

**ATLAS ONE ASSET MANAGEMENT, LLC**

200 S. BISCAYNE BLVD., Suite 4400  
MIAMI, FL, 33131

Telephone: (305) 960-9991  
Facsimile: (305) 960-9995  
jkalb@atlasoneholdings.com

This brochure provides information about the qualifications and business practices of Atlas One Asset Management, LLC. If you have any questions about the contents of this brochure, please contact us at: (305) 960-9991 or at jkalb@atlasoneholdings.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 Atlas One Asset Management, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

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### **Material Changes since the Last Update**

This is the initial filing of this Registered Investment Advisor Brochure. As such, there are no material changes to identify. This information will be updated annually as necessary to identify any material changes.

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### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at (305) 960-9991 or by email at [jkalb@atlasoneholdings.com](mailto:jkalb@atlasoneholdings.com).

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## Advisory Business

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### Firm Description

Atlas One Asset Management, LLC (“AOAM” or the “Adviser”), was founded in 2013 and offers investment advisory services to individuals, institutions, trusts, estates, corporations and other business entities. AOAM’s investment advisory services provide clients with investment advice and recommendations that are recommended to be used to implement their financial plans.

Investment advice is an integral part of financial planning and AOAM advises clients regarding securities transactions, cash flow, college planning, and retirement planning.

Investment advice is provided on either a discretionary or non-discretionary basis, with each client making the final decision on investment selection when being advised on a non-discretionary basis. When the Adviser is advising clients on a discretionary basis, AOAM may make the final investment decisions and place trades for clients under a limited power of attorney. AOAM does not act as a custodian of client assets; therefore, the client always maintains asset control.

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### Principal Owners

Atlas One Asset Management, LLC is 100% owned by Atlas One Holdings, LLC.

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### Types of Advisory Services

Atlas One Asset Management, LLC provides investment supervisory services. More specifically, AOAM provides Asset Management Services, Advisory Services, and furnishes investment advice through consultations on both a fixed fee and/or hourly basis.

On more than an occasional basis, AOAM furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that may include estate planning.

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### Tailored Relationships

The goals and objectives for each client are documented by the Adviser and typically will vary by client. Investment policy statements may be created that reflect the stated goals and objectives of each client. AOAM Adviser Representatives (“IARs”) work with their clients to identify their investment goals and objectives, as well as risk tolerance, in order to create an initial portfolio allocation designed to complement the client’s financial situation and personal circumstances.

The initial meeting to review clients’ investment portfolios may be conducted by telephone or in person and is free of charge. The initial meeting is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to each potential and current client.

The IAR may periodically rebalance the client’s account to maintain the initially agreed upon strategic and tactical asset allocation. However, no changes are made to the agreed-upon asset allocation in non-discretionary accounts without prior client review and consent.

Clients have ready access to their respective IAR. IAR's are not required to be available for unscheduled or unannounced visits by clients. However, IARs are expected to periodically meet with clients and should generally be available to take client telephone calls on advisory-related matters. Each client has the opportunity to place reasonable restrictions on the type of investments to be held in the portfolio.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) may be recommended to clients or engaged directly by the client on an as-needed basis. Conflicts of interest related to recommendations of other professionals will be disclosed to the client in the event they should occur.

AOAM's Agreements may not be assigned without client consent.

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### **Types of Agreements**

The following agreements define the typical client relationships.

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#### **Advisory Service Agreement**

Most clients choose to have AOAM manage their assets in order to obtain ongoing in-depth advice and investment planning. All aspects of the client's financial affairs are reviewed, which may include those of their children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement includes: cash flow management; investment management (including performance reporting); education planning; retirement planning; estate planning; as well as the implementation of recommendations within each area.

The annual Advisory Service Agreement fee is based on a percentage of the investable assets according to the following schedule:

- 2.00% on the first \$1,000,000;
- 1.50% on the next \$2,000,000 (from 1,000,001 to 3,000,000);
- 1.50% on the next \$2,000,000 (from 3,000,001 to 5,000,000); and
- 1.00% on assets exceeding \$5,000,000.

The minimum annual fee is \$1,000 and is negotiable with each client. Client relationships may be established and exist where the fees are higher or lower than the fee schedules provided above.

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#### **Hourly Planning Engagements**

AOAM provides hourly advisory and/or planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements varies, yet will not exceed \$500 per hour.

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#### **Asset Management**

Client's portfolio may consist of a variety of financial products, including, but not limited to exchange-traded funds ("ETFs"), mutual funds, equities, options, bonds, and potentially other products. The investment strategies utilized and portfolios constructed and managed depend on the individual client's investment objectives and goals as provided to the IAR. Initial public offerings ("IPO's") are not available through AOAM.

