

Introduction

Apex Fintech Brokerage Services LLC ("AFBS", "we", "our" or "us") publishes a Customer Relationship Summary ("Form CRS"), which includes "Conversation Starters". The Form CRS is a mandatory disclosure intended to enhance the quality and transparency of retail and institutional investors' relationships with financial professionals. These Conversation Starters are intended to assist retail investors with opening a dialogue with a financial professional about relationships and services.

Questions and Answers

1. Given my financial situation, should I choose a brokerage service? Why or why not? How will you choose investments to recommend to me?

AFBS is an online broker that provides self-directed trading. We offer you the ability to buy and sell investment products like stocks, Exchange-Traded Funds ("ETFs"), and Mutual Funds ("MF") in a brokerage account.

AFBS does not make recommendations regarding account types, products, trading or otherwise. All trading at AFBS is directed by you. AFBS does not employ any human "brokers" or "advisors" to manage your account. If you are unsure whether opening an AFBS account is appropriate for you, please consult a financial professional.

2. What is your relevant experience, including your licenses, education, and other qualification? What do these qualifications mean?

Apex Fintech Brokerage Services LLC is a broker-dealer and member of FINRA and SIPC. AFBS is regulated by the SEC, FINRA, various states, and other Self-Regulatory Organizations. AFBS employees may hold certain licenses and qualifications. AFBS does not allow its employees to make recommendations, offer trading advice or otherwise manage your account. All trading at AFBS is directed by you.

Free and simple tools are available to research firms and individuals at investor.gov/crs, where you can also find educational materials about broker-dealers, investment advisers, and investing.

3. Help me understand how these fees and costs might affect my investments? If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

All trading at AFBS is directed by you. AFBS does not manage your account and does not charge management fees.

AFBS
Form CRS Conversation Starters

December 2024

Fees and costs will vary depending on the products you trade and the services you choose. You may pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure that you understand what fees and costs you are paying. AFBS does not compensate employees based on trades or fees paid by you.

Information regarding specific fees is found in our Fee Schedule located on our website [here](#).

4. How might your conflicts of interest affect me, and how will you address them?

AFBS receives compensation, revenue, and other benefits from your use of the services, including fees and charges for specific features. For example, we receive revenue from our clearing firm for participating in its cash sweep program. We therefore have an incentive to encourage you to increase the cash held in your AFBS brokerage account. AFBS addresses conflicts of interest through disclosure and periodic supervisory review.

5. As a broker-dealer, do you have any disciplinary history? For what type of conduct?

Yes. Information about AFBS's disciplinary history can be found in [AFBS's BrokerCheck Report](#). AFBS professionals are available to provide account support through the firm's online support system. Information about a financial professional's disciplinary history may be found at [Investor.gov/CRS](https://investor.gov/CRS) and on FINRA's BrokerCheck website at <https://brokercheck.finra.org/>.

6. Who is my primary contact person? Is he or she a representative of a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

While your account is entirely self-directed and our platform is fully-integrated through our website and smartphone application, certain customer service representatives are able to assist you. Investors can submit questions and concerns by emailing apexdirect@apexfintechsolutions.com or by visiting our website [here](#).