

Item 1. Firm Brochure

(Part 2A of Form ADV)

ROUNDVIEW CAPITAL, LLC
182 NASSAU STREET, SUITE 201
PRINCETON, NJ 08542
(609) 688-9500 Voice
(609) 688-9300 Fax
<http://www.roundviewcapital.com>
andrew@roundviewcapital.com

This brochure provides information about the qualifications and business practices of ROUNDVIEW CAPITAL, LLC. If you have any questions about the contents of this brochure, please contact us at: (609) 688-9500, or by email at: andrew@roundviewcapital.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. Registration does not imply a certain level of skill or training.

Additional information about ROUNDVIEW CAPITAL, LLC is available on the SEC's website at www.adviserinfo.sec.gov

March 28, 2019

Item 2. Material Changes

Annual Update

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

Material Changes Since Last Update

Effective March 31, 2019, Firm Principal, Andrew Lieu, CFP®, shall succeed George E. Andresen as Roundview Capital, LLC's ("Roundview") Chief Compliance Officer. ANY QUESTIONS? Roundview's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions regarding this material change, or any other issues pertaining to the disclosures set forth below or this amended brochure.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (609) 688-9500 or by email at: andrew@roundviewcapital.com.

Item 3. Table of Contents

Item 2. Material Changes	i
Annual Update	i
Material Changes Since Last Update.....	i
Full Brochure Available	i
Item 4. Advisory Business.....	1
Firm Description.....	1
Principal Owners.....	1
Types of Advisory Services.....	2
Tailored Relationships	2
Types of Agreements.....	3
Investment Advisory Agreement	3
Strategic Investment Counseling Agreement.....	3
Termination of Advisory Agreement.....	3
Limitations of Financial Planning and Non-Investment Consulting/Implementation Services.	3
ERISA / IRC Fiduciary Acknowledgment	4
Charles Schwab & Co., Inc. and/or TD Ameritrade.....	5
Use of Mutual Funds and ETFs	6
Tradeaway/Prime Broker Fees	6
Fee Differentials.....	6
Cash Positions	6
Client Obligations.....	6
Investment Risk	7
Item 5. Fees and Compensation.....	7
Description	7
Investment Advisory Agreement	7
Fee Differentials.....	7
Strategic Investment Counseling Agreement.....	8
Fee Billing	8
Other Fees.....	9
Past Due Accounts and Termination of Agreement	9

Item 6. Performance-Based Fees and Side-by-Side Management	10
Item 7. Types of Clients	10
Description	10
Account Minimums	10
Item 8. Methods of Analysis, Investment Strategies and Risk of Loss	10
Methods of Analysis	10
Investment Strategies	11
Risk of Loss	13
Item 9. Disciplinary Information	14
Legal and Disciplinary	14
Item 10. Other Financial Industry Activities and Affiliations	14
Financial Industry Activities	14
The Bank of Princeton	14
Affiliations	16
Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	16
Code of Ethics	16
Participation or Interest in Client Transactions	16
Personal Trading	16
Conflicts of Interest Created by Contemporaneous Trading	17
Item 12. Brokerage Practices	18
Selecting Brokerage Firms	18
Non-Soft Dollar Research and Benefits	18
Directed Brokerage	19
Order Aggregation	20
Item 13. Review of Accounts	20
Account Reviews	20
Item 14. Client Referrals and Other Compensation	21
Client Referrals	21
Other Compensation	21
Item 15. Custody	21
Account Statement Review	21

Item 16. Investment Discretion	21
Discretionary Authority	21
Item 17. Voting Client Securities.....	22
Proxy Voting Policies	22
Item 18. Financial Information.....	22
Financial Condition	22
Privacy Notice (Regulation S-P).....	24
Privacy Notice (Regulation S-P).....	24
Brochure Supplement (Part 2B of Form ADV)	26
Education and Business Standards	26
HOWARD T. ALTER, CERTIFICATIONS	27
STEPHEN K. SHUEH, CERTIFICATIONS	28
MATTHEW D. WALLACK, CERTIFICATIONS	29
ANDREW S. LIEU, CERTIFICATIONS	30

Item 4. Advisory Business

Firm Description

ROUNDVIEW CAPITAL, LLC ("Roundview") was founded in 2008.

ROUNDVIEW CAPITAL, LLC provides personalized, confidential investment management to selected individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client. Roundview first establishes an asset allocation structure appropriate for such client, based on the client's financial objectives, financial position, investment horizon, present and anticipated levels of income, tax status, and risk tolerance. Once the basic allocation is established for and reviewed with the client, an Investment Policy Statement is prepared for and executed by the client.

ROUNDVIEW CAPITAL, LLC is strictly a fee-based investment management Firm. The Firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The Firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted. No finder's fees are accepted.

ROUNDVIEW CAPITAL, LLC does not act as a custodian of client assets. The client always maintains asset control. Roundview places trades for clients under a limited power of attorney.

Account reviews are conducted on an ongoing basis by Roundview investment professionals. In addition, they will make a complete review of each client's overall investment and financial position from time-to-time as they consider appropriate. These reviews are not necessarily communicated to the client unless immediate changes are recommended. All clients are advised that it remains their responsibility to notify Roundview of any changes in their investment objectives and/or financial situation.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client prior to the potential for a conflict to occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which Roundview's services may be beneficial to the client.

Principal Owners

Howard T. Alter is a 50% member of the limited liability company. Stephen K. Shueh is a 50% member of the limited liability company.

Types of Advisory Services

ROUNDVIEW CAPITAL, LLC provides investment supervisory services, also known as asset management services and furnishes investment advice through consultations.

The client can engage Roundview to provide discretionary and/or in special limited circumstances non-discretionary investment advisory services to individuals, families, and businesses on a fee basis. Before engaging Roundview to provide investment advisory services, clients are required to enter into an agreement with Roundview setting forth the terms and conditions of the engagement, describing the scope of the services to be provided, and the fees that a client will incur. Roundview shall generally price its services based upon various objective and subjective factors. As a result, Roundview's clients could pay diverse fees based upon the market value of their assets, the complexity of the engagement, and the level and scope of the consulting services to be rendered. See Fee Differentials below.

