



FINANCIAL SERVICES GUIDE

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Aaron Kelleher-Jones (AR 1003230) and Elementary Financial Pty Ltd (CAR 1236747) are Authorised Representatives of Boston Reed Pty Ltd (AFS License No 225738), ABN 89 091 004 885.

About your Adviser and Boston Reed Pty Ltd

Your Adviser is Aaron Kelleher-Jones. Aaron is employed by Elementary Financial Pty Ltd, a Corporate Authorised Representative of Boston Reed Pty Ltd. Aaron Kelleher-Jones is the "providing entity" for the purposes of the Corporations Law. Aaron Kelleher-Jones is an authorised representative of Boston Reed Pty Ltd.

Boston Reed Pty Ltd holds Australian Financial Services License ('AFSL') Number 225738, ABN 89 091 004 885 and has authorised the creation of this Financial Services Guide or FSG.

Aaron Kelleher-Jones and Boston Reed Pty Ltd may advise on:

- investments (shares, cash and managed investments);
- superannuation (including self-managed superannuation);
- life insurances and other risk insurances;
- debt management
- cash-flow management; and
- retirement planning

After 26 years, and 1 day in the banking and finance industry, after many conversations with many people and guidance from many directions I have created Elementary Financial. We have adopted a philosophy which will look to create as many relationships and embark on a design journey where we can together work towards what we dream of, what we are looking for and what the financial landscape is to look like. By establishing Elementary Financial I created what I believe to be our most precious resource, time and with time I found clarity and with clarity comes an excitement for what we will be able to achieve above and beyond just financial advice. We are about creating relationships that look toward a brighter financial future coupled with long term peace of mind.

The Purpose of this Financial Services Guide ("FSG")

This FSG is an important document that explains how we provide financial product services to you and your responsibilities as a client and this forms part of our contract with you.

You should read this FSG carefully before using our services. It is intended to give you sufficient information to decide whether to obtain financial services from us.

Most of the content of this FSG is dictated by the Corporations Act and is mandatory under that law, so bear with us regarding its form and content. Please feel free to contact us by telephone, e-mail or writing should this FSG be unclear or should you have any concerns about our services.

This FSG explains:

1. Who we are;
2. How you can contact us;
3. About Elementary Financial Pty Ltd and Aaron Kelleher-Jones;
4. What documents you will receive from us;
5. The financial services we provide;
6. Any potential conflicts of interest;
7. Our privacy policy;
8. Our internal dispute resolution procedures;
9. Our external dispute resolution procedures; and
10. Our compensation arrangements, i.e. our professional insurance arrangements.

Product Disclosure Statements (“PDS”)

If we recommend a financial product we must provide you with a PDS for that product. The PDS contains the information needed to make an informed decision about acquiring a product.

The PDS will provide you with the information you need to know about the product and details costs and product fees including commissions and is usually created by the financial institution providing the product.

Delivery of Advice

Once we have met and determined a draft plan for you, we will prepare a ‘statement of advice’ or “SOA”. The SOA will be in writing and may be delivered via email, post or in person. Your SOA contains the information needed to understand our advice and the basis on which it is made. It includes information about:

1. The specific advice;
2. The reasons for the specific advice;
3. Any fees;
4. Any associations or relationships that may influence the advice;
5. The implementation plan; and
6. Any other relevant matters.

We will also provide other documents as needed. These documents may include educational material or PDS, as discussed above.

Record of advice

Once you have been provided with a SOA further advice may be provided in a form known as a record of advice or “ROA”, provided there has been no change in your personal circumstances or the basis of the advice set out in the SOA.

Retention of SOA and ROA

We retain all SOAs and ROAs for at least seven years and you may request a copy of the SOA or ROA at any time within that period. This request may be verbal or in writing.

Implementation of advice

Our statement of advice will contain instructions on how the advice should be implemented. We will work with you to ensure that the advice is properly implemented.

Your Responsibilities as a Client

We will ensure that our advice is in your best interests and is appropriate to you at the time it is provided. However, certain aspects of our advice are largely outside our control and are mainly within your control. Therefore responsibility for these matters largely remains with you.

You are responsible for ensuring that our advice remains in your best interests and appropriate to you over time. You must notify us in writing immediately should your personal circumstances change or should general economic conditions or legislation change in a way that affects our advice to you.

You are responsible for ensuring your bank account and investment account details including account numbers, passwords and personal identification numbers are kept confidential, are stored safely and not recorded in a form that can be accessed by other persons including access by hacking computers, are not provided to any person, including your adviser, and are changed on a regular basis and at least once a month. You are solely responsible for any losses caused by a misuse of this data by any person, including cyber fraud or any other form of fraud.

How We Deal With Complaints

We endeavor to resolve all complaints quickly and fairly.

Boston Reed Pty Ltd provides a dispute resolution services to its clients. This obligation is a key tenet of the consumer protection principles of the Australian Financial Services Licensing system.

