



BOSSLIFE INVESTMENTS US INC.

FORM ADV PART 2A – DISCLOSURE BROCHURE

Principal Office

180 John Street
Toronto, ON
M5T 1X5

US Office

One Liberty Plaza 165 Broadway
23rd Floor
New York, NY 10006

www.bosslife.investments

March 4, 2024

This disclosure brochure (this “Brochure”) provides information about the qualifications and business practices of Bosslife Investments US Inc., doing business as or otherwise known as Bosslife (“Bosslife”). If you have any questions about the contents of this Brochure, please contact us at support@bosslife.investments. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration with the SEC does not imply a certain level of skill or training.

Additional information about Bosslife also is available on the SEC’s website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. The CRD number for Bosslife is 298479.

Item 2 – Material Changes

This item discusses specific material changes to the Bosslife disclosure brochure.

A copy of the current version of this Brochure is available on the Bosslife Mobile Application and on the Bosslife website at www.bosslife.investments/disclosures. This Brochure is available at no charge to all interested parties for their download and/or printing.

Since the date of its last annual filing (February 4, 2023) of this Brochure there have been the following material changes:

Item 1- Cover Page

Bosslife changed its principal office address to:

180 John Street
Toronto, ON
M5T 1X5

Item 3 – Table of Contents

Item 4 - Advisory Business	1
Item 5 - Fees And Compensation	3
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 History	12
Item 10 - Other Financial Industry Activities and Affiliations	13
Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	13
Item 12 - Brokerage Practices	14
Item 13 - Review Of Accounts	17
Item 14 - Client Referrals And Other Compensation	17
Item 15 - Custody	17
Item 16 - Investment Discretion	18
Item 17 - Voting Client Securities	18
Item 18 - Financial Information	18

Item 4 - Advisory Business

A. The Company

Bosslife is a privately held Delaware corporation with its principal office located in Toronto, Canada. Bosslife was formed in June 2018 and has been registered with the United States Securities and Exchange Commission ("SEC") since November 2018. Information about Bosslife's organizational and ownership structure and its key management personnel is provided on Part 1 of Bosslife's Form ADV which is available online at www.adviserinfo.sec.gov. Throughout this Brochure, Bosslife may also be referenced as "our," "we," or "us." Clients of Bosslife may also be referenced to as "you," or "your."

B. Advisory Services

Bosslife provides non-discretionary investment advisory services using a proprietary algorithm that is available through the Bosslife Mobile Application (the "Bosslife Mobile App"). Bosslife will provide investment advisory services solely through the Bosslife Mobile App and does not provide investment advice in person, over the phone, in live chat, or in any other manner other than through the advisory services available via the Bosslife Mobile App.

Bosslife, through the Bosslife Mobile App, and as further explained below, will:

- Review your current employment status as you report it through an investment suitability questionnaire;
- Provide recommendations based on your Bosslife risk score ("Risk Score"), which takes into consideration, among other things, your risk tolerance, investment objectives, and investment time horizon;
- Monitor and track your purchase and sale of securities;
- Assist you with opening up a brokerage account; and
- Auto-enroll you in electronic document delivery to provide you with access to statements and confirmations for your brokerage account.

The goal of Bosslife is to help you build smarter long-term financial habits and manage wealth by simplifying and optimizing the way you invest and save. Bosslife provides all investment advisory services exclusively through online interaction via the Bosslife Mobile App. Bosslife does not offer discretionary investment advisory services, financial planning services, retirement planning services, financial consulting, tax advice or legal advice.

Bosslife does not create investment portfolios, provide strategic or tactical asset allocation models, rebalance portfolios, or otherwise manage the assets in your Trading Account (Your Trading Account is the individual brokerage account that will be created by you and held at Alpaca Securities, LLC. Please see Item 12 for more information about Trading Accounts). Bosslife, through the Bosslife Mobile App, will provide you with non-discretionary investment advice, and you are solely responsible for implementing any such advice. You will make cash contributions to your Trading Account, after which you will direct purchases and sales of specific investment alternatives offered through the Bosslife Mobile App.