To the extent specifically requested by an individual client, Roundview will generally provide limited financial planning and consulting services. In addition, to the extent specifically requested by an individual client, Roundview may provide tax preparation services. Roundview provides investment advisory services specific to the needs of each client. Before providing investment advisory services, Roundview will ascertain the client's investment objective(s). Roundview will then allocate (or recommend that the client allocate) the portfolio consistent with the designated investment objective(s).

As of December 31, 2018, ROUNDVIEW CAPITAL, LLC manages approximately \$593.14 million in regulated assets for approximately 357 clients. Approximately \$584.09 million is managed on a discretionary basis, and \$9.06 million is managed on a non-discretionary basis.

Tailored Relationships

Our investment advice is provided through consultation with the client. ROUNDVIEW CAPITAL, LLC establishes an asset allocation structure appropriate for each client based on the client's financial objectives, financial position, investment horizon, present and anticipated levels of income, tax status, and risk tolerance. Once the basic allocation is established for and reviewed with the client, an Investment Policy Summary is prepared for and executed by the client.

Clients may impose restrictions on investing in certain securities or types of securities.

Services are not limited to specific types of investments.

Agreements may not be assigned (within the meaning of the Investment Advisers Act of 1940, as amended) by ROUNDVIEW CAPITAL, LLC or the Client without the consent of the other.

Types of Agreements

The following agreements define the typical client relationships.

Investment Advisory Agreement

Clients choose to have ROUNDVIEW CAPITAL, LLC manage their assets in order to obtain ongoing investment advice. The scope of work and fee for an Investment Advisory Agreement is provided to the client in writing prior to the start of the relationship. Please see Item 5. Fees and Compensation for more information.

Strategic Investment Counseling Agreement

In some circumstances, a Strategic Investment Counseling Agreement is executed in lieu of an Investment Advisory Agreement when it is more appropriate to work on a fixed-fee basis. ROUNDVIEW CAPITAL, LLC will provide such selected clients with financial advice on an intermittent or periodic basis. This advice includes the review, analysis, and recommendations regarding the clients' assets and investment portfolio. Roundview may or may not manage these assets or portfolios and may or may not have discretionary authority over them.

With respect to its strategic investment counseling services, each client receives and executes a Strategic Investment Counseling Agreement provided by Roundview, which includes detail on the appropriate fee. Please see Item 5. Fees and Compensation, for more information.

Termination of Advisory Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying ROUNDVIEW CAPITAL, LLC in writing and paying the pro rata rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, Roundview will refund any unearned portion of the advance payment.

ROUNDVIEW CAPITAL, LLC may terminate any of the aforementioned agreements at any time by notifying the client in writing. Roundview will collect the pro rata basis rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, Roundview will refund any unearned portion of the advance payment.

Please see Item 5. Fees and Compensation, for more information.

Limitations of Financial Planning and Non-Investment Consulting/Implementation Services.

To the extent requested by a client, Roundview shall generally provide financial planning and related consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. Roundview will

generally provide such consulting services inclusive of its advisory fee set forth at Item 5 below, but may, depending upon the amount of assets under management and/or scope of the services to be provided, determine to charge a mutually agreed upon hourly or fixed fee depending upon the complexity and scope of the services to be provided, per the terms and conditions of a separate written agreement. To the extent requested by a client, Roundview may provide tax preparation as part of its advisory fee set forth at Item 5 below for certain clients based upon the amount of assets placed under Roundview's management. **Please Note:** Our financial planning and consulting services generally serve as "issue spotting". In the event that the client does not have a corresponding existing professional, if requested, we can make a recommendation. The client is never under any obligation to accept or implement any of our recommendations. **Please Also Note:** Roundview **does not** serve as an attorney or insurance agent and no portion of our services should be construed as legal or insurance services. Accordingly, Roundview **does not** prepare estate planning documents or sell insurance products. To the extent requested by a client, we may recommend the services of other professionals for certain non-investment implementation purpose (i.e. attorneys, accountants, insurance, etc.), including the spouse of a Roundview member in her separate capacity as a licensed attorney, thereby presenting a conflict of interest. Please see disclosures at Item 10 below. The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from the adviser and/or its representatives. If the client engages any recommended unaffiliated professional and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. Our Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the above service limitations.

ERISA / IRC Fiduciary Acknowledgment

If a client is: (i) a retirement plan ("Plan") organized under the Employee Retirement Income Security Act of 1974 ("ERISA"); (ii) a participant or beneficiary of a Plan subject to Title I of ERISA or described in section 4975(e)(1)(A) of the Internal Revenue Code ("IRC"), with authority to direct the investment of assets in his or her Plan account or to take a distribution; (iii) the beneficial owner of an Individual Retirement Account ("IRA") acting on behalf of the IRA; or (iv) a Retail Fiduciary with respect to a plan subject to Title I of ERISA or described in section 4975(e)(1)(A) of the IRC: then Roundview represents that it and its representatives are fiduciaries under ERISA or the Internal Revenue Code, or both, with respect to any investment advice provided by Roundview or its representatives or with respect to any investment recommendations regarding an ERISA Plan or participant or beneficiary account.

Retirement Rollovers: A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). If Roundview recommends that a client roll over their retirement plan assets into an account to be managed by Roundview, such a recommendation creates a conflict of interest if Roundview will earn an advisory fee on the rolled over assets. **No client is under any obligation to rollover retirement plan assets to an account managed by Roundview.** Roundview's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the potential for conflict of interest presented by such rollover recommendation.

