

**E. MAGNUS OPPENHEIM & CO., INC.**

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212-983-1818  
[www.emagnus.com](http://www.emagnus.com)

REGISTERED INVESTMENT ADVISOR

MEMBER: FINRA AND SIPC

This brochure provides information about the qualifications and business practices of E. Magnus Oppenheim & Co., Inc. If you have any questions about the contents of this brochure, please contact us at 212-983-1818 and/or [info@emagnus.com](mailto:info@emagnus.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about E. Magnus Oppenheim & Co., Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Our SEC designation as a RIA permits us to operate as an investment advisor and manager, but does imply a certain level of skill and training. The company's brochure, among other information, provides educational training, investment experience and related qualifications of all associates.

December, 2010

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We invite you to explore this website to learn about the many advantages offered by investing with E. Magnus Oppenheim & Co., Inc. If you feel we are an appropriate fit for your investment needs, please contact us at (212) 983-1818 or fill out the [Request Information](#) form. We look forward to hearing from you.

Sincerely,



E. Magnus Oppenheim  
*President*

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\* Member of SIPC. Securities in your account protected up to \$500,000. For details, please see [www.sipc.org](http://www.sipc.org).

This presentation has been prepared solely for informational purposes. The information is not intended to be, and shall not constitute, an offer to sell nor a solicitation of an offer to buy any security. No specific investment advice is being provided to any individual viewing the content of this site. An investment in corporate stocks or bonds involves risks including possible loss of principal.

# ADVANTAGES

## Compare E. Magnus Oppenheim & Co., Inc.

\$25 Million Total Anti-Fraud Account Protection (\$500,000 from SIPC, including \$100,000 for claims of cash, and \$24.5 million of private excess-SIPC coverage.) This does not safeguard against market loss.	✓
Commission Discount/Advisory Fee Credit	✓
Gains and Losses Schedule-- For Tax Planning and Filing	✓
Personalized Professional Investment Management	✓
Unbiased Investment Advice	✓
Highly-Detailed/Concise Monthly Statement	✓
Efficient Transaction Processing	✓
Annual Brokerage Account Fee	✗
Annual IRA Account Fee	✗
Handling Fee	✗
Inactivity Fee	✗
Postage Fee	✗
Check Issue Charge	✗

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# INVESTMENT PHILOSOPHY

## Fundamentals-Based Research Style Emphasizes Value and Special Situations

For over three and a half decades, E. Magnus Oppenheim & Co., Inc. has specialized in institutional investment research – concentrating on fundamental, in-depth analysis of securities in search of investment opportunities for capital appreciation.

Investment conditions sought are:

1. Dynamic changes in a company that will positively benefit profits and dividends, such as strategic restructuring, acquisition or break-up (i.e. spin-off)
2. A stock whose market price severely undervalues company assets, recognition of which will eventually trigger a higher stock price
3. A well established company that our research, analysis and valuation determines to be out of favor due to non-company specific factors.

Our investment decisions are based on fundamentals, so we aggressively pursue the search for undervalued situations when stock prices are depressed. Since the investments we select are usually in situations whose dynamics may evolve over a one-, two- or three-year duration, long-term capital appreciation is the norm. However, should our price target be reached sooner, we may opt to take profits and realize short-term capital gains.

Our research efforts are usually, but not exclusively, concentrated on larger companies (NYSE and NASDAQ-listed) with broad stock capitalization and sufficient industry and corporate information readily available for thorough analysis.

Conservation of capital is a basic tenet of the E. Magnus Oppenheim & Co., Inc.'s investment philosophy and stock selection process. We therefore do not engage in risky strategies such as trading, short-selling, buying on margin, or speculating in derivatives. Our portfolio management approach utilizes diversification to help control the risk that is always present in stock market investments. In addition, to maximize total investment return, some dividend yield is sought whenever possible.

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# FEES

## Investment Management Fees are Modest

Fees for personal investment management, financial consulting and investment research services are reasonable and modest. Portfolio and investment management fees for stock accounts are computed as a percentage of total assets (securities and cash) under management, payable quarterly, with a \$1,875 minimum annual fee. Under certain circumstances, professional investment management fees may be deductible for income-tax purposes. Clients may terminate the arrangement following agreed upon notice and satisfaction of the fee arrangement.

### Fees

From \$150,000 up to and including \$750,000	1 ¼%
From \$750,001 up to and including \$100,000,000	1%
From \$100,000,001 to \$500,000,000	7/8%
Above \$500,000,000	¾%

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## ABOUT US

E. Magnus Oppenheim & Co., Inc. has been a trusted advisor to individual investors, institutions, trusts, foundations and pension plans for over thirty-five years. Incisive research, exemplary customer service and attention to detail are the hallmarks of our company since its beginnings.

Founded in 1971 by E. Magnus Oppenheim and based in New York City, E. Magnus Oppenheim & Co., Inc. is committed to building strong relationships, many of which include third- and fourth-generation clients.

## Our People

Our mission is to steadily increase our client's assets while mitigating the risks associated with any stock market investment. Our staff adheres to the highest standards of ethical conduct, and has earned the trust of our clients over the decades for reliable and competent advice.

Our investment staff's education and professional credentials speak to their commitment to excellence. They have over 65 years of combined investment management experience.

Our administrative team has extensive background in customer service, and provides our clients with prompt assistance.

To find out more about our personnel and read their biographies, click on their names in the navigation menu on the left.

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