

Eudaimonia Asset Management, LLC

Firm Brochure - Form ADV Part 2A

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This brochure provides information about the qualifications and business practices of Eudaimonia Asset Management, LLC. If you have any questions about the contents of this brochure, please contact us at (931) 988-1127 or by email at tonya@goodsonwealth.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 Eudaimonia Asset Management, LLC is also available on the SEC's website at www.adviserinfo.sec.gov. Eudaimonia Asset Management, LLC's CRD number is 299379.

Item 2: Material Changes

This is the initial filing for Eudaimonia Asset Management, LLC (the “Adviser”).

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Item 4: Advisory Business

A. Description of the Advisory Firm

Eudaimonia Asset Management, LLC (hereinafter “Eudaimonia”) is a Limited Liability Company organized in the State of Tennessee. The firm was formed in November 2018, and the principal owners are John Goodson.

B. Types of Advisory Services

Sub-advisory Services

Eudaimonia offers its investment strategy and portfolio modeling services to other investment advisers on a sub-advisory basis. In such arrangements, Eudaimonia enters into a sub-advisory agreement with the investment adviser for Eudaimonia’s investment management services and the use of investment models and asset allocation strategies. Eudaimonia constructs an asset allocation and selects the underlying investments for each investment model portfolio based on client investment objectives provided by the investment adviser. Client accounts are generally managed via a third-party investment management platform (“Platforms”). Sub-advisory services may be on a discretionary or nondiscretionary basis depending on the sub-advisory agreement. In a discretionary arrangement, Eudaimonia creates an investment model portfolio for a particular investment style, and based on that model, Eudaimonia exercises investment discretion over the transactions in the client accounts and is responsible for effecting such transactions. In a nondiscretionary arrangement, the investment advisers receive Eudaimonia’s investment model portfolio for a particular investment style, and based on that model, the investment adviser exercises investment discretion over the transactions in the client accounts and Eudaimonia is responsible for effecting such transactions.

Unified Management Account Programs

Eudaimonia offers its investment strategy and portfolio modeling services to Unified Management Account (“UMA”) programs. Eudaimonia constructs an asset allocation and selects the underlying investments for each investment model portfolio based on client investment objectives. The UMA program sponsor receives Eudaimonia’s investment model portfolio for a particular investment style and is responsible for effecting transactions in client accounts.

Services Limited to Specific Types of Investments

Eudaimonia generally limits its investment advice to mutual funds, real estate funds (including REITs), equities, ETFs (including ETFs in the gold and precious metal sectors) and non-U.S. securities. Eudaimonia may use other securities as well to help diversify a portfolio when applicable.

C. Client Tailored Services and Client Imposed Restrictions

Eudaimonia offers the same suite of services to all investment advisers that are Eudaimonia clients. However, specific investment strategies and their implementation are dependent upon the direction of the investment adviser. Eudaimonia assists the investment adviser in the development and preparation of an Investment Policy Statement that describes their overall investment policies, objectives and guidelines, including, without limitation, asset allocation guidelines and investment restrictions and preferences. Eudaimonia creates custom models/sleeves for the adviser based on the parameters set forth by the adviser. Investment advisers may impose restrictions on investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent Eudaimonia from properly servicing the account, or if the restrictions would require Eudaimonia to deviate from its standard suite of services, Eudaimonia reserves the right to end the relationship.

D. Wrap Fee Programs

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and other administrative fees. Eudaimonia does not participate in any wrap fee programs.

E. Assets Under Management

This is the Adviser's initial filing with the U.S. Securities and Exchange Commission; the Adviser does not currently have any assets under management.

Item 5: Fees and Compensation

A. Fee Schedule

Eudaimonia offers its investment strategy and portfolio modeling services to other investment advisers, including UMA programs, and Eudaimonia receives a share of the fees collected from the investment adviser's clients. The fees charged will not exceed any limit imposed by any regulatory agency. The notice of termination requirement and payment of fees for sub-adviser services will depend on the specific investment adviser engaging Eudaimonia. This relationship will be memorialized in a contract between Eudaimonia and each investment adviser. The fees received by Eudaimonia will not exceed .50% annually. These fees are generally negotiable.

B. Payment of Fees

Investment advisers may request that fees owed to Eudaimonia be withdrawn from clients' accounts by the Platform or the investment adviser may be invoiced for such fees, as disclosed in each contract between Eudaimonia and the applicable investment adviser, on a quarterly basis.

