

Financial Services Guide

1 November 2023



This Financial Services Guide has been authorised for distribution by the authorising licensee:

EKO Financial Pty Ltd ('EKO Financial')

ABN 66 116 276 361

Australian Financial Services Licence No. 514038 ('AFSL')

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This Financial Services Guide ('FSG or Guide') provides you with important information about EKO Financial Pty Ltd ('EKO Financial' or 'Licensee'), and its Authorised Representatives, who will provide you with the financial services described in this Guide. It is designed to help you evaluate and make an informed decision about whether to use the financial services described in this Guide. We suggest you retain this Guide for your future reference. If any part of this Guide is not clear, please speak to your financial adviser.

This Guide contains important information about:

- EKO Financial as the holder of an AFSL;
- the financial services that EKO Financial and/or its Authorised Representatives offer;
- the process we follow to provide financial services;
- how our associates and EKO Financial are paid;
- any arrangements which may influence our advice to you;
- how EKO Financial protects your privacy; and
- who to contact if you have a complaint or if you are not satisfied with the services provided.

References in this Guide to 'me', 'I', 'us', 'we' and/or 'our' should be read as either 'EKO Financial' or 'your Authorised Representatives of EKO Financial', as the context requires.

Not Independent

EKO Financial Pty Ltd is not independent, impartial, or unbiased as defined in Section 923A of the Corporations Act, as we are entitled to receive remuneration including insurance product commissions in respect to the provision of personal risk insurance advice to our clients. In addition, we have an Approved Product List and may not consider all product providers in the market.

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SECTION 1

FINANCIAL SERVICES GUIDE

WHO PROVIDES THE FINANCIAL SERVICES DESCRIBED IN THIS FSG?

The financial services described in this FSG are provided by Authorised Representatives of EKO Financial.

WHO IS RESPONSIBLE FOR THOSE FINANCIAL SERVICES?

As the holder of an AFSL, EKO Financial is responsible for the financial services we provide to you. In relation to the financial services offered in this FSG, EKO Financial, as the holder of an AFSL, does not act on behalf of any other person or licensee. EKO Financial is only responsible for the services offered in the FSG.

The law requires EKO Financial to have arrangements in place to compensate certain persons for loss or damage they suffer from certain breaches of the Corporations Act by EKO Financial and/or its Authorised Representatives. EKO Financial has internal compensation arrangements as well as professional indemnity insurance that satisfy these requirements.

ABOUT EKO FINANCIAL

We understand that no two financial situations are the same and provide unique financial strategies encompassing the lifestyle and financial objectives of our clients.

We believe that financial advice is about more than investments. We work closely with our clients to ensure that the right structures, savings, personal protection, and risk levels are in place.

WHO IS YOUR FINANCIAL ADVISER?

Your Financial Advisers are:

James Kidd:
Authorised Representative number 231823

Jeff Ebsworthy:
Authorised Representative number 231824

WHAT EXPERIENCE DOES YOUR FINANCIAL ADVISER HAVE?

Both have extensive experience in the financial planning industry.

James has been a Financial Adviser since February 2002, and Jeff since 1997.

Both offer advice to individual clients as well as small and large business clients. Prior to EKO Financial, both were Financial Advisers with various financial organisations, including Magnitude Group Pty Ltd, Infocus Securities Pty Ltd and Count Financial Ltd.

WHAT QUALIFICATIONS AND PROFESSIONAL MEMBERSHIPS DOES YOUR FINANCIAL ADVISER HAVE?

James:
I hold a Bachelor of Business (Accounting and Management) and a Graduate Diploma of Financial Planning.

Jeff:
I hold a Bachelor of Business (Accounting) and a Graduate Diploma of Financial Planning. I am a full member of CPA Australia and hold the CPA Australia Financial Planning Specialist designation.

DOES YOUR FINANCIAL ADVISER HAVE ANY ASSOCIATIONS OR RELATIONSHIPS?

James and Jeff:

We each have an association with EKO Financial (ABN 66 116 276 361) as a Director. Revenue is paid to us by EKO Financial.