Non-Discretionary Service Limitations. Clients that engage Roundview on a non-discretionary investment advisory basis **must be willing to accept** that Roundview cannot effect any account transactions without obtaining prior consent to any such transaction(s) from the client. Thus, in the event that Roundview would like to make a transaction for a client's account (including in the event of an individual holding or general market correction), and the client is unavailable, Roundview will be unable to effect the account transaction(s) **without first obtaining the client's consent.**

Charles Schwab & Co., Inc. and/or TD Ameritrade

As discussed below at Item 12, unless the client directs otherwise, Roundview shall generally recommend that Charles Schwab & Co., Inc. ("Schwab") and/or TD Ameritrade ("TD") serve as the broker-dealer/custodian for client investment management assets. Broker-dealers such as Schwab and TD charge brokerage commissions and/or transaction fees for effecting securities transactions. Exchange rules require broker-dealers to pay transaction fees to the SEC based on the volume of securities that are sold on their market. These fees, in turn, are passed to their clients. In addition, client accounts may be invested in mutual funds (including money market funds) and Exchange Traded Funds (ETFs) that have various internal fees and expenses (i.e. management fees), which are paid by these funds but ultimately borne by clients as a fund shareholder. These internal fees and expenses are in addition to the fees charged by Roundview. American Depositary Receipts (ADRs) depository banks charge holders of ADRs custody fees, sometimes referred to as Depositary Services Fees, to compensate the depository banks for inventorying non-U.S. shares and performing registration, compliance, dividend payment, communication and recordkeeping services. These custody fees are in addition to the fees charged by Roundview.

Use of Mutual Funds and ETFs

Most mutual funds and ETFs are available directly to the public. Prospective clients and clients can obtain many of the mutual funds and ETFs that may be recommended or used by Roundview independent of engaging Roundview as an investment adviser. However, if a prospective client determines to do so, he/she will not receive Roundview's initial and ongoing investment advisory services. Roundview's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the above.

Tradeaway/Prime Broker Fees

Relative to its discretionary investment management services, when beneficial to the client, individual equity and/or fixed income transactions may be effected through broker-dealers other than the account custodian, in which event the client generally will incur both the fee (commission, mark-up/mark-down) charged by the executing broker-dealer and a separate "tradeaway" and/or prime broker fee charged by the account custodian (Schwab or TD).

Fee Differentials

As discussed at Item 5 below, Roundview shall generally price its services based upon various objective and subjective factors. As a result, Roundview's clients could pay diverse fees based upon the market value of their assets, the complexity of the engagement, and the level and scope of the overall investment advisory and/or consulting services to be rendered. As a result of these factors, similarly situated clients could pay diverse fees, and the services to be provided by Roundview to any particular client could be available from other advisers at higher or lower fees. All clients and prospective clients should be guided accordingly.

Cash Positions

At any time and for a substantial length of time Roundview may hold a significant portion of a client's assets in cash or money market mutual funds. Investments in these assets may cause a client to miss out on upswings in the markets. Unless we expressly agree otherwise in writing, account assets consisting of cash and money market mutual funds are included as part of assets under management for purposes of calculating Roundview's advisory fee. Roundview's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the above fee billing practice.

Client Obligations

In performing our services, Roundview shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Clients are responsible for promptly

notifying Roundview if there is ever any change in their financial situation or investment objectives so that Roundview can review, and if necessary, revise its previous recommendations or services.

Investment Risk

Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by Roundview) will be profitable or equal any specific performance level(s).

Item 5. Fees and Compensation

Description

ROUNDVIEW CAPITAL, LLC bases its fees on a percentage of assets under management and fixed fees.

Investment Advisory Agreement

If a client determines to engage Roundview to provide discretionary and/or non-discretionary investment advisory services on a *fee* basis, Roundview's annual investment advisory fees shall vary (up to 1.50% of the total assets placed under Roundview's management/advisement) and shall be based upon the level and scope of the overall investment advisory services to be rendered, which is based upon various objective and subjective factors, including, but not limited to, the amount of the assets placed under Roundview's management, the level and scope of financial consulting services to be rendered, and the complexity of the engagement. See Fee Differentials below.

Fee Differentials

As discussed above, Roundview prices its services based upon various objective and subjective factors. As a result, Roundview's clients can and will pay diverse fees based upon the market value of their assets, the complexity of the engagement, and the level and scope of the overall investment advisory and/or consulting services to be rendered. As a result of these factors, similarly situated clients can and will pay diverse fees, and the services to be provided by Roundview to any particular client could be available from other advisers at lower fees. All clients and prospective clients should be guided accordingly.

Legacy clients may pay fees that are lower (or higher) than current clients. Each fee is payable in semi-annual installments (up to 0.75%) in arrears, based upon the value of the assets under management as of the end of the semi-annual period appropriately weighted to give effect to additions and withdrawals to the account during the applicable period.

From time to time ROUNDVIEW CAPITAL, LLC may serve as the investment adviser for Charitable Donor-Advised Funds. In this case, funds are administered by Schwab Charitable, an independent nonprofit organization. Schwab Charitable charges administrative fees based on a percentage of assets under management. At its discretion, Roundview may provide a professional courtesy so that the total semi-annual fees do not exceed 0.50% semi-annually of the assets under management. These fees may be collected either quarterly or semi-annually.

For Charitable Donor-Advised Fund accounts where Roundview receives an advisory fee on the client assets, Roundview has an economic incentive to advise the client to contribute assets to the fund and keep assets in the fund. By so doing, Roundview would continue to receive an advisory fee on such assets. This presents a conflict of interest because Roundview has an incentive to recommend that the clients invest in the fund and keep assets within the fund rather than contribute the assets to the client's designated charity. Roundview encourages clients to make grants from these accounts at the client's discretion.

Roundview's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the above Fee Differentials and any corresponding perceived conflict of interest such arrangements may create.

Strategic Investment Counseling Agreement

From time to time ROUNDVIEW CAPITAL, LLC may enter into a Strategic Investment Counseling Agreement. Roundview charges a minimum annual fee of \$2,500 payable in equal semi-annual installments or one annual installment. Strategic Investment Counseling pricing is based on the complexity of work, especially when asset management is or is not the most significant part of the relationship. The precise fee is dependent on the particular services to be provided such as the scope of the work requested, the estimated amount of time involved in providing service, the amount of staff required to provide such service and the nature and extent of the client's assets and investment portfolio.