You can utilize the Bosslife Mobile App to access automated guidance generated by Bosslife's proprietary algorithm (the "Risk Rating Algorithm"). The Bosslife Mobile App will help you learn about investing, build healthy investing habits, and create and manage an investment portfolio designed to meet your individual investment objectives and time horizon with respect to your financial and

investment risk tolerance. It also helps you align your portfolio with your particular interests (i.e., gaming, technology, retail, fashion, beauty). The investments offered through the Bosslife Mobile App consists solely of individual equity securities (each an “Investment” and collectively, the “Investments”). Bosslife’s process for selecting Investments (as discussed below) is designed to make available to you a diverse array of Investments from across various industries, interests, geographic regions, and risk-adjusted return bands.

Bosslife reserves the right to change, in its sole and absolute discretion and from time to time, without prior notice to you the number and availability of Investments it deems appropriate to address your particular investment guidelines. Bosslife does not currently offer any affiliated investment products.

Bosslife does not represent that its advisory services are based on or meant to replace a comprehensive evaluation of your entire financial life that considers all of your circumstances. You are fully responsible for determining whether and when to implement any recommendations provided by Bosslife. In addition, Bosslife’s recommendations are generally limited in scope to the questions Bosslife asks and the information that you provide. Bosslife does not provide comprehensive financial planning, and there may be other relevant factors and financial considerations that Bosslife does not take into consideration in formulating the advice provided. Any recommendations provided by Bosslife are not intended to comprise your complete investment program because Bosslife is not necessarily aware of your aggregate investable and invested assets and does not manage any of your assets on a discretionary basis. Furthermore, the Bosslife Mobile App does not include or account for any assets held within an employee benefit plan subject to the Employee Retirement Income Security Act of 1974, as amended.

Bosslife does not use external or individual portfolio managers. At account opening, you shall be required to provide your age, employment status, investment objectives, experience, time horizon, and risk tolerance which the Risk Rating Algorithm considers for selecting the investment recommendations. The Risk Rating Algorithm uses the information provided by you through an interactive investment suitability questionnaire (“ISQ”) to generate investment advice in the form of suitable recommendations.

C. Client Tailored Services and Client Imposed Restrictions

Client Tailored Services

You are required to input personal information, including age, and investment experience, goals and objectives via the ISQ presented on the Bosslife Mobile App as part of your account registration process. Based on the information provided by you in the ISQ, the Bosslife Mobile App uses the Risk Rating Algorithm to analyze such information and provide you with access to a curated list of suitable Investments (“Recommendations”). While Bosslife is responsible for maintaining the Risk Rating Algorithm, Bosslife will not override the Risk Rating Algorithm to provide alternative Recommendations to you, whether based on any criteria outside that provided by you in response to the ISQ, market and/or economic conditions, or otherwise.

You should understand that the Risk Rating Algorithm relies upon answers to questions relating to risk tolerance, investment objectives, investment experience and investment time horizon provided through the ISQ and that such answers serve as inputs to the Risk Rating Algorithm, the output of which results in a Risk Score that coincides with certain Recommendations. Recommendations are highly dependent on receiving accurate information from you. If you provide Bosslife with inaccurate information or fail to update promptly the information provided via the ISQ when it changes, the quality and applicability of the Recommendations could be materially impacted.

You should also understand that Bosslife may not utilize the entirety of the information provided by you when providing investment advice. Furthermore, in making the Recommendations, Bosslife does not consider any additional information about you not covered in the ISQ, including outside assets, portfolio concentration, debt or other accounts you may have with Bosslife or with any third-party. **Before becoming a client of Bosslife, you should consider this limitation on Bosslife's services, which is a function of Bosslife providing its investment advisory services in an automated manner.**

While you are limited to purchasing Investments that are made available to you via the Bosslife Mobile App, you are not required to follow all or any part of the Recommendations. You may, subject to certain restrictions, implement investment decisions and/or strategies within the Bosslife Mobile App that do not coincide with the Recommendations. Furthermore, you may cause the Risk Rating Algorithm to generate new Recommendations at any time by revising the information you provide through the ISQ. The Risk Rating Algorithm is solely responsible for determining the Recommendations provided to you based on the information you have provided. You are urged to promptly update, and are solely responsible for updating, your information through the Bosslife Mobile App should there be any changes in your answers to questions in the ISQ.