Please note that investment products are typically purchased or sold through a brokerage account when appropriate. The brokerage firm typically charges a fee for investment products and AOAM almost exclusively recommends clients to its affiliated FINRA broker-dealer, Atlas One Financial Group, LLC (the “Firm”); as a broker/dealer, the Firm provides a variety of financial products and/or services and may render advice as to the value and/or advisability of purchasing or selling securities, without receiving special compensation and solely incidental to the conduct of its business as a broker/dealer. General securities accounts for brokerage customers of the Firm are maintained and custodied on a fully disclosed basis by APEX Clearing Corporation which is both a registered broker/dealer and an investment adviser.

The annual Asset Management Service Agreement fee is based on a percentage of the investable assets according to the following schedule:

- 2.00% on the first \$1,000,000;
- 1.50% on the next \$2,000,000 (from 1,000,001 to 3,000,000);
- 1.50% on the next \$2,000,000 (from 3,000,001 to 5,000,000); and
- 1.00% on assets exceeding \$5,000,000.

The minimum annual fee is \$1,000 and is negotiable with each client. Client relationships may be established and exist where the fees are higher or lower than the fee schedules provided above.

Please be advised that clients may choose to utilize a different broker-dealer, aside from Atlas One Financial Group, LLC, and similar products and services may be purchased for a lower cost than offered by the Firm.

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### **Termination of Agreement**

Although the Advisory Service Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client’s discretion. The client or the investment manager may terminate an Agreement by written notice to the other party with a (30) thirty – day advance notice or as agreed upon otherwise between the client and the Adviser.

If an agreement is terminated during a period in which the client has already paid AOAM its advisory fees in advance, then the Adviser will reimburse, on a pro-rated basis, the remaining advisory fees collected for any service not rendered; these fees will be sent to the client’s address of record, unless otherwise directed by the client, within (30) days of termination of the agreement.

## **Fees and Compensation**

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### **Description**

AOAM bases its fees on a percentage of assets under management, hourly charges, or fixed fees.

Some fixed fees may be priced based on the complexity of work, especially when asset management is not the most significant part of the relationship.

All fees are negotiable between the Adviser and each client.

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### **Fee Billing**

All fees are billed quarterly, in advance, meaning that we invoice you before the three-month billing period has begun. Payment in full is expected upon invoice presentation. AOAM may also debit relevant fees directly from accounts maintained at its clearing firm, APEX Clearing Corporation and/or Merrill Lynch, Pierce, Fenner & Smith Incorporated (“APEX” or “Merrill” or the “clearing firm”). The client must consent in advance to direct debiting of their investment account.

Hourly and Fixed Fees are also billed in advance, with the balance due upon delivery of the specific advice or services provided or as otherwise agreed upon between the client and the Adviser.

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### **Other Fees**

Custodians may charge transaction fees on purchases or sales of certain investment products, including, but not limited to mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is considered more important than the nominal fee that the custodian charges to buy or sell the security.

AOAM, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

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### **Expense Ratios**

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to AOAM.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

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### **Past Due Accounts and Termination of Agreement**

AOAM reserves the right to stop work on any account that is more than (10) ten days overdue and reserves the right to terminate any engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in AOAM’s judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within (30) thirty days as previously described in the Brochure.

## **Types of Clients**

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### **Description**

Although it currently has no clients, AOAM generally expects to provide investment advice and services to individuals, institutions, trusts, estates, corporations and other business entities. Client relationships vary in scope and length of service.

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### **Account Minimums**

The minimum account size is expected to typically be \$100,000 of assets under management, yet depending upon circumstances; AOAM has the discretion to waive the account minimum.



For instance, accounts of less than \$100,000 may be set up when the client and the Adviser anticipate that the client will add additional funds to the accounts bringing the total to \$100,000 within a reasonable period of time. Other exceptions will apply to employees of AOAM and their relatives, or relatives of existing clients.

Clients receiving ongoing asset management services will be assessed a \$1,000 minimum annual fee. Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

## **Methods of Analysis, Investment Strategies and Risk of Loss**

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### **Methods of Analysis**

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

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### **Investment Strategies**

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. AOAM's investment strategies may vary greatly per client and include both passive and/or active asset management.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

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### **Risk of Loss**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

The above risks are not meant to represent all risks associated with investing, and investments typically carry the potential for a loss of your total investment. Please discuss the risks associated with investing with your IAR to ensure you are comfortable with the level of risks in your portfolio.

## Disciplinary Information

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### Legal and Disciplinary

The Adviser and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

## Other Financial Industry Activities and Affiliations

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### Financial Industry Activities

As previously disclosed in this brochure, AOAM maintains an affiliated relationship with a FINRA registered broker-dealer, Atlas One Financial Group, LLC.