Fees are negotiable.

Fee Billing

Investment management fees are billed on a semi-annual basis, in arrears, meaning that Roundview will invoice clients after the six-month billing period has ended. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. Donor Advised Fund accounts will be billed by the custodian on a quarterly basis for the custodian's portion of any fees due. The client must consent in advance to

direct debiting of their investment account. In rare instances, current client relationships may exist that pay their fees directly to ROUNDVIEW CAPITAL, LLC upon invoice presentation in lieu of direct debiting of a designated client account.

Other Fees

Brokerage Firms charge fees and expenses that include transaction fees on purchases or sales of securities, including mutual funds, ETFs, check orders, reorganization items, overnight deliveries, exchange fees on sales and wiring of federal funds.

Management fees are exclusive of brokerage fees and other applicable transaction charges of third parties. ROUNDVIEW CAPITAL, LLC maintains brokerage relationships with Charles Schwab & Co., Inc. and TD Ameritrade.

With respect to account assets invested in shares of mutual funds or ETFs, clients are effectively paying two management fees, i.e. that of ROUNDVIEW CAPITAL, LLC directly, and, indirectly, a ratable portion of the advisory fee charged by the funds own investment adviser that is disclosed in the fund prospectus. For example, an expense ratio of 1.00 means that the mutual fund charges its shareholders 1.0% for their services and expenses. These fees are in addition to, and not in place of the fees paid by the client to Roundview and are subject to change. Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted. The brokerage Firm may charge a transaction fee for the purchase or sale of some funds.

ROUNDVIEW CAPITAL, LLC does not receive any compensation from the brokerage Firm for the fees they collect.

ROUNDVIEW CAPITAL, LLC 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.).

Past Due Accounts and Termination of Agreement

ROUNDVIEW CAPITAL, LLC reserves the right to stop work on any account that is more than 30 days overdue. In addition, Roundview reserves the right to terminate an investment advisory engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in Roundview's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded.

Item 6. Performance-Based Fees and Side-by-Side Management

ROUNDVIEW CAPITAL, LLC does not use a performance-based fee structure because of the potential conflict of interest.

Item 7. Types of Clients

Description

ROUNDVIEW CAPITAL, LLC generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

Account Minimums

Acceptance of all accounts is discretionary with ROUNDVIEW CAPITAL, LLC.

Roundview generally requires an aggregate relationship minimum of \$1 million to commence an engagement. Under certain circumstances the minimum may be higher. However, Roundview, in its sole discretion, may charge a lesser investment management fee and/or reduce or waive its aggregate relationship minimum based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.). Other exceptions may apply to employees of Roundview and their relatives, or relatives of existing clients.

Under all circumstances, Roundview reserves the option to waive or increase account minimums.

Item 8. Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include fundamental analysis, technical analysis, and cyclical analysis. ROUNDVIEW CAPITAL, LLC may seek arbitrage opportunities from perceived market inefficiencies.

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.

Other sources of information that ROUNDVIEW CAPITAL, LLC may use include Charles Schwab & Company Inc.'s "Schwab Advisor Services", TD Ameritrade's "TD Ameritrade Institutional", Bloomberg's "Terminal Service" and the World Wide Web.

Investment Strategies

ROUNDVIEW CAPITAL, LLC seeks to obtain superior risk adjusted after-tax-returns for its clients on a long-term basis. Roundview's primary investment strategy is value investing with an emphasis on margin of safety. With respect to the equity segment of the asset allocation, for example, Roundview will seek to identify companies with strong balance sheets, superior cash flow, high return on net worth and below market price-earnings ratios. Other investment strategies implemented may include a top/down approach featuring exchange traded funds, open or closed-end mutual funds, the use of growth stocks, and the allocation of "distressed" equity or debt instruments. Roundview may structure concentrated portfolios. Debt securities are utilized primarily to produce client income and on certain occasions they may serve a secondary purpose of seeking capital gains. The investment strategy for a specific client is based upon the Investment Policy Statement developed by the client during consultations. Each client executes an Investment Policy Statement that documents their objectives and their desired investment strategy. The client may change these objectives at any time by executing a new Investment Policy Statement with ROUNDVIEW CAPITAL, LLC.

Other strategies may include long-term purchases, short-term purchases, tax loss harvesting, short sales, margin transactions, leveraged ETFs, and the buying or writing (selling) of option contracts (including covered options, uncovered options or spreading strategies).

Investments also include: equities (stocks), preferred securities, warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (mutual funds shares), short-term cash instruments (money market funds), U. S. and foreign government securities, options contracts, and interests in partnerships.

Certain accounts may utilize models to drive efficiencies. Among other factors, the risk component and Participant Option selection statement help determine which model strategy is most appropriate. Each participant will select a model portfolio based on the responses to his or her Participant Option selection form. The model portfolios available in this program are Cash, Moderate, Balanced, Growth and Aggressive Growth. Below is a description of each model portfolio. Clients that have questions about the descriptions below should contact 609-688-9500.

