014	2015
	(In thousands)				
<b>Balance Sheet Data:</b>					
Cash and cash equivalents	\$ 145,002	\$ 181,231	\$ 126,003	\$ 126,564	\$ 305,216
Short-term investments	\$—	\$—	\$ 120,027	\$ 179,885	\$ 39,936
Working capital	\$ 162,341	\$ 212,513	\$ 287,489	\$ 347,695	\$ 368,768
Total assets	\$ 254,443	\$ 306,833	\$ 375,681	\$ 435,045	\$ 482,580
Total liabilities	\$ 34,883	\$ 43,447	\$ 53,795	\$ 54,834	\$ 67,433
Total stockholders' equity	\$ 219,560	\$ 263,386	\$ 321,886	\$ 380,211	\$ 415,147

## Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations Overview

We are a leading provider of independent, technology-enabled portfolio management, investment advice and retirement income services primarily to participants in employer-sponsored defined contribution retirement plans, such as 401(k) plans. We use our proprietary advice technology platform to provide our services to millions of retirement plan participants on a cost-efficient basis. Our business model is based primarily on workplace delivery of our services, where we target three key constituencies in the retirement plan market: plan participants, plan sponsors and plan providers. We help investors plan for retirement by offering personalized plans for saving and investing, as well as providing assessments of retirement income needs and readiness, regardless of personal wealth or investment account size.

To expand our independent advisory services, on February 1, 2016 we acquired The Mutual Fund Store for approximately \$250 million in cash and 9,885,889 shares of our common stock. We believe that the acquisition will enable us to expand our independent advisory services to 401(k) participants through comprehensive financial planning and the option to meet face-to-face with a dedicated financial advisor at one of more than 125 national locations.

### Revenue

We generate revenue primarily from management fees on Assets Under Management (AUM), as well as from platform fees, by providing portfolio management services, investment advice and retirement income services primarily to plan participants of employer-sponsored retirement plans. We maintain two types of relationships with retirement plan providers. In direct advisory relationships, we are the primary advisor and a plan fiduciary. In subadvisory relationships, the plan provider (or its affiliate) is the primary advisor and plan fiduciary, and we act in a subadvisory capacity.

### Professional Management

We derive professional management revenue from member fees paid by or on behalf of plan participants who are enrolled in our Professional Management service for the management of their account assets. Our Professional Management service is a discretionary investment management service that includes retirement income services, a Retirement Plan analyzing investments, contribution rate and projected retirement income, a Retirement Checkup designed to help plan participants develop a strategy for closing the gap, if any, between the participant's retirement goal and current retirement income forecast and retirement income services. Income+ is a feature of our Professional Management service that provides retirement income for 401(k) participants by providing discretionary portfolio management with an income objective and steady monthly payments from their 401(k) accounts during retirement. For plans where Income+ is available, we also provide Social Security claiming guidance and retirement income planning. The services are generally made available to plan participants in a 401(k) plan by written agreements with the plan provider, plan sponsor and the plan participant.

Our arrangements with customers generally provide for member fees based on the value of assets we manage for plan participants and are generally payable quarterly in arrears. The majority of our member fees across both advisory and subadvisory relationships are calculated on a monthly basis, as the product of member fee rates and the value of AUM at or near the end of each month for members. In general, we expect this methodology to reduce the impact of financial market volatility on our professional management revenue, although this methodology may result in lower member fees if the financial markets are down when member fees are calculated, even if the market had performed well earlier in the month or the quarter.

Pursuant to the contracts with our members, we calculate our member fees based on the asset amounts in data files as received directly from the plan providers, with no judgments or estimates on our part. None of our member fees are based on investment performance or other incentive arrangements. Our fees generally are based on AUM, which is influenced by market performance. Our fees are not based on a share of the capital gains or appreciation in a member's account. In some cases, our member fees or the applicable fee schedule may adjust downward based on overall participant or AUM enrollment performance milestones over time. Our member fees are determined by the value of the assets in the member's account at the specified dates and are recognized as the services are performed.

In order to encourage enrollment into our Professional Management service, we use a variety of promotional and communication campaign techniques, some of which can potentially impact the amount of revenue recognized, the timing of revenue recognition or both. Historically, we have seen a general preference from plan sponsors to commence campaigns in the second and third quarters of the year and we expect this trend to continue. We would generally expect our professional management revenue to continue to increase as a percentage of overall revenue, which will cause our revenue to become increasingly more sensitive to market performance.

## Enrollment Metrics

We measure enrollment in our Professional Management service by members as a percentage of eligible plan participants and by AUM as a percentage of Assets Under Contract (AUC), in each case across all plans where the Professional Management service is available for enrollment, including plans where enrollment campaigns are not yet concluded or have not commenced.

AUM is defined as the amount of retirement plan assets that we manage as part of our Professional Management service. Our AUM is the value of assets under management as reported by plan providers at or near the end of each month or quarter. Our members are the plan participants who are enrolled in our Professional Management service as reported by plan providers at or near the end of each month or quarter.

AUC is defined as the amount of assets in retirement plans under contract for which the Professional Management service has been made available to eligible participants. Our AUC and eligible participants do not include assets or participants in plans where we have signed contracts but for which we have not yet made the Professional Management service available. Eligible participants and AUC are reported by plan providers with varying frequency and at different points in time, and are not always updated or marked to market. If markets have declined, or if assets have left the plan, since the reporting date, our AUC may be overstated. If markets have risen, or if assets have been added to the plan, since the reporting date, our AUC may be understated. Some plan participants may not be eligible for our services due to plan sponsor limitations on employees treated as insiders for purposes of securities laws or other characteristics of the plan participant. Certain securities within a plan participant's account may be ineligible for management by us, such as employer stock subject to trading restrictions, and we do not manage or charge a fee for that portion of the account. In both of these circumstances, assets of the relevant participants may be included in AUC but cannot be converted to AUM. We believe that AUC can be a useful indicator of the additional plan assets available for enrollment efforts that, if successful, would result in these assets becoming AUM. We believe that total eligible participants provides a useful approximation of the number of participants available for enrollment into the Professional Management service.

As of December 31, 2015, we had approximately \$987 billion of AUC and 9.3 million plan participants in plans for which the Professional Management service is available, which includes approximately \$325 billion of AUC and 3.4 million plan participants in plans at 145 plan sponsors for which Income+ has been made available to participants.

As of December 31, 2015, we had 293 Income+ plan sponsor contracts, including the aforementioned 145 plan sponsors where Income+ has been made available to participants and 148 plan sponsors for which the service has not yet been made available, representing a total of approximately \$477 billion of retirement assets and 4.9 million participants.

In addition to measuring enrollment in all plans where the Professional Management service is available, we measure enrollment in plans where the Professional Management service has been available for at least 14 months and in plans where it has been available for at least 26 months.

Members	AUM as a
as a	Percentage
Percentage	of
of	AUC <sup>(1)</sup>

	Eligible			
	Participants			
All plans as of December 31, 2015				
Professional Management available	10.0	%	11.5	%
Professional Management available 14 months or more	10.7	%	12.4	%
Professional Management available 26 months or more	11.0	%	12.8	%

(1) We receive AUM data from plan providers at or near the end of each quarter and AUC data from plan providers at various points in time, neither of which is marked to market as of quarter end. In quarters with significant volatility, especially near the end of the quarter, the AUC data we receive from plan providers can be significantly different than market values as of quarter end. As of December 31, 2015, we performed a calculation to estimate the marked-to-market asset enrollment rate as of December 31, 2015, which we believe was approximately 11.5% where Professional Management is available, approximately 12.4% where Professional Management has been available for 14 months or more and approximately 12.8% where Professional Management has been available for 26 months or more.

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As of December 31, 2015, the approximate aggregate style exposure of the portfolios we managed was as follows:

Cash	2	%
Bonds	27	%
Domestic Equity	44	%
International Equity	27	%
Total	100	%

We estimate the aggregate percentage of equity exposures have ranged from a low of approximately 56% to a high of approximately 72% since we began managing assets on a discretionary basis in September 2004. These percentages can be affected by the asset exposures of the overall market portfolio, the demographics of our member population including the adoption of Income+, the number of members who have told us that they want to assume greater or lesser investment risk, and, to a lesser extent given the amount of assets we have under management, the proportion of our members for whom we have completed the transition from their initial portfolio.

#### Changes in AUM

The following table illustrates estimated changes in our AUM over the last four quarters:

	Q1'15	Q2'15	Q3'15	Q4'15
	(In billions)			
AUM, beginning of period	\$104.4	\$109.2	\$114.5	\$108.0
New Enrollment <sup>(1)</sup>	4.6	6.5	4.8	4.3
Voluntary Cancellations <sup>(2)</sup>	(1.9 )	(1.6 )	(2.4 )	(2.4 )
Involuntary Cancellations <sup>(3)</sup>	(1.6 )	(1.7 )	(1.6 )	(1.8 )
Contributions <sup>(4)</sup>	1.7	1.8	1.7	1.9
Market Movement and Other <sup>(5)</sup>	2.0	0.3	(9.0 )	3.4
AUM, end of period	\$109.2	\$114.5	\$108.0	\$113.4

- (1) The aggregate amount of assets under management, at the time of enrollment, of new members who enrolled in our Professional Management service within the period. We receive 401(k) account balances for each member at least weekly, including 401(k) account balances for new members. Accordingly, we are able to capture the 401(k) account balances within a week of enrollment for any given new member.
- (2) The aggregate amount of assets, at the time of cancellation, for voluntary cancellations from the Professional Management service within the period. Members may cancel at any time without any requirement to provide advance notice. Our quarter-end AUM excludes the assets of any account cancelled by a member prior to the end of the last day of the quarter. We can quantify this amount for any period by retrieving the account value from the last file received during the week prior to cancellation.
- (3) The aggregate amount of assets, as of the last available positive account balance, for involuntary cancellations occurring when the member's 401(k) plan account balance has been reduced to zero or when the cancellation of a plan sponsor contract for the Professional Management service has become effective within the period. Plan

sponsors may cancel their contract for the provision of Professional Management services to the plan participants upon specified notice or without notice for fiduciary reasons or breach of contract. If a plan sponsor has provided advance notice of cancellation of the plan sponsor contract, however, the AUM for members of that plan sponsor is included in our AUM until the effective date of the cancellation, after which it is no longer part of our AUM. If a member's account value falls to zero, either upon the effective date of a sponsor cancellation or the member transferring the entire account balance, we treat the account as an involuntary cancellation and quantify the amount for any period by retrieving the account value from the last file received with a positive balance. Involuntary member cancellations due to the effective date of a plan sponsor cancellation occurring between January 1, 2016 and January 31, 2016 would cause the AUM that was reported as of December 31, 2015 to be reduced by 1.3%.

- (4) Employer and employee contributions are estimated each quarter from annual contribution rates based on data received from plan providers or plan sponsors. Typically, we receive data from plan providers or plan sponsors via weekly member files, allowing us to estimate contributions for those members for whom we have received this data. For the last four quarters, the weekly member files contained annual contribution rates, employer matching and salary levels for a subset of our total members, representing approximately 86%-97% of our overall AUM. The average contribution rate is calculated using this data and extrapolated to approximate 100% of employee and employer contributions for our overall AUM.

(5) Other factors affecting assets under management include estimated market movement, plan administrative fees, participant loans and hardship withdrawals, and timing differences. We cannot separately quantify the impact of the other factors contained in this line item as the information we receive from the plan providers does not separately identify these transactions or the changes in balances due to market movement. We would expect that market movement would typically represent the most substantial portion of this line item in a given quarter.

Our AUM increases or decreases based on several factors. AUM can increase due to market performance, by the addition of new assets as participants enroll into our Professional Management service, both at existing sponsors as well as at new sponsors where the services have been made available, and by the addition of new assets from employee and employer contributions into their 401(k) accounts. AUM can decrease due to market performance and by the reduction of assets as a result of members terminating their membership, members rolling their assets out of the retirement plan, and sponsors canceling the Professional Management service. Historically, member cancellation rates have typically increased during periods where there has been a significant decline in stock market performance. In addition, member cancellation rates are typically the highest in the six months immediately following the completion of a given promotional campaign, and certain types of promotional techniques may result in higher than average cancellation rates at the end of the promotional period.

A substantial portion of the assets we manage is invested in equity securities, the market prices of which can vary substantially based on changes in economic conditions. An additional portion is invested in fixed income securities, which will generally have lower volatility than the equity market. Therefore, while any changes in equity market performance would significantly affect the value of our AUM, particularly for the AUM invested in equity securities, such changes would typically result in lower volatility for our AUM than the volatility of the equity market as a whole. Because a substantial portion of our revenue is derived from the value of our AUM, changes in fixed income or equity market performance could significantly affect the amount of revenue in a given period. If any of these factors reduces our AUM, the amount of member fees we would earn for managing those assets would decline, which in turn could negatively impact our revenue.

The trends associated with our professional management revenue are driven primarily by trends related to our AUM, as well as the trends related to member fees. The factors primarily affecting our AUM include: our ability to retain existing sponsors and providers and to sign new contracts with sponsors and providers, our ability to enroll and retain members in our Professional Management services, the level of employee and employer contributions, and market performance. The factors primarily affecting our member fees include the value of services provided and related industry pricing trends, as well as the contractually negotiated fee rates we receive for our subadvisory services and fee changes as a result of achieving certain sponsor-based enrollment milestones.

#### Platform

We derive platform revenue from recurring, subscription-based fees for access to either our full suite of services, including Professional Management, Online Advice service, and Retirement Evaluation, or to our legacy Online Advice service only, and to a lesser extent, from setup fees. Online Advice is a non-discretionary Internet-based investment advisory service, which includes features such as: recommendations among the investment alternatives available in the employer sponsored retirement plan; a summary of the current value of the plan account; a forecast of how much the plan account investments might be worth at retirement; whether a change is recommended to the contribution rate, risk and diversification and/or unrestricted employer stock holdings; and a projection of how much the participant may spend at retirement. Plan participants may use the service as frequently as they choose to monitor progress toward their financial goals, receive forecasts and investment recommendations and access educational content at our website. The arrangements generally provide for our fees to be paid by the plan sponsor, plan provider or the retirement plan itself, depending on the plan structure. Platform revenue is generally paid annually or quarterly in advance and recognized ratably over the term of the subscription period beginning after the completion of customer setup and data connectivity. Setup fees are recognized ratably over seven years.



Other Revenue

Other revenue includes reimbursement for a portion of marketing and member materials from certain subadvisory relationships and reimbursement for providing personal statements to participants from a limited number of plan sponsors. Costs associated with these reimbursed printed fulfillment materials are expensed to cost of revenue as incurred.

## Costs and Expenses

Employee compensation and related expenses represent our largest expense and include wages expense, cash incentive compensation expense, benefits expenses, employer payroll tax expense and non-cash stock-based compensation expense. Our cash incentive compensation plan is based, in part, on achieving pre-determined annual corporate financial objectives and may result in an increased current period expense while the anticipated revenue benefits associated with the achievement of such corporate financial objectives may be realized in future periods. We allocate compensation and other related expenses including non-cash stock-based compensation to our cost of revenue, research and development, sales and marketing, general and administrative as well as amortization of internal use software expense categories. We expect our headcount to increase over time, and to be a primary area of growth in our costs and expenses. We anticipate granting equity awards to board members and certain of our employees each year that may result in significant non-cash stock-based compensation expense. The largest grant events typically occur in the first and fourth quarters, although significant awards may also be granted at other times. We anticipate providing annual compensation increases to certain of our employees each year, typically in the second quarter, that may result in an increase primarily to wages and cash incentive compensation expenses.

Other costs and expenses include the costs of fees paid to plan providers related to the exchange of plan and plan participant data as well as implementing our transaction instructions for member accounts, printed marketing and member materials and postage, consulting and professional service expenses, facilities expenses, and amortization and depreciation for hardware and software purchases and support.

The following summarizes our cost of revenue and certain significant operating expenses:

**Cost of Revenue.** Cost of revenue includes fees paid to plan providers for connectivity to plan and plan participant data, printed materials fulfillment costs for certain subadvisory relationships for which a portion are reimbursed, printed member materials, and employee-related costs for technical operations, advisor call center and customer support, operations, implementations and portfolio management. Costs in this area are related primarily to payments to third parties, employee compensation and related expenses, and purchased materials. Costs for connectivity to plan and plan participant data are expected to increase proportionally with our professional management revenue. The expenses included in cost of revenue are shared across the different revenue categories, and we are not able to meaningfully allocate such costs between separate categories of revenue. Consequently, all costs and expenses applicable to our revenue are included in the category cost of revenue in our Consolidated Statements of Income. Amortization of internal use software, a portion of which relates to our cost of revenue, is not included in cost of revenue but is reflected as a separate line item in our Consolidated Statements of Income.

**Research and Development.** Research and development expense includes costs associated with defining and specifying new features and ongoing enhancement to our Advice Engines and other aspects of our service offerings, financial research, quality assurance, related administration and other costs that do not qualify for capitalization. Costs in this area are related primarily to employee compensation for our engineering, product development and investment research personnel and associated expenses and, to a lesser extent, external consulting expenses, which relate primarily to support and maintenance of our existing services.

**Sales and Marketing.** Sales and marketing expense includes costs associated with product and consumer marketing, provider and sponsor relationship management, provider and sponsor marketing, direct sales, corporate communications, public relations, analytics, creative services and printing of, and postage for, marketing materials for direct advisory relationships, including amortization of direct response advertising. Costs in this area are related primarily to employee compensation for sales and marketing personnel and related expenses, and also include commissions, printed materials and general marketing programs.

**General and Administrative.** General and administrative expense includes costs for finance, accounting, legal, compliance, risk management and administration. Costs in this area include employee compensation and related expenses and fees for consulting and professional services. We have incurred and we expect that we will continue to incur expenses as a result of being a public company for, among other things, SEC reporting and compliance, including compliance with the Sarbanes-Oxley Act of 2002, director compensation, insurance, and other similar expenses.

**Amortization of Internal Use Software.** Amortization of internal use software expense includes engineering costs associated with (1) enhancing our advisory service platform and (2) developing internal systems for tracking member data, including AUM, member cancellations and other related member and customer experience statistics. Associated direct development costs are capitalized and amortized using the straight-line method over the estimated lives, typically two to three years, of the underlying technology. Costs in this area include employee compensation and related expenses, and fees for external consulting services.

### Critical Accounting Estimates

Our consolidated financial statements are prepared in accordance with accounting principles generally accepted in the United States of America which requires us to make judgments, assumptions and estimates that affect the amounts reported. We have established policies and control procedures which seek to ensure that estimates and assumptions are appropriately governed and applied consistently from period to period. However, actual results could differ from our assumptions and estimates, and such differences could be material.

We believe that the following accounting estimates are the most critical to fully understand and evaluate our reported financial results, as they require our most subjective or complex management judgments, resulting from the need to make estimates about the effect of matters that are inherently uncertain and unpredictable.

### Direct Response Advertising

Effective July 1, 2009, we commenced capitalization of advertising costs associated with direct advisory Active Enrollment campaigns, where marketing materials are sent to solicit enrollment in the Company's Professional Management service, which caused a significant amount of costs to be capitalized for the years ended December 31, 2013, 2014 and 2015. Our advertising costs consist primarily of printed materials associated with new member solicitations, as well as internal labor costs associated with the production of these printed materials. Advertising costs that do not qualify as direct response advertising are expensed to sales and marketing at the first time the advertisement takes place and starting in early 2015, certain new marketing campaigns no longer qualified for capitalization per the accounting definition of direct-response advertising and therefore were expensed as incurred. We expect this trend to continue for the year ended December 31, 2016.

Direct response advertising costs are capitalized only if the primary purpose of the advertising is to elicit sales to customers who could be shown to have responded specifically to the advertising and the direct response advertising results in probable future benefits. Advertising costs relating to Passive Enrollment campaigns, where the plan sponsor defaults all eligible members into the Professional Management service unless they decline, and other general marketing materials sent to participants do not qualify as direct response advertising and are expensed to sales and marketing in the period the advertising activities first take place. Printed fulfillment costs relating to subadvisory campaigns do not qualify as direct response advertising and are expensed to cost of revenue in the period in which the expenses were incurred. Advertising costs associated with direct advisory Active Enrollment campaigns that result in probable future benefits qualify for capitalization as direct response advertising. The capitalized costs are amortized over the period over which the future benefits are expected to be received. Because of how we earn revenue from our Professional Management service, demonstrating that the direct response advertising related to our direct advisory Active Enrollment campaigns results in probable future benefits requires us to make several assumptions about the average period of probable future benefits, the gross revenue we will earn and costs we will incur as a result of each campaign.

We have developed forecasting methodologies that have a degree of reliability sufficient to reasonably estimate the future gross revenue stream associated with a given campaign. The significant estimates and judgments we use in our forecasting methodologies include average period of probable future benefits, change in AUM due to market performance, AUM cancellation rates, net contribution rates and estimated enrollment results for campaigns that have not yet been completed. We have estimated our period of probable future benefits by considering both the historical retention rate of our members while not exceeding the number of years over which we can accurately forecast future net revenues. The change in AUM due to market performance is an estimate of future stock market performance and its estimated relative effect on our AUM. AUM cancellation rate is defined as the rate at which assets will cancel out of the Professional Management program due to voluntary member terminations. A voluntary member termination is when a member contacts Financial Engines and terminates his or her membership in the Professional Management

service. Involuntary cancellations (such as sponsor and employee terminations or rollovers) are captured in the net contribution rate. Net contribution rate is defined as the net amount assets will increase as a result of new contributions into the 401(k) plan less the amount assets will decrease as a result of disbursements from the 401(k) plan, as a result of involuntary cancellations. We have estimated AUM cancellation and net contribution rates by analyzing their respective historical rates. We currently have assumed a probable period of future benefits of three years, no change in AUM due to market performance and a zero net contribution rate for the purpose of calculating estimated gross revenue. The realizability of the amounts of direct response advertising reported as assets are evaluated at each balance sheet date by comparing the carrying amounts of such assets on a cost-pool-by-cost-pool basis to the probable remaining future net revenues expected to result directly from such advertising.

