

Global Shares Financial Services, Inc.
Member FINRA/SIPC

Customer Relationship Summary

Updated July 31, 2024

Introduction

Global Shares Financial Services, Inc. ("GSFS") is registered with the SEC as a broker-dealer and is a member of FINRA & SIPC. Brokerage and investment advisory services and fees differ, and it is important that you understand those differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

GSFS provides brokerage services to participants in employer equity incentive plans administered by its affiliates in order to facilitate securities transactions for retail investors, solely as part of their employers' equity incentive plans. Your account is a limited purpose brokerage account through which you may only sell or transfer equity obtained through your employer's equity incentive plan. You decide whether and when to sell or transfer any company equity in your brokerage account.

GSFS and its registered representatives do not provide any investment recommendations or investment advice, nor are your investments or account monitored. There is no minimum amount required to open an account.

Your account does not allow for you to deposit funds or securities into your account or to invest in any other securities outside the scope of facilitating the exercise of employee stock options if your employer's plan includes them.

Conversation Starters - Questions and Answers

- ***Given my financial situation, should I choose a brokerage service? Why or why not?***

Your brokerage account with GSFS is limited in purpose for the sale or transfer of equity obtained through your employer's equity incentive plan.

- ***What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?***

GSFS is a broker-dealer, registered with the SEC and a member of FINRA, and its financial professionals do not provide any investment recommendations or investment advice, nor are your investments or account monitored. Each of GSFS's financial professionals are licensed to perform the services they are authorized to provide. Further information about GSFS and its financial professionals can be found at brokercheck.finra.org

What fees will I pay?

It is important for you, the retail investor, to understand the fees and costs you will incur for your brokerage services, including how frequently they are assessed and the conflict of interest they create.

Brokerage services: GSFS charges a transaction-based fee to sell securities in your brokerage account. This means you are charged more when there are more trades 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 by reviewing the fee schedule provided when you enrolled in your employer's equity incentive plan.

Conversation Starters - Questions and Answers

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?

Given the limited purpose of your brokerage account, GSFS does not accept deposits of funds. The only funds in your account would be derived from proceeds of sales you have instructed us to make, or dividends received. Transaction fees are disclosed in the Terms & Conditions which govern your account and are available on your company's equity plan participant portal.

What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?

We *do not* provide recommendations.

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 services we provide you.

Here are some examples to help you understand what this means. We earn money when:

- GSFS charges a transaction-based fee to sell securities in your brokerage account. This means GSFS receives more transaction-based compensation when there are more trades in your account.
- GSFS affiliates receive compensation from your employer to administer its equity incentive plan and may receive revenue from currency conversions connected to the distribution of proceeds.
- Certain GSFS registered representatives, with whom you may have contact, might refer you to one of our affiliates to provide products and services which have costs that could differ from those you could receive elsewhere for similar products and services.
- Our affiliate JP Morgan Securities LLC receives compensation in connection with certain custody, execution, clearance and settlement services provided to you.

Conversation Starters - Questions and Answers

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

Please see the section above titled “What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?” which describes any potential conflicts of interest and how they are addressed.

J.P.Morgan

WORKPLACE SOLUTIONS

How do your financial professionals make money?

Our registered representatives receive a fixed salary, and in some cases, a year-end bonus based on both our performance and their individual performance during the year.

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

Yes. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals. You'll find additional information about our financial professionals at [Brokercheck.finra.org](https://brokercheck.finra.org).

Conversation Starters - Questions and Answers

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

Given the limited purpose nature of your account, no specific financial professional is assigned to you. Please see the section above titled “Do you or your financial professionals have legal or disciplinary history?” for further information about the disciplinary history of the firm and its financial professionals.

Additional information

The information in this Customer Relationship Summary is summary in nature and is provided to comply with the SEC's Form CRS disclosure requirements.

If you have any questions or need additional information about our services, or if you would like a copy of this Customer Relationship Summary, please call us at (646) 968-0653 or visit FINRA's BrokerCheck website at: <https://brokercheck.finra.org> or [Investor.gov/CRS](https://investor.gov/CRS).

Conversation Starters - Questions and Answers

- ***Who is my primary contact person? Is he or she 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?***

Your primary service channel is your company's equity plan participant portal, there is not a primary contact person for your account with GSFS. For information regarding your account or our services, please contact our service desk at (646) 968-0653.

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Exhibit - Summary of material changes

Important information about updates to Form CRS (Customer Relationship Summary)

Global Shares Financial Services, Inc. ("GSFS") is required to update its Form CRS when information becomes materially inaccurate. This Exhibit summarizes the following material changes to GSFS's Form CRS, since the last update on December 13, 2023:

GSFS added Conversation Starters under the following headings:

- *What investment services and advice can you provide me?*

Given my financial situation, should I choose a brokerage service? Why or why not?

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

- *What fees will I pay?*

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 providing recommendations? How else does your firm make money and what conflicts of interest do you have?*

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

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

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

- *Additional information*

Who is my primary contact person? Is he or she 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?