



Lion Capital Advisors LLC
Form CRS Customer Relationship Summary
March 29, 2024

Introduction

Lion Capital Advisors LLC (“LionCap”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. We provide investment management services on a discretionary and non-discretionary basis. We do not offer brokerage services. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. This document gives you a summary of the types of services we provide retail clients and how you pay for them. Free and simple tools are available to research firms and financial professionals at investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to individual retail clients, high net worth individuals, trusts, estates, foundations corporate structures and business entities. We provide discretionary investment management services as granted in the investment management agreement entered into with the retail investor, and non-discretionary advisory services where the client makes the final investment decision. For discretionary mandates, we are granted a limited power to manage the client portfolio based on an investment profile that we create with the client. For non-discretionary mandates, we interact with the client and, at the client’s request, discuss and provide investment views, advice, and recommendations for various investment opportunities. However, the client must approve each of our recommendations. Generally, there are no limitations to the types of investments we offer or recommend to our clients. While there is no preset minimum, we recommend a minimum investment of \$1 million to allow for proper diversification. We monitor client accounts on an ongoing basis to ensure the performance and investment strategy remains aligned with the client’s stated investment goals and objectives. Our services include an asset allocation and portfolio construction strategy that includes individual stocks, bonds, exchange traded funds, mutual funds, and Separately Managed Accounts (SMAs). As an independently owned advisor, LionCap has an open architecture that allows us access to a wide range of investment products. Clients should be aware that other firms may provide advice on a wider or more limited range of choices and at a higher or lower cost.

Our brochure is located at <https://adviserinfo.sec.gov/firm/summary/305440>. Please refer specifically to Item 4 for a complete description of the services we provide and Item 7 for description of the types of clients we serve.

Ask your financial professional:

- **Given my financial situation, should I choose an investment advisory service? Why or why not?**
- **How will you choose investments to recommend to me?**
- **How often will you monitor my account’s performance and offer investment advice?**
- **What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?**

What fees will I pay?

We charge an asset-based fee every three months (quarterly) and depending on the particular investment management agreement, it is payable in arrears for providing investment advisory services which are based on a percentage of assets under management. Fees range from 0.75% to 1.50% and are negotiable on a case-by-case basis. You will generally pay additional fees related to having a bank or brokerage account at the custodian that holds your assets. These fees typically include custodial fees, brokerage commissions, transaction fees and other transactional or product-level fees. Mutual funds and exchange traded funds also charge internal management fees,

which they disclose in the prospectus for those funds. If we select a third-party managed alternative investment fund, you will be charged investment management fees, certain administrative expenses and, depending on the performance of these funds, a performance fee that is based on the capital appreciation earned by the funds. You are responsible for these fees, in addition to investment-related taxes. We do not receive any portion of these commissions, fees, or costs. Since we collect an asset-based fee, the more assets there are in your account, in general the more you will pay in fees, and we therefore have an incentive to encourage you to increase the assets in your account. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. *For a description of the fee structure for the funds, please refer to Item 5, page 5, of our brochure:* <https://adviserinfo.sec.gov/firm/summary/305440>

Ask your financial professional:

- **Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me for those fees?**
- **What would make those fees more or less? What services will I receive for those fees?**
- **What additional costs should I expect in connection with my account?**

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means. We have an incentive to recommend adding assets to any account that we manage because this increases the asset-based fee clients pay us. We do not charge performance-based fees, or offer proprietary products, engage in principal trading, or receive third party payments, from “soft dollars,” revenue sharing, or other arrangements. For a discussion of any actual or potential conflicts of interest involving these entities, please refer to our Form ADV, Part 2A Brochure Items 10, 12 and 14.

Ask your financial professional:

- **Tell me how you and your firm make money in connection with my account. Do you or your firm receive any payments from anyone besides me in connection with my investments?**
- **What are the most common conflicts of interest in your advisory accounts? How might your conflicts of interest affect me, and how will you address them?**

How do your financial professionals make money?

The Managing Members are compensated based on salary and profits generated by LionCap. Other investment professionals are compensated through salary and discretionary bonus. There is no compensation for our employees based on securities products sold. One of our financial professionals is insurance licensed and receives commission-based compensation on the sale of insurance products.

Do you or your financial professionals have legal or disciplinary history?

No. There are no legal, regulatory, or disciplinary events involving LionCap or any of its financial professionals or employees. You can visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals. Also refer to the Form ADV Part 2B Brochure Supplement for additional information regarding our financial professional’s experience and qualifications.

Ask your financial professional:

- **Do you have any disciplinary history? For what type of conduct?**

Additional Information

Additional information about our investment advisory services or for any questions or concerns, please contact our Chief Compliance Officer at +1(305)-849-8222 info@lioncapitaladvisors.com

Ask your financial professional:

- **Who is the primary contact person for my account?**
- **Is he/she a representative of an investment advisor or broker-dealer?**
- **If I have concerns about how this person is treating me, who can I talk to?**

Lion Capital Advisors LLC

Amended Form CRS (Client Relationship Summary) Schedule

March 29, 2024

SUMMARY OF MATERIAL CHANGES

Since our last Form CRS filing in March 2022, we made editing changes to our Client Relationship Summary (Form ADV Part 3) to more closely conform to the SEC's Form CRS guidance and also amended the section on compensation to disclose that one of our financial professionals is licensed to sell insurance products and receives commission-based compensation from the sale of insurance products.

We will provide a summary of material changes and an updated Relationship Summary in a written communication to our clients within 60 days. Furthermore, we will provide our clients with other interim disclosures about material changes, as necessary.

You can find additional information about our investment advisory services by visiting www.adviserinfo.sec.gov. You can also request up to date information, a copy of our Client Relationship Summary, or inquire as to any material changes by contacting us at 305-849-5222.

LION CAPITAL

lioncapitaladvisors.com

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