WHAT FINANCIAL SERVICES DO WE OFFER?

We are authorised, on behalf of EKO Financial to provide financial product advice and to deal in a wide range of products:

- deposit products;
- Government debentures, stocks, or bonds;
- life investment and life risk products;
- managed investment schemes including investor directed portfolio services;
- standard margin lending facilities;
- retirement savings account products;
- securities (e.g. shares); and
- superannuation products, including self managed super funds.
- Estate planning services incidental to Financial Planning

Some of the services we can provide you are:

- financial planning advice;
- wealth accumulation advice;
- superannuation advice, including self managed superannuation funds;
- redundancy advice;
- retirement advice;
- gearing strategies;
- cash flow advice;
- social security benefits advice;
- life and disability insurance advice;
- Estate planning services incidental to Financial Planning

WHAT PRODUCTS ARE AVAILABLE?

A range of financial products offered by many leading financial product providers are available to our advisers when they provide personal advice. Details of the available products our advisers are authorised to provide advice about are contained in the Approved Product List (APL).

Internal and external experts provide financial product research, which is used to carefully select and maintain an extensive list of Approved Products for us to select from.

When providing personal advice to you, our advisers may only recommend a product to you if they consider it is appropriate after considering your objectives, financial situation and needs. Your adviser is not required to tell you about products that are not on the APL and he or she may benefit from a product recommendation.

WHAT OTHER INFORMATION SHOULD YOU CONSIDER BEFORE DECIDING WHETHER TO PROCEED WITH OUR RECOMMENDATIONS?

If you receive personal financial advice this will be documented in a Statement of Advice (SoA), or in specific circumstances a Record of Advice (RoA), that confirms the discussions you have had with us, the recommendations we are making and the basis for those recommendations. These documents will also explain how those recommendations will work towards achieving your goals, any relevant fees received by us, and any associations with financial product providers.

When a financial product is recommended to you, you will be provided with a Product Disclosure Statement (PDS), or other disclosure document issued by the product provider. Among other things, the PDS contains information about the risks, benefits, features, and fees payable in respect of the product. In combination, these documents will help you make an informed decision about whether to proceed with our recommendations.

HOW DO WE ENSURE THAT THE PERSONAL ADVICE WE GIVE YOU SUITS YOUR NEEDS AND OBJECTIVES?

To ensure your adviser provides personal advice that is appropriate, we firstly need to understand your objectives, financial situation and needs. Your adviser (referred to as 'we' below) will follow a step-by-step process as outlined below:

- 1.) We will meet with you for an initial consultation. During this meeting we will discuss your expectations and provide you with details of the services we can offer.
- 2.) We will collect all the information we need from you, including your objectives, financial situation

and needs. If you do not wish to provide the information we require, we will advise you of the possible consequences of not disclosing all of this information and the impact on the recommendations given. This may include not being able to provide advice on the subject matter you request.

- 3.) We will help you identify your goals and may discuss your attitude towards investment risk.
- 4.) We may consider strategies and areas such as income, social security, insurance, cash, and estate planning requirements. Where we recommend a financial product we will also conduct a reasonable investigation of the financial products that may be suitable to implement the strategies as part of the recommendations. Based on these and other considerations, we will prepare and present you with a written SoA, or in some cases depending on the circumstances, a RoA. We will explain in the SoA (or RoA) the basis for the advice, and any remuneration, benefits or associations which could have influenced the advice.
Where we recommend financial products, we will provide you with a PDS or other disclosure document containing information about each product recommended, to help you make an informed decision about whether to invest in or acquire that product.
- 5.) We will discuss our recommendations with you, make any changes you require and ask you whether you would like us to implement those recommendations on your behalf.
- 6.) If you agree, we will then implement those recommendations.
- 7.) If we agree to an ongoing advice service arrangement which includes a regular review component, we will meet with you periodically to review your financial circumstances. If an ongoing advice service arrangement is entered into, this will be documented in your Ongoing Fee Arrangement Letter and/or SoA. Where you have entered into an ongoing fee arrangement we will renew your arrangement with you at least annually.
- 8.) We also offer fixed term agreements as an alternative to ongoing fee arrangements. Where we agree to providing services for a period of up to 12 months, this will be documented in a Fixed Term Agreement. Prior to the end of the specific period, we will determine with you if a new Fixed Term Agreement should be entered into. There is no expectation or understanding that a new Fixed Term Agreement will be entered into, unless it is in your best interest.