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### Affiliations

As previously disclosed in this brochure, AOAM has arrangements that are material to its advisory of its clients with a related person or entity who is a broker-dealer. As a result of this relationship, the potential for conflict exists in that AOAM typically refers all clients to its affiliated broker-dealer. The fees and commissions charged by the Firm and a broker-dealer in which AOAM refers its clients may potentially be found at a lesser cost.

## Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

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### Code of Ethics

The Advisors Act imposes a fiduciary duty on Investment Advisors. As a fiduciary, AOAM has a duty of utmost good faith to act solely in the best interest of each of our clients. Our clients entrust us with their funds and/or investments, which in turn places a high standard on

our conduct and integrity. Our fiduciary duty compels all employees to act with the utmost integrity in all of their dealings. This fiduciary duty is the core principle underlying our “Code of Ethics” and represents the expected basis of all of our dealings with our clients. The Code includes policies and procedures developed to protect client’s interests in relation to the following topics:

- The duty at all times to place the interests of clients first;
- The requirement that all personal securities transactions be conducted in such a manner as to be consistent with the code of ethics and to avoid any actual or potential conflict of interest or any abuse of an employee’s position of trust and responsibility;
- The principle that investment advisor personnel should not take inappropriate advantage of their positions;
- The fiduciary principle that information concerning the identity of security holdings and financial circumstances of clients is confidential; and
- The principle that independence in the investment decision-making process is paramount.

We will provide a copy of the Code to any client or prospective client upon request.

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#### **Participation or Interest in Client Transactions**

AOAM and its employees do not currently, but, may in the future buy or sell securities that are also held by clients, however, the Adviser and its employees may not trade their own securities ahead of client trades. Employees must comply with the provisions of the Adviser’s Compliance Policies and Procedures, as well as Code of Ethics.

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#### **Personal Trading**

The Chief Compliance Officer of AOAM is Jorge Kalb (“Mr. Kalb”) (IARD No. 4594203). Mr. Kalb reviews all employee trades each quarter or more frequently as conducted. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the Adviser receive preferential treatment.

### **Brokerage Practices**

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#### **Selecting Brokerage Firms**

As previously disclosed in this brochure, AOAM has arrangements that are material to its advisory of its clients with a related person or entity who is a broker-dealer. As a result of this relationship, the potential for conflict exists in that AOAM typically refers all clients to its affiliated broker-dealer. The fees and commissions charged by the Firm and a broker-dealer in which AOAM refers its clients may potentially be found at a lesser cost.

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#### **Best Execution**

AOAM reviews the execution of trades at its custodian on a period basis, no less than quarterly. The review is documented by the Adviser and its affiliated broker-dealer.

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#### **Soft Dollars**

AOAM does not currently maintain any soft dollar arrangements.

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#### **Order Aggregation**

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

## **Review of Accounts**

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### **Periodic Reviews**

Account reviews are performed periodically, no less than quarterly by each IAR and by Mr. Kalb. Account reviews are performed more frequently when market conditions dictate and as requested by AOAM's clients.

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### **Review Triggers**

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

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### **Regular Reports**

Account reviewers are members of the Firm's Compliance Department, with the assistance of IARs of the Adviser. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least an annual basis and where applicable, will receive an account statement or performance report no less than quarterly, and often monthly as activity dictates.

## **Client Referrals and Other Compensation**

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### **Incoming Referrals**

AOAM, from time to time, receives client referrals, including referrals from its affiliated broker-dealer. The referrals often come from current clients, attorneys, accountants, employees, personal friends of employees and other similar sources. In certain instances the Adviser may compensate the referring parties for these referrals.

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### **Referrals Out**

AOAM may accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

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### **Other Compensation**

Officers and certain associated persons of the Adviser are also registered representatives of a broker-dealer. In this capacity, they may facilitate the purchase and/or sale of securities, and other investment products for their clients, who may or may not have an advisory fee agreement with AOAM. The Advisor's representatives may receive compensation for these non-advisory services that they may provide. Such compensation would be in addition to the advisory and other fees that the Advisor may receive.

Transaction charges or other charges for services to clients by Atlas One Financial Group, LLC may be more or less than other broker/dealers not recommended by the Advisor charge for comparable services. Clients are not required to use a specific broker/dealer to retain the services of the Advisor.

Investment products purchased or sold in broker-dealer accounts may generate transaction fees that would not exist if the purchase or sale were made directly through the issuer of the security, such as a mutual fund company. Mutual funds held in broker/dealer accounts also charge management fees. These Mutual fund management fees may be more or less than the mutual fund management fees charged if the client held the mutual fund directly with the

mutual fund company. These management fees are in addition to the management fee charged by the Adviser.

