

Addition

A Financial Wellness Solution

Form ADV Part 2A The Brochure

43 W 23rd St.
New York, NY 10010
(917) 426-6771
<https://www.additionwealth.com/>

March 25, 2024

This brochure provides information about the qualifications and business practices of Retire Sound Inc. d/b/a Addition Wealth (“Addition Wealth”, “we”, “us”, “our”). If you have any questions about the contents of this brochure, please contact us at (917) 426-6771. 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. Addition Wealth is a SEC registered investment adviser, but registration does not imply a certain level of skill or training.

Additional information about Addition Wealth is also available on the SEC’s website at: www.adviserinfo.sec.gov.

Item 2 Material Changes

Addition Wealth is required to disclose a summary of material changes in this brochure from our last annual update. Material changes generally relate to Addition Wealth's policies, practices, or conflicts of interest. Since our last filing of this brochure on March 10, 2023, there have been no material changes.

Other, nonmaterial routine changes were made to this Brochure. We encourage you to read this document in its entirety.

If you would like another copy of this Brochure, please download it from the SEC website as indicated in Item 1, or you may contact us at (917) 426-6771. Our brochure is also available on our website: <https://www.additionwealth.com/>.

Item 3 Table of Contents

Item 2 Material Changes	2
Item 4 Advisory Business	4
Item 5 Fees and Compensation	5
Item 6 Performance Based Fees and Side-by-Side Management	5
Item 7 Types of Clients	5
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss	5
Item 9 Disciplinary Information	7
Item 10 Other Financial Industry Activities and Affiliations	8
Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	8
Item 12 Brokerage Practices	9
Item 13 Review of Accounts	9
Item 14 Client Referrals and Other Compensation	9
Item 15 Custody	9
Item 16 Investment Discretion	10
Item 17 Voting Client Securities	10
Item 18 Financial Information	10

Item 4 Advisory Business

Retire Sound, Inc. d/b/a Addition Wealth (“Addition Wealth”) was founded in September 2020 by Ana Mahony, principal owner and Chief Executive Officer, and its registration with the United States Securities and Exchange Commission became effective in August 2022.

Please note that registration does not imply a certain level of skill or training and that you may direct any questions regarding our status as a registered investment adviser to our firm via the contact information listed on the Cover Page of this Brochure.

Addition Wealth partners with employers to provide employees (“User(s)”) with access to customized tools, guides, dashboards and individual sessions with financial professionals. Through its interactive platform, Addition Wealth seeks to partner with Users to understand their unique needs and to craft a comprehensive approach to support financial wellness. Addition Wealth provides resources and tools for, among other financial wellness topics, assistance with understanding equity compensation.

Addition Wealth’s advisory activity is focused on screening, recommending and then referring Users to unaffiliated investment advisers who participate on Addition Wealth’s platform. Addition Wealth then monitors the advice that those investment advisers provide to Users. Neither Addition Wealth, nor the unaffiliated investment advisers (“Investment Adviser(s)”), have discretionary authority over User assets. As such, Users are solely responsible for acting upon, or not acting upon, investment advice provided by an Investment Adviser. The Investment Advisers participating on Addition Wealth’s platform provide investment advice believed to be in the best interest of a respective User and based upon information provided by Users during virtual consultations. The Investment Advisers participating on Addition Wealth’s platform generally do not sell any products or other services.

Investment Advisers may discuss a User’s current financial situation, employer benefits, and broader financial wellness topics. Investment Advisers may advise on, among other things, a User’s retirement assets, brokerage assets, equity compensation programs and/or stock options. Investment advice provided by Investment Advisers is generally limited to educating Users on equity compensation, portfolio optimization and asset allocation. Addition Wealth works on an on-going basis to ensure that advice provided to Users by Investment Advisers is generally consistent with that information.

Addition Wealth does not – and has no plans to – directly manage any assets; its advisory responsibility is to supervise and monitor advice provided by Investment Advisers through the platform. As of March 11, 2024, Addition Wealth did not manage assets on behalf of any clients and does not anticipate doing so in the future.

Item 5 Fees and Compensation

Addition Wealth does not directly bill Users for their consultations with the Investment Advisers participating on Addition Wealth's platform. Rather, Addition Wealth is compensated by employers who choose to provide their employees with access to the platform.

Generally, employers pay either a fee based on an annual contract, or a subscription based monthly fee for each eligible employee (User). Both the annual and monthly subscription fee may vary from one employer to another based on specifically negotiated terms. As part of either the annual or monthly subscription contract with employers, Addition Wealth provides employees (Users) with access to consultations with the Investment Advisers that participate on Addition Wealth's platform.

Investment Advisers participating on Addition Wealth's platform are compensated based on an hourly rate and are compensated on either a weekly, bi-weekly, or monthly basis. Investment Advisers are compensated directly by Addition Wealth and not by an employer or a User. Hourly rates may vary depending on negotiations with each Investment Adviser.

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

Addition Wealth does not charge any performance fees as it does not manage any assets.