As of December 31, 2015, \$7.2 million of advertising costs associated with direct advisory Active Choice enrollment campaigns were reported as assets. During the years ended December 31, 2013, 2014 and 2015, we capitalized \$5.5 million, \$4.6 million and \$4.4 million, respectively, of direct response advertising costs. Advertising expense was \$6.4 million, \$6.9 million and \$8.2 million for the years ended December 31, 2013, 2014 and 2015, respectively, of which direct response advertising amortization was \$6.0 million, \$6.1 million and \$5.5 million, respectively. During the years ended December 31, 2013, 2014 and 2015, impairments to direct response advertising were immaterial.

The table below evaluates the sensitivity of two of our most significant estimates, namely average period of probable future benefits and assumed change in our AUM due to market performance, on the realizability of net capitalized direct response advertising costs as of December 31, 2015. This sensitivity analysis considered all historic and current year campaigns with a net capitalized balance as of December 31, 2015 under our current assumptions of a three-year average period of probable future benefits and 0% change in AUM due to market performance per year. The sensitivity table indicates the additional expense charges that would have been recorded as of December 31, 2015 if, effective January 1, 2015, we had assumed different levels of change in AUM due to market performance and assumed an estimated period of probable benefits other than 3 years.

#### Direct Response Advertising Sensitivity Analysis

##### Additional Expense (Impairments) to be Recognized

	Assumed Change in AUM due to Market Performance <sup>(1)</sup>			
	-20%	-10%	0%	8%
	(In thousands)			
<b>Average Period of Probable Future Benefits:</b>				
1 year	\$4,718	\$4,715	\$4,712	\$4,712
2 years	\$2,898	\$2,699	\$2,562	\$2,470
3 years	\$588	\$220	\$—	\$—
4 years	\$69	\$3	\$—	\$—
5 years	\$67	\$3	\$—	\$—

(1) Any comparable percentage change to AUM due to market performance, net contribution rate and AUM cancellation rate would have the same relative impact on the sensitivity analysis as they all directly impact member AUM.

#### Income Taxes

We are subject to income taxes in the U.S. federal jurisdiction and various state jurisdictions.

We use the asset and liability method to account for income taxes. Deferred tax assets and liabilities are recognized for the future tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases and net operating loss carryforwards. Deferred tax assets and liabilities are measured using enacted tax rates expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled. The effect on deferred tax assets and liabilities of a change in tax rates is recognized in income in the period that includes the enactment date.

We continually evaluate additional facts representing both positive and negative evidence in the determination of the realizability of the deferred tax assets, including scheduling of deferred tax liabilities and projected income from operating activities. The underlying assumptions we use in forecasting future taxable income require significant judgment and take into account all available evidence, including past operating results and our recent performance. In forecasting future taxable income we did not incorporate any marked improvement in our historical enrollment rates, voluntary cancellation rates or involuntary cancellation rates. Historical differences between forecast and actual taxable profits have not resulted in material adjustments to the recognition of our deferred tax assets. We are not relying on tax planning strategies to support the realization of our deferred tax assets. Rather, we are relying primarily on expected future taxable income to support the realizability of our deferred tax assets and to a much lesser degree, the reversal of existing taxable temporary differences. Furthermore, our deferred tax liabilities are of the same character and jurisdiction as the temporary differences giving rise to our deferred tax assets and will reverse in similar periods as the temporary differences giving rise to our deferred tax assets.

During the ordinary course of business, there are many transactions and calculations for which the ultimate tax determination is uncertain. As a result, we recognize tax liabilities based on estimates of whether additional taxes and interest will be due. These tax liabilities are recognized when, despite the belief that our tax return positions are supportable, we believe that certain positions may not be fully sustained upon review by tax authorities. We believe that our accruals for tax liabilities are adequate for all open audit years based on our assessment of many factors including past experience and interpretations of tax law. This assessment relies on estimates and assumptions and may involve a series of complex judgments about future events. To the extent that the final tax outcome of these matters is different than the amounts recorded, such differences will impact income tax expense in the period in which such determination is made. We recognize accrued interest and penalties related to unrecognized tax benefits as a component of income tax expense.

On January 2, 2013, the American Taxpayer Relief Act of 2012 was signed into law. Under this act, the federal research and development credit was retroactively extended for amounts paid or incurred after December 31, 2011 and before January 1, 2014. The effects of these changes in the tax law resulted in a tax benefit which was recognized in the first quarter of 2013, which is the quarter in which the law was enacted. The federal research and development credit was then suspended until December 2014 when it was retroactively reinstated for amounts paid or incurred for the year ended December 31, 2014, which resulted in a tax benefit recognized in the fourth quarter of 2014. On December 18, 2015, the Protecting Americans from Tax Hikes (PATH) Act made the research credit permanent.

During the year ended December 31, 2015, we released the remaining \$11,000 of valuation allowance related to deferred tax assets for California net operating losses. Upon evaluating the positive and negative evidence present at December 31, 2015, management concluded it was more likely than not that this portion of the deferred tax assets would be fully realizable.

All tax years since inception are open and may be subject to examination in one or more jurisdictions.

#### Stock-Based Compensation

Stock-based compensation expense for stock option awards is estimated at the grant date based on the award's fair value as calculated by the Black-Scholes option pricing model and is recognized as expense over the requisite service period. The determination of the fair value of stock-based option awards on the date of grant using an option pricing model is affected by our stock price as well as assumptions regarding a number of complex and subjective variables. These variables include volatility, actual and projected employee stock option exercise behaviors, risk-free interest rate, estimated forfeitures and expected dividends over the expected term of the awards.

	Year Ended December		
	31,		
	2013	2014	2015
Expected life in years	6	6	6
Risk-free interest rate	1.41%	1.85%	1.72%
Volatility	36%	36%	37%
Dividend yield	0.4%	0.6%	0.8%

We use the "simplified" method in developing an estimate of expected term of stock options. We base the risk-free interest rate on risk-free U.S. Treasury issues with remaining terms similar to the expected term on the options. We estimate expected volatility based on a combination of the historical and implied volatility of the Company and



comparable companies from a representative peer group based on industry and market capitalization data. In February 2013, the Board of Directors declared our first quarterly cash dividend and effective the first quarter of 2013, the dividend yield includes the anticipated dividends to be paid in future periods. We anticipate paying quarterly cash dividends in the future.

Stock-based compensation expense for the year ended December 31, 2014 includes modification expense of \$0.7 million resulting from the November 2014 consulting agreement entered into between the Company and its former Chief Executive Officer. The agreement allowed the continuation of vesting after his termination date of December 31, 2014 during a six month consulting period of January 1, 2015 to June 30, 2015, as well as extended the post-employment exercise period of vested stock options. Stock-based compensation expense due to this modification was calculated as of the date of the agreement based upon the difference in fair value of the underlying awards immediately before and immediately after the modification. As of December 31, 2014, we reversed \$1.2 million of expense previously recognized on unvested shares under the graded-vesting attribution method related to the awards that were subject to the modifications.

Stock-based compensation expense for performance stock units (PSUs) is based on the award's fair value as of the grant date, as well as the estimated probability of achieving the objective performance criteria pre-established by the Compensation Committee of the Board of Directors. The stock-based compensation expense for PSUs is recognized as expense over the requisite service period under the graded-vesting attribution method, net of estimated forfeitures. Each PSU consists of two vesting cliffs, with sixty percent eligible to vest on January 1, 2016 and forty percent eligible to vest on January 1, 2018. Depending on performance against the target metrics, vesting will be between 0% and 140% of target value for each of the vesting cliffs. On a quarterly basis, the estimated probability of achieving the objective performance criteria is re-evaluated by management and the expense is adjusted accordingly at the end of each balance sheet period. The number of shares of our common stock issued to the award recipients at the end of each of the PSU vesting periods will be based on actual achievement results.

As of December 31, 2014, we determined that certain performance criteria for PSUs was improbable of achievement related to December 31, 2015 performance metrics and accordingly reversed plan-to-date stock-based compensation expense of \$1.2 million previously recognized related to these certain criteria. As the criteria for these certain PSUs was improbable of achievement, the related unrecognized compensation costs is excluded from the total unrecognized compensation costs related to PSUs as of December 31, 2014.

On January 1, 2016, performance achievement for the December 31, 2015 performance metrics that were probable of achievement resulted in approximately 38,797 shares issued to certain executives in February 2016. Effective February 1, 2016, the performance metrics related to December 31, 2017 achievement will be based on the financial results of the combined corporate entity, including the acquisition of The Mutual Fund Store, per the terms of the LTIP agreement.

We are required to estimate forfeitures at the time of grant and revise those estimates in subsequent periods if actual forfeitures differ from those estimates. If we use different assumptions for estimating stock-based compensation expense in future periods or if actual forfeitures differ materially from our estimated forfeitures, future stock-based compensation expense may differ significantly from what we have recorded in the current period and could materially affect our operating income, net income and net income per share.

#### Acquisition Activity

On February 1, 2016, Financial Engines completed the acquisition of The Mutual Fund Store for an aggregate purchase price of \$516 million, consisting of approximately \$250 million in cash and 9,885,889 shares of our common stock, subject to certain closing and post-closing adjustments. As a result of this acquisition, our revenue and expenses will increase effective February 1, 2016 upon consolidation of our financial statements.

## Results of Operations

The following tables set forth our results of operations. The period to period comparisons of financial results are not necessarily indicative of future results.

## Comparison of the Years Ended December 31, 2014 and 2015

	Year Ended December 31,		Year Ended		Increase	
	2014	2015	December 31,	December 31,	(Decrease)	
	(As a percentage of revenue)		(In thousands, except percentages)		Amount	%
<b>Revenue:</b>						
Professional management	87	% 89	%\$245,812	\$277,162	\$31,350	13 %
Platform	12	10	33,071	30,766	(2,305 )	(7 )
Other	1	1	3,037	2,794	(243 )	(8 )
Total revenue	100	100	281,920	310,722	28,802	10
<b>Costs and expenses:</b>						
<b>Cost of revenue (exclusive of amortization</b>						
of internal use software)	40	42	112,817	131,011	18,194	16
Research and development	10	11	29,830	35,581	5,751	19
Sales and marketing	18	20	50,091	61,262	11,171	22
General and administrative	8	9	22,453	28,813	6,360	28
Amortization of internal use software	2	2	5,974	4,900	(1,074 )	(18 )
Total costs and expenses	78	84	221,165	261,567	40,402	18
Income from operations	22	16	60,755	49,155	(11,600)	(19 )
Interest income, net	—	—	169	356	187	111
Other income (expense)	—	—	3	(30 )	(33 )	n/a
Income before income tax expense	22	16	60,927	49,481	(11,446)	(19 )
Income tax expense	9	6	23,975	17,864	(6,111 )	(25 )
Net income	13	% 10	%\$36,952	\$31,617	\$(5,335 )	(14 )%

## Revenue

Total revenue increased \$28.8 million, or 10%, from \$281.9 million for the year ended December 31, 2014 to \$310.7 million for the year ended December 31, 2015. The increase was due primarily to growth in professional management revenue of \$31.4 million for the year ended December 31, 2015 compared to the year ended December 31, 2014, offset by decreases in platform and other revenue of \$2.3 million and \$0.2 million, respectively. Professional management revenue and platform revenue comprised 89% and 10%, respectively, of total revenue for the year ended December 31, 2015.

## Professional Management Revenue

Professional management revenue increased \$31.4 million, or 13%, from \$245.8 million for the year ended December 31, 2014 to \$277.2 million for the year ended December 31, 2015. The increase in professional

management revenue for the year ended December 31, 2015 was due primarily to an increase in the average monthly total AUM used to calculate fees from approximately \$97.5 billion for the year ended December 31, 2014 to approximately \$110.9 billion for the year ended December 31, 2015. This increase in average monthly total AUM was driven primarily by contributions, and increased net enrollment resulting from marketing campaigns and other ongoing member acquisitions, offset by market performance.

#### Platform Revenue

Platform revenue decreased \$2.3 million, or 10%, from \$33.1 million for the year ended December 31, 2014 to \$30.8 million for the year ended December 31, 2015. This decrease in platform revenue for the year ended December 31, 2015 was due primarily to platform fee reductions as a result of sponsors adding new asset-based professional management services, as well as a small number of sponsors converting to a subadvisory plan provider or terminating. These decreases were partially offset by an increase in platform fees due to service availability at new sponsors.

## Other Revenue

Other revenue decreased \$0.2 million, or 8%, from \$3.0 million for the year ended December 31, 2014 to \$2.8 million for the year ended December 31, 2015. The decrease in other revenue for the year ended December 31, 2015 was due primarily to a decrease in reimbursable printed fulfillment materials from certain subadvisory relationships.

## Costs and Expenses

Costs and expenses increased \$40.4 million, or 18%, from \$221.2 million for the year ended December 31, 2014 to \$261.6 million for the year ended December 31, 2015. This increase was due to a \$18.2 million increase in cost of revenue, exclusive of amortization of internal use software, a \$5.8 million increase in research and development expense, an \$11.2 million increase in sales and marketing expense, a \$6.4 million increase in general and administrative expense and a \$1.1 million decrease in amortization of internal use software for the year ended December 31, 2015 compared to the year ended December 31, 2014.

Across functional areas, wages, benefits and employer payroll tax expenses increased for the year ended December 31, 2015 compared to the year ended December 31, 2014 due to headcount growth and annual compensation increases effective April 1, 2015. Across all functional areas, cash incentive compensation expense increased for the year ended December 31, 2015 compared to the year ended December 31, 2014 due primarily to higher cash incentive plan percentage achievement for the year ended December 31, 2015 compared to the year ended December 31, 2014, resulting in approximately \$7.0 million more expense for the year ended December 31, 2015 compared to the year ended December 31, 2014.

Across all functional areas non-cash stock-based compensation expense increased due primarily to equity awards granted during the years ended December 31, 2014 and 2015. Our equity awards generally vest over four years and we utilize the graded-vesting attribution method, resulting in greater amounts of compensation expense recognized in earlier periods of the awards with declining amounts recognized in later periods.

In November 2015, the Compensation Committee granted equity awards with an estimated expense value of \$10.0 million, net of estimated forfeitures, to certain non-executive employees. We account for these equity awards over a four-year vesting period utilizing the graded-vesting attribution method. A portion of the total expense value for these 2015 awards was recognized as stock-based compensation expense for the year ended December 31, 2015.

The Board of Directors has approved equity awards with an estimated expense value of \$14.3 million, net of estimated forfeitures, to certain of the new executive and non-executive employees related to the acquisition of The Mutual Fund Store, which were granted or are expected to be granted in February 2016. We will account for these equity awards over a four-year vesting period utilizing the graded-vesting attribution method.

In February 2016, the Compensation Committee approved the future grant of stock options and RSUs in May 2016 to certain executives, contingent upon receiving stockholder approval of a request at the annual meeting of stockholders in May 2016 for additional shares to be made available under our 2009 Stock Incentive Plan. Assuming we obtain such stockholder approval, the stock options and RSUs will have an expense value, measured in May 2016 but estimated as of the date of this filing, of approximately \$9.1 million, net of estimated forfeitures. We will account for these equity awards over a four-year vesting period utilizing the graded-vesting attribution method.

The non-cash stock-based compensation expense associated with these awards will be in addition to the amortization of both previously and subsequently granted stock awards, including other awards granted in 2015 and 2016, and expected to be granted in 2016, all of which will utilize the graded-vesting attribution method. We plan to continue to grant equity awards during fiscal year 2016 to certain of our existing employees, new employees and board members.

Effective February 1, 2016, the performance metrics related to the LTIP will be based on the financial results of the combined corporate entity, including the acquisition of The Mutual Fund Store, per the terms of the LTIP agreements. This amounts earned under the LTIP based on such combined financial results may result in an increase or decrease in non-cash stock-based compensation expense for the year ended December 31, 2016.

In June 2015, we entered into a facilities operating lease amendment for our Phoenix, Arizona facility with \$26 million in total future minimum payments through December 2021. We expect this operating lease amendment will increase our rent expense by an average of approximately \$0.3 million per year over the lease term.

## Cost of Revenue

Cost of revenue, exclusive of amortization of internal use software, increased \$18.2 million, or 16%, from \$112.8 million for the year ended December 31, 2014 to \$131.0 million for the year ended December 31, 2015. There was an increase of \$9.1 million in fees paid to plan providers for connectivity to plan and plan participant data for the year ended December 31, 2015 compared to the year ended December 31, 2014 due primarily to an increase in professional management revenue. In addition, there was an increase of \$4.0 million in wages, benefits, employer payroll taxes and allocated human resources expenses, an increase of \$1.3 million in cash incentive compensation expense and an increase of \$1.2 million in non-cash stock-based compensation expense. Facilities-related overhead expenses, including rent and depreciation, increased \$1.1 million due primarily to an increase in depreciation expense and other equipment related expenses increased \$0.6 million. Consulting expense increased \$0.3 million and other expenses, including printed materials and professional services, increased by \$0.6 million. As a percentage of revenue, cost of revenue increased from 40% for the year ended December 31, 2014 to 42% for the year ended December 31, 2015 due primarily to data connectivity fees expense increasing at a faster rate than revenue.

## Research and Development

Research and development expense increased \$5.8 million, or 19%, from \$29.8 million for the year ended December 31, 2014 to \$35.6 million for the year ended December 31, 2015. There was an increase of \$2.3 million in wages, benefits, employer payroll taxes and allocated human resources expenses, an increase of \$2.6 million in cash incentive compensation expense and an increase of \$1.4 million in non-cash stock-based compensation expense for the year ended December 31, 2015 compared to the year ended December 31, 2014. Facilities-related overhead expenses, including rent and depreciation, increased \$0.3 million primarily due to an increase in depreciation expense, consulting expense increased \$0.5 million and other expenses increased \$0.4 million. These increases were partially offset by a \$1.7 million increase in the amount of internal use software capitalized as more developer hours were dedicated to internal use software projects for the year ended December 31, 2015. As a percentage of revenue, research and development expense increased from 10% for the year ended December 31, 2014 to 11% for the year ended December 31, 2015. The increase as a percentage of revenue was due primarily to an increase in cash incentive compensation relative to the increase in revenue during the same period.

## Sales and Marketing

Sales and marketing expense increased \$11.2 million, or 22%, from \$50.1 million for the year ended December 31, 2014 to \$61.3 million for the year ended December 31, 2015. There was an increase of \$4.6 million in wages, benefits, employer payroll taxes and allocated human resources expenses, an increase of \$2.1 million in cash incentive compensation expense and an increase of \$1.7 million in non-cash stock-based compensation expense for the year ended December 31, 2015 compared to the year ended December 31, 2014. In addition, there was a \$1.0 million increase in advisory printed enrollment materials expense due primarily to campaign modifications which do not qualify for capitalization per the accounting definition of direct response advertising and therefore were expensed as incurred, as well as an increase in general marketing programs of \$0.3 million. There was also an increase in consulting expense of \$1.2 million to support a variety of initiatives, as well as a \$0.2 million increase in travel, a \$0.2 million increase in equipment-related expenses and a \$0.2 million increase in other expenses. These increases were partially offset by a \$0.3 million decrease in recruiting expenses. As a percentage of revenue, sales and marketing expenses increased from 18% for the year ended December 31, 2014 to 20% for the year ended December 31, 2015. The increase as a percentage of revenue was due primarily to an increase in cash incentive compensation and wages relative to the increase in revenue during the same period.

Starting in early 2015, we modified our existing campaign printed marketing materials for a subset of our campaigns. Due to the nature of these modifications, these new marketing campaigns no longer qualified for capitalization per the

accounting definition of direct-response advertising and therefore were expensed as incurred, resulting in increased advertising expense for the year ended December 31, 2015. We expect this trend to continue for the year ended December 31, 2016.



## General and Administrative

General and administrative expense increased \$6.4 million, or 28%, from \$22.5 million for the year ended December 31, 2014 to \$28.8 million for the year ended December 31, 2015. There was an increase of \$0.4 million in wages, benefits, employer payroll taxes and allocated human resources expenses, an increase of \$0.7 million in cash incentive compensation expense and an increase of \$1.9 million in non-cash stock-based compensation expense for the year ended December 31, 2015 compared to the year ended December 31, 2014. In addition, there was a \$3.3 million increase in professional services and consulting expenses, which included \$2.7 million of professional services expenses related to the acquisition of The Mutual Fund Store, and other expenses increased \$0.1 million. As a percentage of revenue, general and administrative expense increased from 8% for the year ended December 31, 2014 to 9% for the year ended December 31, 2015. The increase as a percentage of revenue was due primarily to increases in acquisition-related professional services expenses and non-cash stock-based compensation expense relative to the increase in revenue during the same period.

## Amortization of Internal Use Software

Amortization of internal use software decreased \$1.1 million, or 18%, from \$6.0 million for the year ended December 31, 2014 to \$4.9 million for the year ended December 31, 2015, as there were more developer hours dedicated to updating and maintaining existing core services in prior periods, which were not capitalized as internal use software, resulting in less amortization in the current year.

## Interest Income, Net

Interest income, net of interest expense, increased \$0.2 million, or 111%, from \$0.2 million for the year ended December 31, 2014 to \$0.4 million for the year ended December 31, 2015, as interest earned on short-term investments increased. As of January 2016, we have sold all of our short-term investments.

## Income Taxes

Income tax expense decreased from \$24.0 million for the year ended December 31, 2014 to \$17.9 million for the year ended December 31, 2015. Our effective tax rates were 39% and 36% for the year ended December 31, 2014 and 2015, respectively. The decrease in our effective tax rate was due primarily to recognition of tax benefits upon resolution of income tax uncertainties and changes in state taxes. We expect to see an effective tax rate of approximately 39%, excluding the effect of research and development credits, any changes in valuation allowances, and discrete items such as disqualifying stock dispositions in future periods.