## **Custody**

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### **Account Statements**

All assets are held at qualified custodians, which mean the custodians provide account statements directly to clients at their address of record at least quarterly.

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### **Performance Reports**

Clients are urged to compare the account statements received directly from their custodians to any performance reports provided by AOAM, or even discussions or other communications between the client and the Adviser.

## **Investment Discretion**

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### **Discretionary Authority for Trading**

AOAM does not currently accept discretionary authority to manage securities accounts on behalf of clients. AOAM only has the authority to determine the securities to be bought or sold, and the amount of the securities to be bought or sold directly from the client. AOAM will consult with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

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### **Limited Power of Attorney**

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

## **Voting Client Securities**

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### **Proxy Votes**

AOAM does not vote proxies on securities, thus, clients are expected to vote their own proxies.

## **Financial Information**

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### **Financial Condition**

AOAM does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because AOAM does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

## **Business Continuity Plan**

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### **General**

AOAM has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key persons.

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## **Disasters**

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

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## **Alternate Offices**

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients promptly after a disaster that dictates moving our office to an alternate location.

## **Information Security Program**

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### **Information Security**

AOAM maintains an information security program to reduce the risk that your personal and confidential information may be breached.

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### **Privacy Notice**

AOAM is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier and use other techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

## Brochure Supplement (Part 2B of Form ADV)

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### Education and Business Standards

AOAM prefers, but does not specifically require that its IARs have a bachelor's degree, yet, it is expected that its IARs are able to sufficiently demonstrate knowledge of financial planning and asset management. Examples of preferred accreditations include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, IARs must have work experience that demonstrates their aptitude for financial planning and/or asset management.

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### Jorge Kalb (IARD No. 4594203)

#### Disciplinary Information:

- While Mr. Kalb does not have any material disciplinary events as part of his background, you may learn more about both AOAM and Mr. Kalb by visiting [www.finra.org/brokercheck](http://www.finra.org/brokercheck). On this site, the public may locate relevant information. If you have any questions regarding the background or qualifications of Mr. Kalb, please contact AOAM.

#### Other Business Activities:

- In addition to being a Managing Partner of AOAM, Mr. Kalb is a Managing Partner and principal of the Adviser's affiliated broker-dealer, Atlas One Financial Group, LLC. as well as Designated Principal and Chief Compliance Officer of the Adviser's affiliated investment advisor, Atlas One Capital Management, LLC. While Mr. Kalb shares his time between the activities of both the broker-dealer and Adviser, a majority of his time is spent with his role with AOAM's broker-dealer activities.

#### Additional Compensation:

- Mr. Kalb's primary compensation is derived from his role with AOAM's broker-dealer and Advisory activities, including his position as a material owner of both entities.

#### Supervision:

- Jorge Kalb is AOAM's, Chief Compliance Officer ("CCO"). Mr. Kalb will review all work through frequent office interactions as well as remote interactions. Mr. Kalb also reviews AOAM's activities through activity and exception reports provided by APEX and/or Merrill, AOAM's clearing firms.
- Mr. Kalb can be reached at (305) 960-9991 or [jkalb@atlasoneholdings.com](mailto:jkalb@atlasoneholdings.com).

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**Jose Ortega (IARD No. 5137925)****Disciplinary Information:**

- While Jose Ortega (“Mr. Ortega”) does not have any material disciplinary events as part of his background, you may learn more about both AOAM and Mr. Ortega by visiting [www.finra.org/brokercheck](http://www.finra.org/brokercheck). On this site, the public may locate relevant information. If you have any questions regarding the background or qualifications of Mr. Ortega, please contact AOAM.

**Other Business Activities:**

- In addition to being an Investment Advisor of AOAM, Mr. Ortega is a Managing Partner and principal of the Adviser’s affiliated broker-dealer, Atlas One Financial Group, LLC as well as associated with the Adviser’s affiliated investment advisor, Atlas One Capital Management, LLC. While Mr. Ortega shares his time between the activities of both the broker-dealer and Adviser, a majority of his time is spent with his role with AOAM’s broker-dealer activities.

**Additional Compensation:**

- Mr. Ortega’s primary compensation is derived from his role with AOAM’s affiliate broker-dealer and AOAM’s Advisory activities, including his position as a material owner of both entities.

**Supervision:**

- Jose Ortega is supervised by Mr. Kalb, CCO. Mr. Kalb reviews Mr. Ortega’s work through frequent office interactions as well as remote interactions. Mr. Kalb also reviews Mr. Ortega’s activities through activity and exception reports provided by APEX and/or Merrill, AOAM’s clearing firms.
- Mr. Ortega can be reached at (305) 960-9991 or [jortega@atlasoneholdings.com](mailto:jortega@atlasoneholdings.com).