We will also explain to you any significant risks of the financial products and strategies which we recommend to you. If you are unclear of the risks, do not hesitate to question us further.
In certain circumstances, we may not provide you with personal advice via a SoA or RoA, as outlined above. These circumstances may include:

- 1.) Where we provide you with only general advice, such as through seminars and newsletters;
- 2.) Further advice or verbal advice – if you previously received advice recorded in a SoA, any further personal advice provided by us may be recorded in a RoA. We will not necessarily provide you with a copy of the RoA unless you request it (see below).

WHAT DOCUMENTS DO YOU GET IF WE PROVIDE FURTHER ADVICE?

Where a further review is conducted and personal advice is provided, in some circumstances we are not required to provide you with a SoA for this further advice. Where this is the case, if you have not already been provided with a RoA, you may request a copy of the RoA from us by contacting us (on any of the contact details set out in Section 5 of this Guide) for a period of seven years from when the further advice was first provided to you.

HOW CAN YOU INSTRUCT US?

You may specify how you would like to give us instructions, for example, by phone or email using any of the contact details set out in Section 5 of this Guide. Alternatively, you may provide instructions to us in person. Where instructions are provided by telephone, these must be confirmed in writing.

For security purposes, we may verify any instructions you give us via a second point of contact.

OTHER SERVICES

Related businesses may provide services other than financial planning services. For example, a related business may act as your accountant or legal adviser, or advise you on real estate investments or your finance needs (performing credit activities for you). While we may recommend these other services, you should understand that these other services are not provided on behalf of EKO Financial's AFSL and EKO Financial does not train, support, or supervise the provision of these other services and has no responsibility in relation to these services.

Examples of the services which EKO Financial is not responsible for include:

- general insurance services (e.g. car insurance);
- real estate and direct property advice;
- taxation services, such as completion of tax returns;
- accounting and audit services;
- legal services;
- credit activities;
- consulting services; and
- administration and compliance of Self-Managed Superannuation Funds.

HOW ARE WE PAID FOR OUR SERVICES?

We and EKO Financial may receive:

- fees paid by clients;
- commissions paid by product providers; and
- other benefits.

WHAT TYPE OF FEES, COMMISSIONS, PAYMENTS, AND OTHER BENEFITS DO WE RECEIVE FOR OUR SERVICES?

If the fees, commissions, or other benefits are not calculable at the time we provide personal advice, we will describe the manner in which they are calculated at the time the advice is given or as soon as practicable after. If you receive general advice you may request particulars of the fees, commissions, and other benefits that we may receive, within a reasonable time after this FSG is given to you.

The types of fees, commissions and other benefits that may be received by us and by EKO Financial include the following:

Service fees

We will discuss and agree our fee structure with you before we provide you with services. The types of fees you can be charged are listed below. You may be charged a combination, or part of, any of these fees.

Fees for advice

For having a personalised financial plan (SoA) prepared, a plan preparation fee (standard fee of \$4,500 but up to \$6,500) is payable. The actual cost will depend on the complexity of your situation and the time it takes to prepare personal financial plan.

Implementation Fees

We may charge a placement fee and/or implementation fee to implement the recommendations in your financial plan. These are payable when you decide to proceed with the implementation of any one or more recommendations that we provide to you. The actual fee will depend on the complexity of your situation and the amount of funds invested, but will not exceed:

- a. a range from \$0 (min.) to \$5,500 (max.); or
 - b. \$150 per hour; or
- whichever is the greater.