As of December 31, 2015, we continue to believe that sufficient positive evidence exists from historical operations and future projections to conclude that we are more likely than not to fully realize our federal deferred tax assets and our state deferred tax assets in future periods. We continuously evaluate additional facts representing positive and negative evidence in the determination of the realizability of the deferred tax assets.

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Comparison of the Years Ended December 31, 2013 and 2014

	Year Ended December 31,		Year Ended December 31,		Increase		
	2013	2014	2013	2014	(Decrease) Amount	%	
	(As a percentage of revenue)		(In thousands, except percentages)				
<b>Revenue:</b>							
Professional management	85	% 87	202,811	245,812	43,001	21	%
Platform	14		33,475	33,071	(404)	(1)	
Other	1		2,672	3,037	365	14	
Total revenue	100	100	238,958	281,920	42,962	18	
<b>Costs and expenses:</b>							
<b>Cost of revenue (exclusive of amortization of internal use software)</b>							
Research and development	13	10	30,917	29,830	(1,087)	(4)	
Sales and marketing	18	18	43,400	50,091	6,691	15	
General and administrative	9	8	21,353	22,453	1,100	5	
Amortization of internal use software	3	2	6,402	5,974	(428)	(7)	
Total costs and expenses	81	78	194,062	221,165	27,103	14	
Income from operations	19	22	44,896	60,755	15,859	35	
Interest income, net	—	—	58	169	111	191	
Other income (expense)	—	—	(13)	3	16	n/a	
Income before income tax expense	19	22	44,941	60,927	15,986	36	
Income tax expense	6	9	14,986	23,975	8,989	60	
Net income	13	% 13	29,955	36,952	6,997	23	%

Revenue

Total revenue increased \$43.0 million, or 18%, from \$239.0 million for the year ended December 31, 2013 to \$281.9 million for the year ended December 31, 2014. The increase was due primarily to growth in professional management revenue of \$43.0 million for the year ended December 31, 2014 compared to the year ended December 31, 2013. Professional management revenue and platform revenue comprised 87% and 12%, respectively, of total revenue for the year ended December 31, 2014.

Professional Management Revenue

Professional management revenue increased \$43.0 million, or 21%, from \$202.8 million for the year ended December 31, 2013 to \$245.8 million for the year ended December 31, 2014. The increase in professional management revenue for the year ended December 31, 2014 was due primarily to an increase in the average monthly total AUM used to calculate fees from approximately \$77.3 billion for the year ended December 31, 2013 to approximately \$97.5 billion for the year ended December 31, 2014. This increase in average monthly total AUM was driven primarily by contributions, increased net enrollment resulting from marketing campaigns and other ongoing member acquisitions, and market appreciation.

### Platform Revenue

Platform revenue decreased \$0.4 million, or 1%, from \$33.5 million for the year ended December 31, 2013 to \$33.1 million for the year ended December 31, 2014. This decrease in platform revenue for the year ended December 31, 2014 was due primarily to a result of a small number of sponsors converting to a subadvisory plan provider, as well as platform fee reductions as a result of sponsors adding new asset-based professional management services. These decreases were partially offset by an increase in platform fees due to service availability at new sponsors. We expect platform revenue will decrease by approximately \$2.0 million for the year ended December 31, 2015, due primarily to provider conversions and platform fee reductions as a result of sponsors adding new asset-based professional management services.

### Other Revenue

Other revenue increased \$0.4 million, or 14%, from \$2.7 million for the year ended December 31, 2013 to \$3.0 million for the year ended December 31, 2014. The increase in other revenue for the year ended December 31, 2014 was due primarily to an increase in reimbursable printed fulfillment materials from certain subadvisory relationships.

## Costs and Expenses

Costs and expenses increased \$27.1 million, or 14%, from \$194.1 million for the year ended December 31, 2013 to \$221.2 million for the year ended December 31, 2014. This increase was due to a \$20.8 million increase in cost of revenue, exclusive of amortization of internal use software, a \$1.1 million decrease in research and development expense, a \$6.7 million increase in sales and marketing expense, a \$1.1 million increase in general and administrative expense and a \$0.4 million decrease in amortization of internal use software for the year ended December 31, 2014 compared to the year ended December 31, 2013.

Across functional areas, wages, benefits and employer payroll tax expenses increased for the year ended December 31, 2014 compared to the year ended December 31, 2013 due to headcount growth and annual compensation increases effective April 1, 2014. We expect wages, benefits and employer payroll tax expense to continue to increase for the year ended December 31, 2015 due to planned headcount growth and annual compensation increases. Across all functional areas, cash incentive compensation expense decreased for the year ended December 31, 2014 compared to the year ended December 31, 2013 due to lower cash incentive plan percentage achievement for the year ended December 31, 2014 compared to the year ended December 31, 2013. This resulted in approximately \$6.6 million less expense for the year ended December 31, 2014 than if we had accrued cash incentive compensation expense at 100% of target.

Across all functional areas non-cash stock-based compensation expense increased due primarily to equity awards granted during the year ended December 31, 2014. Our equity awards generally vest over four years and we utilize the graded-vesting attribution method, resulting in greater amounts of compensation expense recognized in earlier periods of the awards with declining amounts recognized in later periods. As of December 31, 2014, we determined that certain performance criteria for PSUs was improbable of achievement and accordingly reversed plan-to-date stock-based compensation expense of \$1.2 million previously recognized related to these certain criteria.

In March 2014, we entered into a non-cancelable operating lease for a new Boston, Massachusetts facility totaling \$16.6 million in future minimum payments through the lease term of July 2025. The rent expense on this lease commenced in July 2014 when we took possession of the facility for construction purposes. We estimate that the new facility will increase our rent expense by approximately \$0.4 million per year on an ongoing basis. During the period of July 2014 through January 2015, we incurred rent expense for both the previous and new facilities. The lease for the previously occupied Boston, Massachusetts facility terminated in January 2015.

## Cost of Revenue

Cost of revenue, exclusive of amortization of internal use software, increased \$20.8 million, or 23%, from \$92.0 million for the year ended December 31, 2013 to \$112.8 million for the year ended December 31, 2014. There was an increase of \$13.6 million in fees paid to plan providers for connectivity to plan and plan participant data for the year ended December 31, 2014 compared to the year ended December 31, 2013 due primarily to an increase in professional management revenue and, to a lesser extent, due to modifications to a provider relationship, which extended the initial term and made other changes intended to better align the respective interests of the parties. In addition, there was an increase of \$2.9 million in wages, benefits, employer payroll taxes and allocated human resources expenses as well as an increase in non-cash stock-based compensation expense of \$1.3 million. There was also an increase in subadvisory participant marketing materials and printed member materials of \$2.0 million, as subadvisory participant campaign volume was higher for the year ended December 31, 2014 compared to the year ended December 31, 2013. Facilities-related overhead expenses, included rent and depreciation, increased \$1.4 million due primarily to new facilities and related capital expenditures, and equipment and production expenses also increased \$0.8 million. Other expenses, including travel, increased by \$0.1 million. These increases were partially offset by a \$0.7 million decrease in cash incentive compensation and a \$0.6 million decrease in consulting and professional services expenses. As a

percentage of revenue, cost of revenue increased from 38% for the year ended December 31, 2013 to 40% for the year ended December 31, 2014 due primarily to data connectivity fees expense increasing at a faster rate than revenue due to the aforementioned modifications to a provider relationship.

## Research and Development

Research and development expense decreased \$1.1 million, or 4%, from \$30.9 million for the year ended December 31, 2013 to \$29.8 million for the year ended December 31, 2014. There was a \$0.5 million increase in wages, benefits, employer payroll taxes and allocated human resources expenses for the year ended December 31, 2014, as well as an increase in non-cash stock-based compensation expense of \$0.4 million. There was a \$0.8 million decrease in the amount of internal use software capitalized as more developer hours were dedicated to updating and maintaining existing core services resulting in an increase to expenses for the year ended December 31, 2014. These increases were offset by a \$2.4 million decrease in cash incentive compensation, a \$0.2 million decrease in allocated facilities and corporate equipment expenses and a \$0.2 million decrease in other expenses. As a percentage of revenue, research and development expense decreased from 13% for the year ended December 31, 2013 to 10% for the year ended December 31, 2014. The decrease as a percentage of revenue was due primarily to a decrease in cash incentive compensation, as well as a slower increase in wages, benefits, employer payroll tax and allocated human resources expenses, relative to the increase in revenue during the same period.

## Sales and Marketing

Sales and marketing expense increased \$6.7 million, or 15%, from \$43.4 million for the year ended December 31, 2013 to \$50.1 million for the year ended December 31, 2014. There was a \$3.3 million increase in wages, benefits, employer payroll taxes and allocated human resources expenses for the year ended December 31, 2014 compared to the year ended December 31, 2013, as well as a \$1.7 million increase in non-cash stock-based compensation expense. In addition, there was an increase in allocated facilities and corporate equipment expenses, including rent expense, of \$1.5 million due to new facilities and related capital expenditures as well as a non-recurring, one-time charge for common area maintenance associated with our previously occupied Boston, Massachusetts lease and incurring rent expense for both the previous and new facilities for six months. There was a \$0.4 million increase in advisory printed enrollment materials expense for the year ended December 31, 2014, due primarily to a decrease in amount of costs capitalized for direct response advertising, as well as an increase in general marketing programs of \$0.2 million. There was also an increase in recruiting expense of \$0.2 million, an increase in consulting expense of \$0.2 million, and an increase in other expenses of \$0.1 million. These increases were partially offset by a \$0.9 million decrease in cash incentive compensation. As a percentage of revenue, sales and marketing expense remained constant at 18% for the years ended December 31, 2013 and 2014.

## General and Administrative

General and administrative expense increased \$1.1 million, or 5%, from \$21.4 million for the year ended December 31, 2013 to \$22.5 million for the year ended December 31, 2014. There was a \$1.0 million increase in wages, benefits, employer payroll tax and allocated human resource expense for the three months ended December 31, 2014 compared to the three months ended December 31, 2013. There was a \$0.8 million increase in professional services and consulting expenses, due primarily to an increase in fees and expenses related to a variety of legal matters. There was also an increase in facilities-related allocated overhead expenses, including rent and depreciation, of \$0.3 million and an increase in other expenses, including recruiting expenses, of \$0.3 million. These increases were partially offset by a decrease in cash incentive compensation of \$0.9 million. In addition, there was a \$0.2 million decrease in non-cash stock-based compensation expense, driven by a \$0.6 million net reversal of previously-recognized expense for certain PSUs deemed improbable of achievement, as well as the net reversal of \$0.5 million of expense due to the net effect of a stock modification. There was also a decrease in other expenses, including equipment-related expense, of \$0.2 million. As a percentage of revenue, general and administrative expense decreased from 9% for the year ended December 31, 2013 to 8% for the year ended December 31, 2014. The decrease as a percentage of revenue was due primarily to a decrease in non-cash stock-based compensation expense and cash incentive compensation expense relative to the increase in revenue during the same period.

Amortization of Internal Use Software

Amortization of internal use software decreased \$0.4 million, or 7%, from \$6.4 million for the year ended December 31, 2013 to \$6.0 million for the year ended December 31, 2014, as there were more developer hours dedicated to updating and maintaining existing core services, which were not capitalized as internal use software, in recent periods.

Interest Income, Net

Interest income, net of interest expense, increased \$0.1 million, or 191%, from \$0.1 million for the year ended December 31, 2013 to \$0.2 million for the year ended December 31, 2014, as interest earned on short-term investments increased.

## Income Taxes

Income tax expense increased from \$15.0 million for the year ended December 31, 2013 to \$24.0 million for the year ended December 31, 2014. Our effective tax rates were 33% and 39% for the year ended December 31, 2013 and 2014, respectively. The increase in our effective tax rate was due primarily to a decrease in excess tax benefits associated with disqualifying stock dispositions and a decrease in the amount of research and development credits in the year ended December 31, 2014.



## Quarterly Results of Operations

The following table sets forth our unaudited quarterly condensed consolidated statements of income data for the eight quarters ended December 31, 2015. The data have been prepared on the same basis as the audited consolidated financial statements and related notes, and you should read the following tables together with such financial statements. The quarterly results of operations include all necessary adjustments, consisting of only normal recurring adjustments that we consider necessary for a fair presentation of this data. Results of interim periods are not necessarily indicative of results for the entire year and are not necessarily indicative of future results.

Our professional management revenue generally increased sequentially in each of the quarters presented as a result of AUM growth driven primarily by a combination of contributions, net new enrollment resulting from marketing campaigns and other ongoing member acquisitions and market appreciation. Platform revenue has decreased slightly due primarily to platform fee reductions as a result of sponsors adding new asset-based professional management services, as well as a small number of sponsors converting to a subadvisory plan provider or terminating.

Total costs and expenses have fluctuated both in absolute dollars and percentage of revenue from quarter to quarter due primarily to increases in fees paid to plan providers for connectivity to plan and plan participant data, employee-related expenses related to headcount growth and compensation increases, cash incentive compensation expense, non-cash stock-based compensation expenses, printed marketing and member materials expenses and facilities expenses. Cost of revenue generally increased in absolute dollars for each quarter presented as a result of increased data connectivity fees and headcount growth.

Condensed Consolidated Statements of	For the Three Months Ended							
	March 31,	June 30,	Sept. 30,	Dec. 31,	March 31,	June 30,	Sept. 30,	Dec. 31,
Income Data:	2014	2014	2014	2014	2015	2015	2015	2015
	(In thousands, except per share data, unaudited)							
<b>Revenue:</b>								
Professional management	\$57,069	\$60,735	\$63,226	\$64,782	\$66,583	\$69,693	\$70,225	\$70,661
Platform	8,290	8,222	8,316	8,243	7,890	7,735	7,501	7,640
Other	518	832	1,209	478	473	811	1,087	423
<b>Total revenue</b>	<b>65,877</b>	<b>69,789</b>	<b>72,751</b>	<b>73,503</b>	<b>74,946</b>	<b>78,239</b>	<b>78,813</b>	<b>78,724</b>
<b>Costs and expenses:</b>								
<b>Cost of revenue (exclusive of</b>								
<b>amortization of internal use</b>								
<b>software)</b>	25,978	27,178	30,280	29,381	30,891	33,691	32,950	33,479
Research and development	7,921	7,011	7,460	7,438	8,945	8,839	8,753	9,044
Sales and marketing	11,877	11,823	12,907	13,484	14,615	16,107	15,526	15,014
General and administrative	5,870	5,576	5,549	5,458	7,158	6,282	6,280	9,093
<b>Amortization of internal use</b>								
<b>software</b>	1,512	1,623	1,574	1,265	1,176	1,281	1,223	1,220
<b>Total costs and expenses</b>	<b>53,158</b>	<b>53,211</b>	<b>57,770</b>	<b>57,026</b>	<b>62,785</b>	<b>66,200</b>	<b>64,732</b>	<b>67,850</b>
<b>Income from operations</b>	<b>12,719</b>	<b>16,578</b>	<b>14,981</b>	<b>16,477</b>	<b>12,161</b>	<b>12,039</b>	<b>14,081</b>	<b>10,874</b>
Interest income, net	36	41	44	48	62	82	119	93
Other income (expense)	3	—	(4 )	4	—	(17 )	—	(13 )

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Income before income taxes	12,758	16,619	15,021	16,529	12,223	12,104	14,200	10,954
Income tax expense	4,941	6,565	6,014	6,455	4,322	3,604	5,723	4,215
Net income	\$7,817	\$10,054	\$9,007	\$10,074	\$7,901	\$8,500	\$8,477	\$6,739
Net income per share:								
Basic	\$0.15	\$0.20	\$0.17	\$0.19	\$0.15	\$0.16	\$0.16	\$0.13
Diluted	\$0.15	\$0.19	\$0.17	\$0.19	\$0.15	\$0.16	\$0.16	\$0.13
Non-GAAP Financial Data:								
Adjusted EBITDA <sup>(1)</sup>	\$22,008	\$26,228	\$24,515	\$25,851	\$22,969	\$22,659	\$25,098	\$24,861
Adjusted Net Income <sup>(2)</sup>	\$10,771	\$13,187	\$12,032	\$12,933	\$11,933	\$12,326	\$12,482	\$12,619
Adjusted Earnings Per Share <sup>(2)</sup>	\$0.20	\$0.25	\$0.23	\$0.24	\$0.22	\$0.23	\$0.24	\$0.24

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(1) The table below sets forth a reconciliation of net income to non-GAAP Adjusted EBITDA based on our historical results:

	For the Three Months Ended							
	March 31, 2014	June 30, 2014	Sept. 30, 2014	Dec. 31, 2014	March 31, 2015	June 30, 2015	Sept. 30, 2015	Dec. 31, 2015
Non-GAAP Adjusted EBITDA								
	(In thousands, unaudited)							
Net income	\$7,817	\$10,054	\$9,007	\$10,074	\$7,901	\$8,500	\$8,477	\$6,739
Interest income, net	(36 )	(41 )	(44 )	(48 )	(62 )	(82 )	(119 )	(93 )
Income tax expense	4,941	6,565	6,014	6,455	4,322	3,604	5,723	4,215
Depreciation	1,116	1,116	1,261	1,437	1,457	1,488	1,539	1,608
Amortization of internal use software	1,425	1,528	1,479	1,181	1,099	1,195	1,139	1,133
Amortization and impairment of								
direct response advertising	1,542	1,555	1,534	1,379	1,360	1,366	1,406	1,227
Amortization of deferred sales commissions	423	381	369	353	368	396	453	500
Stock-based compensation expense	4,780	5,070	4,895	5,020	6,524	6,192	6,480	6,832
Acquisition-related expenses <sup>(1)</sup>	—	—	—	—	—	—	—	2,700
Adjusted EBITDA	\$22,008	\$26,228	\$24,515	\$25,851	\$22,969	\$22,659	\$25,098	\$24,861

(1) We expect to incur acquisition-related expenses related to The Mutual Fund Store throughout 2016.

(2) The table below sets forth a reconciliation of net income to non-GAAP Adjusted Net Income and non-GAAP Adjusted Earnings Per Share based on our historical results:

	For the Three Months Ended							
	March 31, 2014	June 30, 2014	Sept. 30, 2014	Dec. 31, 2014	March 31, 2015	June 30, 2015	Sept. 30, 2015	Dec. 31, 2015
Non-GAAP Adjusted Net Income and Adjusted EPS								
	(In thousands, except per share data, unaudited)							
Net income	\$7,817	\$10,054	\$9,007	\$10,074	\$7,901	\$8,500	\$8,477	\$6,739
Stock-based compensation expense,	2,954	3,133	3,025	3,102	4,032	3,826	4,005	4,222

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net of tax <sup>(1)</sup>								
Release of valuation allowance	—	—	—	(243 )	—	—	—	(11 )
Acquisition-related expenses, net of tax <sup>(1)</sup>	—	—	—	—	—	—	—	1,669
Non-GAAP Adjusted Net Income	\$10,771	\$13,187	\$12,032	\$12,933	\$11,933	\$12,326	\$12,482	\$12,619
Non-GAAP Adjusted Earnings Per Share	\$0.20	\$0.25	\$0.23	\$0.24	\$0.22	\$0.23	\$0.24	\$0.24
Shares of common stock outstanding	51,100	51,523	51,811	51,958	51,923	51,780	51,655	51,575
Dilutive stock options, RSUs and PSUs	2,162	1,752	1,501	1,417	1,365	1,414	1,279	1,170
Non-GAAP adjusted common shares outstanding	53,262	53,275	53,312	53,375	53,288	53,194	52,934	52,745

(1) An estimated statutory tax rate of 38.2% has been applied to eliminate the tax-effect for all periods presented.

## Non-GAAP Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share

Adjusted EBITDA represents net income before net interest (income) expense, income tax expense (benefit), depreciation, amortization of intangible assets, including internal use software, amortization and impairment of direct response advertising, amortization of deferred sales commissions, non-cash stock-based compensation expense, and expenses related to the closing and integration of acquisitions, if applicable for the period. Adjusted Net Income represents net income before non-cash stock-based compensation expense, net of tax and certain other items such as the income tax benefit from the release of valuation allowances and expenses related to the closing and integration of acquisitions, if applicable for the period. Adjusted Earnings Per Share is defined as Adjusted Net Income divided by the weighted average of dilutive common share equivalents outstanding.

Our management uses Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share as measures of operating performance, for planning purposes (including the preparation of annual budgets), to allocate resources to enhance the financial performance of our business, to evaluate the effectiveness of our business strategies and in communications with our Board of Directors concerning our financial performance. Adjusted EBITDA, among other factors, was used for the year ended December 31, 2015 and will be used for the year ended December 31, 2016 when determining cash incentive compensation for employees, including management.

We also present Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share as supplemental performance measures because we believe that these measures provide our Board of Directors, management and investors with additional information to measure our performance. Adjusted EBITDA provides comparisons from period to period by excluding potential differences caused by variations in income taxes, the age and book depreciation of fixed assets (affecting relative depreciation expense) and amortization of intangible assets, including internal use software, direct response advertising and commissions, changes in interest expense and interest income that are influenced by capital structure decisions and capital market conditions and expenses related to the closing and integration of acquisitions. Management also believes it is useful to exclude non-cash stock-based compensation expense from Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share because non-cash equity awards made at a certain price and point in time, as well as certain other items such as the income tax benefit from the release of valuation allowances, do not necessarily reflect how our business is performing at any particular time.

Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share are not measurements of our financial performance under GAAP and should not be considered as an alternative to net income, operating income, earnings per share or any other performance measures derived in accordance with GAAP, or as an alternative to cash flows from operating activities as a measure of our profitability or liquidity.