C. Client Responsibility For Third Party Fees

Clients are responsible for the payment of all third-party fees (*i.e.*, custodian fees, brokerage fees, mutual fund fees, transaction fees, Platform fees, etc.). Those fees are separate and distinct from the fees and expenses charged by Eudaimonia. Eudaimonia receives a portion of

the Platform fee paid for clients on the Platform. Please see Item 12 of this brochure regarding broker-dealer/custodian.

D. Prepayment of Fees

Eudaimonia collects fees in advance. Refunds for fees paid in advance will be returned to the client via check, or return deposit back into the client's account.

For all asset-based fees paid in advance, the fee refunded will be equal to the balance of the fees collected in advance minus the daily rate* times the number of days elapsed in the billing period up to and including the day of termination. (*The daily rate is calculated by dividing the annual asset-based fee rate by 365.)

E. Outside Compensation For the Sale of Securities to Clients

Eudaimonia does not currently have investment advisory representatives that also serve as a registered representative of a broker-dealer. Eudaimonia does not receive any commissions or other transaction-based compensation as a result of securities transactions in accounts managed by Eudaimonia. All investment products recommended by Eudaimonia are traded through a broker that is unaffiliated with Eudaimonia.

Item 6: Performance-Based Fees and Side-By-Side Management

Eudaimonia does not accept performance-based fees or other fees based on a share of capital gains or capital appreciation of the assets of a client.

Item 7: Types of Clients

Eudaimonia offers its investment strategy and portfolio modeling services to other investment advisers on a sub-advisory basis. There is not a minimum account size.

Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss

A. Methods of Analysis and Investment Strategies

Methods of Analysis

Eudaimonia's methods of analysis include Charting analysis, Fundamental analysis, Quantitative analysis and Technical analysis.

Charting analysis involves the use of patterns in performance charts. Eudaimonia uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

Fundamental analysis involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

Quantitative analysis deals with measurable factors as distinguished from qualitative considerations such as the character of management or the state of employee morale, such as the value of assets, the cost of capital, historical projections of sales, and so on.

Technical analysis involves the analysis of past market data; primarily price and volume.

Investment Strategies

Eudaimonia uses long term trading and short term trading.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

B. Material Risks Involved

Methods of Analysis

Charting analysis strategy involves using and comparing various charts to predict long and short-term performance or market trends. The risk involved in using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

Quantitative analysis Investment strategies using quantitative models may perform differently than expected as a result of, among other things, the factors used in the models, the weight placed on each factor, changes from the factors' historical trends, and technical issues in the construction and implementation of the models.

Technical analysis attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not take into account new patterns that emerge over time.

Investment Strategies

Long term trading is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

Short-term trading risks include liquidity, economic stability, and inflation, in addition to the long term trading risks listed above. Frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

Management Risk: Judgments about the value and potential appreciation of a particular security

may be wrong and there is no guarantee that securities will perform as anticipated. The value of a security can be more volatile than the market as a whole or our approach may fail to produce the intended results.

Market Risk: There is a possibility that the value of securities may decline due to daily fluctuations in the markets. Stock prices change daily as a result of many factors, including developments affecting the condition of both individual companies and the market in general. In a declining stock market, prices for all companies may decline regardless of their long-term prospects.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

C. Risks of Specific Securities Utilized

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

Mutual Funds: Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond “fixed income” nature or stock “equity” nature.

Equity investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

Exchange Traded Funds (ETFs): An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance. Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and other precious metals, (2) a significant increase in hedging activities by producers of gold or other precious metals, (3) a significant change in the attitude of speculators and investors.

Real estate funds (including REITs) face several kinds of risk that are inherent in the real estate sector, which historically has experienced significant fluctuations and cycles in performance. Revenues and cash flows may be adversely affected by: changes in local real estate market conditions due to changes in national or local economic conditions or changes in local property market characteristics; competition from other properties offering the same or similar services; changes in interest rates and in the state of the debt and equity credit markets; the ongoing need for capital improvements; changes in real estate tax rates and other operating expenses; adverse changes in governmental rules and fiscal policies; adverse changes in zoning laws; the impact of present or future environmental legislation and compliance with environmental laws.

Non-U.S. securities present certain risks such as currency fluctuation, political and economic change, social unrest, changes in government regulation, differences in accounting and the lesser degree of accurate public information available.

Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

A. Criminal or Civil Actions

There are no criminal or civil actions to report.

B. Administrative Proceedings

There are no administrative proceedings to report.