While you may pursue investment strategies outside the scope of the Recommendations, you are solely responsible for any decision to invest in any investment strategy made possible through use of the Bosslife Mobile App. However, you should carefully review and consider the information available on the Bosslife Mobile App about each Recommendation and in any applicable public company filing or report before making any investment decision. If you implement an investment decision that is outside the scope of any Recommendation, you should understand that such decision may not be suitable based on the your Risk Score and that your portfolio may perform worse over any time horizon than a portfolio built strictly according to the Recommendations.

Client Imposed Restrictions

Bosslife provides non-discretionary investment advisory services. You construct your own portfolio from the Recommendations presented through the Bosslife Mobile App. As such, you are able to select those investments from the Recommendations which best fit your investment profile, including restrictions on which types of Investments in which you choose to invest.

D. Wrap Fee Programs

Bosslife does not manage or place your assets into wrap fee programs (*i.e.*, programs that offer services for one, all-inclusive fee).

E. Assets Under Management

As of December 31, 2023, Bosslife does not have any assets under management.

Item 5 - Fees And Compensation

A. Advisory Fees

Although Bosslife does not currently charge a fee for its investment advisory services, it is anticipated that as Bosslife offers additional services, Bosslife will charge an advisory fee.

B. Additional Fee Information

Miscellaneous Expenses

In addition to any transaction fees charged by broker-dealers associated with the purchase and sale of securities, the table below sets forth additional fees that may be charged by Bosslife or Alpaca Securities, LLC (Alpaca Securities, LLC is the broker-dealer/custodian selected by Bosslife to hold the assets in your Trading Account and to execute trades within your Trading Account. Please see Item 12 for detailed information on Alpaca Securities, LLC) for ancillary services such as (a) fees for processing the physical delivery of securities or the in-kind transfer to another custodian or broker-dealer of securities; or (b) fees for the preparation and delivery of paper documents if you request the preparation and delivery of paper documents that Bosslife or Alpaca Securities, LLC normally provide in electronic form or that Bosslife and/or Alpaca Securities, LLC are not required to provide in paper form.

Transaction	Additional Fee
ACH Transfer Inbound (equal to/greater than \$5)	\$0.00/Per Transaction
ACH Transfer Inbound (less than \$5)	\$0.15/Per Transaction
ACH Transfer Outbound	\$0.25/Per Transaction
ACH Return Fee (<i>Rejected ACH Transfers</i>)	\$25/Per Transaction
Wire Transfer (Domestic)	\$25/Per Transaction
Wire Transfer (International)	\$50/Per Transaction
ACATS Transfer (Outbound US)	\$50/Per Full or Partial
ACATS Transfer (Inbound) <i>Available by exception and only for US listed equities and cash transfers.</i>	\$0.00/Per Full or Partial

D. Termination

You may terminate your investment advisory relationship with Bosslife at any time for any reason by selecting “Delete Account” in the user settings of the Bosslife Mobile App. Bosslife may terminate its investment advisory relationship with you at any time for any reason by sending you a notice of termination by e-mail, by mail or other means of notification via the Bosslife Mobile App. As Bosslife does not charge an investment advisory fee, no refund shall be payable to you.

E. Additional Compensation

Neither Bosslife nor its associated persons accept commissions or compensation from any other source (e.g., mutual funds, insurance products or any other investment product) and does not charge a mark-up on your securities transactions.

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

Bosslife does not accept performance-based fees or engage in side-by-side management.

Item 7 - Types of Clients

A. Clients

BossLife offers investment advisory services to individual United States (“U.S.”) citizens who are at least 18 years old and who have a social security number and maintain a checking or savings account with a U.S. bank that can be linked to the Plaid Technologies, Inc. system.