We understand that, although Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share are frequently used by securities analysts, lenders and others in their evaluation of companies, Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share have limitations as an analytical tool, and you should not consider them in isolation, or as a substitute for an analysis of our results as reported under GAAP. In particular you should consider:

- Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share do not reflect our cash expenditures, or future requirements for capital expenditures or contractual commitments;
- Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share do not reflect changes in, or cash requirements for, our working capital needs;
- Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share do not reflect the non-cash component of employee compensation;
- Although depreciation and amortization are non-cash charges, the assets being depreciated and amortized generally will have to be replaced in the future by payment of cash, and Adjusted EBITDA does not reflect any cash

requirements for such replacements; and

· Other companies in our industry may calculate Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share differently than we do, limiting their usefulness as a comparative measure.

Given the limitations associated with using Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share, these financial measures should be considered in conjunction with our financial statements presented in accordance with GAAP and the reconciliation of Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings Per Share to the most directly comparable GAAP measure, net income. Further, management also reviews GAAP measures and evaluates individual measures that are not included in Adjusted EBITDA, such as our level of capital expenditures, and equity issuance, among other measures.

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The table below sets forth a reconciliation of net income to non-GAAP Adjusted EBITDA based on our historical results:

Non-GAAP Adjusted EBITDA	Year Ended December 31,		
	2013	2014	2015
	(In thousands, unaudited)		
Net income	\$29,955	\$36,952	\$31,617
Interest income, net	(58 )	(169 )	(356 )
Income tax expense	14,986	23,975	17,864
Depreciation	4,024	4,930	6,092
Amortization of internal use software	6,007	5,613	4,566
Amortization and impairment of direct response advertising	5,994	6,010	5,359
Amortization of deferred sales commissions	1,869	1,526	1,717
Stock-based compensation	16,518	19,765	26,028
Acquisition-related expenses <sup>(1)</sup>	—	—	2,700
Non-GAAP Adjusted EBITDA	\$79,295	\$98,602	\$95,587

(1) We expect to incur acquisition-related expenses related to The Mutual Fund Store throughout 2016. The table below sets forth a reconciliation of net income to non-GAAP Adjusted Net Income and non-GAAP Adjusted Earnings Per Share based on our historical results:

Non-GAAP Adjusted Net Income and Adjusted EPS	Year Ended December 31,		
	2013	2014	2015
	(In thousands, except per share data, unaudited)		
Net income	\$29,955	\$36,952	\$31,617
Stock-based compensation, net of tax <sup>(1)</sup>	10,207	12,214	16,085
Income tax benefit from release of valuation allowance	(1,125 )	(243 )	(11 )
Acquisition-related expenses, net of tax <sup>(1)</sup>	—	—	1,669
Non-GAAP Adjusted Net Income	\$39,037	\$48,923	\$49,360
Non-GAAP Adjusted Earnings Per Share	\$0.75	\$0.92	\$0.93
Shares of common stock outstanding	49,512	51,601	51,732
Dilutive stock options, RSUs and PSUs	2,823	1,708	1,307
Non-GAAP adjusted common shares outstanding	52,335	53,309	53,039

(1) An estimated statutory tax rate of 38.2% has been applied to eliminate the tax-effect for all periods presented.

For the non-GAAP metrics above, the variances in the comparable periods are consistent with the GAAP variances discussed in the comparison of the years ended December 31, 2013, 2014 and 2015 as presented above in our “Management’s Discussion and Analysis of Financial Condition and Results of Operations”.

With the acquisition of The Mutual Fund Store, the Company is currently estimating non-recurring integration related expenses in 2016 to be approximately \$15 million to \$20 million, excluding non-cash stock-based compensation expense, with a substantial amount of those costs incurred in the first quarter of 2016 related to the closing. These expenses will be added back to Net Income in the calculation of Non-GAAP Adjusted EBITDA and will be added back to Net Income in the calculation of Non-GAAP Adjusted Net Income on a tax-effected basis using an estimated statutory tax rate of 38.2%.



## Liquidity and Capital Resources

## Sources of Liquidity

As of December 31, 2015, we had total cash, cash equivalents and short-term investments of \$345.2 million, compared to \$306.4 million as of December 31, 2014. On February 1, 2016, we used approximately \$250 million of cash in the acquisition of The Mutual Fund Store. Over the next twelve months, and in the longer term, we expect that our cash and liquidity needs will be met by existing resources, consisting of cash and cash equivalents, and cash generated from ongoing operations. We plan to use existing cash and cash generated in the ongoing operations of our business to fund our current operations and capital expenditures, as well as possible future acquisitions or other strategic activity, including the repurchase of The Mutual Fund Store franchises.

## Consolidated Cash Flow Data

The following table presents information regarding our cash flows, cash and cash equivalents for the years ended December 31, 2013, 2014 and 2015:

	Year Ended December 31,		
	2013	2014	2015
	(In thousands)		
Net cash provided by operating activities	\$59,258	\$71,755	\$71,255
Net cash (used in) provided by investing activities	(129,090)	(73,500)	129,174
Net cash provided by (used in) financing activities	14,604	2,306	(21,777)
Net (decrease) increase in cash and cash equivalents	\$(55,228)	\$561	\$178,652
Cash and cash equivalents, end of year	\$126,003	\$126,564	\$305,216

## Comparison of the Years Ended December 31, 2014 and 2015

## Operating Activities

Net cash provided by operating activities for the year ended December 31, 2015 was \$71.3 million compared to net cash provided by operating activities of \$71.8 million for the year ended December 31, 2014. Net cash provided by operating activities was the result of net income of \$31.6 million for the year ended December 31, 2015, compared to net income of \$37.0 million for the year ended December 31, 2014, plus adjustments for non-cash expenses. These non-cash adjustments include \$26.0 million in non-cash stock-based compensation expense, \$6.1 million of depreciation expense, \$4.6 million in amortization of internal use software, \$5.4 million in amortization and impairment of direct response advertising expense, \$1.7 million in amortization of deferred commissions and \$0.9 million for the provision for doubtful accounts, partially offset by \$25.1 million effect for excess tax benefits associated with non-cash stock-based compensation, an increase of \$9.2 million of deferred tax assets due primarily to accrued expenses and non-cash stock-based compensation, and the amortization of (premiums) discounts on short-term investments of \$0.4 million. In addition, net cash provided by operating activities increased due to a \$30.9 million increase in accounts payable due primarily to an increase in excess tax benefits associated with stock-based compensation, a \$7.0 increase in accrued compensation as a result of higher cash incentive plan percentage achievement for the year ended December 31, 2015 compared to the year ended December 31, 2014, a \$1.8 million decrease in other assets as tenant improvement allowances receivable were higher as of December 31,

2014, a \$0.8 million increase in deferred rent, and a \$0.4 million increase in deferred revenue. These increases were partially offset by a \$6.2 million increase in accounts receivable due to growth in professional management revenue, \$4.3 million of capitalized direct-response advertising for the year ended December 31, 2015 and a \$0.7 million increase in prepaid expenses.

We currently anticipate paying an estimated \$12.4 million in annual cash incentive compensation in this first quarter of 2016.

#### Investing Activities

Net cash provided by investing activities was \$129.2 million for the year ended December 31, 2015 compared to net cash used in investing activities of \$73.5 million for the year ended December 31, 2014. For the year ended December 31, 2015, we used \$159.6 million for the purchase of short-term investments, offset by maturities of \$180.0 million and sales of \$119.9 million. For the year ended December 31, 2015, we used \$6.1 million for the purchase of property and equipment compared to \$10.2 million, which included capital expenditures associated with our new Boston, MA facility, for the year ended December 31, 2014. For the year ended December 31, 2015, we capitalized \$5.0 million of internal use software costs compared to \$3.6 million for the year ended December 31, 2014, as more developer hours were dedicated to internal use software projects for the year ended December 31, 2015. We expect to have ongoing capital expenditure requirements to support technical operations and other infrastructure needs, and expect to fund this investment with our existing cash and cash equivalents.

On February 1, 2016, we completed the acquisition of The Mutual Fund Store for approximately \$250 million in cash consideration and approximately \$267 million consideration representing 9,885,889 shares of our common stock, subject to certain closing and post-closing adjustments.

#### Financing Activities

Net cash used in financing activities was \$21.8 million for the year ended December 31, 2015 compared to net cash provided by financing activities of \$2.3 million for the year ended December 31, 2014. For the year ended December 31, 2015, we received \$9.2 million of net proceeds from the issuance of common stock upon the exercise of stock options compared to \$12.8 million for the year ended December 31, 2014. For the year ended December 31, 2015, we used \$38.5 million for the repurchase of our common stock compared to \$9.2 million for the year ended December 31, 2014. We also incurred cash payments of \$3.5 million associated with net share settlements for non-cash stock-based awards minimum tax withholdings for the year ended December 31, 2015 compared to \$2.0 million for the year ended December 31, 2014 related to annual vesting of restricted stock units.

On November 5, 2014, our Board of Directors approved a stock repurchase program of up to \$50.0 million of our common stock over the subsequent twelve months. We used \$38.5 million of cash to repurchase our common stock during the year ended December 31, 2015 compared to \$9.2 million for the year ended December 31, 2014. The stock repurchase program expired on November 4, 2015.

For the year ended December 31, 2015, we incurred \$14.0 million of cash dividend payments compared to \$11.8 for the year ended December 31, 2014. Based on the shares outstanding as of February 1, 2016 of 61,585,287 and assuming a \$0.07 per share quarterly dividend for 2016, we would estimate dividend payments to total approximately \$16.5 million for the year ended December 31, 2016, including the \$3.6 million payment made in January 2016. We currently expect to pay comparable cash dividends on a quarterly basis in the future, however, any future determination with respect to the declaration and payment of dividends will be at the discretion of our Board of Directors.

For the year ended December 31, 2016, we expect to incur cash payments in an amount necessary to satisfy the minimum tax withholding obligations for restricted stock units previously granted to employees that vest in the year ended December 31, 2016, which will be determined based on the fair value of our common stock and applicable tax rates on the vesting dates. Based on the fair value of our common stock on December 31, 2015 of \$33.67 and assuming a 40% tax rate, the estimated minimum tax withholding obligations would be approximately \$3.5 million, net of estimated forfeitures, during the year ended December 31, 2016. We anticipate this type of cash payment to occur throughout each year with the largest portions typically occurring in February and November and with the payment amounts determined by the number of shares released, the fair value of our common stock and applicable tax rates at that point in time.

#### Comparison of the Years Ended December 31, 2013 and 2014

##### Operating Activities

Net cash provided by operating activities for the year ended December 31, 2014 was \$71.8 million compared to net cash provided by operating activities of \$59.3 million for the year ended December 31, 2013. Net cash provided by operating activities was the result of net income of \$37.0 million for the year ended December 31, 2014, compared to net income of \$30.0 million for the year ended December 31, 2013, plus adjustments for non-cash expenses. These non-cash adjustments include \$19.8 million in amortization of non-cash stock-based compensation expense, the utilization of \$10.9 million of net operating loss carryforwards, \$6.0 million in amortization of direct response advertising expense, \$5.6 million in amortization of internal use software, \$4.9 million of depreciation expense,

\$1.5 million in amortization of deferred commissions, \$0.6 million for the provision for doubtful accounts and \$(12.7) million effect for excess tax benefits associated with non-cash stock-based compensation. In addition, net cash provided by operating activities decreased due to \$4.5 of capitalized direct-response advertising for the year ended December 31, 2014, a \$4.0 decrease in accrued cash incentive compensation as a result of lower cash incentive plan percentage achievement for the year ended December 31, 2014 compared to the year ended December 31, 2013, a \$3.5 million increase in other assets due primarily to a receivable for the tenant improvement allowance associated with our new Boston, MA facility, as well as a \$2.8 million increase in accounts receivable due to an increase in professional management revenue, a \$2.3 million decrease in deferred revenue and a \$0.5 million increase in prepaid expenses. These decreases were offset by a \$13.7 million increase in accounts payable due primarily to an increase in excess tax benefits associated with stock-based compensation and a \$2.2 million increase in deferred rent due to utilization of the tenant improvement allowance for the new Boston, MA facility.

## Investing Activities

Net cash used in investing activities was \$73.5 million for the year ended December 31, 2014 compared to \$129.1 million for the year ended December 31, 2013. For the year ended December 31, 2014, we used \$179.8 million for the purchase of short-term investments, offset by maturities of \$120.0 million. For the year ended December 31, 2014, we used \$10.2 million for the purchase of property and equipment, which included capital expenditure associated with our new Boston, MA facility, compared to \$5.5 million for the year ended December 31, 2013. For the year ended December 31, 2014, we capitalized \$3.6 million of internal use software costs compared to \$4.3 million for the year ended December 31, 2013, as more developer hours were dedicated to updating and maintaining existing core services for the year ended December 31, 2014. We expect to have ongoing capital expenditure requirements to support technical operations and other infrastructure needs, and expect to fund this investment with our existing cash and cash equivalents. For the year ended December 31, 2013, there was \$0.8 million of cash that became unrestricted as our bank removed the collateral requirements associated with the letters of credit related to our operating facilities.

## Financing Activities

Net cash provided by financing activities was \$2.3 million for the year ended December 31, 2014 compared to \$14.6 million for the year ended December 31, 2013. For the year ended December 31, 2014, we received \$12.8 million of net proceeds from the issuance of common stock upon the exercise of stock options compared to \$24.4 million for the year ended December 31, 2013. For the year ended December 31, 2014, we used \$9.2 million for the repurchase of our common stock. We also incurred cash payments of \$2.0 million associated with net share settlements for non-cash stock-based awards minimum tax withholdings for the year ended December 31, 2014 compared to \$3.5 million for the year ended December 31, 2013 related to annual vesting of restricted stock units.

## Contractual Obligations

The following table describes our contractual obligations as of December 31, 2015:

	Payments Due by Period				
	Total	Less than 1 Year	1-3 Years	3-5 Years	More than 5 Years
Operating leases (including capital tenant improvements) and capital leases <sup>(1)</sup>	\$36,128	\$3,779	\$11,400	\$10,323	\$10,626
Purchase obligations	\$3,647	\$1,444	\$2,131	\$72	\$—

(1) As of December 31, 2015, we lease facilities under non-cancelable operating leases expiring at various dates through 2025.

In February 2016, as a result of the acquisition of The Mutual Fund Store, we acquired their non-cancelable operating leases, including the existing headquarters facility in Overland Park, Kansas, which will expire in September 2016, and a new 33,100 square foot headquarters office in Overland Park, Kansas, as well as various retail locations. The total remaining future minimum payments associated with the acquired non-cancelable operating leases are approximately \$17.6 million with expiration dates varying from February 2016 to March 2027.

#### Off-Balance Sheet Arrangements

As of December 31, 2015, we did not have any off-balance sheet arrangements, as defined in Item 303(a)(4)(ii) of Regulation S-K promulgated by the SEC, that have or are reasonably likely to have a current or future effect on our financial condition, changes in our financial condition, revenues, or expenses, results of operations, liquidity, capital expenditures, or capital resources that is material to investors.

#### Recent Accounting Pronouncements

See Note 2 – Basis of Presentation and Principles of Consolidation in the Notes to the Consolidated Financial Statements.

Item 7A. Quantitative and Qualitative Disclosures about Market Risk

Market Risk. Our exposure to market risk is directly related to our role as an investment manager for investor accounts for which we provide portfolio management services. For the year ended December 31, 2015, 89% of our revenue was derived from fees based on the market value of AUM compared to 87% for the year ended December 31, 2014. In general, we expect the percentage of revenue that is derived from fees based on the market value of AUM to increase over time.

A substantial portion of the assets we manage is invested in equity securities, the market prices of which can vary substantially based on changes in economic conditions. An additional portion is invested in fixed income securities, which will generally have lower volatility than the equity market. Therefore, while any changes in equity market performance would significantly affect the value of our AUM, particularly for the AUM invested in equity securities, such changes would typically result in lower volatility for our AUM than the volatility of the equity market as a whole. Because a substantial portion of our revenue is derived from the value of our AUM, any changes in fixed income or equity market performance would significantly affect the amount of revenue in a given period. If any of these factors reduces our AUM, the amount of member fees we would earn for managing those assets would decline, which in turn could negatively impact our revenue.

Item 8. Financial Statements and Supplementary Data

The response to this Item is submitted as a separate section of this Form 10-K. See Item 15.

Item 9. Changes and Disagreements with Accountants on Accounting and Financial Disclosure

None.

Item 9A. Controls and Procedures

Evaluation of Disclosure Controls and Procedures

We maintain “disclosure controls and procedures” as such term is defined in Rule 13a-15(e) under the Securities Exchange Act of 1934, as amended (or the Exchange Act), that are designed to ensure that information required to be disclosed by us in reports that we file or submit under the Exchange Act is recorded, processed, summarized and reported within the time periods specified in Securities and Exchange Commission rules and forms, and is accumulated and communicated to our management, including our principal executive officer and principal financial officer, as appropriate to allow timely decisions regarding required disclosure. In designing and evaluating our disclosure controls and procedures, management recognized that disclosure controls and procedures, no matter how well conceived and operated, can provide only reasonable, not absolute, assurance that the objectives of the disclosure controls and procedures are met. Our disclosure controls and procedures have been designed to meet reasonable

assurance standards. Additionally, in designing disclosure controls and procedures, our management necessarily was required to apply its judgment in evaluating the cost-benefit relationship of possible disclosure controls and procedures. The design of any disclosure controls and procedures also is based in part upon certain assumptions about the likelihood of future events, and there can be no assurance that any design will succeed in achieving its stated goals under all potential future conditions.

Based on our management's evaluation, with the participation of our Chief Executive Officer (our principal executive officer) and our Chief Financial Officer (our principal financial officer), as of the end of the period covered by this Annual Report on Form 10-K, our principal executive officer and principal financial officer have concluded that our disclosure controls and procedures are effective at the reasonable assurance level.

#### Management's Report on Internal Control Over Financial Reporting

Our management is responsible for establishing and maintaining adequate internal control over financial reporting as defined in Rules 13a-15(f) and 15d-15(f) under the Exchange Act. Under the supervision and with the participation of our management, including our Chief Executive Officer and Chief Financial Officer, we conducted an evaluation of the effectiveness of our internal control over financial reporting as of December 31, 2015 using the criteria established in the updated Internal Control — Integrated Framework (2013) issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). Based on our evaluation under the COSO framework, management has concluded that our internal control over financial reporting is effective to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles.



KPMG LLP, an independent registered public accounting firm, has issued a report concerning the effectiveness of our internal control over financial reporting as of December 31, 2015. See “Report of Independent Registered Public Accounting Firm” in Item 15 of this Form 10-K.

#### Changes in Internal Control over Financial Reporting

There was no change in our internal control over financial reporting (as such term is defined in Rules 13a-15(f) and 15d-15(f) under the Exchange Act) during the fiscal period covered by this report that has materially affected, or is reasonably likely to materially affect, our internal control over financial reporting.

#### Item 9B. Other Information

Not applicable.

## PART III

### Item 10. Directors and Executive Officers and Corporate Governance

The information required by Item 10 with respect to our directors and executive officers is incorporated by reference from the information set forth under the captions “Election of Directors — Directors and Nominees” and “Election of Directors — Executive Officers and Directors” in our Definitive Proxy Statement in connection with our 2016 Annual Meeting of Stockholders to be held on May 17, 2016 (or the Proxy Statement), which will be filed with the SEC no later than 120 days after December 31, 2015.

Item 405 of Regulation S-K calls for disclosure of any known late filing or failure by an insider to file a report required by Section 16(a) of the Exchange Act. This information is incorporated by reference from the section called “Section 16(a) Beneficial Ownership Reporting Compliance” in the Proxy Statement.

We have adopted a Code of Ethics for Senior Financial Officers that applies to all of our directors, officers (including our chief executive officer (our principal executive officer), chief financial officer (our principal financial officer), chief accounting officer (our principal accounting officer), controller and any person performing similar functions) and employees. The Code of Ethics for Senior Financial Officers is available on our web site, free of charge, at [www.financialengines.com](http://www.financialengines.com). We will disclose on our web site amendments to, or waivers from, our Code of Ethics for Senior Financial Officers applicable to our directors and executive officers, including our chief executive officer (our principal executive officer), our chief financial officer (our principal financial officer) and our chief accounting officer (our principal accounting officer), in accordance with applicable laws and regulations.

We have a separately designated standing Audit Committee established in accordance with Section 3(a) (58) (A) of the Securities Exchange Act of 1934. The members of the Audit Committee are Heidi K. Fields (Chairperson), Joseph A. Grundfest and Robert A. Huret. All of such members meet the independence standards established by The NASDAQ Stock Market for serving on an audit committee. SEC regulations require us to disclose whether a director qualifying as an “audit committee financial expert” serves on our Audit Committee. Our Board of Directors has determined that each of Heidi K. Fields, Joseph A. Grundfest and Robert A. Huret qualifies as an “audit committee financial expert” within the meaning of such regulations.

### Item 11. Executive Compensation

The information required by Item 11 is incorporated by reference from the information set forth under the captions “Compensation Discussion and Analysis”, “Compensation Committee Report”, “Executive Compensation”, “Corporate Governance — Compensation Committee Interlocks and Insider Participation” and “Compensation of Directors” in the Proxy Statement.



Item 12. Security Ownership of Certain Beneficial Owners and Management and Related Stockholder Matters

The information required by Item 12 with respect to security ownership of certain beneficial owners and management is incorporated by reference from the information set forth under the caption “Security Ownership of Certain Beneficial Owners and Management” in the Proxy Statement.

The following chart sets forth certain information as of December 31, 2015, with respect to our equity compensation plans, specifically our 1998 Stock Plan and our 2009 Stock Incentive Plan. Each of the 1998 Stock Plan and the 2009 Stock Incentive Plan has been approved by our stockholders.