- Cash: The cash option will invest 100% of the account in cash and/or money market type instruments. Returns should be comparable to a savings account.
- Moderate: The Moderate model portfolio primarily seeks to provide current income, with secondary emphasis placed on capital appreciation. The model portfolio aims to maintain moderate exposure to risk of capital loss in pursuit of this return objective. Consistent with these objectives, it is expected that the model portfolio will be invested predominantly in ETFs that seek to track the performance of assets that have been historically less volatile, such as fixed income, with a lower percentage invested in ETFs that seek to track the performance of assets with a more volatile history and upside return potential, such as equities.
- Balanced: The Balanced model portfolio seeks to achieve growth of initial capital investments and income generation by investing in ETFs that invest in equity and fixed income securities. Consistent with these objectives, it is expected that the model portfolio will be invested in approximately equal parts in ETFs that seek to track the performance of assets that have been historically less volatile, such as fixed income, and in ETFs that seek to track the performance of assets with a more volatile history and upside return potential, such as equities.
- Growth: The Growth model portfolio primarily seeks to achieve growth of initial capital investments, with a secondary emphasis placed on current income. The model portfolio aims to maintain above-moderate exposure to risk of capital loss in pursuit of this return objective. Consistent with these objectives, it is expected that the model portfolio will be invested predominantly in ETFs that seek to track the performance of assets that tend to have a history of higher return potential and volatility, such as equities, with a lower percentage invested in ETFs that seek to track the performance of assets that have been historically less volatile, such as fixed income.
- Aggressive: The Aggressive model portfolio first and foremost seeks to achieve growth of initial capital investments. The model portfolio will generally maintain high exposure to risk of capital loss in pursuit of this return objective. Consistent with these objectives, it is expected that the model portfolio will be invested predominantly in ETFs that seek to track the performance of assets that tend to have a history of higher upside return potential and volatility, such as equities.

Drift analysis is performed at least quarterly. Roundview is not required to use models under any circumstance.

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:

- **Debt Security Risk:** Debt securities are subject to credit risk, interest rate fluctuations and prepayment risk. Credit risk is the risk that the issuer of a security, or the counterparty to a contract, will default or otherwise become unable to honor a financial obligation. Interest rate risk is the risk of market losses attributable to changes in interest rates. For example, interest rate increases can cause the price of a debt security to decrease. The longer a debt security's duration, the more sensitive it is to this risk. Debt securities are also subject to a prepayment risk. Prepayment risk is the risk that a debt security may be paid off and proceeds invested earlier than anticipated. Prepayment risk is more prevalent during periods of falling interest rates. Depending on market conditions, the new investments may not bear the same coupon rate.
- **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, bond, or mutual fund 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.
- **Inverse/Enhanced ETF Risk:** Roundview may use leveraged or inverse ETFs. Leveraged ETFs are securities that attempt to replicate multiples of the performance of an underlying financial index. Inverse ETFs are designed to replicate the opposite direction of these same indices, often at a multiple. These ETFs often use a combination of futures, swaps, short sales, and other derivatives to achieve these objectives. Most leveraged and inverse-leveraged ETFs are designed to achieve these results on a daily basis only. This means that over periods longer than a trading day, the value of these ETFs can and usually does deviate from the performance of the index they are designed to track. Over longer periods of time or in situations of high volatility, these deviations can be substantial. There can be no assurance that any such security will be profitable or achieve its objective. In light of these enhanced risks, a client may direct Roundview, in writing, not to employ any or all leveraged or inverse ETFs.

Item 9. Disciplinary Information

Legal and Disciplinary

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

Item 10. Other Financial Industry Activities and Affiliations

Financial Industry Activities

ROUNDVIEW CAPITAL, LLC is a registered investment adviser only.

The Bank of Princeton

Board Position: Roundview principal, Stephen Shueh, is a director of The Bank of Princeton (the "Bank"), a publicly traded bank, effective July 2017.

From time to time Roundview employees may seek or accept directorships on public company boards. This may include accepting seats on the boards of companies whose securities are held in Roundview client accounts at times when Roundview believes having direct board representation is in the long-term best interests of its clients. However, such Board representation often may restrict Roundview's ability to purchase or sell shares in the company at times when it may otherwise be opportune to do so. In the event of such board participation the Roundview employee serving in a director capacity may become entitled to compensation in the form of cash and/or company stock, restricted stock or stock options. Any stock or option-based compensation related to a Roundview employee's board service will be subject to Roundview's employee trading restrictions, in addition to any trading restrictions imposed by the relevant company or applicable law.

Insider Trading and RVC's Rule 10b5-1 Plan Under applicable law Roundview is restricted in its ability to effect discretionary trades in securities with respect to which it possesses material, non-public inside information ("Inside Information"). Roundview has adopted a number of policies and procedures administered primarily by its Compliance Department to ensure firm compliance with laws governing the handling of Inside Information and Firm trading while in the possession of such information. Roundview has adopted a plan pursuant to Rule 10b5-1 of the Securities Exchange Act of 1934 (a "Rule 10b5-1 Plan") that permits Roundview's custodian, Charles Schwab, under narrowly defined parameters and subject to Compliance oversight, to effect certain purchases and sales of otherwise restricted securities for client accounts in connection with client directed cash raisings, account liquidations and the initial account funding process. Other than pursuant to the requirements of applicable law, Roundview does not initiate discretionary purchases or sales of securities with respect to which it possesses Inside Information. Accordingly, Roundview's periodic possession of Inside Information may restrict Roundview from making discretionary trades for client accounts that it would otherwise implement. In certain circumstances Roundview's possession of Inside Information regarding portfolio securities could have a negative impact on the performance of client accounts.

Please Note: Because of the above Conflict, neither Roundview, nor any of its employees, including Mr. Shueh, purchases for client accounts, or recommends that a client purchase, Bank of Princeton stock or any other Bank of Princeton securities.

Our Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the Bank or any other Board representation.

Affiliations

As indicated above at Item 4, to the extent requested by a client, Roundview may recommend the services of other professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, insurance, etc.), including the legal services of Joyce Chen Shueh, Esq., the spouse of Firm member, Stephen K. Shueh, and sister of Roundview Chief Financial Officer, Janet G. Chen, per the terms and conditions of a separate engagement agreement between Ms. Shueh and the client. Ms. Shueh also refers clients to Roundview. Ms. Shueh's law office is located within Roundview. There is no fee sharing arrangement between Ms. Shueh and Roundview. The client is under no obligation to engage Ms. Shueh's services. Our recommendation that a client engage Ms. Shueh for legal services presents a conflict of interest. Clients are reminded that they may obtain legal services from other, non-affiliated attorneys. Our Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.