Item 7 Types of Clients

Addition Wealth primarily provides investment advisory services to individuals and has no minimum wealth requirement to use the Addition Wealth platform. Users enter into an advisory relationship with Addition Wealth at the commencement of their access to Addition Wealth's platform.

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

Addition Wealth does not directly manage User assets; its advisory responsibility is to supervise and monitor advice provided by Investment Advisers through the platform. Users are paired with an Investment Adviser participating on Addition Wealth's platform based on an Investment Adviser's time availability and not based on any specified financial considerations. Investment Advisers may provide investment advice to Users based on information collected from the User during virtual consultations, but have no discretion as it relates to a User's assets.

Prior to being permitted to participate on Addition Wealth's platform, Investment Advisers are screened by Addition Wealth and must meet certain participation criteria. In determining who to admit to Addition Wealth's platform, we conduct due diligence reviews of all potential Investment Advisers. Addition Wealth verifies the identity of all potential Investment Advisers with documentary evidence of their identity. Additionally, Addition Wealth verifies the potential

Investment Adviser's registration status as an investment adviser and their good standing with the Investment Advisory Firm with whom they are registered. This may include, but is not limited to, verifying that the potential Investment Adviser has not been the recipient of complaints, and that they maintain required registrations. Further, Addition Wealth reviews, among other items, the potential Investment Adviser's regulatory history and professional credentials. Potential Investment Advisers must meet all of Addition Wealth's initial due diligence criteria.

Addition Wealth completes this process prior to any Investment Adviser being included on Addition Wealth's platform and also conducts other periodic reviews of the regulatory history and registration status of the Investment Advisers on Addition Wealth's platform. Addition Wealth reserves the right to modify or waive criteria for Advisers on a case-by-case basis and may, without notice, change the eligibility criteria for Investment Advisers to participate on Addition Wealth's platform. Notwithstanding the eligibility criteria described above, Addition Wealth retains discretion with respect to which Advisers may be included on Addition Wealth's platform. Further, Addition Wealth executes agreements with Investment Advisers stipulating, among other things, standards of conduct and fiduciary obligations.

While User consultations with Investment Advisers most often focus on equity compensation or other financial planning topics, advice about portfolios, securities or other financial wellness topics may occur as an organic byproduct of the consultation. Users are solely responsible for acting upon, or not acting upon, the investment advice provided by Investment Advisers. As previously noted, Investment Advisers are generally not permitted to sell to Users any products or services.

The description below is an overview of the risks entailed in Addition Wealth's investment advisory services and is not intended to be complete. The success of any investment advice received through Addition Wealth is affected by a number of different risks, including but not limited to:

General Risks

The advice provided by Addition Wealth is focused on screening Investment Advisers and then recommending the accepted Investment Advisers to Addition Wealth's Users. Addition Wealth then monitors the advice that those investment advisers provide to Users. However, the Investment Advisers' advice is solely based on information that is provided by Users during consultations. Therefore, the advice the Investment Advisers provide may not contemplate all aspects of a User's financial advisory or planning needs. Addition Wealth cannot guarantee the success of any financial advice provided to a User.

The success of Addition Wealth's financial advisory services depends in part on the quality of investment advice provided by Investment Advisers participating on the platform. The loss of the services of certain Addition Wealth personnel or Investment Advisers could have an adverse effect on the operations of Addition Wealth's platform.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Asset Allocation and Risk of Loss

The price of any security or the value of an entire asset class can decline for a variety of reasons outside of Addition Wealth's control, including, but not limited to, changes in the macroeconomic environment, unpredictable market sentiment, forecasted or unforeseen economic developments, interest rates, regulatory changes, and domestic or foreign political, demographic, or social events. If a User's portfolio has a high allocation in a particular asset class, it may negatively affect overall performance to the extent that the asset class underperforms relative to other market assets. Conversely, a low allocation to a particular asset class that outperforms other asset classes in a particular period may cause that User's portfolio to underperform relative to the overall market.

There is no guarantee that the advice provided by Investment Advisers about securities or asset classes will necessarily produce the intended or expected results. Addition Wealth and its representatives are not responsible to any User for losses unless caused by a breach of Addition Wealth's fiduciary duty.

Market Risks

Security prices and portfolio returns will likely vary in response to changes in inflation and interest rates. Inflation causes the value of future dollars to be worth less and may reduce the purchasing power of an investor's future interest payments and principal. Inflation also generally leads to higher interest rates, which in turn may cause the value of many types of fixed income investments to decline. Other factors, such as general economic and market conditions, availability of credit, economic uncertainty, changes in laws, trade barriers, currency fluctuations and controls, and national and international political circumstances may also affect the level of volatility of securities prices and the liquidity of investments. Such volatility or illiquidity could impair profitability or result in losses.

Technology Risks

Addition Wealth faces certain operational and technology risk. An externally caused information security incident, such as a cyber-attack, or an internally caused incident, such as failure to control access to key systems, could materially interrupt business operations or cause disclosure of sensitive information. Addition Wealth has adopted an information security program to address and respond to these areas of risk.

