Morling Financial Advisors

Wealth Transfer Planning Before the Oura IPO

A Guide to Preserving Family Wealth, Reducing Taxes, and Creating a Lasting Legacy

Key Planning Opportunity
As a private company expected to pursue an upcoming IPO, Oura presents planning opportunities that may be available today but may not be as beneficial following a liquidity event.

Thoughtful planning today may help preserve more wealth for future generations, reduce taxes, support charitable goals, and create a lasting legacy.

Illustrative Example
An employee transfers Oura shares valued at $1 million today into a trust. If those shares are worth $5 million following an IPO, the additional $4 million of appreciation may occur outside of the employee's taxable estate.

Common Wealth Transfer Strategies

Annual Exclusion Gifting
What it is: Making annual gifts to children, grandchildren, or trusts using the federal annual gift tax exclusion. In 2026, individuals may gift up to $19,000 per recipient per year without using any portion of their lifetime estate and gift tax exemption.

Potential Benefits:
- Reduces future estate taxes
- Transfers wealth gradually
- Helps future generations begin investing earlier
- Removes future appreciation from the taxable estate

Lifetime Exemption Gifting
What it is: Transferring assets during one's lifetime by using a portion of the federal estate and gift tax exemption. In 2026, the federal lifetime exemption is $15 million per individual and $30 million per married couple. Assets transferred using the exemption, along with future appreciation, may be removed from the taxable estate.

Potential Benefits:
- Moves future appreciation outside the estate
- Reduces future estate taxes
- Preserves more family wealth
- Creates opportunities for advanced trust planning

2026 Lifetime Exemption:
$15 million per individual
$30 million per married couple
Federal Estate Tax Rate: Up to 40% on assets exceeding available exemption amounts.

Pre-IPO Valuation Opportunities
What it is: Implementing gifting and trust strategies before a liquidity event when private company valuations may be lower than future public market values.

Potential Benefits:
- Transfers future IPO appreciation outside the estate
- Potentially leverages lower pre-IPO valuations
- Increases effectiveness of lifetime exemption gifting
- Creates opportunities for long-term family wealth preservation

Direct Gifting of Private Company Shares
What it is: Gifting Oura shares or interests before an upcoming IPO while valuations may be lower than future public market values.

Potential Benefits:
- Transfers future IPO appreciation
- Preserves more after-tax wealth
- Supports multigenerational planning

Dynasty Trusts
What it is: Long-term trusts designed to preserve wealth for future generations.

Potential Benefits:
- Multi-generational wealth preservation
- Asset protection
- Potential estate tax reduction

Spousal Lifetime Access Trusts (SLATs)
What it is: Trusts that may remove assets from the estate while maintaining indirect family access.

Potential Benefits:
- Use current exemptions
- Move future growth outside the estate
- Maintain flexibility through spouse access

Grantor Trusts & IDGTs
What it is: Advanced trust structures commonly used by affluent families.

Potential Benefits:
- Move appreciation outside the estate
- Potential estate tax reduction
- Long-term family wealth preservation

Qualified Small Business Stock (QSBS)
What it is: Certain Oura shareholders may potentially qualify depending on share type, acquisition date, holding period, and IRS requirements.

Potential Benefits:
- Up to $10 million of federal capital gains may be excluded
- Or 10 times tax basis, subject to limitations
- Can create significant tax savings after a liquidity event

Oura Employee Planning Checklist

■ Determine current net worth and Oura equity concentration

■ Review Oura equity holdings and vesting schedules

■ Evaluate estate tax exposure

■ Consider pre-IPO gifting opportunities

■ Review trust planning strategies

■ Review charitable planning options

■ Assess potential QSBS eligibility

■ Develop a post-IPO diversification strategy

■ Coordinate tax, legal, and financial advisors

Key Takeaways
An upcoming Oura IPO may represent one of the largest wealth creation events of your lifetime. Proactive planning before a liquidity event may help preserve more wealth for your family, reduce taxes, protect future generations, support charitable goals, and create a lasting legacy.