

A.T. Lloyd's, Inc., Registered Investment Adviser

Form ADV Part 3

Customer Relationship Summary

1. Services offered:

A.T. Lloyd's, Inc. offers management of brokerage assets with discretionary authority for individual investment and retirement accounts, trusts, estates, charitable organizations, and corporations. ATL tailors its advisory services to the individual needs of clients. Potential clients must meet with Anamaria Lloyd to determine financial goals, and if they wish to hire A.T. Lloyd's, Inc. as their investment adviser, they must sign a Client Profile, a Fee Agreement, and open accounts at Fidelity Investments.

Client accounts are only held in the name of the client(s) at the custodian, Fidelity Investments.

If clients wish to work with another custodian, they will need to find a different investment adviser. For most clients, the objective is long term capital appreciation. This is achieved with traditional securities investment and a buy and hold strategy.

2. Fees and costs for A.T. Lloyd's services:

A.T. Lloyd's, Inc. charges each client 1 percent of their account value each year as an adviser fee, payable quarterly. That fee can be lower for client accounts worth over \$1 million. A.T. Lloyd's, Inc. does not charge investment clients Wrap Fees, Performance-Based Fees, or practice Side-By-Side Management.

The client will not incur transaction charges imposed by unaffiliated third parties. The client may pay custodial fees, charges imposed directly by a mutual fund, index fund, or exchange traded fund which shall be disclosed in the fund's prospectus (i.e., fund management fees and other fund expenses), wire transfer fees and other fees and taxes on brokerage accounts and securities transactions.

3. Conflicts of interest:

Anamaria T. Lloyd, owner of A.T. Lloyd's, Inc. is also a licensed insurance representative for life and disability insurance with Principal Life Insurance Company. She is paid a commission on those products. Anamaria is also the Chief Financial Officer for a non-profit charity school in Africa called Kawangware Children's Center, for which she is not paid anything.

4. The standard of conduct for services offered by A.T. Lloyd's, Inc.:

A.T. Lloyd's, Inc. and/or its representatives may buy or sell for their personal account(s) investment products identical to those recommended to clients. It is the policy of A.T. Lloyd's, Inc. that neither ATL, nor its representatives, may purchase or sell any individual stock or bond prior to a transaction(s) being implemented for an advisory account. This policy is meant to prevent ATL and/or its representatives from benefiting as a result of transactions placed on

behalf of advisory accounts. ATL has established the following restrictions in order to ensure its fiduciary responsibilities to clients are met:

- ATL's representatives shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by their role as an Investment Advisory Representative of ATL, unless the information is also available to the investing public on a reasonable basis. In no case shall ATL's representatives prefer their own interest to that of their advisory clients.
- Clients of ATL may decline investment advice at any time.
- ATL recognizes it must act in accordance with all applicable Federal and State regulations that regulate registered investment advisory practices.

5. Reportable legal or disciplinary history:

There is one disciplinary event from 2016. A.T. Lloyd's, Inc. requested registration in the State of California in May 2015 for having more than 5 clients who were residents in that state. California regulators replied that it was not quick enough after 8 individual clients moved from Washington state to California by Spring 2014. After a thorough audit, a Consent Order and a Desist and Refrain Order were signed March 16, 2016, and a penalty of \$45,375.00 was paid. \$10,869.52 was also paid in restitution to affected clients from the period of non-registration in California. A.T. Lloyd's, Inc. has cooperated fully with California regulators and registration in that state is active and in good order.

6. Key questions to ask your financial professional:

- Is your firm legally registered to provide investment advice?
- Given my financial situation, should I choose an investment advisory service, or a brokerage service? What is the difference and why does that matter?
- Help me understand how your fees and costs might affect my investments.
- If I give you \$1,000 to invest, how much will go to fees and costs, and how much will be invested for me?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications?
- What do those qualifications mean?
- How might your conflicts of interest affect me, and how will you address them?
- As a financial professional, do you have any disciplinary history and what was the reason?
- Who is my primary contact person? Is she or he a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

7. Links and other references to more detailed information:

Ask for a copy of the ADV Part 2, which gives more detailed information about A.T. Lloyd's, Inc.

A.T. Lloyd's, Inc: www.atlloydinc.com

Fidelity Investments: www.fidelity.com

Principal Insurance Company: www.principal.com

Investment Professionals: www.investor.gov/investment-professionals