Equity Compensation Plan Information

Plan Category	Number of Securities to be Issued Upon Exercise of Outstanding Options and Rights (a)	Weighted Average Exercise Price of Outstanding Options (b)	Number of Securities	
			Remaining Available for Future Issuance Under Equity Compensation Plans (Excluding Securities Reflected in Column (a))	(c)
Equity compensation plans approved by security holders	5,506,632	(1) \$ 30.65	(2) 1,362,731	(3)
Equity compensation plans not approved by security holders	—	\$ —	—	
<b>Total</b>	<b>5,506,632</b>	<b>\$ 30.65</b>	<b>1,362,731</b>	

(1) Consists of 4,399,815 options outstanding granted under the 1998 Stock Plan and 2009 Stock Incentive Plan, 814,817 RSUs and 292,000 PSUs granted under the 2009 Stock Incentive Plan.

(2) Weighted average exercise price for outstanding options only.

(3) The 1,362,731 shares reserved for issuance under the 2009 Stock Incentive Plan represents shares available for grant as of December 31, 2015. The 2009 Stock Incentive Plan provides for the grant of options to purchase shares of common stock as well as the grant of restricted stock, stock appreciation rights and stock units. The number of shares reserved for issuance under the 2009 Stock Incentive Plan is increased from time to time in an amount equal to the number of shares subject to outstanding options under the 1998 Stock Plan that are subsequently forfeited or terminate for any other reason before being exercised and unvested shares that are forfeited pursuant to the 1998

Stock Plan.

Item 13. Certain Relationships and Related Transactions, and Director Independence

The information required by Item 13 is incorporated by reference from the information set forth under the captions “Certain Relationships and Related Person Transactions” and “Corporate Governance — Organization of our Board of Directors” in the Proxy Statement.

Item 14. Principal Accounting Fees and Services

The information required by Item 14 is incorporated by reference from the information set forth under the caption “Ratification of the Appointment of Independent Registered Public Accountants — Principal Accounting Fees and Services” in the Proxy Statement.

PART IV

Item 15. Exhibits, Financial Statement Schedules

(a) 1. Financial Statements

The financial statements filed as part of this report are identified in the Index to Consolidated Financial Statements on page F-1.

2. Financial Statement Schedules

See Item 15(c) below.

3. Exhibits

See Item 15(b) below.

(b) Exhibits

The following exhibits are filed herewith or are incorporated by reference to exhibits previously filed with the Securities and Exchange Commission. Financial Engines, Inc. (the Registrant) shall furnish copies of exhibits for a reasonable fee (covering the expense of furnishing copies) upon request.

Exhibit

Number	Description
2.1	Agreement and Plan of Mergers, dated as of November 5, 2015 by and among Financial Engines, Inc., Mayberry Acquisition Sub I, LLC, Mayberry Acquisition Sub, Inc., Mayberry Acquisition Sub II, LLC, Kansas City 727 Acquisition Corporation, TMFS Holdings, Inc., Kansas City 727 Acquisition LLC, and, solely in its capacity as representative of the Sellers, WP Fury Holdings, LLC (filed as Exhibit 10.1 to the Registrant's Current Report on Form 8-K filed November 9, 2015, and incorporated herein by reference) and First Amendment thereto, dated as of February 1, 2016 (filed as Exhibit 2.2 to the Registrant's Current Report on Form 8-K filed February 3, 2016, and incorporated herein by reference).*
3.(i)	Restated Certificate of Incorporation of the Registrant (filed as Exhibit 3.1 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010, and incorporated herein by reference).
3.(ii)	Bylaws of the Registrant (filed as Exhibit 3.(ii)2 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
4.1	Specimen Common Stock Certificate (filed as Exhibit 4.1 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
4.2	Stockholders Agreement, dated as of November 5, 2015 by and among Financial Engines, Inc., WP X Finance, L.P., a Delaware limited partnership, Warburg Pincus X Partners, L.P., a Delaware limited partnership, TMFS Holdings, Inc., a Nevada corporation, and Christopher R. Braudis (filed as Exhibit 4.1 to the Registrant's Current Report on Form 8-K filed November 9, 2015, and incorporated herein by reference).

reference).

- 10.1# Financial Engines, Inc. 1998 Stock Plan (as amended on October 20, 2009) and related form stock option plan agreements (filed as Exhibit 10.1 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.2# Financial Engines, Inc. Amended and Restated 2009 Stock Incentive Plan (filed as Exhibit 10.1 to the Registrant's Form 10-Q filed July 31, 2014 and incorporated herein by reference).
- 10.3# Financial Engines, Inc. Special Executive Restricted Stock Purchase Plan and related form stock purchase agreements (filed as Exhibit 10.3 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.4 Form of Indemnification Agreement between the Registrant and its officers and directors (filed as Exhibit 10.4 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.5 Financial Engines, Inc. Consulting Agreement between the Registrant and William F. Sharpe dated as of March 5, 1998, including amendments thereto (filed as Exhibit 10.5 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.6# Financial Engines, Inc. Consulting Agreement between the Registrant and Jeffrey N. Maggioncalda effective as of January 1, 2015 (filed as Exhibit 10.2 to the Registrant's Current Report on Form 8-K, filed on November 6, 2014 and incorporated herein by reference).
- 10.7.1 Lease Agreement by and between the Registrant and Harbor Investment Partners dated as of July 14, 1997, including amendments thereto (filed as Exhibit 10.7.1 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).

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Exhibit

Number	Description
10.7.2	Partial Lease Termination Agreement between Registrant and Harbor Investment Partners dated as of May 16, 2001 (filed as Exhibit 10.7.2 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.8	Second Amended and Restated Loan and Security Agreement between the Registrant and Silicon Valley Bank dated as of April 20, 2009 (filed as Exhibit 10.8 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.9#	Offer letter to Lawrence M. Raffone dated December 21, 2000 (filed as Exhibit 10.9 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.10	Lease Agreement by and between the Registrant and Harbor Investment Partners dated as of December 7, 1999, including amendments thereto (filed as Exhibit 10.10 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.11#	Form of 2009 Stock Incentive Plan Stock Option Agreement (Employees) for use on or after July 17, 2012 (filed as Exhibit 10.1 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended June 30, 2012, and incorporated herein by reference).
10.12#	Form of 2009 Stock Incentive Plan Restricted Stock Award Agreement (Employees) (filed as Exhibit 10.12 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.13#	Form of 2009 Stock Incentive Plan Restricted Stock Award Agreement (Executives) (filed as Exhibit 10.13 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.14#	Form of Amended and Restated 2009 Stock Incentive Plan Restricted Stock Unit Agreement (filed as Exhibit 10.2 to the Registrant's Current Report on Form 8-K filed November 22, 2011, and incorporated herein by reference).
10.15#	Form of 2009 Stock Incentive Plan Stock Option Agreement (Executives) (filed as Exhibit 10.1 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended June 30, 2010, and incorporated herein by reference).
10.16#	Form of 2009 Stock Incentive Plan Stock Option Agreement (Outside Directors) (filed as Exhibit 10.2 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended June 30, 2012, and incorporated herein by reference).
10.17#	Summary of Financial Engines Inc. Cash Incentive Plan (filed as Exhibit 10.17 to the Registrant's Annual Report on Form 10-K for the year ended December 31, 2010, and incorporated herein by reference).
10.18	Triple Net Space Lease (Multi-Tenant) between MT SPE, LLC, a Delaware limited liability company, as Landlord and Financial Engines, Inc., a Delaware corporation, as Tenant, for premises at Moffett Towers, 1050 Enterprise Way, Sunnyvale, California, dated October 18, 2011 (filed as Exhibit 10.1 to the



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Registrant's Current Report on Form 8-K filed on October 21, 2011, and incorporated herein by reference).

- 10.19# Form of Amended and Restated 2009 Stock Incentive Plan Stock Option Agreement (Employees) (filed as Exhibit 10.1 to the Registrant's Current Report on Form 8-K filed November 22, 2011, and incorporated herein by reference).
- 10.20# Form of Amended and Restated 2009 Stock Incentive Plan Non-Employee Director Restricted Stock Unit Agreement (filed as Exhibit 10.20 to the Registrant's Annual Report on Form 10-K for the year ended December 31, 2011, and incorporated herein by reference).
- 10.21# Form of Amended and Restated 2009 Stock Incentive Plan Performance Stock Unit Award Agreement (filed as Exhibit 10.2 to the Registrant's Form 8-K filed May 28, 2013 and incorporated herein by reference).
- 10.22# Financial Engines, Inc. 2014 Executive Cash Incentive Plan (filed as Exhibit 10.3 to the Registrant's Form 8-K filed May 28, 2013 and incorporated herein by reference).
- 10.23# Form of 2009 Stock Incentive Plan Restricted Stock Unit Award Agreement 2013 One-Year Vesting (filed as Exhibit 10.1 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).
- 10.24# Form of 2009 Stock Incentive Plan Restricted Stock Unit Award Agreement 2013 Two-Year Vesting (filed as Exhibit 10.2 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).
- 10.25# Form of 2009 Stock Incentive Plan Restricted Stock Unit Award Agreement Vesting December 31, 2015 (filed as Exhibit 10.3 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).
- 10.26# Form of 2009 Stock Incentive Plan Restricted Stock Option Agreement Vesting December 31, 2015 (filed as Exhibit 10.4 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).
- 10.27# Financial Engines, Inc. 2013 Executive Individual Performance Factor Bonus Plan (filed as Exhibit 10.1 to the Registrant's Form 8-K filed February 14, 2013 and incorporated herein by reference).
- 10.28# Form of 2015 Amended and Restate 2009 Stock Incentive Plan Non-Employee Director Restricted Stock Unit Agreement (filed as Exhibit 10.1 to the Registrant's Form 10-Q filed on August 5, 2015 and incorporated herein by reference).
- 10.29# Letter Agreement dated January 27, 2016 between Financial Engines, Inc. and John Bunch (filed as Exhibit 10.2 to the Registrant's Current Report on Form 8-K filed February 3, 2016, and incorporated herein by reference).
- 10.30# Employment Agreement dated November 4, 2015 by and among The Mutual Fund Store, LLC, Financial Engines, Inc., and John Bunch.

Exhibit

Number	Description
21.1	List of Subsidiaries of the Registrant.
23.1	Consent of KPMG LLP, independent registered public accounting firm.
24.1	Power of Attorney (see page 70).
31.1	Certificate of Chief Executive Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).
31.2	Certificate of Chief Financial Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).
32.1(1)	Certificate of Chief Executive Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).
32.2(1)	Certificate of Chief Financial Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).
101.INS	XBRL Instance Document
101.SCH	XBRL Schema Document
101.CAL	XBRL Calculation Linkbase Document
101.DEF	XBRL Definition Linkbase Document
101.LAB	XBRL Label Linkbase Document
101.PRE	XBRL Presentation Linkbase Document

(#)Indicates management contract or compensatory plan or arrangement.

(\*)Financial Engines hereby undertakes to furnish supplementally a copy of any omitted schedule or exhibit to such agreement to the U.S. Securities and Exchange Commission upon request.

(1)The material contained in Exhibit 32.1 and Exhibit 32.2 is not deemed “filed” with the SEC and is not to be incorporated by reference into any filing of the Registrant under the Securities Act of 1933 or the Securities Exchange Act of 1934, whether made before or after the date hereof and irrespective of any general incorporation language contained in such filing, except to the extent that the Registrant specifically incorporates it by reference.

(c)Financial Statement Schedules.

Schedules not listed above have been omitted because they are not applicable or required, or the information required to be set forth therein is included in the consolidated financial statements or notes hereto.



SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: February 19, 2016

FINANCIAL ENGINES, INC.

/s/ Lawrence M. Raffone  
Lawrence M. Raffone  
President and Chief Executive Officer  
(Duly authorized officer and principal executive officer)

/s/ Raymond J. Sims  
Raymond J. Sims  
Executive Vice President, Chief Financial Officer & Chief Risk Officer  
(Duly authorized officer and principal financial officer)

/s/ Jeffrey C. Grace  
Jeffrey C. Grace  
Vice President and Controller  
(Duly authorized officer and principal accounting officer)

## POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS, that each person whose signature appears below constitutes and appoints Lawrence M. Raffone and Raymond J. Sims and each of them, such person's true and lawful attorneys-in-fact and agents, each with full power of substitution and resubstitution, for such person and in such person's name, place and stead, in any and all capacities, to sign any and all amendments to this Annual Report on Form 10-K, and to file the same, with exhibits thereto and other documents in connection therewith, with the Securities and Exchange Commission granting unto said attorneys-in-fact and agents, and each of them, full power and authority to do and perform each and every act and thing requisite and necessary to be done, as fully to all intents and purposes as such person might or could do in person, hereby ratifying and confirming all that each of said attorneys-in-fact and agents, or such person's substitute or substitutes may lawfully do or cause to be done by virtue hereof.

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed below by the following persons on behalf of the registrant and in the capacities and on the dates indicated.

Name	Title	Date
/s/ Lawrence M. Raffone Lawrence M. Raffone	President and Chief Executive Officer (Principal Executive Officer) and Director	February 19, 2016
/s/ Raymond J. Sims Raymond J. Sims	Executive Vice President, Chief Financial Officer & Chief Risk Officer (Principal Financial Officer)	February 19, 2016
/s/ Jeffrey C. Grace Jeffrey C. Grace	Vice President and Controller (Principal Accounting Officer)	February 19, 2016
/s/ Blake R. Grossman Blake R. Grossman	Chairman	February 19, 2016
/s/ E. Olena Berg-Lacy E. Olena Berg-Lacy	Director	February 19, 2016
/s/ Heidi K. Fields Heidi K. Fields	Director	February 19, 2016
/s/ Joseph A. Grundfest Joseph A. Grundfest	Director	February 19, 2016
/s/ Robert A. Huret Robert A. Huret	Director	February 19, 2016
/s/ Paul G. Koontz Paul G. Koontz	Director	February 19, 2016
/s/ Michael E. Martin Michael E. Martin	Director	February 19, 2016

/s/ John B. Shoven  
John B. Shoven

Director

February 19, 2016

/s/ David B. Yoffie  
David B. Yoffie

Director

February 19, 2016

Exhibit Index

Exhibit

Number	Description
2.1	Agreement and Plan of Mergers, dated as of November 5, 2015 by and among Financial Engines, Inc., Mayberry Acquisition Sub I, LLC, Mayberry Acquisition Sub, Inc., Mayberry Acquisition Sub II, LLC, Kansas City 727 Acquisition Corporation, TMFS Holdings, Inc., Kansas City 727 Acquisition LLC, and, solely in its capacity as representative of the Sellers, WP Fury Holdings, LLC (filed as Exhibit 10.1 to the Registrant's Current Report on Form 8-K filed November 9, 2015, and incorporated herein by reference) and First Amendment thereto, dated as of February 1, 2016 (filed as Exhibit 2.2 to the Registrant's Current Report on Form 8-K filed February 3, 2016, and incorporated herein by reference).*
3.(i)	Restated Certificate of Incorporation of the Registrant (filed as Exhibit 3.1 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010, and incorporated herein by reference).
3.(ii)	Bylaws of the Registrant (filed as Exhibit 3(ii)2 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
4.1	Specimen Common Stock Certificate (filed as Exhibit 4.1 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
4.2	Stockholders Agreement, dated as of November 5, 2015 by and among Financial Engines, Inc., WP X Finance, L.P., a Delaware limited partnership, Warburg Pincus X Partners, L.P., a Delaware limited partnership, TMFS Holdings, Inc., a Nevada corporation, and Christopher R. Braudis (filed as Exhibit 4.1 to the Registrant's Current Report on Form 8-K filed November 9, 2015, and incorporated herein by reference).
10.1#	Financial Engines, Inc. 1998 Stock Plan (as amended on October 20, 2009) and related form stock option plan agreements (filed as Exhibit 10.1 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.2#	Financial Engines, Inc. Amended and Restated 2009 Stock Incentive Plan (filed as Exhibit 10.1 to the Registrant's Form 10-Q filed July 31, 2014 and incorporated herein by reference).
10.3#	Financial Engines, Inc. Special Executive Restricted Stock Purchase Plan and related form stock purchase agreements (filed as Exhibit 10.3 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.4	Form of Indemnification Agreement between the Registrant and its officers and directors (filed as Exhibit 10.4 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.5	Financial Engines, Inc. Consulting Agreement between the Registrant and William F. Sharpe dated as of March 5, 1998, including amendments thereto (filed as Exhibit 10.5 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).

- 10.6# Financial Engines, Inc. Consulting Agreement between the Registrant and Jeffrey N. Maggioncalda effective as of January 1, 2015 (filed as Exhibit 10.2 to the Registrant's Current Report on Form 8-K, filed on November 6, 2014 and incorporated herein by reference).
- 10.7.1 Lease Agreement by and between the Registrant and Harbor Investment Partners dated as of July 14, 1997, including amendments thereto (filed as Exhibit 10.7.1 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.7.2 Partial Lease Termination Agreement between Registrant and Harbor Investment Partners dated as of May 16, 2001 (filed as Exhibit 10.7.2 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.8 Second Amended and Restated Loan and Security Agreement between the Registrant and Silicon Valley Bank dated as of April 20, 2009 (filed as Exhibit 10.8 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.9# Offer letter to Lawrence M. Raffone dated December 21, 2000 (filed as Exhibit 10.9 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.10 Lease Agreement by and between the Registrant and Harbor Investment Partners dated as of December 7, 1999, including amendments thereto (filed as Exhibit 10.10 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
- 10.11# Form of 2009 Stock Incentive Plan Stock Option Agreement (Employees) for use on or after July 17, 2012 (filed as Exhibit 10.1 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended June 30, 2012, and incorporated herein by reference).
- 10.12# Form of 2009 Stock Incentive Plan Restricted Stock Award Agreement (Employees) (filed as Exhibit 10.12 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).



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Exhibit

Number	Description
10.13#	Form of 2009 Stock Incentive Plan Restricted Stock Award Agreement (Executives) (filed as Exhibit 10.13 to the Registrant's Registration Statement on Form S-1, file no. 333-163581, and incorporated herein by reference).
10.14#	Form of Amended and Restated 2009 Stock Incentive Plan Restricted Stock Unit Agreement (filed as Exhibit 10.2 to the Registrant's Current Report on Form 8-K filed November 22, 2011, and incorporated herein by reference).
10.15#	Form of 2009 Stock Incentive Plan Stock Option Agreement (Executives) (filed as Exhibit 10.1 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended June 30, 2010, and incorporated herein by reference).
10.16#	Form of 2009 Stock Incentive Plan Stock Option Agreement (Outside Directors) (filed as Exhibit 10.2 to the Registrant's Quarterly Report on Form 10-Q for the quarter ended June 30, 2012, and incorporated herein by reference).
10.17#	Summary of Financial Engines Inc. Cash Incentive Plan (filed as Exhibit 10.17 to the Registrant's Annual Report on Form 10-K for the year ended December 31, 2010, and incorporated herein by reference).
10.18	Triple Net Space Lease (Multi-Tenant) between MT SPE, LLC, a Delaware limited liability company, as Landlord and Financial Engines, Inc., a Delaware corporation, as Tenant, for premises at Moffett Towers, 1050 Enterprise Way, Sunnyvale, California, dated October 18, 2011 (filed as Exhibit 10.1 to the Registrant's Current Report on Form 8-K filed on October 21, 2011, and incorporated herein by reference).
10.19#	Form of Amended and Restated 2009 Stock Incentive Plan Stock Option Agreement (Employees) (filed as Exhibit 10.1 to the Registrant's Current Report on Form 8-K filed November 22, 2011, and incorporated herein by reference).
10.20#	Form of Amended and Restated 2009 Stock Incentive Plan Non-Employee Director Restricted Stock Unit Agreement (filed as Exhibit 10.20 to the Registrant's Annual Report on Form 10-K for the year ended December 31, 2011, and incorporated herein by reference).
10.21#	Form of Amended and Restated 2009 Stock Incentive Plan Performance Stock Unit Award Agreement (filed as Exhibit 10.2 to the Registrant's Form 8-K filed May 28, 2013 and incorporated herein by reference).
10.22#	Financial Engines, Inc. 2014 Executive Cash Incentive Plan (filed as Exhibit 10.3 to the Registrant's Form 8-K filed May 28, 2013 and incorporated herein by reference).
10.23#	Form of 2009 Stock Incentive Plan Restricted Stock Unit Award Agreement 2013 One-Year Vesting (filed as Exhibit 10.1 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).
10.24#	

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Form of 2009 Stock Incentive Plan Restricted Stock Unit Award Agreement 2013 Two-Year Vesting (filed as Exhibit 10.2 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).

10.25# Form of 2009 Stock Incentive Plan Restricted Stock Unit Award Agreement Vesting December 31, 2015 (filed as Exhibit 10.3 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).

10.26# Form of 2009 Stock Incentive Plan Restricted Stock Option Agreement Vesting December 31, 2015 (filed as Exhibit 10.4 to the Registrant's Form 10-Q filed August 1, 2013 and incorporated herein by reference).

10.27# Financial Engines, Inc. 2013 Executive Individual Performance Factor Bonus Plan (filed as Exhibit 10.1 to the Registrant's Form 8-K filed February 14, 2013 and incorporated herein by reference).

10.28# Form of 2015 Amended and Restate 2009 Stock Incentive Plan Non-Employee Director Restricted Stock Unit Agreement (filed as Exhibit 10.1 to the Registrant's Form 10-Q filed on August 5, 2015 and incorporated herein by reference).

10.29# Letter Agreement dated January 27, 2016 between Financial Engines, Inc. and John Bunch (filed as Exhibit 10.2 to the Registrant's Current Report on Form 8-K filed February 3, 2016, and incorporated herein by reference).

10.30# Employment Agreement dated November 4, 2015 by and among The Mutual Fund Store, LLC, Financial Engines, Inc., and John Bunch.

21.1 List of Subsidiaries of the Registrant.

23.1 Consent of KPMG LLP, independent registered public accounting firm.

24.1 Power of Attorney (see page 70).

31.1 Certificate of Chief Executive Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).

31.2 Certificate of Chief Financial Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).

32.1(1) Certificate of Chief Executive Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).

