

Form CRS: Relationship Summary

March 31, 2024

We are Moon Capital Management, registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services differ, and it is important for the retail investor, you, to understand the differences. There are free and simple tools available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services can you provide me?

We offer investment advisory services to many different types of retail investors. Services include retirement planning, estate planning, and other long-term financial planning. As part of our standard services, we monitor all retail investors' investments on a monthly basis. During the term of our relationship, we typically exercise discretionary authority over all accounts unless we (Moon Capital Management) and the retail investor have decided otherwise. To open an account, we do require a minimum balance of \$500,000. Please see our ADV Part II (the Brochure) for more information.

Given my financial situation, should I choose an investment advisory service? Why or why not?

How will you choose investments to recommend to me?

What is your relevant experience, including your licenses, educations, and other qualifications? What do these qualifications mean?

What fees will I pay?

The fees for all accounts are based on the size of the account. For the purpose of calculating fees, all of your accounts will be combined. Fees are billed quarterly and in arrears. You may have these fees deducted from your accounts or pay them directly. Regardless of payment method, you will receive a copy of your quarterly fees invoice.

In some circumstances, you may own mutual funds within your advisory accounts. By their nature, mutual funds have internal expenses, including management fees. As a result, owning a mutual fund within an advisory account may cause you to pay two levels of advisory fees: one to the fund management company and one to Moon Capital Management. In no circumstance does Moon Capital Management receive any portion of any fee paid to the mutual fund company.

The more assets there are in your advisory account, the more you will pay in fees, and we may 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 more information on fees, please reference our Brochure: <https://www.mooncap.com/wp-content/uploads/2020/06/ADV-II-Brochure-Amended-March-24-2020.pdf>.



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?

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 must 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:

Because we charge fees based on your portfolio size, we have a reason to encourage you to move more assets to our management.

How might your conflicts of interest affect me, and how will you address them?

Again, please feel free to reference our Brochure for further information.

How do your financial professionals make money?

We are compensated through the quarterly fees that you pay, and our professionals earn a set salary.

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

No. Please use investor.gov/CRS for a free and simple tool to research Moon Capital Management and our financial professionals.

As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

You can access our website for further information: <https://www.mooncap.com/>. An updated copy of our ADV Part II and this document, the Relationship Summary, can be found on our website.

You can find our firm at <https://brokercheck.finra.org/>, our CRD number is 107612.

You can call our office at (865) 546-1234 at any time to request an updated copy of this form or any other information.

Who is my primary contact person? Is he or she a representative of an investment adviser? Who can I talk to if I have concerns about how this person is treating me?