The foregoing risk factors do not purport to be a complete enumeration or explanation of all the risks involved with Addition Wealth's investment advisory services. Clients should carefully evaluate all applicable risks with any investment or investment strategy, and realize that investing in securities involves risk of loss that Clients should be prepared to bear.

Item 9 Disciplinary Information

Addition Wealth and its employees have not been involved in any legal or disciplinary events in the past 10 years that would be material to a client's evaluation of the company or its personnel.

Addition Wealth encourages Users to perform their own due diligence on any Investment Adviser with whom Users interact. Addition Wealth's registration information, as well as that of the Investment Advisers on Addition Wealth's platform, can be found at <https://www.adviserinfo.sec.gov/>

Item 10 Other Financial Industry Activities and Affiliations

Neither Addition Wealth nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer, a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities. Further, neither Addition Wealth nor any of its management persons have any relationship or arrangement that is material to its advisory business or to our Users with any of the below:

1. broker-dealer, municipal securities dealer, or government securities dealer or broker
2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund)
3. other investment adviser or financial planner (other than the Investment Advisers participating on the Platform as described above)
4. futures commission merchant, commodity pool operator, or commodity trading advisor
5. banking or thrift institution
6. accountant or accounting firm
7. lawyer or law firm
8. insurance company or agency
9. pension consultant
10. real estate broker or dealer
11. sponsor or syndicator of limited partnerships.

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

Addition Wealth maintains a written Code of Ethics that is applicable to all of its officers, directors, principals, members, and employees (collectively, "Employees"). The Code of Ethics, which is designed to comply with Rule 204A-1 under the Advisers Act, requires Addition Wealth and its employees to act in clients' best interests, abide by all applicable regulations, avoid even the appearance of insider trading, and follow established guidelines for professional conduct and personal trading procedures, including certain pre-clearance and reporting obligations.

Employees and their families and households may purchase investments for their own accounts, including the same investments as may be purchased or sold by Users, subject to the terms of the Code of Ethics. Under the Code of Ethics, Employees are required to file certain periodic reports with Addition Wealth's Chief Compliance Officer ("CCO") as required by Rule 204A-1 under the

Advisers Act. The Code of Ethics helps Addition Wealth detect and prevent potential conflicts of interest, and Employees who violate the Code of Ethics may be subject to sanctions. Addition Wealth Employees are also required to promptly report any suspected or actual violation of the Code of Ethics of which they become aware.

Addition Wealth Employees have all been given a copy of the Code of Ethics and are required to annually certify compliance with the Code of Ethics. A copy of the Code of Ethics is available to any User or prospective User by contacting Addition Wealth at support@additionwealth.com.

Investment Advisers participating on Addition Wealth's platform are subject to the Code of Ethics of the firm with which they are registered. As such, Addition Wealth recommends that Users obtain and review the Code of Ethics applicable to the Investment Adviser they consult with.

Item 12 Brokerage Practices

As part of its advisory services, Addition Wealth does not select or recommend broker dealers or custodians. Such service providers are at the choosing of the User. Given this, Addition Wealth does not maintain any "soft dollar" arrangements, nor does Addition Wealth provide for any client directed brokerage.

Item 13 Review of Accounts

Because Addition Wealth does not directly manage User assets, it does not review Users' securities transactions nor their accounts.

Item 14 Client Referrals and Other Compensation

Addition Wealth does not currently maintain any referral arrangements with individuals or entities that may be compensated, directly or indirectly, for referrals of clients to Addition Wealth. However, Addition Wealth may establish referral or placement arrangements in the future.

Addition Wealth receives compensation from a User's employer in order to make financial advisory services available to such User.

In certain cases, Addition Wealth may allow other firms to purchase a license to use Addition Wealth's proprietary software. While this is an additional source of revenue for Addition Wealth's parent company, it is in no way related to Addition Wealth's investment advisory business and does not create a conflict of interest for our clients.

Item 15 Custody

Addition Wealth and its associated persons do not accept nor maintain any User accounts and do not have the ability to effect transactions in Users' accounts. As such, Addition Wealth does not

maintain custody of any User assets. User assets and securities are maintained with an unaffiliated qualified custodian of the User's choosing. Please note that custodians may charge fees for their services and that Addition Wealth is not responsible for the actions of a Client's custodian. You should carefully review the account statements you receive from them.

Item 16 Investment Discretion

Addition Wealth does not directly manage Users' assets and as such it does not exercise any investment discretion.

Item 17 Voting Client Securities

Addition Wealth does not manage User assets and does not accept proxy voting authority for any User, nor will Addition Wealth provide advice regarding proxy solicitations. You should direct all proxy questions to the issuer of the security. Addition Wealth also does not participate in class actions on behalf of Users.

Item 18 Financial Information

Addition Wealth does not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore, Addition Wealth is not required to include a balance sheet with this Brochure.

Addition Wealth has never filed for bankruptcy and is not aware of any financial condition that is expected to affect its advisory business or its ability to meet contractual commitments to Clients.