B. Engaging the Services of BossLife

To become an investment advisory client of BossLife, you must complete various account documents, including the ISQ, and acknowledge and accept the terms of the BossLife investment advisory agreement (collectively, the “Account Opening Documents”). In addition, you will also be required to submit various broker-dealer documentation, including customer agreements, to Alpaca Securities, LLC (collectively, the “Brokerage Documents”). The Account Opening Documents and the Brokerage Documents set forth each parties’ respective obligations.

C. Conditions for Managing Accounts

There are no minimum account size or deposit size requirements; provided, however, that BossLife does reserve the right, in its sole discretion, to impose such minimum account size or deposit size in the future.

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

A. Methods of Analysis and Investment Strategies

Methods of Analysis

Through qualitative and quantitative due diligence, BossLife has created a portfolio of one hundred different Investments that are made available through the BossLife Mobile App (which we refer to as the “BossLife 100”). In our research and analysis process, our investment professionals analyze investment fees and performance using historical market data, risk metrics and other benchmarks to determine the appropriate risk level for each Investment. As part of the analysis and review process, BossLife may add, remove, re-categorize or replace any Investment in the BossLife 100. In the event an Investment is removed from the BossLife 100 and replaced with another substantially similar Investment, it will not affect your existing portfolio. In the event an Investment is re-categorized from a suitability standpoint, if you hold such re-categorized Investment you will be notified, and it will be in the your discretion as to whether to retain such Investment in your portfolio.

Investment Strategies

BossLife uses a proprietary process to help select the Investments that comprise the BossLife 100 and that are made available to you through the BossLife Mobile App. Based on the application of BossLife’s proprietary process, which includes the analysis of your supplied data on risk tolerance and financial status, BossLife will make available to you a list of Investments that are presented in order of suitability. Thus, depending on your particular risk tolerance, investment objectives, investment experience, and investment time horizon, only a portion of the Investments may be suitable for investment, although you will have the opportunity to invest in any Investment in the BossLife 100. You are under no obligation to act upon any of the Recommendations made by BossLife.

Sources of Information

In conducting its security analysis, BossLife’s investment professionals may utilize the following sources of information: financial newspapers and magazines, research materials prepared by others,

corporate rating services, timing services, annual reports, prospectuses, filings with the U.S. Securities and Exchange Commission, data services, and company press releases.

Types of Investments

Recommendations are limited to equity securities.

Investing Involves Risk

BossLife does not guarantee any level of performance or that you will avoid losses in your Trading Account. The investment decisions you make based on BossLife's services via the BossLife Mobile App will not always be profitable. When evaluating risk, financial loss may be viewed differently by each client and may depend on many different risk factors.

You need to understand that past performance is no guarantee of future results. All investments carry some level of risk. You may lose some or all of the money you invest, including your entire principal, because the value of your investments may fluctuate. Dividend or interest payments may also fluctuate, or stop completely, as market conditions change.

Before you invest, you should be sure to read shareholder reports and/or fund prospectuses associated with the Recommendations to learn about any potential risks. Investments with higher targeted rates of return may take risks that are beyond your comfort level and be inconsistent with your financial goals or resources.

While past performance does not necessarily predict future returns, it may indicate how volatile (or stable) an investment has been over a period of time. Generally, the more volatile an investment, the higher the investment risk. If you need money to meet a financial goal in the near-term, you probably can't afford the risk of an investment with a volatile history because you may not have enough time to ride out any declines in the stock market.

Investing in securities involves risk of loss that you should be prepared to bear. The value of your Trading Account may be affected by one or more of the following risks, any of which could cause your portfolio return, the price of the portfolio's shares or the portfolio's yield to fluctuate:

- **Market Risk.** The value of portfolio assets will fluctuate as the stock market fluctuates. The value of investments may decline, sometimes rapidly and unpredictably, simply because of economic changes or other events that affect large portions of the market 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.
- **Investment Risk.** There is no guarantee that BossLife's judgment or Recommendations about particular securities or asset classes will necessarily produce the intended results. BossLife's judgment may prove to be incorrect, and you might not achieve your investment objectives. BossLife may also make future changes to the algorithms and services that it provides.
- **Volatility and Correlation Risk.** You should be aware that BossLife's investment selection process is based in part on a careful evaluation of past price performance and volatility in order to evaluate future probabilities. However, it is possible that different or unrelated asset classes may exhibit similar price changes in similar directions which may adversely affect your portfolio, and may become more acute in times of market upheaval or high volatility. Past performance is no guarantee of future results, and any historical returns, expected returns, or probability projections may not reflect actual future performance.