C. Self-regulatory Organization (SRO) Proceedings

There are no self-regulatory organization proceedings to report.

Item 10: Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Eudaimonia does not have any investment advisory representatives that also serve as a registered representative of a broker-dealer.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor

Neither Eudaimonia nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests

Through common ownership by John Goodson, Eudaimonia has an affiliation with Eudaimonia Partners, LLC, an investment advisory firm that is also registered with the SEC. John Goodson must determine the amount of time to dedicate to the two firms. Eudaimonia Partners may engage Eudaimonia as the sub-adviser for some or all client accounts. Eudaimonia always seeks to act in the best interest of the client and clients are in no way required to use the services of any representative of Eudaimonia in connection with such individual's activities outside of Eudaimonia.

D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections

Eudaimonia may recommend other investment advisers for clients through the selection of mutual funds, ETFs, and separate account strategies.

Client accounts are generally managed via WealthShield, an unaffiliated registered investment adviser. In turn, WealthShield typically uses Envestnet, a third-party investment management platform. WealthShield and, therefore, Eudaimonia, receives a portion of the platform fee paid for clients on Envestnet. This creates a conflict of interest as Eudaimonia has an incentive to recommend WealthShield and Envestnet based on this fee rather than the best interests of the client. Eudaimonia has reviewed WealthShield and Envestnet and believes that the use of the platform is in the best interest of clients. The use of Envestnet is essential to Eudaimonia's service arrangements and capabilities, and Eudaimonia may not accept clients who are not on the platform.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

A. Code of Ethics

Eudaimonia has adopted a Code of Ethics pursuant to Advisers Act Rule 204A-1. A basic tenet of Eudaimonia's Code of Ethics is that the interests of clients are always placed first. The Code of Ethics includes standards of business conduct requiring covered persons to comply with the federal securities laws and the fiduciary duties an investment adviser owes to its clients. The Code of Ethics also requires that all covered persons comply with ethical restraints relating to clients and their accounts, including restrictions on gifts and provisions intended to prevent violations of laws prohibiting insider trading. You may obtain a copy of Eudaimonia's Code of Ethics by contacting the firm at (931) 968-1127.

B. Recommendations Involving Material Financial Interests

As a matter of policy, Eudaimonia does not engage in principal transactions, cross transactions or agency cross transactions. The Chief Compliance Officer or her designee must approve any exceptions to this policy in advance.

C. Investing Personal Money in the Same Securities as Clients

Eudaimonia has adopted a Code of Ethics to ensure that personal investing activities by Eudaimonia's employees are consistent with Eudaimonia's fiduciary duty to its clients. The Code of Ethics includes standards of business conduct requiring covered persons to comply with the federal securities laws and the fiduciary duties an investment adviser owes to its clients. For purposes of its Code of Ethics, Eudaimonia has determined that all employees are access persons.

In order to avoid potential conflicts of interest that could be created by personal trading among Eudaimonia access persons, the Code of Ethics restricts the purchase and sale by access

persons for their own accounts of any covered security within a specified time before the execution of a transaction in any such security for clients. All access persons are required to notify Eudaimonia's Chief Compliance Officer or his designee in order to pre-clear personal securities transactions in specified securities, including IPOs and limited offerings.

All employees are required to submit quarterly personal securities transactions and annual holdings reports for review by the Chief Compliance Officer, who will, in turn, review these reports for trading conflicts with client accounts. Employees are also required to have copies of all brokerage statements sent to the Chief Compliance Officer, directly from the custodian(s), on at least a quarterly basis. The Chief Compliance Officer will maintain documentation of personal securities transactions, including any violations that occur and their resulting actions.

The Code of Ethics also requires that all covered persons comply with ethical restraints relating to clients and their accounts, including restrictions on gifts and provisions intended to prevent violations of laws prohibiting insider trading.

D. Trading Securities At/Around the Same Time as Clients' Securities

Since Eudaimonia access persons may invest in the same securities (or related securities, e.g. warrants, options or futures) that Eudaimonia or a related person recommends to clients, no access persons shall buy or sell a Reportable Security before any trades in the security are made for client accounts. The price paid or received by a client account for any security should not be affected by a purchase or sale on the part of an access person, or otherwise result in an inappropriate advantage to the access person.

Item 12: Brokerage Practices

A. Factors Used to Select Custodians and/or Broker/Dealers

Eudaimonia does not recommend brokers/custodians. The investment adviser that hires Eudaimonia to serve as sub-adviser or their clients selects the brokers/custodians that will be used for client accounts.