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

Code of Ethics

The employees of ROUNDVIEW CAPITAL, LLC have committed to a Code of Ethics that is available for review by clients and prospective clients upon request.

Participation or Interest in Client Transactions

ROUNDVIEW CAPITAL, LLC and its employees may buy or sell securities that are also held by clients. Employees comply with the provisions of the ROUNDVIEW CAPITAL, LLC Policies and Procedures Manual.

Personal Trading

The Chief Compliance Officer of ROUNDVIEW CAPITAL, LLC is Andrew S. Lieu. He reviews all employee trades. His trades are reviewed by Howard T. Alter. On occasion, employees may purchase or sell for their own account the same securities which are recommended for or invested in clients' accounts. Roundview has procedures intended to assure that client transactions are given priority and precedence over any personal transactions of employees with the following exceptions:

- (1) When securities being considered for purchase and sale on behalf of our clients trade in sufficiently broad markets to permit transactions to be completed without any appreciable impact on the markets of the securities, employees may be allowed to participate in these

transactions provided they receive no better than the price of any client transaction executed on the same day, at the same custodian. Records of these trades will be maintained with Roundview's records.

- (2) Open-end mutual funds purchased or redeemed at a fixed net asset value price per share specific to the date of purchase or redemption. As such, transactions in open-end mutual funds by employees are not likely to have an impact on the prices of the fund shares in which clients invest, and are therefore not prohibited.

Personnel of Roundview must affirm monthly, to the Firm's Chief Compliance Officer or designated supervisor, that for any securities transaction for their personal accounts, they are complying with the procedures highlighted above. In addition, all personnel of Roundview are required to maintain their investment accounts with Charles Schwab or TD Ameritrade and provide the Chief Compliance Officer or designated supervisor with the ability to review such accounts at will. Exceptions to the custody requirement may be made for Rule 529 plans, Uniform Gift to Minors Act accounts, spousal 401K plans invested in open-end mutual funds, and limited partnerships provided approval was received from the Chief Compliance Officer. An exception may be granted for pre-existing family accounts located at another broker-dealer where a spouse is required to maintain accounts provided that the Chief Compliance Officer can surveil these accounts via its electronic monitoring service. Roundview maintains written procedures intended to prevent the improper use of inside information, as required by the Investment Advisers Act.

Conflicts of Interest Created by Contemporaneous Trading

Positions taken by a certain client account may dilute or otherwise negatively affect the values, prices or investment strategies associated with positions held by a different client account. When a portfolio decision or strategy is implemented for an account ahead of, or contemporaneously with, similar portfolio decisions or strategies for Roundview's other clients (whether or not the portfolio decisions emanate from the same research analysis or other information), market impact, liquidity constraints or other factors could result in one account being disadvantaged or receiving less favorable investment results than the other account, and the costs of implementing such portfolio decisions or strategies could be increased. In addition, it is a conflict of interest when activity in one account closely correlates with the activity in a similar account, such as when a purchase by one account increases the value of the same securities previously purchased by another account, or when a sale in one account lowers the sale price received in a sale by a second account. We address these conflicts of interest by maintaining policies and procedures that include account reviews.

Item 12. Brokerage Practices

Selecting Brokerage Firms

In the event that the client requests that Roundview recommend a broker-dealer/custodian for execution and/or custodial services, Roundview generally recommends that investment accounts be maintained at Schwab and/or TD. Prior to engaging Roundview to provide investment management services, the client will be required to enter into a formal *Investment Advisory Agreement* with Roundview setting forth the terms and conditions under which Roundview shall advise on the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that Roundview considers in recommending Schwab and/or TD (or any other broker-dealer/custodian to clients) include historical relationship with Roundview, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by Roundview's clients shall comply with Roundview's duty to seek best execution, a client may pay a transaction fee that is higher than another qualified broker-dealer might charge to effect the same transaction where Roundview determines, in good faith, that the transaction fee is reasonable. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of services provided, execution capability, commission rates, and responsiveness. Accordingly, although Roundview will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, Roundview's investment advisory fee.

Non-Soft Dollar Research and Benefits

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, Roundview may receive from Schwab and/or TD (or another broker-dealer/custodian, investment manager, platform or fund sponsor, or vendor) without cost (and/or at a discount) support services and/or products, certain of which assist Roundview to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by Roundview are investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support-including client events, computer hardware and/or software

and/or other products used by Roundview in furtherance of its investment advisory business operations.

As indicated above, certain support services and/or products may assist Roundview in managing and administering client accounts. Others do not directly provide such assistance, but rather assist Roundview to manage and further develop its business enterprise.

Roundview's clients do not pay more for investment transactions effected and/or assets maintained at Schwab and/or TD as a result of this arrangement. There is no corresponding commitment made by Roundview to Schwab and/or TD or any other any entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as result of the above arrangement.

During the year ending December 31, 2018, Schwab made direct contributions to four section 501(c)(3) charitable organizations at the request of Roundview without commitment by Roundview to maintain any level of client assets in accounts at Schwab.

Roundview's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the above arrangements and the corresponding conflicts of interest presented by such arrangements.

Directed Brokerage

Roundview recommends that its clients utilize the brokerage and custodial services provided by Schwab and/or TD. Roundview generally does not accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and Roundview will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by Roundview. As a result, a client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. **Please Note:** In the event that the client directs Roundview to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through Roundview. Higher transaction costs adversely impact account

performance. **Please Also Note:** Transactions for directed accounts will generally be executed following the execution of portfolio transactions for non-directed accounts.

Order Aggregation

Transactions for each client account generally will be effected independently, unless Roundview decides to purchase or sell the same securities for several clients at approximately the same time. Roundview may (but is not obligated to) combine or “bunch” such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among Roundview’s clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. Roundview shall not receive any additional compensation or remuneration as a result of such aggregation. Roundview is not obligated to aggregate trade orders, and there are instances when portfolio managers may enter separate trades for each account or groups of accounts they manage, due to several reasons including, but not limited to, differences in timing of investment decisions, available cash balances, tax considerations, client liquidity needs, an intent to minimize the impact on price and execution capability when trading large volumes of a security. In such cases, it may not be feasible to aggregate trades for execution. Trades that are not aggregated may result in higher execution costs, including commissions. To the extent possible, when entering trades separately for an account or groups of accounts, portfolio managers ensure that no account or group of accounts is unfairly advantaged or disadvantaged.