32.2(1) Certificate of Chief Financial Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. Section 1350).

101.INS XBRL Instance Document

101.SCH XBRL Schema Document

101.CAL XBRL Calculation Linkbase Document



Exhibit

Number Description

101.DEF XBRL Definition Linkbase Document

101.LAB XBRL Label Linkbase Document

101.PRE XBRL Presentation Linkbase Document

(#)Indicates management contract or compensatory plan or arrangement.

(\*)Financial Engines hereby undertakes to furnish supplementally a copy of any omitted schedule or exhibit to such agreement to the U.S. Securities and Exchange Commission upon request.

(1)The material contained in Exhibit 32.1 and Exhibit 32.2 is not deemed “filed” with the SEC and is not to be incorporated by reference into any filing of the Registrant under the Securities Act of 1933 or the Securities Exchange Act of 1934, whether made before or after the date hereof and irrespective of any general incorporation language contained in such filing, except to the extent that the Registrant specifically incorporates it by reference.

FINANCIAL ENGINES, INC. AND SUBSIDIARIES

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Report of Independent Registered Public Accounting Firm

The Board of Directors and Stockholders

Financial Engines, Inc.

We have audited the accompanying consolidated balance sheets of Financial Engines, Inc. and subsidiaries as of December 31, 2014 and 2015, and the related consolidated statements of income, stockholders' equity, and cash flows for each of the years in the three-year period ended December 31, 2015. We also have audited Financial Engines, Inc.'s internal control over financial reporting as of December 31, 2015, based on criteria established in Internal Control – Integrated Framework (2013) issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). Financial Engines, Inc.'s management is responsible for these consolidated financial statements, for maintaining effective internal control over financial reporting, and for its assessment of the effectiveness of internal control over financial reporting, included in the accompanying Management's Report on Internal Control over Financial Reporting appearing under Item 9A. Our responsibility is to express an opinion on these consolidated financial statements and an opinion on the Company's internal control over financial reporting based on our audits.

We conducted our audits in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement and whether effective internal control over financial reporting was maintained in all material respects. Our audits of the consolidated financial statements included examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. Our audit of internal control over financial reporting included obtaining an understanding of internal control over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. Our audits also included performing such other procedures as we considered necessary in the circumstances. We believe that our audits provide a reasonable basis for our opinions.

A company's internal control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

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In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of Financial Engines, Inc. and subsidiaries as of December 31, 2014 and 2015, and the results of its operations and its cash flows for each of the years in the three-year period ended December 31, 2015, in conformity with U.S. generally accepted accounting principles. Also in our opinion, Financial Engines, Inc. maintained, in all material respects, effective internal control over financial reporting as of December 31, 2015, based on criteria established in Internal Control – Integrated Framework (2013) issued by the COSO .

/s/ KPMG LLP

Santa Clara, California  
February 19, 2016

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## Consolidated Balance Sheets

December 31, 2014 and 2015

	December 31, 2014	2015
	(In thousands, except per share data)	
<b>Assets</b>		
<b>Current assets:</b>		
Cash and cash equivalents	\$ 126,564	\$ 305,216
Short-term investments	179,885	39,936
Accounts receivable, net of allowances of \$172 and \$225 as of December 31, 2014 and 2015, respectively	66,001	71,287
Prepaid expenses	3,763	4,486
Deferred tax assets	7,932	—
Other current assets	5,445	3,061
<b>Total current assets</b>	<b>389,590</b>	<b>423,986</b>
Property and equipment, net	20,723	20,385
Internal use software, net	6,421	7,085
Long-term deferred tax assets	6,844	21,780
Direct response advertising, net	8,202	7,186
Other assets	3,265	2,158
<b>Total assets</b>	<b>\$ 435,045</b>	<b>\$ 482,580</b>
<b>Liabilities and Stockholders' Equity</b>		
<b>Current liabilities:</b>		
Accounts payable	\$ 21,678	\$ 26,933
Accrued compensation	10,103	17,101
Deferred revenue	5,840	6,400
Dividend payable	3,113	3,615



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Other current liabilities	1,161	1,169
Total current liabilities	41,895	55,218
Long-term deferred revenue	427	258
Long-term deferred rent	8,689	9,485
Long-term tax liabilities	3,672	2,206
Other liabilities	151	266
Total liabilities	54,834	67,433
Contingencies (see note 8)		
Stockholders' equity:		
Preferred stock, \$0.0001 par value — 10,000 authorized as of December 31, 2014		
and 2015; None issued or outstanding as of December 31, 2014 and 2015	—	—
Common stock, \$0.0001 par value — 500,000 authorized as of December 31, 2014		
and 2015; 52,224 and 52,972 shares issued and 51,944 and 51,695 shares		
outstanding at December 31, 2014 and 2015, respectively	5	5
Additional paid-in capital	404,908	461,139
Treasury stock, at cost (280 shares and 1,277 shares as of December 31, 2014		
and 2015, respectively)	(9,182 )	(47,637 )
(Accumulated deficit)		
Retained Earnings	(15,520 )	1,640
Total stockholders' equity	380,211	415,147
	\$ 435,045	\$ 482,580

Total liabilities and  
stockholders' equity

See accompanying notes to the consolidated financial statements.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## Consolidated Statements of Income

Years Ended December 31, 2013, 2014, and 2015

	2013	2014	2015
	(In thousands, except per share data)		
<b>Revenue:</b>			
Professional management	\$202,811	\$245,812	\$277,162
Platform	33,475	33,071	30,766
Other	2,672	3,037	2,794
Total revenue	238,958	281,920	310,722
<b>Costs and expenses:</b>			
Cost of revenue (exclusive of amortization of internal use software)	91,990	112,817	131,011
Research and development	30,917	29,830	35,581
Sales and marketing	43,400	50,091	61,262
General and administrative	21,353	22,453	28,813
Amortization of internal use software	6,402	5,974	4,900
Total costs and expenses	194,062	221,165	261,567
Income from operations	44,896	60,755	49,155
Interest income, net	58	169	356
Other (expense) income	(13 )	3	(30 )
Income before income taxes	44,941	60,927	49,481
Income tax expense	14,986	23,975	17,864
Net and comprehensive income	\$29,955	\$36,952	\$31,617
Dividends declared per share of common stock	\$0.20	\$0.24	\$0.28
Net income per share attributable to holders of common stock			
Basic	\$0.61	\$0.72	\$0.61
Diluted	\$0.57	\$0.69	\$0.60
Shares used to compute net income per share attributable to holders of			
common stock			
Basic	49,512	51,601	51,732
Diluted	52,335	53,309	53,039

See accompanying notes to the consolidated financial statements.

## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## Consolidated Statements of Stockholders' Equity

Years Ended December 31, 2013, 2014 and 2015

	Common stock			Treasury Stock		Retained Earnings (Accumulated Stockholders' deficit)	Total Equity
	Shares	Amount	Additional paid-in capital	Shares	Amount		
	(In thousands, except share data)						
Balance, January 1, 2013	47,915,049	\$ 5	\$ 323,448	—	\$—	\$ (60,067 )	\$ 263,386
Issuance of common stock upon exercise of							
options, net	2,880,561	—	24,420	—	—	—	24,420
Vested restricted stock units converted							
to shares	152,249	—	—	—	—	—	—
Net share settlements for stock-based minimum							
tax withholdings	(57,369 )	—	(3,473 )	—	—	—	(3,473 )
Stock-based compensation under the fair							
value method	—	—	16,415	—	—	—	16,415
Cash dividends declared (\$0.20 per share)	—	—	—	—	—	(9,962 )	(9,962 )
Excess tax benefit associated with stock-based							
compensation	—	—	1,145	—	—	—	1,145
Net and comprehensive income	—	—	—	—	—	29,955	29,955
Balance, December 31, 2013	50,890,490	\$ 5	\$ 361,955	—	\$—	\$ (40,074 )	\$ 321,886
Issuance of common stock upon exercise of							
options, net	1,217,046	—	12,761	—	—	—	12,761
Vested restricted stock units converted	176,470	—	—	—	—	—	—

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to shares							
Net share settlements for stock-based minimum							
tax withholdings	(60,461 )	—	(2,000 )	—	—	—	(2,000 )
Repurchases of common stock	—	—	—	(280,000 )	(9,182 )	—	(9,182 )
Stock-based compensation under the fair value method	—	—	19,743	—	—	—	19,743
Cash dividends declared (\$0.24 per share)	—	—	—	—	—	(12,398 )	(12,398 )
Excess tax benefit associated with stock-based compensation	—	—	12,449	—	—	—	12,449
Net and comprehensive income	—	—	—	—	—	36,952	36,952
Balance, December 31, 2014	52,223,545	\$ 5	\$ 404,908	(280,000 )	\$(9,182 )	\$(15,520 )	\$ 380,211
Issuance of common stock upon exercise of options, net	546,511	—	9,201	—	—	—	9,201
Vested restricted stock units converted							
to shares	302,617	—	—	—	—	—	—
Net share settlements for stock-based minimum							
tax withholdings	(100,337 )	—	(3,514 )	—	—	—	(3,514 )
Repurchases of common stock	—	—	—	(997,000 )	(38,455)	—	(38,455 )
Stock-based compensation under the fair value method	—	—	26,213	—	—	—	26,213
Cash dividends declared (\$0.28 per share)	—	—	—	—	—	(14,457 )	(14,457 )
Excess tax benefit associated with stock-based compensation	—	—	24,331	—	—	—	24,331
Net and comprehensive income	—	—	—	—	—	31,617	31,617
Balance, December 31, 2015	52,972,336	\$ 5	\$ 461,139	(1,277,000)	\$(47,637)	\$ 1,640	\$ 415,147

See accompanying notes to the consolidated financial statements.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## Consolidated Statements of Cash Flows

Years Ended December 31, 2013, 2014, and 2015

	2013	2014	2015
	(In thousands)		
<b>Cash flows from operating activities:</b>			
Net income	\$29,955	\$36,952	\$31,617
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization	4,024	4,930	6,092
Amortization of internal use software	6,007	5,614	4,566
Stock-based compensation	16,518	19,765	26,028
Amortization of deferred sales commissions	1,869	1,525	1,717
Amortization and impairment of direct response advertising	5,994	6,010	5,359
Amortization of premium (discount) on short-term investments	29	(69 )	(359 )
Provision for doubtful accounts	448	617	938
Deferred tax assets	13,502	10,869	(9,196 )
Loss (gain) on fixed asset disposal	—	(17 )	14
Gain on sale of short-term investments	—	—	(9 )
Excess tax benefit associated with stock-based compensation	(1,145 )	(12,659 )	(25,058 )
<b>Changes in operating assets and liabilities:</b>			
Accounts receivable	(19,626 )	(2,813 )	(6,225 )
Prepaid expenses	(177 )	(492 )	(723 )
Direct response advertising	(5,454 )	(4,450 )	(4,338 )
Other assets	(1,321 )	(3,533 )	1,773
Accounts payable	6,510	13,653	30,856
Accrued compensation	1,859	(4,034 )	6,998
Deferred revenue	(414 )	(2,315 )	391
Deferred rent	680	2,202	814
Net cash provided by operating activities	59,258	71,755	71,255
<b>Cash flows from investing activities:</b>			
Purchase of property and equipment	(5,470 )	(10,157 )	(6,094 )
Sale of property and equipment	—	17	—
Capitalization of internal use software	(4,323 )	(3,571 )	(5,049 )
Purchases of short-term investments	(140,056)	(179,789)	(159,555)
Maturities of short-term investments	20,000	120,000	180,000
Sale of short-term investments	—	—	119,872
Restricted cash	759	—	—
Net cash (used in) provided by investing activities	(129,090)	(73,500 )	129,174
<b>Cash flows from financing activities:</b>			
Payments on capital lease obligations	(66 )	(105 )	(112 )
Net share settlements for stock-based awards minimum tax withholdings	(3,473 )	(2,002 )	(3,514 )
Excess tax benefit associated with stock-based compensation	1,145	12,659	25,058

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Cash dividend payments	(7,422 )	(11,825 )	(13,955 )
Repurchase of common stock	—	(9,182 )	(38,455 )
Proceeds from issuance of common stock	24,420	12,761	9,201
Net cash provided by (used in) financing activities	14,604	2,306	(21,777 )
Net (decrease) increase in cash and cash equivalents	(55,228 )	561	178,652
Cash and cash equivalents, beginning of year	181,231	126,003	126,564
Cash and cash equivalents, end of year	\$126,003	\$126,564	\$305,216
Supplemental cash flows information:			
Income taxes paid, net of refunds	\$506	\$91	\$1,584
Interest paid	\$9	\$12	\$13
Non-cash operating, investing and financing activities:			
Purchase of property and equipment under capital lease	\$34	\$169	\$216
Unpaid purchases of property and equipment	\$1,063	\$1,118	\$574
Capitalized stock-based compensation for internal use software	\$271	\$294	\$515
Capitalized stock-based compensation for direct response advertising	\$76	\$119	\$97
Dividends declared but not yet paid	\$2,540	\$3,113	\$3,615

See accompanying notes to the consolidated financial statements.



FINANCIAL ENGINES, INC. AND SUBSIDIARIES

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

NOTE 1 — Organization and Description of the Business

The Company

Financial Engines, Inc. (the Company) was incorporated on May 13, 1996 under the laws of the State of California and is headquartered in Sunnyvale, California. In February 2010, the Company was reincorporated under the laws of the State of Delaware.

Financial Engines is a provider of independent, technology-enabled portfolio management services, investment advice and retirement income services primarily to participants in employer-sponsored defined contribution plans, such as 401(k) plans. The Company helps investors plan for retirement by offering personalized plans for saving and investing, as well as by providing assessments of retirement income needs and readiness, regardless of personal wealth or investment account size. The Company uses its proprietary advice technology platform to provide independent, personalized portfolio management, investment advice and retirement income services to millions of retirement plan participants on a cost-efficient basis. To expand its independent advisory services, on February 1, 2016 the Company acquired the business of The Mutual Fund Store, which provides comprehensive financial planning and dedicated in-person advisors at over 125 locations.

NOTE 2 — Basis of Presentation and Principles of Consolidation

The accompanying consolidated financial statements were prepared in accordance with accounting principles generally accepted in the United States of America (GAAP).

The accompanying consolidated financial statements include the accounts of the Company and its wholly owned subsidiaries. All intercompany balances and transactions have been eliminated in consolidation.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expense during the reporting period. Significant items subject to such estimates and assumptions include income taxes, stock-based compensation, direct response advertising, revenue recognition, the useful lives of property, equipment and internal use software cost. Actual results could differ from those estimates under different assumptions or conditions.

Cash and Cash Equivalents

The Company considers all highly liquid investments with an original maturity of three months or less from date of purchase to be cash equivalents. Cash and cash equivalents are comprised of cash held primarily in money market accounts.

#### Short-term Investments

Short-term investments consist of U.S. Treasury securities. The Company had previously classified its short-term investments as held-to-maturity through October 2015. In November and December 2015, the Company sold a total of \$120 million of short-term investments prior to maturity to address cash needs related to the acquisition of The Mutual Fund Store after signing the definitive agreement on November 5, 2015. The remaining short-term investments of \$39.9 million as of December 31, 2015 are held as available-for-sale and recorded on the balance sheet at fair market value. In January 2016, the Company sold the remaining \$39.9 million of short term investments. Realized and unrealized gains or losses, net of tax, have been immaterial in every period presented.

#### Concentration of Credit Risk and Fair Value of Financial Instruments

The Company measures and reports its investments in money market funds at fair value on a recurring basis, which approximates their carrying value due to the short period of time to maturity, and reported its short-term investments in U.S. Treasury securities at amortized cost as of December 31, 2014 and at fair market value as of December 31, 2015. There have been no changes in the Company's valuation techniques during the years ended December 31, 2014 and 2015. Both the money market funds and U.S. Treasury securities are classified as Level 1.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

The following table summarizes the Company's financial assets measured at fair value on a recurring basis:

	As of December 31, 2014				As of December 31, 2015				
	Quoted Prices in Active Markets for Identical Assets		Significant Other Observable Inputs (Level 2) <sup>(2)</sup>	Significant Other Unobservable Inputs (Level 3) (Level 3) <sup>(3)</sup>	Total	Quoted Prices in Active Markets for Identical Assets		Significant Other Observable Inputs (Level 2) <sup>(2)</sup>	Significant Other Unobservable Inputs (Level 3) (Level 3) <sup>(3)</sup>
Fair Value (In thousands)	(Level 1) <sup>(1)</sup>	(Level 1) <sup>(1)</sup>	(Level 2) <sup>(2)</sup>	(Level 3) <sup>(3)</sup>	Fair Value	(Level 1) <sup>(1)</sup>	(Level 2) <sup>(2)</sup>	(Level 3) <sup>(3)</sup>	Fair Value
<b>Assets:</b>									
Money Market Funds	\$90,928	\$ 90,928	\$ —	\$ —	\$271,153	\$ 271,153	\$ —	\$ —	
US Treasury Securities	\$179,869	\$ 179,869	\$ —	\$ —	\$39,936	\$ 39,936	\$ —	\$ —	

(1) Level 1: Observable inputs that reflect quoted prices (unadjusted) for identical assets or liabilities in active markets.

(2) Level 2: Inputs reflect quoted prices for identical assets or liabilities in markets that are not active; quoted prices for similar assets or liabilities in active markets; inputs other than quoted prices that are observable for the assets or liabilities; or inputs that are derived principally from or corroborated by observable market data by correlation or other means.

(3) Level 3: Unobservable inputs reflecting the Company's own assumptions incorporated in valuation techniques used to determine fair value. These assumptions are required to be consistent with market participant assumptions that are reasonably available.

Financial instruments that potentially subject the Company to significant concentrations of credit risk consist principally of cash, cash equivalents and accounts receivable. The Company maintains its cash and cash equivalents primarily in highly-rated taxable money market funds located in the United States, in which deposits may exceed federal deposit insurance limits. The fair value of the Company's accounts receivable and accounts payable approximates the carrying amount due to their short duration.

The Company's customers are concentrated in the United States. The Company performs ongoing credit evaluations of its customers and does not require collateral. The Company reviews the need for allowances for potential credit losses and such losses have been insignificant to date.

Significant customer information is as follows:

	December 31, 2014		2015
Percentage of accounts receivable:			
Empower Retirement™ (1)	13 %	9 %	
Aon Hewitt Financial Advisors, LLC	10 %	9 %	

	Year Ended December 31,		
	2013	2014	2015
Percentage of revenue:			
Empower Retirement™ (1)	12 %	11 %	9 %
Aon Hewitt Financial Advisors, LLC	5 %	9 %	10 %

(1)Empower Retirement™ refers to Advised Assets Group, LLC, operating under the brand identity Empower Retirement™, which purchased J.P. Morgan Retirement Plan Services LLC under agreement dated April 2, 2014.  
Allowance for Doubtful Accounts

Trade accounts receivable are recorded at the invoiced amount and are not interest bearing. The Company maintains an allowance for doubtful accounts to reserve for potentially uncollectible trade receivables. The Company reviews its trade receivables by aging category to identify significant customers with collection issues. For accounts not specifically identified, the Company provides reserves based on historical bad debt loss experience.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

## Property and Equipment

Property and equipment are stated at cost less accumulated depreciation. Depreciation is computed using the straight-line method over the estimated useful lives of the assets and allocated to the department of benefit in the accompanying Consolidated Statements of Income. Leasehold improvements and capital lease equipment are amortized over the shorter of the remaining lease term or the useful life of the asset. Software purchased for internal use is amortized over its useful life. Expenditures for maintenance and repairs are charged to expense as incurred.

	Estimated Useful Lives  in Years
Computer equipment	3
Computer software	2
Furniture, fixtures, and equipment	5
Leasehold improvements	life of the lease
Capital lease equipment	life of the lease

## Internal Use Software

Certain direct development costs associated with internal use software are capitalized and include payroll costs for employees and external direct consulting costs related to software coding, designing system interfaces, and installation and testing of the software. Internal use software includes engineering costs associated with (1) enhancing the Company's advisory service platform and (2) developing internal systems for tracking member data, including AUM, member cancellations and other related member statistics. The capitalized costs are amortized using the straight-line method over an estimated life of approximately two to three years, beginning when the asset is substantially ready for use. Costs related to preliminary project activities and post implementation activities are expensed as incurred. A portion of internal use software relates to cost of revenue, as well as the Company's other functional departments. However the Company is not able to meaningfully allocate the costs among cost of revenue and operations. Accordingly, amortization is presented as a separate line item on the accompanying Consolidated Statements of Income.

During the years ended December 31, 2013, 2014 and 2015, the Company capitalized \$4.6 million, \$3.9 million and \$5.6 million, respectively, of development costs, including stock-based compensation expense, relating to technology to be used to enhance the Company's internal use software and advisory service platform. For the years ended December 31, 2013, 2014 and 2015, the Company capitalized \$0.3 million, \$0.3 million and \$0.5 million, respectively, of non-cash stock-based compensation costs related to internal use software.

### Long-Lived Assets

Long-lived assets, such as property, equipment and capitalized internal use software subject to amortization, are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset group may not be recoverable. Recoverability of assets to be held and used is measured by a comparison of the carrying amount of an asset group to estimated undiscounted future cash flows expected to be generated by the asset group. If the carrying amount of an asset group exceeds its estimated future cash flows, an impairment charge is recognized by the amount by which the carrying amount of the asset group exceeds the fair value of the asset group.

Management evaluates the useful lives of these assets on an annual basis and tests for impairment whenever events or changes in circumstances occur that could impact the recoverability of these assets. During the years ended December 31, 2013, 2014 and 2015, impairments to long-lived assets were immaterial.