1. Research and Other Soft-Dollar Benefits

Eudaimonia receives no research, product, or services other than execution from a broker-dealer or third-party in connection with client securities transactions ("soft dollar benefits").

2. Brokerage for Client Referrals

Eudaimonia receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

The investment adviser that hires Eudaimonia to serve as sub-adviser or their clients select the brokers/custodians that will be used for client accounts. Not all advisers require their clients to direct brokerage. Directing brokerage may cost clients more money as Eudaimonia may be unable to achieve most favorable execution of client transactions. Investment advisers that are Eudaimonia clients must refer to their sub-advisory agreements for a complete understanding of

how they may be permitted to direct brokerage.

B. Aggregating (Block) Trading for Multiple Client Accounts

Eudaimonia engages in aggregating trading for all investment model portfolios. If Eudaimonia buys or sells the same securities on behalf of more than one client, it might, but would be under no obligation to, aggregate or bunch, to the extent permitted by applicable law and regulations, the securities to be purchased or sold for multiple Clients in order to seek more favorable prices, lower brokerage commissions or more efficient execution. In such case, Eudaimonia would place an aggregate order with the broker on behalf of all such clients in order to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy. Eudaimonia would determine the appropriate number of shares to place with brokers and will select the appropriate brokers consistent with Eudaimonia's duty to seek best execution, except for those accounts with specific brokerage direction (if any).

Item 13: Review of Accounts

A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

Eudaimonia reviews with investment advisers the investment policy statements (IPS) of the portfolios identified by the investment adviser on a mutually agreed upon periodic basis, at least annually.

B. Factors That Will Trigger a Non-Periodic Review of Client Accounts

In addition to regular review, reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

C. Content and Frequency of Regular Reports Provided to Clients

Eudaimonia provides investment advisers that are Eudaimonia clients with an annual written portfolio evaluation and review for all portfolios identified by the investment adviser. The evaluation is based on the overall objectives set forth in the portfolio's IPS and performance. Eudaimonia evaluates potential adjustments to the portfolios, IPS and/or asset allocations. As part of the review, Eudaimonia reviews each portfolio for alignment with such portfolio's IPS and selected asset allocation.

Item 14: Client Referrals and Other Compensation

A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)

Eudaimonia does not receive any economic benefits from persons other than clients for

providing investment advice or other advisory services.

B. Compensation to Non – Advisory Personnel for Client Referrals

Solicitor relationships will be fully disclosed to each Client to the extent required by applicable law. Eudaimonia will ensure each solicitor is exempt, notice filed, or properly registered in all appropriate jurisdictions. All such referral activities will be conducted in accordance with Rule 206(4)-3 under the Advisers Act, where applicable. The Adviser does not currently have any solicitation agreements.

Item 15: Custody

Eudaimonia does not recommend custodians. The investment adviser that hires Eudaimonia to serve as sub- adviser or their clients selects the custodians that will be used for client accounts. Eudaimonia is deemed to have custody of certain client funds and securities because a related person has custody of client funds and securities. In instances that Eudaimonia has custody, client funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. Clients will receive account statements from the independent, qualified custodian(s) holding the funds and securities at least quarterly. The account statements from the custodian(s) will indicate the amount of Eudaimonia's advisory fees deducted from client account(s) each billing period. Clients should carefully review account statements for accuracy. If a client has a question regarding their account statement or if a client did not receive a statement from their custodian, please contact Eudaimonia at the number on the cover page of this Brochure.

Item 16: Investment Discretion

Eudaimonia may accept discretionary authority to manage client accounts. Eudaimonia observes investment limitations and restrictions that are outlined in the Investment Policy Statement that describes overall investment policies, objectives and guidelines, including, without limitation, asset allocation guidelines and investment restrictions and preferences. Eudaimonia assumes discretion over accounts upon the execution of a discretionary sub-advisory agreement with the investment adviser and upon notification from the Platform that the account is ready to trade.

Item 17: Voting Client Securities (Proxy Voting)

Eudaimonia will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

A. Balance Sheet

Eudaimonia neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

B. Financial Conditions Reasonably Likely to Impair Ability to Meet

Contractual Commitments to Clients

Neither Eudaimonia nor its management has any financial condition that is likely to reasonably impair Eudaimonia's ability to meet contractual commitments to clients.

C. Bankruptcy Petitions in Previous Ten Years

Eudaimonia has not been the subject of a bankruptcy petition in the last ten years.