Item 13. Review of Accounts

Account Reviews

For those clients to whom Roundview provides investment supervisory services, account reviews are conducted on an ongoing basis by the Roundview investment professionals. All investment supervisory clients are advised that it remains their responsibility to advise Roundview of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with Roundview on an annual basis. Roundview may conduct account reviews on an other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.

Clients are provided with transaction confirmation notices, and a summary account statement directly from the broker-dealer/custodian, at least quarterly. Roundview may also provide a periodic report summarizing account activity and performance.

Item 14. Client Referrals and Other Compensation

Client Referrals

ROUNDVIEW CAPITAL, LLC does not compensate or receive compensation from individuals or entities for prospective client introductions.

Other Compensation

As indicated at Item 12 above, Roundview receives from Schwab and TD free or discounted support services and products.

Item 15. Custody

Account Statement Review

Roundview shall have the ability to deduct its advisory fee from the client's Schwab and/or TD account on a quarterly or semi-annual basis. Clients are provided with transaction confirmation notices, and a summary account statement directly from Schwab and/or TD, at least quarterly.

Please Note: To the extent that Roundview provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by Roundview with the account statements received from the account custodian. **Please Also Note:** The account custodian does not verify the accuracy of Roundview's advisory fee calculation.

Item 16. Investment Discretion

Discretionary Authority

The client can determine to engage Roundview to provide investment advisory services on a discretionary basis. Prior to Roundview assuming discretionary authority over a client's account, the client shall be required to execute an *Investment Advisory Agreement*, naming Roundview as the client's attorney and agent in fact, granting Roundview full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage Roundview on a discretionary basis may, at any time, impose restrictions, **in writing**, on Roundview's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, exclude the ability to purchase securities with an inverse relationship to the market, limit or proscribe Roundview's use of margin, etc.).

Item 17. Voting Client Securities

Proxy Voting Policies

Unless a client directs in writing, to ROUNDVIEW CAPITAL, LLC Roundview shall be responsible for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the assets. Roundview and/or the client shall correspondingly instruct each custodian of the assets to forward to Roundview copies of all proxies and shareholder communications relating to the assets. Absent mitigating circumstances and/or conflicts of interest (to the extent any such circumstance or conflict is presented, if ever, information pertaining to how Roundview addressed any such circumstance or conflict shall be maintained by Roundview), it is Roundview's general policy to vote proxies consistent with the recommendation of the senior management of the issuer. Roundview shall monitor corporate actions of individual issuers and investment companies consistent with Roundview's fiduciary duty to vote proxies in the best interests of its clients. With respect to individual issuers, Roundview may be solicited to vote on matters including corporate governance, adoption or amendments to compensation plans (including stock options), and matters involving social issues and corporate responsibility. With respect to investment companies (e.g. mutual funds), Roundview may be solicited to vote on matters including the approval of advisory contracts, distribution plans, and mergers. Roundview shall maintain records pertaining to proxy voting as required pursuant to Rule 204-2 (c)(2) under the Advisers Act. In addition, information pertaining to how Roundview voted on any specific proxy issue is also available upon request.

ROUNDVIEW CAPITAL, LLC's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest any such arrangement may create.

Item 18. Financial Information

Financial Condition

ROUNDVIEW CAPITAL, LLC 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 ROUNDVIEW CAPITAL, LLC 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.

Privacy Notice (Regulation S-P)

Privacy Notice (Regulation S-P)

At ROUNDVIEW CAPITAL, LLC we recognize and share your concerns about privacy. The cornerstone of your relationship with us is trust. You have entrusted us with confidential, personal financial information and retained us to utilize that information and assist you in achieving your economic goals and aspirations.

In recognition of this trust, Roundview is committed to assuring that your privacy is protected and preserved. The personal information that Roundview assembles enables us to furnish you with an array of advisory services including investment and money management, long-term financial strategies, and estate planning.

The information Roundview collects comes directly from you or from your authorized representatives. This information may include identifying data like your name, home and business address, telephone number, email address, and social security number; financial information like investment records, tax returns, brokerage and mortgage statements, benefit data, your family budget; and your investment objectives. Much of this information is supplied to us at the time you opened an account with us. Additional information to assist us in serving you may be provided to us by telephone, fax, mail, email, or secure file transfer. In order to facilitate the administration of your account, Roundview maintains information about your transactions including allocations, gains and losses, balances, and historical performance.

ROUNDVIEW CAPITAL, LLC does not discuss our clients' affairs with anyone else, including other clients. However, in order to assist you as you have authorized, Roundview may disclose nonpublic personal information to individuals or entities not affiliated with Roundview like your professional Advisers or other third parties (including but not limited to attorneys, accountants, insurance agents, broker-dealers, account custodians) to carry out transactions on your behalf or service your account. Roundview does not otherwise disclose any nonpublic personal information about our clients or former clients to anyone outside of Roundview, except where disclosure is required or permitted by law. Examples include cooperating with governmental regulators or law enforcement authorities.

We are just as rigorous inside of ROUNDVIEW CAPITAL, LLC. Information concerning the identity and financial circumstances of our clients is confidential. Roundview restricts access to nonpublic personal information to our employees on a need-to-know basis. Additionally, Roundview maintains physical, electronic, and procedural safeguards to protect your personal information and any client information that is distributed via a secure upload and download portal within the Firm is sent as a password-protected, encrypted file through a leader in secure file services.

ANY QUESTIONS? Roundview's Chief Compliance Officer, Andrew S. Lieu, remains available to address any questions regarding this Part 2A.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

Employees of ROUNDVIEW CAPITAL, LLC giving investment advice to clients must meet certain minimum education and business standards including a four-year college degree from an accredited university and five years of experience in the investment advisory industry or six months of experience with Roundview.