- **Quantitative Tools Risk.** Some of Bosslife's techniques may incorporate, or rely upon, quantitative models. There is no guarantee that these models will generate accurate forecasts, reduce risks or otherwise produce the intended results.
- **Allocation Risk.** The allocation of investments among different asset classes may have a significant effect on portfolio value when one of these asset classes is performing more poorly than the others. In addition, there is a risk that certain asset allocation decisions may not achieve the desired results and, as a result, your portfolio may incur significant losses.
- **Liquidity and Valuation Risk.** High volatility and/or the lack of deep and active liquid markets for a security may prevent you from selling your securities at all, or at an advantageous time or price because there may be difficulty finding a buyer and you may be forced to sell at a significant discount to market value. Some securities (including ETFs) that hold or trade financial instruments may be adversely affected by liquidity issues as they manage their portfolios. Values of Trading Accounts are based on reasonably available exchange-traded security data. Inaccurate data could adversely affect valuations or transaction size for purchases or sales.
- **Credit Risk.** Bosslife cannot control and therefore, you are exposed to, the risk that financial intermediaries or security issuers may experience adverse economic consequences that may include impaired credit ratings, default, bankruptcy or insolvency, any of which may affect portfolio values or management. This risk applies to Trading Accounts with Apex Clearing Corporation, notwithstanding asset segregation and insurance requirements that are beneficial to you generally. In addition, exchange trading venues or trade settlement and clearing intermediaries could experience adverse events that may temporarily or permanently limit trading or adversely affect the value of securities held by you. Finally, any issuer of securities may experience a credit event that could impair or erase the value of the issuer's securities held by you. Bosslife may seek to limit credit risk through ETFs, which are subject to regulatory limits on asset segregation and leverage such that fund shareholders are given liquidation priority versus the fund issuer; however, certain funds and products may involve higher issuer credit risk because they are not structured as a registered fund.
- **Foreign (Non-U.S.) Risk.** An investment in securities of non-U.S. issuers may involve more risk than those of U.S. issuers. Their securities may fluctuate more widely in price and may be less liquid due to adverse market, economic, political, regulatory or other factors.
- **Emerging and Frontier Markets Risk.** Securities of companies in emerging markets may be more volatile than those of companies in developed markets. By definition, markets, economies and government institutions are generally less developed in emerging market countries. Investment in securities of companies in emerging markets may entail special risks relating to the potential for social instability and the risks of expropriation, nationalization or confiscation. You may also face the imposition of restrictions on foreign investment or the repatriation of capital and a lack of hedging instruments. The risks associated with investing in foreign or emerging markets generally are magnified in frontier markets, also known as "next emerging" markets. Some frontier markets may operate in politically unstable regions of the world and may be subject to additional geopolitical/disruption-of-markets risks.
- **Currency Risk.** Fluctuations in currency exchange rates may negatively affect the value of a portfolio's investments or reduce its returns.
- **Capitalization Risk.** Investments in small- and mid-capitalization companies may be more volatile than investments in large-capitalization companies. Investments in small-capitalization companies may have additional risks because these companies have limited product lines, markets or financial resources.
- **Issuer Specific Risk.** The value of an equity security may decline in response to developments affecting the specific issuer of the security, even if the overall industry or

economy is unaffected. These developments may comprise a variety of factors, including, but not limited to, management issues or other corporate disruption, political factors adversely affecting governmental issuers, a decline in revenues or profitability, an increase in costs, or an adverse effect on the issuer's competitive position.