### Deferred Sales Commissions

Deferred sales commissions consist of incremental costs paid to the Company's sales force associated with the execution of non-cancelable customer contracts. The deferred sales commission amounts are recoverable through future revenue streams under the non-cancelable customer contracts. The Company believes this is the preferable method of accounting as the commission charges are so closely related to the revenue from the non-cancelable customer contracts that they should be recorded as an asset and charged to expense over the life of the related non-cancelable customer contracts, which is typically three to five years. Amortization of deferred sales commissions is included in marketing and sales expense in the accompanying Consolidated Statements of Income.

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FINANCIAL ENGINES, INC. AND SUBSIDIARIES

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

The Company capitalized sales commission of \$1.2 million, \$1.6 million and \$0.3 million during the years ended December 31, 2013, 2014 and 2015, respectively, and amortized \$1.9 million, \$1.5 million and \$1.7 million of deferred sales commissions during the years ended December 31, 2013, 2014 and 2015, respectively.

#### Comprehensive Income

Comprehensive income is defined as the change in equity of a business enterprise during a period from transactions and other events and circumstances from non-owner sources. Comprehensive income is the same as net income for all periods presented.

#### Segment Information

The Company operates in one reportable segment. The Company's chief operating decision-maker, its chief executive officer, reviews its operating results on an aggregate basis and manages its operations as a single operating segment. In addition, all of the Company's operations and assets are based in the United States.

#### Revenue Recognition

The Company recognizes revenue when all of the following conditions are met:

- There is persuasive evidence of an arrangement, as evidenced by a signed contract;
- Delivery has occurred or the service has been made available to the customer, which occurs upon completion of implementation and connectivity services and acceptance by the customer;
- The collectability of the fees is reasonably assured; and
- The amount of fees to be paid by the customer is fixed or determinable.

The Company generates its revenue through three primary sources: professional management, platform and other revenue.

**Professional Management.** The Company derives professional management revenue from member fees paid by plan participants who are enrolled in its Professional Management service for the management of their account assets. This discretionary investment management service includes a Retirement Plan analyzing investments, contribution rate and projected retirement income, and a Retirement Checkup designed to help plan participants to develop a strategy for closing the gap, if any, between the participant's retirement goal and current retirement income forecast. The services are generally made available to plan participants in a 401(k) plan by written agreements between the Company and the plan provider, plan sponsor and the plan participant; and may be provided on a subadvisory basis. The arrangement generally provides for member fees based on the value of assets the Company manages for plan participants, and is generally payable quarterly in arrears. Revenue derived from Professional Management services is recognized as the services are performed. In order to encourage enrollment into the Professional Management service, the Company uses a variety of promotional techniques, some of which can potentially impact the amount of revenue recognized, the timing of revenue recognition or both.

In certain instances, fees payable by plan participants are deferred for a specified period, and are waived if the plan participant cancels within the specified period. The Company recognizes revenue during certain of these fee deferral periods based on the estimate of the expected fee retention rate determined by historical experience of similar arrangements.

Platform. The Company derives platform revenue from recurring, subscription-based fees for access to either its full suite of services, including Professional Management, Online Advice service and Retirement Evaluation, or to its legacy Online Advice service only, and to a lesser extent, from setup fees. Online Advice is a nondiscretionary Internet-based investment advisory service, which includes features such as: recommendations among the investment alternatives available in the employer sponsored retirement plan; a summary of the current value of the plan account; a forecast of how much the plan account investments might be worth at retirement; whether a change is recommended to the contribution rate, risk and diversification and/or unrestricted employer stock holdings; and a projection of how much the participant may spend at retirement. Plan participants may use the service as frequently as they choose to monitor progress toward their financial goals, receive forecasts and investment recommendations and access educational content at the Company's website. The arrangements generally provide for the Company's fees to be paid by the plan sponsor, plan provider or the retirement plan itself, depending on the plan structure. Platform revenue is generally paid annually or quarterly in advance and recognized ratably over the term of the subscription period beginning after the completion of customer setup and data connectivity. Setup fees are recognized ratably over seven years.

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FINANCIAL ENGINES, INC. AND SUBSIDIARIES

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

Other. Other revenue includes reimbursement for a portion of marketing and member materials from certain subadvisory relationships, and to a lesser extent, reimbursement for providing personal statements to participants. Revenue is recognized as the related services are performed, in accordance with the specific terms of the contract with the customers.

Deferred Revenue

Deferred revenue consists primarily of billings or payments received in advance of revenue recognition generated by the Company's platform service and setup fees and to a lesser extent, by its professional management fees, described above. For these services, the Company generally invoices its customers in annual or quarterly installments payable in advance. Accordingly, the deferred revenue balance does not represent the total contract value of annual or multi-year, non-cancelable subscription contracts.

Cost of Revenue

Cost of revenue includes fees paid to plan providers for connectivity to plan and plan participant data, printed materials fulfillment costs for certain subadvisory relationships for which the Company is reimbursed, printed member materials, and employee-related costs for technical operations, implementations, operations, advisor call center operations, portfolio management and customer support. The expenses included in cost of revenue are shared across the different revenue categories, and the Company is not able to meaningfully allocate such costs between separate categories of revenue. Consequently, all costs and expenses applicable to the Company's revenue are included in the category cost of revenue in the Consolidated Statements of Income. Costs in this area are related primarily to payments to third parties, employee compensation and related expenses, and purchased materials. Amortization of internal use software, a portion of which relates to the Company's cost of revenue, is not included in cost of revenue but is reflected as a separate line item in the Company's Consolidated Statements of Income.

Direct Response Advertising

The Company's advertising costs consist primarily of printed materials associated with new customer solicitations. These costs relate primarily to either Active Enrollment campaigns, where marketing materials are sent to solicit enrollment in the Company's Professional Management service, or Passive Enrollment campaigns, where the plan sponsor defaults all eligible members into the Professional Management service unless they decline. Advertising costs relating to Passive Enrollment campaigns and other general marketing materials sent to participants do not qualify as direct response advertising and are expensed to sales and marketing in the period the advertising activities first take place. Printed fulfillment costs relating to subadvisory campaigns do not qualify as direct response advertising and are expensed to cost of revenue in the period in which the expenses were incurred. Starting in early 2015, certain new marketing campaigns no longer qualified for capitalization per the accounting definition of direct-response advertising and therefore were expensed as incurred. Advertising costs associated with direct advisory Active Enrollment campaigns qualify for capitalization as direct response advertising. The capitalized costs are amortized over the estimated three-year period of probable future benefits following the enrollment of a member into the Professional Management service based on the ratio of current period revenue for the direct response advertising cost pool as compared to the total estimated revenue expected for the direct response advertising cost pool over the remaining period of probable future benefits. The realizability of the amounts of direct response advertising reported as assets are evaluated at each balance sheet date by comparing the carrying amounts of such assets on a cost-pool-by-cost-pool basis to the probable remaining future net revenues expected to result directly from such advertising.

The Company capitalizes direct response advertising costs associated with direct advisory Active Enrollment campaigns as the Company has sufficient and verifiable historical patterns to demonstrate the probable future benefits of such campaigns. During the years ended December 31, 2013, 2014 and 2015, the Company capitalized \$5.5 million, \$4.6 million and \$4.4 million, respectively, of direct response advertising costs. Advertising expense was \$6.4 million, \$6.9 million and \$8.2 million for the years ended December 31, 2013, 2014 and 2015, respectively, of which direct response advertising amortization was \$6.0 million, \$6.1 million and \$5.5 million, respectively. During the years ended December 31, 2013, 2014 and 2015, impairments to direct response advertising were immaterial.

#### Deferred Income Taxes

Deferred tax assets and liabilities are determined based on temporary differences between financial reporting and the tax bases of assets and liabilities. Deferred tax assets are also recognized for tax net operating loss carryforwards. These deferred tax assets and liabilities are measured using the enacted tax rates and laws that are expected to be in effect when such amounts are expected to reverse or be utilized. The realization of total deferred tax assets is contingent upon the generation of future taxable income. Valuation allowances are provided to reduce such deferred tax assets to amounts more likely than not to be ultimately realized. See Note 6 for additional information.

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FINANCIAL ENGINES, INC. AND SUBSIDIARIES

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

Stock-based Compensation

Employee stock-based compensation expense is based on the following: (1) the grant date fair value of stock option awards granted or modified after January 1, 2006, and (2) the fair value of the Company's common stock as of the grant date for restricted stock units (RSUs) and performance stock units (PSUs).

The Company estimates the fair value of stock options granted using the Black-Scholes option pricing model. The Company currently uses the simplified method in developing an estimate of expected term of stock options. The expected term represents the period that stock-based awards are expected to be outstanding, giving consideration to the contractual terms of the stock-based awards, vesting schedules and expectations of future employee behavior as influenced by changes to the terms of the Company's stock-based awards. The computation of expected volatility is based on a combination of the historical and implied volatility of comparable companies from a representative peer group based on industry and market capitalization data, as well as the Company's own historical volatility. Effective January 1, 2013, the Company included a dividend yield in its Black-Scholes option pricing model to reflect the anticipated dividends to be paid over the expected term of the awards.

The Company expenses RSUs over the performance period based on the fair market value of the awards at the date of grant.

The Company expenses PSUs based on the fair market value of the awards on the date of grant and the number of shares ultimately expected to vest at the end of each performance period, ratably over the each of the performance periods. Each PSU award consists of two vesting cliffs, with sixty percent eligible to vest on January 1, 2016 and forty percent eligible to vest on January 1, 2018. Depending on performance against the target metrics, vesting will be between 0% and 140%. The actual number of shares of common stock issued will be determined on each vesting cliff date based on actual performance results against the target metrics. For PSUs, the Company re-assesses the probability of achieving the target metrics at the end of each reporting period and adjusts the recognition of expense accordingly.

The Company's stock-based compensation instruments are accounted for as equity awards as the settlement is in shares of the Company's common stock. The Company amortizes stock-based compensation expense using a graded vesting method over the requisite service periods of the awards, which is generally the vesting period. Management estimates expected forfeitures and recognizes compensation costs only for those stock-based awards expected to vest. Amortization of stock-based compensation is presented in the same line item as the cash compensation to those employees in the accompanying Consolidated Statements of Income.

The Company's current practice is to issue new shares to settle stock option exercises and on vesting of RSUs and PSUs.

Net Income per Common Share

Basic net income per common share is computed by dividing net income attributable to common stockholders by the weighted average number of common shares outstanding during the period less the weighted average number of common shares repurchased by the Company during the period. Diluted net income per common share is computed by giving effect to all dilutive potential common shares, including options, RSUs, and PSUs. Repurchased shares are held as treasury stock and outstanding shares used to calculate earnings per share have been reduced by the weighted number of repurchased shares.

Recent Accounting Pronouncements

On May 28, 2014, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) No. 2014-09, Revenue from Contracts with Customers, which requires an entity to recognize the amount of revenue to which it expects to be entitled for the transfer of promised goods or services to customers. This new standard may also impact how the Company accounts for certain direct costs associated with its revenues. The ASU will replace most existing revenue recognition guidance in U.S. GAAP when it becomes effective. The new standard would become effective for the Company on January 1, 2018 and early adoption would be permitted on January 1, 2017. The standard permits the use of either the retrospective or cumulative effect transition method. The Company is evaluating the effect that ASU 2014-09 will have on its consolidated financial statements and related disclosures. The Company has not yet selected a transition method nor has it determined the effect of the standard on its ongoing financial reporting.

## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

## NOTE 3 — Balance Sheet Items

## Cash and Cash Equivalents

Cash and cash equivalents consist of the following:

	December 31,	
	2014	2015
	(In thousands)	
Cash	\$35,636	\$34,063
Money market fund	90,928	271,153
Total cash and cash equivalents	\$126,564	\$305,216

## Short-term Investments

The Company considers all investments purchased with an original remaining maturity of between three and twelve months at the date of purchase to be short-term investments. U.S. Treasury securities are classified as short-term investments and held-to-maturity as of December 31, 2014 and available-for-sale as of December 31, 2015. A reconciliation of amortized cost and fair value of short-term investments is as follows:

	December 31, 2014 (In thousands)
<b>U.S. Treasury Securities:</b>	
Amortized cost	\$ 179,885
Gross unrecognized gains	12
Gross unrecognized losses	(28 )
Fair value	\$ 179,869

As of December 31, 2015, there were \$39.9 million of short-term investments held as available-for-sale and recorded on the balance sheet at fair market value. In January 2016, the Company sold the remaining \$39.9 million of short term investments. Realized and unrealized gains or losses, net of tax, have been immaterial in every period presented.

## Allowance for Doubtful Accounts

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The following table summarizes the changes to the allowance for doubtful accounts:

	December 31,		
	2013	2014	2015
	(In thousands)		
Balance, beginning of year	\$102	\$124	\$172
Add: Provisions for doubtful accounts	448	617	938
Less: Write-offs	(426)	(569)	(885)
Balance, end of year	\$124	\$172	\$225

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

## Property and Equipment

Property and equipment consist of the following:

	December 31,	
	2014	2015
	(In thousands)	
Computer equipment	\$9,477	\$11,533
Computer software	2,445	3,298
Furniture, fixtures and equipment	8,060	9,560
Leasehold improvements	13,272	14,589
Total property and equipment	33,254	38,980
Less: Accumulated depreciation	(12,531)	(18,595)
Property and equipment, net	\$20,723	\$20,385

Depreciation and amortization expense was \$4.0 million, \$4.9 million and \$6.1 million for the years ended December 31, 2013, 2014 and 2015, respectively. Included in property and equipment as of December 31, 2015 are assets acquired under capital lease obligations with original costs of \$0.7 million. Accumulated depreciation on the capital lease assets was \$0.3 million as of December 31, 2015. For the year ended December 31, 2014, the Company retired \$3.0 million of fully depreciated property and equipment that were no longer in service. For the year ended December 31, 2015, disposed property and equipment were immaterial.

## Internal Use Software

Internal use software consists of the following:

	December 31,	
	2014	2015
	(In thousands)	
Capitalized internal use software	\$47,834	\$53,398
Accumulated amortization	(41,413)	(46,313)
Internal use software, net	\$6,421	\$7,085

## Other Current Assets

Other current assets consist of the following:

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	December 31,	
	2014	2015
	(In thousands)	
Deferred sales commissions	\$ 1,698	\$ 1,580
Other	3,747	1,481
Total other current assets	\$5,445	\$3,061

As of December 31, 2014, other includes a \$2.3 million receivable balance associated with the tenant improvement allowance for the Company's new Boston, MA facility, which has been received in full as of December 31, 2015. As of December 31, 2015, other includes a \$0.4 million receivable balance associated with the tenant improvement allowance for the Company's Phoenix office expansion.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

## Accounts Payable

Accounts payable consists of the following:

	December 31,	
	2014	2015
	(In thousands)	
Data connectivity fees payable	\$18,236	\$22,389
Trade accounts payable	3,105	3,580
Other	337	964
Total accounts payable	\$21,678	\$26,933

## Accrued Compensation

Accrued compensation consists of the following:

	December 31,	
	2014	2015
	(In thousands)	
Accrued bonus	\$5,623	\$12,384
Accrued vacation	3,061	3,513
Accrued commission	1,025	279
Accrued payroll	313	766
Other	81	159
Total accrued compensation	\$10,103	\$17,101

## NOTE 4 — Stockholders' Equity

## Common Stock

As of December 31, 2015, there were 500,000,000 shares of common stock authorized, 52,972,336 shares issued and 51,695,336 shares outstanding. Common stockholders are entitled to dividends if and when declared by the Board of Directors.

## Cash Dividends

The Company initiated cash dividends on its common stock in April 2013. For the year ended December 31, 2015, the Board of Directors declared quarterly cash dividends totaling \$0.28 per share annually of common stock outstanding. On February 11, 2016 the Board of Directors declared a quarterly dividend of \$0.07 per share to be paid on April 5, 2016 to record-holders as of March 22, 2016. While the Company currently expects to pay comparable cash dividends on a quarterly basis in the future, any future determination with respect to the declaration and payment of dividends will be at the discretion of the Board of Directors. As of December 31, 2015, the Company had a dividend payable balance of \$3.6 million, which was paid to stockholders in January 2016.

#### Stock Repurchase Program

On November 5, 2014, the Board of Directors approved a stock repurchase program of up to \$50.0 million of the Company's common stock over a twelve-month period of which \$47.6 million was utilized as of December 31, 2015. The stock repurchase program was funded by available working capital. The stock repurchase program expired on November 4, 2015.

## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

The repurchases were recorded as treasury stock and resulted in a reduction of stockholders' equity. The Company repurchased shares of its common stock in the open market during the periods presented as follows:

	Average		
	Repurchase		
	Number	Price Per	
	of Shares	Share	Amount
			(In
			thousands)
2015:			
Third quarter	344,000	\$ 32.43	\$ 11,154
Second quarter	378,000	\$ 42.29	\$ 15,984
First quarter	275,000	\$ 41.15	\$ 11,317
2014:			
Fourth quarter	280,000	\$ 32.79	\$ 9,182
	1,277,000		\$ 47,637

## Common Stock Reserved for Future Issuance

As of December 31, 2015, the Company has reserved the following shares of common stock for issuance in connection with:

Stock options outstanding	4,399,815
Restricted stock units outstanding	814,817
Performance stock units outstanding	292,000
Stock awards available for grant	1,362,731
Total shares reserved	6,869,363

## Stock Plans

## 1998 Stock Plan

The 1998 Stock Plan expired in April 2010. The Company has reserved a total of 749,744 shares of its common stock for issuance under its 1998 Stock Plan related to options granted prior to the initial public offering. Under the 1998 Stock Plan, the Board of Directors granted stock purchase rights and incentive and non-statutory stock options to employees, consultants and directors at fair market value on the date of grant. Vesting provisions of stock purchase

rights and options granted under the 1998 Stock Plan were determined by the Board of Directors. Stock purchase rights have a 30-day expiration period, and options expire no later than 10 years from the date of grant. In the event of voluntary or involuntary termination of employment with the Company, with or without cause, typically all unvested options are forfeited and all vested options must be exercised within three months or they are forfeited.

Stock purchase rights or options acquired under the 1998 Stock Plan are exercisable upon grant; however, they generally vest over a period of four years. In the event of voluntary or involuntary termination of employment with the Company for any reason, with or without cause, the Company shall, upon the date of such termination, have an irrevocable, exclusive option to repurchase the unvested shares purchased prior to vesting, at the original exercise price. This repurchase option exists for a period of 60 days from termination. As of December 31, 2015, no shares were subject to repurchase under the 1998 Stock Plan.

#### 2009 Stock Incentive Plan

The Company has reserved a total of 6,119,619 shares of its common stock for issuance under its Amended and Restated 2009 Stock Incentive Plan (the 2009 Stock Incentive Plan).

In February 2013, the Board of Directors amended and restated the 2009 Stock Incentive Plan and approved the 2013-2017 Long-Term Incentive Program (the LTIP) thereunder, which was subsequently approved by stockholders in May 2013. Under the LTIP, the Company may grant performance stock unit (PSUs) awards based on objective performance criteria pre-established by the Compensation Committee of the Board of Directors.

## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

Under the 2009 Stock Incentive Plan, the Board of Directors may grant restricted stock awards, RSUs, PSUs, stock appreciation rights and incentive and non-statutory stock options to employees, consultants and directors at fair market value on the date of grant. Vesting provisions of equity awards granted under the 2009 Stock Incentive Plan are determined by the Board of Directors. Options granted will generally vest over a period of four years with 25% vesting on the first anniversary of the grant date and 1/48 vesting per month thereafter.

Options expire no later than 10 years from the date of grant. RSUs will vest according to the terms of the award on the date of the grant, which is typically a period of four years with 25% of the shares vesting on each anniversary after the grant date. Restricted stock and PSUs awarded will vest according to the terms of the award on the date of the grant.

For PSUs granted for the years ended December 31, 2013 and 2014, each PSU award consists of two vesting cliffs, with 60% eligible to vest on January 1, 2016 and 40% eligible to vest on January 1, 2018. Depending on performance against the target metrics, vesting will be between 0% and 140%. On a quarterly basis, the estimated probability of achieving the objective performance criteria is re-evaluated by management and the expense is adjusted accordingly at the end of each balance sheet period. The number of shares of the Company's common stock issued to the award recipients at the end of each of the PSU vesting periods will be based on actual achievement results.

Options, RSUs and PSUs carry neither voting rights nor rights to dividends.

In the event of voluntary or involuntary termination of employment with the Company, with or without cause, typically all unvested options, RSUs and PSUs are forfeited and all vested options must be exercised within three months or they are forfeited. Certain awards under the 2009 Stock Incentive Plan also provide for partial acceleration in the event of involuntary termination within 12 months of a change of control event, death, or total and permanent disability.

Upon vesting, RSUs and PSUs are settled in common stock on a one-for-one basis. Upon vesting of the RSUs and PSUs, the Company typically withholds shares that would otherwise be distributed to the employee when the RSUs and PSUs are settled having a fair market value equal to the amount necessary to satisfy minimum tax withholding obligations, which the Company will remit from operational cash.

As of December 31, 2015, no shares were subject to repurchase and 1,362,731 shares were available for future grant. The 2009 Stock Incentive Plan expires in November 2019.