Service Agreements

• Fixed Term of up to 12 months

We will provide you with professional services for a fixed term, at a cost specified in your Fixed Term Agreement. At the end of the term, we will cease charging you fees and cease providing you with the services under this agreement. As part of a fixed term agreement you may be charged up to a maximum of \$25,000 per year.

- **Ongoing**

If we agree to provide an ongoing advice service we will conduct an annual review of your overall needs, financial circumstances, and objectives to ensure that your financial strategies and products remain appropriate to you. If you choose to have us provide an ongoing advice service, you may be charged up to a maximum of \$25,000 per year.

- **Transactional**

For clients that do not fall into the above categories, there may be fees resulting from meetings between the client and adviser, or ad hoc tasks. These will be discussed with, and agreed upon, prior to any work being carried out or fees being charged.

Note: We may negotiate higher fees from time to time. Full details of all fees and commissions for financial services will be provided to you in a Statement of Advice (SoA), or Record of Advice (RoA) and Product Disclosure Statements at the time of receiving any recommendation.

Referral fees

If we refer you to another business to provide you with services, or you are referred to us by another business, we do not receive or pay referral fees.

Payment methods

Our fees are either invoiced to you directly, or deducted from your investments, or a combination of these methods. Where it is debited from your investments it is normally referred to as the Adviser Service Fee.

In most instances you will be able to select the method of payment that suits you best. We will discuss and agree the method of payment with you before we provide you with services.

Commissions

If you take out a financial product through us, EKO Financial 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. They are not an additional cost to you.

The commission payable for different classes of financial products include the following:

Investment products

With effect from 1 January 2021, commissions are not payable on investment or superannuation products.

Placement Fees

We may recommend the purchase of new Hybrid Securities 'at float'. If you choose to proceed, EKO Financial will receive a payment of 0.825% (inclusive of GST) of the amount invested in the new Hybrid Security. This amount is not payable by you and is not deducted from the amount that you invest.

Life Insurance Products

Initial and ongoing commissions from insurance providers may be received by EKO Financial. These commissions are paid to EKO Financial by the company that issues the product that we recommend to you, and they are included in what you pay for the product. The commissions vary and are based on the policy cost, which is the sum of the premiums you pay and may include other fees related to the product.

The initial commission is paid in the first year by the product issuer to EKO Financial. Ongoing commissions are payments paid by product issuers to EKO Financial in the years after the first year.

For policies issued from 1 January 2020 the initial commission payable to EKO Financial will be a maximum of 60% (excl. GST). The ongoing commission payable to EKO Financial will be a maximum of 20% pa (excl. GST), payable in respect of the period starting from the first anniversary of the date on which your cover commenced. These commissions may be passed on to us.

If you initiate an increase to your cover, EKO Financial may receive an initial commission and ongoing commissions on the annual increase to your policy cost. The ongoing commission on a client initiated increase is only paid in respect of the period that starts from the first anniversary of the increase.

If the initial commission is equal to the ongoing commissions (as a percentage of your policy cost), EKO Financial may receive up to 38.5% (excl. GST) of your annual policy cost.

Where personal advice is provided to you, you'll find details of the commission that EKO Financial and we are entitled to receive if you decide to purchase a life insurance product, in your SoA or RoA.

DOES EKO FINANCIAL CHARGE ANY ADDITIONAL FEES?

EKO Financial will not charge you any additional fees.

OTHER BENEFITS

From time to time, we may accept alternative forms of remuneration from product providers or other parties (up to a value of \$300), such as hospitality or support connected with our professional development (e.g. training or sponsorship to attend conferences). We maintain a register detailing any benefit we receive which is valued at between \$100 and \$300 and other benefits that relate to information technology software or support provided by a product issuer or that relate to educational and training purposes.

A copy of the register is available on request.

Section 2

PRIVACY STATEMENT

WHY WE COLLECT YOUR PERSONAL INFORMATION

We collect personal information, including sensitive information (e.g. health information), from you to provide you with services including financial advice.

We may also use your information to comply with legislative or regulatory requirements in any jurisdiction, to prevent fraud, crime or other activity that may cause harm in relation to the particular products or services provided, and to help us run our business.