If you have a complaint about any services you should:

1. Contact your Adviser by telephone to explain your situation and let him/her know of your concerns. Your Adviser will do everything possible to resolve your complaint promptly;
2. If this does not resolve your complaint, put your complaint in writing addressed to Responsible Manager, Boston Reed Pty Ltd at PO Box 284 Beaconsfield, Victoria, 3807 where it will be objectively considered and discussed with you and your Adviser with a view to being settled as soon as possible to your satisfaction; and
3. If your complaint is not resolved appropriately by Boston Reed Pty Ltd, you can access our external dispute resolution scheme. Boston Reed Pty Ltd is a member of the Australian Financial Complaints Authority (AFCA). AFCA can be contacted on 1800 931 678 or info@afca.org.au. This is a free service to complainants.

How We Are Paid

Our fees and other charges: who receives the fees?

Elementary Financial Pty Ltd will provide you with full details of all fees before doing any significant work for you. Fees will be explained in your meeting and detailed in a statement of advice. Your adviser will also provide you with a detailed breakdown of fees on an annual basis in a fee disclosure statement.

The types of fees, commissions and other benefits that may be received by Elementary Financial Pty Ltd and Boston Reed Pty Ltd are described below:

Fees for Advice

Elementary Financial Pty Ltd may charge fees for the preparation, presentation and implementation of our advice. These fees will be based on your individual circumstances, the complexity involved in your situation and the time it takes to prepare personal financial advice. Elementary Financial Pty Ltd will provide you with written estimates of these fees to ensure that there are no 'surprises' after the event.

Ongoing Advice Fees

Elementary Financial Pty Ltd may charge a fee to provide ongoing portfolio review, ongoing advice appropriate to your needs and/or ongoing services. Elementary Financial Pty Ltd will offer you the option to select from a set charge or a charge based on the value of funds under advice and/or the time involved in reviewing your portfolio and circumstances.

Salaries to staff and other services to you

The payment of staff salaries does not influence our advice in any way. The provision of accounting services and other business services to you for a fee does not influence our advice in any way.

Commissions & Fees

If you implement a financial product through Elementary Financial Pty Ltd, we may receive payments in the form of initial commissions and/or ongoing commissions from the financial product providers. These commissions are included in the fees and premiums you pay for the product. This is not an additional cost to you.

Investment products held pre 1 July 2013

We may receive initial (upfront) commission from the product provider for additional amounts invested in products you held prior to 1 July 2013. Generally, the commission will be a percentage of the amount you invest (may be up to 5.5 per cent) and may vary from product to product. We may also receive ongoing (trail) commission from the product provider on a periodic basis for the duration of your investment. Details of such commission (which may be up to 1.1 per cent) will be set out in your SoA.

Investment products held post 1 July 2013

For most products with an investment component entered into after 1 July 2013, initial and ongoing commissions from the product provider will not be paid to your adviser. Information about any variations or exceptions will be provided to you.

Other Benefits

We may also receive additional benefits by way of sponsorship of education seminars, conference or training days.

Details of any fees, commissions or other benefits that we will be entitled to receive if you retain us as your Adviser and if you implement our recommendations will be disclosed to you in the clearest terms. Disclosure will be in dollar terms, or where this is not possible, in percentage terms and will be included in your Statement of Advice or Record of Advice. Fees will also be advised in detail in the PDS for recommended financial products.

If any fees are paid to a third person for referrals these fees will be detailed in your SOA.

Time Limitations

As economic and market conditions are constantly changing, the recommendations made in our Statement of Advice are only valid for 30 days from the date of presentation with the exception of an extraordinary event. To ensure that the Statement of Advice remains suitable to your needs, we recommend a review and if necessary a revised plan to be prepared after this time limitation has lapsed.

Other Important Information

Compensation arrangements

Boston Reed Pty Ltd operates a compensation arrangement to compensate retail clients for losses connected to any breach of the Corporations Act or other law by your Adviser, Boston Reed Pty Ltd or other relevant persons.

These arrangements comprise comprehensive and extensive professional indemnity insurance.

Protection of personal information

Your personal information is protected by our privacy policy and the privacy laws. This information will not be provided to anyone or used for any other purpose unless this is necessary to comply with the law.

A copy of Boston Reed Pty Ltd and your Adviser's Privacy Policy will be provided to you upon request.

If you are not satisfied with our approach to privacy you are entitled to contact the Office of the Privacy Commissioner who may investigate any complaints you may make.

Anti-money laundering and terrorism legislation

Boston Reed Pty Ltd must verify your identity before we provide any financial services. This will be discussed at our meeting.

Conflicts of interest

The SoA you receive will make reference to any potential Conflicts of Interest that you need to be aware of when deciding whether to rely on our advice.

Approved product list

The financial products that will be recommended are limited to those on Boston Reed Pty Ltd's approved product list and does not include all available financial products.

A copy of the approved product list can be provided to you upon request.

Any questions?

Please do not hesitate to contact your Adviser should you have any questions about your Adviser's services and how your Adviser and Boston Reed Pty Ltd can help you improve your financial position.



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