#### Stock Option Plans

The following table summarizes option activity under the 1998 Stock Plan and the 2009 Stock Incentive Plan:

	Number of	Weighted	Weighted	Aggregate
	Options	Average	Average	Intrinsic
		Exercise	Remaining	Value

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		Price	Term	
Balance, January 1, 2013	6,431,315	\$ 11.83		
Granted	603,656	46.30		
Exercised	(2,880,561)	8.48		
Forfeited	(235,520 )	24.42		
Balance, December 31, 2013	3,918,890	18.79		
Granted	1,645,477	37.29		
Exercised	(1,217,046)	10.48		
Forfeited	(198,323 )	36.20		
Balance, December 31, 2014	4,148,998	27.73		
Granted	1,115,109	37.30		
Exercised	(546,511 )	16.86		
Forfeited	(317,781 )	39.63		
Balance, December 31, 2015	4,399,815	\$ 30.65	7.40 years	\$28,875,519
Vested and expected to vest, December 31, 2015	4,126,039	\$ 30.27	7.28 years	\$28,621,531
Exercisable, December 31, 2015	2,122,111	\$ 24.14	5.75 years	\$26,267,280

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

The aggregate intrinsic values in the table above represent the total pre-tax intrinsic value (the aggregate difference between the fair value of the Company's common stock on December 31, 2015 of \$33.67, and the exercise price of in-the-money options) that would have been received by the option holders had all option holders exercised their options as of that date. The total intrinsic value of options exercised during the years ended December 31, 2013, 2014 and 2015 was \$105.6 million, \$44.0 million and \$12.9 million, respectively. The weighted average fair value per share of options granted to employees for the years ended December 31, 2013, 2014 and 2015 was approximately \$16.45, \$13.24 and \$13.17, respectively. Total cash received from employees as a result of employee stock option exercises for the years ended December 31, 2013, 2014 and 2015 was \$24.4 million, \$12.8 million and \$9.2 million, respectively. The total grant-date fair value of the shares vested during the years ended December 31, 2013, 2014 and 2015 was \$6.9 million, \$6.5 million and \$11.2 million, respectively.

As of December 31, 2015, there was \$14.3 million of unrecognized compensation cost, adjusted for estimated forfeitures, related to unvested stock options granted after January 1, 2006, to be recognized over the weighted average remaining requisite service period of 1.4 years.

The following weighted average assumptions were used to value options granted:

	2013	2014	2015
Expected life in years	6	6	6
Risk-free interest rate	1.41%	1.85%	1.72%
Volatility	36%	36%	37%
Dividend yield	0.4%	0.6%	0.8%

## Restricted Stock Units Information

The following table summarizes RSU activity under the 2009 Stock Incentive Plan:

	Number of Shares	Weighted Average Grant-Date Fair Value	Weighted Average Remaining Term	Aggregate Intrinsic Value
Balance, January 1, 2013	559,776	\$ 24.00		
Granted	203,325	55.07		
Vested and settled <sup>(1)</sup>	(152,249)	23.80		
Forfeited	(48,214 )	26.47		
Balance, December 31, 2013	562,638	35.07		
Granted	509,881	36.72		

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Vested and settled <sup>(1)</sup>	(176,470)	31.89		
Forfeited	(51,327 )	35.46		
Balance, December 31, 2014	844,722	36.38		
Granted	363,388	36.23		
Vested and settled <sup>(1)</sup>	(302,617)	34.90		
Forfeited	(90,676 )	37.06		
Balance, December 31, 2015	814,817	\$ 36.78	1.83 years	\$27,434,888
Expected to vest, December 31, 2015	723,506	\$ 36.84	1.76 years	\$24,360,454

(1) Vested and settled for the years ended December 31, 2013, 2014 and 2015 includes 57,369 shares, 60,461 shares and 100,337 shares, respectively, which were tendered in exchange for minimum tax withholdings.

The aggregate intrinsic values in the table above represent the total pre-tax intrinsic value (using the fair value of the Company's common stock on December 31, 2015 of \$33.67). As of December 31, 2015, the aggregate intrinsic value of unvested RSUs was \$27.4 million. The total intrinsic value of RSUs vested and settled during the years ended December 31, 2013, 2014 and 2015 was \$9.0 million, \$6.0 million and \$10.8 million, respectively. The total grant-date fair value of shares vested during the years ended December 31, 2013, 2014 and 2015 was \$3.6 million, \$5.6 million and \$10.6 million, respectively.

As of December 31, 2015, there was \$16.7 million of unrecognized compensation cost, adjusted for estimated forfeitures, related to restricted stock purchase rights to be recognized over the weighted average remaining requisite service period of 1.8 years.



## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

## Performance Stock Units Information

During the years ended December 31, 2013 and 2014, the Compensation Committee of the Board of Directors granted PSUs to certain executives.

The following table summarizes unvested PSU activity under the 2009 Stock Incentive Plan:

	Number of Shares	Weighted Average Grant-Date Fair Value	Weighted Average Remaining Term	Aggregate Intrinsic Value
Balance, January 1, 2013	—	\$ 0.00		
Granted	414,300	43.59		
Vested and settled	—	0.00		
Forfeited	—	0.00		
Balance, December 31, 2013	414,300	43.59		
Granted	51,300	42.07		
Vested and settled	—	0.00		
Forfeited	(173,600)	43.59		
Balance, December 31, 2014	292,000	43.32		
Granted	—	—		
Vested and settled	—	—		
Forfeited	—	—		
Balance, December 31, 2015	292,000	\$ 43.32	2.00 years	\$9,831,640
Expected to vest, December 31, 2015	61,733	\$ 43.32	0.74 years	\$2,078,550

The aggregate intrinsic values in the table above represent the total pre-tax intrinsic value (using the fair value of the Company's common stock on December 31, 2015 of \$33.67).

As of December 31, 2015, there was \$0.6 million of unrecognized compensation cost, adjusted for estimated forfeitures, related to PSUs to be recognized over the weighted average remaining requisite service period of 2.0 years. As of December 31, 2014, the Company determined that certain performance criteria for PSUs was improbable of achievement related to December 31, 2015 performance metrics, and accordingly reversed plan-to-date stock-based compensation expense of \$1.2 million previously recognized related to these certain criteria. On January 1, 2016, performance achievement for the December 31, 2015 performance metrics that were probable of achievement resulted in approximately 38,797 shares issued to certain executives in February 2016.

## Stock-based Compensation

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The following table summarizes the stock-based compensation by functional area:

	Year Ended December 31,		
	2013	2014	2015
	(In thousands)		
Stock-based compensation:			
Cost of revenue	\$1,846	\$3,191	\$4,501
Research and development	4,019	4,378	5,631
Sales and marketing	4,073	5,823	7,643
General and administrative	6,184	6,013	7,918
Amortization of internal use software	396	360	335
Total stock-based compensation	\$16,518	\$19,765	\$26,028

Recognized income tax benefit on stock-based compensation included with income tax expense for the years ended December 31, 2013, 2014 and 2015 was \$6.9 million, \$8.4 million and \$10.5 million, respectively.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

Stock-based compensation expense for the year ended December 31, 2014 includes modification expense of \$0.7 million resulting from the November 2014 consulting agreement entered into between the Company and its now former Chief Executive Officer. As of December 31, 2014, the Company reversed \$1.2 million of expense previously recognized on unvested shares under the graded-vesting attribution method related to the awards that were subject to the modifications.

## NOTE 5 — Net Income Per Common Share

The following table sets forth the computation of basic and diluted net income per share attributable to holders of common stock:

	Year Ended December 31,		
	2013	2014	2015
	(In thousands, except per share data)		
Numerator (basic and diluted):			
Net income	\$29,955	\$36,952	\$31,617
Denominator (basic):			
Weighted average common shares outstanding	49,512	51,601	51,732
Denominator (diluted):			
Weighted average common shares outstanding	49,512	51,601	51,732
Dilutive stock options and awards outstanding	2,575	1,384	903
Dilutive unvested restricted stock units	242	276	374
Dilutive unvested performance stock units	6	48	30
Net weighted average common shares outstanding	52,335	53,309	53,039
Net income per share attributable to holders of common stock:			
Basic	\$0.61	\$0.72	\$0.61
Diluted	\$0.57	\$0.69	\$0.60

Diluted net income per share does not include the effect of the following anti-dilutive common equivalent shares:

	Year Ended		
	December 31,		
	2013	2014	2015
	(In thousands)		
Stock options outstanding	285	829	1,601

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Restricted stock units outstanding	19	15	32
Performance stock units outstanding	20	1	—
Total anti-dilutive common equivalent shares	324	845	1,633

On February 1, 2016, the Company issued 9,885,889 shares of its common stock as part of the consideration to acquire The Mutual Fund Store.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

## NOTE 6 — Income Taxes

The Company is subject to income taxes only in the United States. Provision for income tax expense consists of the following:

	Year Ended December 31,		
	2013	2014	2015
	(In thousands)		
<b>Current expense:</b>			
Federal	\$857	\$11,957	\$24,995
State	3,278	4,822	598
Total current	\$4,135	\$16,779	\$25,593
<b>Deferred expense:</b>			
Federal	\$13,126	\$7,479	\$(7,968)
State	(2,275)	(283)	239
Total deferred	\$10,851	\$7,196	\$(7,729)
Total provision for income taxes	\$14,986	\$23,975	\$17,864

The Company's current income tax expense has been reduced by employee stock-based awards. For stock options, the Company receives an income tax benefit calculated as the tax effect of the difference between the fair market value of the stock issued at the time of the exercise and the exercise price. For RSUs, the Company receives an income tax benefit upon the award's vesting equal to the tax effect of the underlying stock's fair market value. If an incremental tax benefit is realized as a reduction of income tax payable, such excess tax benefit is recognized as an increase to additional paid-in capital. The excess tax benefits from employee stock-based awards transactions in the years ended December 31, 2013, 2014 and 2015 were \$1.2 million, \$12.8 million and \$25.1 million, respectively.

The difference between income tax expense and the amount resulting from applying the federal statutory rate of 35% to net income is attributable to the following:

	Year Ended		
	December 31,		
	2013	2014	2015
Federal tax at statutory rate	35.0%	35.0%	35.0%
State taxes, net of federal benefit	4.7 %	5.2 %	1.4 %
Nondeductible expenses	0.1 %	0.1 %	0.2 %
Stock-based compensation	-2.2 %	-0.5 %	-0.2 %
Research and development credit	-1.6 %	-0.4 %	-0.3 %
Change in valuation allowance	-2.5 %	-0.2 %	0.0 %
Other	-0.2 %	0.2 %	0.0 %
Income tax expense	33.3 %	39.4 %	36.1 %



## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

The components of the Company's deferred tax assets and liabilities are as follows:

	December 31,	
	2014	2015
	(In thousands)	
<b>Deferred tax assets:</b>		
Net operating loss carryforwards	\$1,282	\$655
Tax credits	1,830	1,965
Deferred revenue	280	147
Stock-based compensation	13,026	16,944
Accrued expenses and reserves	7,584	10,075
Other temporary differences	445	1,003
Total gross deferred tax assets	24,447	30,789
Valuation allowance	(11 )	—
Net deferred tax assets	24,436	30,789
<b>Deferred tax liabilities</b>		
Fixed assets and intangible amortization	(9,660 )	(9,009 )
Total deferred tax liabilities	(9,660 )	(9,009 )
Net deferred tax assets	\$14,776	\$21,780

The information for the year ended December 31, 2014 has been reclassified in the above table for comparative purposes.

The Company continuously evaluates additional facts representing positive and negative evidence in the determination of the realizability of the deferred tax assets. During the year ended December 31, 2015, the Company fully released its valuation allowance of \$11,000 previously established related to deferred tax assets for California net operating losses. Upon evaluating the positive and negative evidence present at December 31, 2015, management concluded it was more likely than not that the benefit of its deferred tax assets will be realized. As of December 31, 2015, the amount of pre-tax income the Company needs to generate in future years in order to realize its deferred tax assets is approximately \$42.8 million and \$133.4 million with respect to approximately \$15.0 million of federal related deferred tax assets and \$6.8 million of state related net deferred tax assets, respectively.

As of December 31, 2015, the Company has net operating loss carryforwards for federal and state income tax purposes of approximately \$98.8 million and \$29.9 million, respectively, available to reduce future income subject to income taxes. The federal and state net operating loss carryforwards expire through 2035. At December 31, 2015, net operating losses of \$98.8 million, federal, and \$18.5 million, state, relate to excess stock-based compensation, and accordingly, no deferred tax asset is recognized for such amounts and any benefits realized will be recorded to stockholders' equity.

As of December 31, 2015, the Company has research credit carryforwards for federal and California income tax purposes of approximately \$5.4 million and \$8.1 million, respectively, available to reduce future income taxes. The federal research credit carryforwards expire through 2034. The California research credit carries forward

indefinitely. As of December 31, 2015, research credits of \$5.4 million for federal and \$0.6 million for state relate to excess stock based compensation, and accordingly no deferred tax asset is recognized for such amounts and any benefits realized will be recorded to stockholder's equity.

In November 2015, the Financial Accounting Standards Board ("FASB") issued Accounting Standards Update ("ASU") No. 2015-17, Balance Sheet Classification of Deferred Taxes. ASU 2015-17 simplifies the presentation of deferred taxes by requiring that deferred tax assets and liabilities, and any related valuation allowance, to be classified as non-current. The Company has early adopted ASU 2015-17 in the interim and annual period ended December 31, 2015. Prior year balance sheets were not adjusted because the Company has adopted this change prospectively.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

A reconciliation of the beginning and ending balances of the total amounts of gross unrecognized tax benefits is as follows:

	Year Ended December 31,	
	2014	2015
	(In thousands)	
Balance, beginning of year	\$6,642	\$8,319
Reductions for tax positions taken in the prior year	—	(1,666)
Additions for tax positions taken in the prior year	844	—
Additions for tax positions taken in the current year	833	4
Balance, end of year	\$8,319	\$6,657

As of December 31, 2015, unrecognized tax benefits approximating \$5.1 million would affect the effective tax rate if recognized.

The Company does not anticipate adjustments to unrecognized tax benefits which would result in a material change to its financial position within the next twelve months.

The Company recognizes accrued interest and penalties related to unrecognized tax benefits as a component of income tax expense. During the years ended December 31, 2013, 2014 and 2015, the accrued interest and penalties were immaterial.

The Company is subject to income taxes in the U.S. federal jurisdiction and various state jurisdictions. All tax years since inception are open due to loss carryforwards and may be subject to examination in one or more jurisdictions.

## NOTE 7 — Savings Plan

The Company maintains a savings plan under Section 401(k) of the Internal Revenue Code. Under the plan, employees may contribute up to 75% of their pre-tax salaries per year, but not more than the statutory limits. The Company may, at its discretion, make matching contributions to the 401(k) Plan. For the years ended December 31, 2013, and 2014, the Company made matching contributions of 50% of employee contributions up to 3% of salary (including commissions) and for the year ended December 31, 2015, the Company made matching contributions of 100% of employee contributions up to 4% of salary (including commissions), which totaled \$1.3 million, \$1.5 million and \$2.3 million, respectively.

NOTE 8 — Commitments and Contingencies

Commitments

The Company leases its facilities under non-cancelable operating leases expiring at various dates through the year 2025.

The Company classifies tenant improvement allowances in its Consolidated Balance Sheets under deferred rent and amortizes them on a straight-line basis over the related lease period. Tenant improvement allowance activity is presented as part of cash flows from operating activities in the accompanying Consolidated Statements of Cash Flows.

Certain of the Company's facility leases provide for a free rent period or escalating rent payments and, accordingly, the Company has straight-lined the rental payments over the respective lease terms. As of December 31, 2014 and 2015, deferred rent was \$9.7 million and \$10.5 million, respectively. Rent expense for all operating leases totaled approximately \$3.3 million, \$4.0 million and \$3.9 million for the years ended December 31, 2013, 2014 and 2015, respectively.

In the years ended December 31, 2013, 2014 and 2015, the Company entered into various office equipment capital leases which terminate in between April 2019 and August 2019.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

The following table summarizes the Company's contractual obligations as of December 31, 2015. Certain of these contractual obligations are reflected on the Company's Consolidated Balance Sheets while others are disclosed as future obligations under GAAP. Purchase obligations represent non-cancelable, long-term contracts primarily related to software and data services.

Year ending December 31,	Capital Operating		Purchase
	Lease	Leases	Obligations
	(In thousands)		
2016	\$118	\$3,661	\$1,444
2017	118	5,260	1,554
2018	118	5,904	577
2019	44	6,016	72
2020	—	4,263	—
Thereafter	—	10,626	—
Total minimum payments	398	\$35,730	\$3,647
Less: Amounts representing interest expense	(26)		
Present value of net minimum lease payments	372		
Less: Current obligations	(106)		
Long-term obligations	\$266		

In June 2015, the Company entered into a non-cancelable operating lease amendment for its Phoenix, Arizona facility. The lease amendment added an additional 10,953 square feet of office space and extended the lease term to December 2021. The lease amendment includes a tenant improvement allowance of approximately \$0.4 million and as of December 31, 2015, the receivable balance associated with this tenant improvement allowance was \$0.4 million.

In February 2016, as a result of the acquisition of The Mutual Fund Store, the Company acquired their non-cancelable operating leases, including the existing headquarters facility in Overland Park, Kansas, which will expire in September 2016 as well as a new 33,100 square foot headquarters office in Overland Park, Kansas. There are remaining future minimum payments associated with the new headquarters lease as of February 1, 2016 of approximately \$7.5 million and it expires in March 2027. This lease also includes a tenant improvement allowance of approximately \$1.8 million. The total remaining future minimum payments associated with the acquired non-cancelable operating leases are approximately \$17.6 million with expiration dates varying from February 2016 to March 2027.

## Contingencies

The Company includes service level commitments to its customers warranting certain levels of reliability and performance. The maximum total commitments under these obligations would not have a material effect on the

Company's operating results.

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## FINANCIAL ENGINES, INC. AND SUBSIDIARIES

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

## NOTE 9— Subsequent Events

## Acquisition of The Mutual Fund Store

On February 1, 2016, Financial Engines completed the acquisition of The Mutual Fund Store pursuant to an Agreement and Plan of Mergers, dated as of November 5, 2015. The acquisition is expected to enable the Company to expand its independent advisory services to 401(k) participants through comprehensive financial planning and the option to meet face-to-face with a dedicated financial advisor. The preliminary purchase price information below is presented in thousands (except for shares and share price information) and is subject to certain closing and post-closing adjustments. A portion of the purchase price was placed in an escrow fund for up to 14 months following the closing for the satisfaction of certain indemnification claims. Following the closing of the acquisition, investment funds affiliated with Warburg Pincus LLC, the former majority owner of The Mutual Fund Store, acquired approximately 13% of the Company's then outstanding shares of common stock.

Cash consideration		\$249,441
Number of shares	9,885,889	
Share price as of closing (\$)	27.01	
Stock consideration		267,018
Total consideration		\$516,459

The purchase price has been preliminarily allocated to the underlying assets acquired and liabilities assumed based upon their estimated fair values at the date of acquisition. The assets acquired consist primarily of accounts receivable, tradename and trademarks, and customer relationships. The intangible assets will be amortized based upon their estimated useful lives. The table below represents a preliminary allocation of the total acquisition consideration to The Mutual Fund Store's tangible and intangible assets and liabilities as of February 1, 2016 based on the Company's preliminary estimate of their respective fair values (in thousands):

Net Assets acquired	\$32,909
Identifiable intangible assets	192,020
Goodwill	306,130
Liabilities assumed	(14,600 )
Total consideration	\$516,459

Upon completion of the fair value assessment after the acquisition, it is anticipated that the final purchase price allocation will differ from the preliminary allocation outlined above. Any changes to the initial estimates of the fair value of assets and liabilities that are made within the measurement period, which will not exceed one year, will be recorded as adjustments to those assets and liabilities and residual amounts will be allocated to goodwill.

A summary of intangible assets acquired, estimated useful lives and expected amortization method is as follows:

	Estimated	Weighted Average Life in	Amortization
	Fair Value	Years	Method
Customer relationships	\$ 152,300	19.0	Straight-lined
Franchise agreements	350	4.0	Straight-lined
Favorable leases	250	5.8	Straight-lined
Unfavorable leases	(110 )	5.3	Straight-lined
Trademarks/Tradenames	39,230	20.0	Straight-lined
Total	\$ 192,020		

The preliminary purchase price allocations resulted in \$306.1 million of goodwill, of which approximately \$165.0 million is expected to be deductible for tax purposes. The goodwill arising from the acquisition represents the expected synergistic benefits of the transaction, including the benefit of operational leverage resulting from expanding its independent advisory services, and the knowledge and experience of the acquired workforce.

FINANCIAL ENGINES, INC. AND SUBSIDIARIES

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

The Company incurred acquisition-related costs totaling \$2.7 million during the year ended December 31, 2015 that were expensed as incurred in general and administrative expense in their Consolidated Statements of Income. Additional acquisition-related expenses will be incurred for the year ended December 31, 2016.

As a result of the acquisition, the debt balance of \$162.3 million of The Mutual Fund Store was extinguished with the cash from the consideration. In addition, The Mutual Fund Store had an existing compensation arrangement with its key executives for \$5.8 million. Fifty percent of the compensation payment, approximately \$2.9 million, was payable upon the close of the acquisition and is reflected in the purchase consideration transferred at closing. The remaining fifty percent of the compensation payment, approximately \$2.9 million, requires the executives to be employed with the Company for agreed upon service periods and therefore will be accounted for as post-combination compensation expense.

The Company has not prepared supplemental pro forma information as though the acquisition of The Mutual Fund Store has occurred as of the beginning of the annual reporting period as it was not practicable.

Equity Awards Related to the Acquisition of The Mutual Fund Store

The Board of Directors approved equity awards with an estimated expense value of \$14.3 million, net of estimated forfeitures, to certain of the new executive and non-executive employees related to the acquisition of The Mutual Fund Store, which were granted or are expected to be granted in February 2016.

Equity Awards to Certain Executive Officers

In February 2016, the Compensation Committee approved the future grant of stock options and RSUs in May 2016 to certain executives, contingent upon receiving stockholder approval of a request at the annual meeting of stockholders in May 2016 for additional shares to be made available under the Company's 2009 Stock Incentive Plan. Assuming the Company obtains such stockholder approval, the stock options and RSUs will have an expense value, measured in May 2016 but estimated as of the date of this filing, of approximately \$9.1 million, net of estimated forfeitures. The Company will account for these equity awards over a four-year vesting period utilizing the graded-vesting attribution method.