If you do not provide all the information we request, we may no longer be able to provide a product or service, including financial advice, to you.

COLLECTING AND DISCLOSING YOUR PERSONAL INFORMATION

We may disclose your personal information to anyone we engage to do something on our behalf such as a service provider, and other organisations that assist us with our business. We may also disclose your personal information to third parties such as a complaints body to whom a complaint relating to a product or service is referred, your past and present employers, any party acquiring an interest in our business and anyone acting on your behalf.

We may also collect from the parties listed above any personal information they may hold about you which relates to our provision of financial advice.

We may disclose your personal information to an entity which is located outside Australia. Details of the countries where the overseas recipients are likely to be located are in our privacy policy.

As a provider of financial services, we have obligations to disclose some personal information to government agencies and regulators in Australia, and in some cases offshore. We are not able to ensure that foreign government agencies or regulators will comply with Australian privacy laws, although they may have their own privacy laws. By using our products or services, you consent to these disclosures.

EKO Financial is also required, pursuant to the Anti-Money Laundering and Counter-Terrorism Financing Act (AML/CTF Act) and its corresponding rules and regulations to implement certain client identification processes. We may be required to obtain information about you at the time of providing financial services to you, and from time to time in order to meet our legal obligations.

We have certain reporting obligations pursuant to the AML/CTF Act and information obtained from or about you may be provided to external third parties and regulators in accordance with the requirements imposed on us.

OTHER IMPORTANT INFORMATION

We are required or authorised to collect personal information from you by certain laws. Details of these laws are in our privacy policy.

Our privacy policy is available at www.ekofin.com.au. It covers:

- how you can access the personal information we hold about you and ask for it to be corrected;
- how you may complain about a breach of the Privacy Act 1988 (Cth), or a registered privacy code and how we will deal with your complaint; and;
- how we collect, hold, use, and disclose your personal information in more detail.

We will update our privacy policy from time to time.

Where you have provided information about another individual, you must make them aware of that fact and the contents of this privacy statement.

We will use your personal information to contact you or send you information about other products and services offered by us or our preferred suppliers. If you do not wish to receive marketing communications from us, please contact us.

Section 3

ARE YOU SATISFIED?

WHAT TO DO IF YOU HAVE ANY CONCERNS ABOUT OUR SERVICES

Both we and EKO Financial endeavour to provide you with quality financial advice. If you have a complaint or concern about the service provided to you, we encourage you to take the following steps:

- 1.) Contact us first about your concern, by using any of the contact details set out in Section 4 of this Guide.
- 2.) If your concern is not resolved, or if you are not satisfied with the decision, you may contact the Australian Financial Complaints Authority (AFCA) by.

Writing to:

Australian Financial Complaints Authority
GPO Box 3
Melbourne VIC 3001

Email: info@afca.org.au

Website: www.afca.org.au

Phone: 1800 931 678

- 3.) The Australian Securities & Investments Commission (ASIC) is Australia's corporate, markets and financial services regulator. ASIC contributes to maintaining Australia's economic reputation by ensuring that Australia's financial markets are fair and transparent, and is supported by informed investors and consumers alike. ASIC seeks to protect consumers against misleading or deceptive and unconscionable conduct affecting all financial products and services. You may contact ASIC by:

Writing to:

Australian Securities & Investments Commission
GPO Box 9827
Your Capital City (e.g. Brisbane)

Or

PO Box 4000
Gippsland Mail Centre
Victoria 3841

Website: www.asic.gov.au

Phone: 1300 300 630

Before you send your concern to any of these respective bodies, please contact them first to understand the process of lodging your concern with them.

Section 4

CONTACTS

HOW YOU CAN CONTACT YOUR FINANCIAL ADVISER

Your Financial Advisers: James Kidd
Jeff Ebsworthy

Licensee details: EKO Financial Pty Ltd

Contact Details:

Write to: PO Box 1445,
Mooloolaba
QLD 4557

Phone: 07 5477 5124

Email: info@ekofin.com.au

Website: www.ekofin.com.au