HOWARD T. ALTER, CERTIFICATIONS

Educational Background:

- Date of birth: March 14, 1964
- Institutions: George Washington University (B.B.A. 1986); New York University (M.B.A. 1988).

Business Experience: Pfizer, Inc. (1988-1992); Hem. Plastics (1990-1992); Alter Asset Management, Inc. (1992-2011); Roundview Capital LLC (2008-Present).

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

Other Business Activities: Member, Board of Managers of EDS Property Management LLC (2012-Present); President, The Frischen Family Foundation, A Private Foundation (2017-Present).

Additional Compensation: Mr. Alter does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Managing Partner of ROUNDVIEW CAPITAL, LLC.

Supervision:

As MANAGING PARTNER of ROUNDVIEW CAPITAL, LLC Mr. Alter does not have a direct supervisor. Mr. Lieu, the CHIEF COMPLIANCE OFFICER, is responsible for ensuring all employees compliance with Roundview's policies and procedures.

Arbitration Claims: None.

Self-Regulatory Organization or Administrative Proceeding: None.

Bankruptcy Petition: None.

STEPHEN K. SHUEH, CERTIFICATIONS

Educational Background:

- Date of birth: May 24, 1975
- Institutions: Princeton University (A.B., *cum laude* 1997); The Wharton School, University of Pennsylvania (M.B.A., Recipient of The Dean's Award 2005); New York University (Certificate in Financial Planning 2000).

Business Experience: Merrill Lynch (Summer 1995 and 1996); Alter Asset Management, Inc. (1997-2011); Roundview Capital LLC (2008-Present).

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

Other Business Activities: President, Princeton University Class of 1997 (1997-Present); Member, Board of Directors of The Bank of Princeton (2008-Present); Chair, Endowment Committee of United Way of Greater Mercer County (2009-Present); Member, Board of Directors of Montgomery Basketball Association (2014-Present); Treasurer, Board of Directors of Montgomery Township Education Foundation (2014-Present); Member, Investment Committee of Grounds For Sculpture (2015-Present); Princeton Public Library (2017-Present); Interlock XXI, A partnership that invests in privately held securities (2017-Present); League Director, Montgomery Baseball League (2018-Present); Chairman, Montgomery Recreation Committee (2018-Present); Board Development Committee, Princeton Family YMCA (2018-Present); Director, Lightbox, A venture capital Firm located in India (2018- Present).

Additional Compensation: Mr. Shueh does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Managing Partner of ROUNDVIEW CAPITAL, LLC.

Supervision:

As MANAGING PARTNER of ROUNDVIEW CAPITAL, LLC Mr. Shueh does not have a direct supervisor. Mr. Lieu, the CHIEF COMPLIANCE OFFICER, is responsible for ensuring all employees compliance with Roundview's policies and procedures.

Arbitration Claims: None.

Self-Regulatory Organization or Administrative Proceeding: None.

Bankruptcy Petition: None.

MATTHEW D. WALLACK, CERTIFICATIONS

Educational Background:

- Date of birth: July 17, 1962
- Institutions: Georgetown University (A.B., Economics, *cum laude*, History minor, 1984); London School of Economics & Political Science (Postgraduate Diploma, Economics, 1987); Harvard Business School (M.B.A., Finance, 1997); CFA Institute (Chartered Financial Analyst, 2006)

Business Experience: United States Department of State (1988-1995); Merrill Lynch Asset Management (Summer 1996); Northwest Airlines (Finance Department 1997-1998); Merrill Lynch Investment Managers (1998-2006); Wexford Capital (2007-2008); Orchard Park Capital (2008-2013); Roundview Capital LLC (2014-Present).

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

Other Business Activities: Member, Finance Committee of All Saints Church, Princeton, NJ (2009-Present).

Additional Compensation: Mr. Wallack does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Chief Investment Officer of ROUNDVIEW CAPITAL, LLC.

Supervision:

MATTHEW D. WALLACK is primarily supervised by HOWARD T. ALTER, MANAGING PARTNER. He reviews MATTHEW D. WALLACK'S work through frequent office interactions as well as remote interactions. He also reviews MATTHEW D. WALLACK'S activities through our client relationship management system.

SUPERVISOR'S contact information:

HOWARD T. ALTER
(609) 688-9500
howard@roundviewcapital.com

Arbitration Claims: None.

Self-Regulatory Organization or Administrative Proceeding: None.

Bankruptcy Petition: None.

ANDREW S. LIEU, CERTIFICATIONS

Educational Background:

- Date of birth: December 17, 1983
- Institutions: Princeton University (B.S.E. 2006); Leonard N. Stern School of Business, New York University (M.B.A., 2011); New York University (Certificate in Financial Planning 2016).

Business Experience: Merrill Lynch (Summer 2004); Citigroup (Summer 2005), (2006-2009); Roundview Capital LLC (2010-present).

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

Other Business Activities: Member, Grantmaking Committee, Princeton Area Community Foundation, (2012-Present); Trustee and Secretary, Princeton Area Community Foundation, (2016-Present); Trustee, National Junior Tennis & Learning of Trenton (2017-Present).

Additional Compensation: Mr. Lieu does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Principal of ROUNDVIEW CAPITAL, LLC.

Supervision:

ANDREW S. LIEU is primarily supervised by HOWARD T. ALTER , MANAGING PARTNER. He reviews ANDREW S. LIEU'S work through frequent office interactions as well as remote interactions. He also reviews ANDREW S. LIEU'S activities through our client relationship management system. STEPHEN K. SHUEH will provide secondary supervision.

SUPERVISOR'S contact information:

HOWARD T. ALTER (609) 688-9500
howard@roundviewcapital.com

Arbitration Claims: None.

Self-Regulatory Organization or Administrative Proceeding: None.

Bankruptcy Petition: None.