- **Concentrated Portfolios Risk.** Concentrated portfolios are an aggressive and highly volatile approach to trading and investing. Concentrated portfolios hold fewer different stocks than a diversified portfolio and are much more likely to experience sudden dramatic prices swings. In addition, the rise or drop in price of any given holding is likely to have a larger impact on portfolio performance than a more broadly diversified portfolio.
- **Legal, Tax or Legislative Risk.** Legislative changes or court rulings may impact the value of investments or the securities' claim on the issuer's assets and finances, including, but not limited to, changes in investment adviser or securities trading regulation, change in the U.S. government's guarantee of ultimate payment of principal and interest on certain government securities and changes in the tax code that could affect interest income, income characterization, and/or tax reporting obligations (particularly for ETFs dealing in natural resources).
- **Inflation, Currency, and Interest Rate Risk.** 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. The liquidity and trading value of foreign currencies could be affected by global economic factors, such as inflation, interest rate levels, and trade balances among countries, as well as the actions of sovereign governments and central banks. In addition, the relative value of the U.S. dollar-denominated assets primarily managed by Bosslife may be affected by the risk that currency devaluations affects your purchasing power.
- **Cybersecurity Risk.** Bosslife and Trading Accounts are subject to risks associated with a breach in cybersecurity. Cybersecurity is a generic term used to describe the technology, processes and practices designed to protect networks, systems, computers, programs and data from cyber-attacks and hacking by other computer users, and to avoid the resulting damage and disruption of hardware and software systems, loss or corruption of data, and/or misappropriation of confidential information. In general, cyber-attacks are deliberate, but unintentional events may have similar effects. Cyber-attacks may cause losses to you by interfering with the processing of transactions, affecting the ability to calculate net asset value or impeding or sabotaging trading. You may also incur substantial costs as the result of a cybersecurity breach, including those associated with forensic analysis of the origin and scope of the breach, increased and upgraded cybersecurity, identity theft, unauthorized use of proprietary information, litigation, and the dissemination of confidential and proprietary information. Any such breach could expose Bosslife to civil liability as well as regulatory inquiry and/or action. In addition, you could be exposed to additional losses as a result of unauthorized use of your personal information. While Bosslife has established business continuity plans, incident responses plans and systems designed to prevent cyber-attacks, there are inherent limitations in such plans and systems, including the possibility that certain risks have not been identified. Similar types of cybersecurity risks also are present for issuers of securities in which Bosslife invests, which could result in material adverse consequences for such issuers, and may cause your investment in such securities to lose value.
- **Equity-Related Risk.** The prices of equity securities will rise and fall. These price movements may result from factors affecting individual companies, industries, or the securities market as a whole. Individual companies may report poor results or be negatively affected by industry and/or economic trends and developments. The prices of securities issued

by such companies may suffer a decline in response. In addition, the equity market tends to move in cycles, which may cause stock prices to fall over short or extended periods of time.

- **Real Estate Risk.** Real estate-related investments may be adversely affected by factors affecting the real estate industry, which may include changes in interest rates and social and economic trends. Real estate investment trusts (REITs) may also be subject to the risk of fluctuations in income from underlying real estate assets, poor performance by the REITs' managers, prepayments and defaults by borrowers, adverse changes in tax laws, and, for U.S. REITs, their failure to qualify for the special tax treatment granted to REITs.
- **Venture Capital Risk.** Venture capital-related investments have a very high degree of risk and often require a long-term commitment. Typically, venture capital-backed companies have limited or no operating history, unproven technology, untested management and unknown future capital requirements. These companies may face intense competition, often from established companies. These companies often require several rounds of financing before they reach maturity, which may have a significant negative impact on a fund which is unable to participate in subsequent rounds of financing.
- **Infrastructure Risk.** Infrastructure-related investments are subject to a number of unique risks. These investments may be concentrated into a small number of projects, resulting in a high degree of risk with respect to each project. Further, these investments are often subject to foreign and emerging market risks.
- **Socially Responsible Investing Risk.** Investments may focus on "low carbon" or other areas of socially responsible investing. This investment category represents a relatively new area of investment with a relatively limited performance track record. Due to the consideration of non-monetary factors in investment decisions, these investments may experience a lower rate of return. There may be a relatively limited number of investments to consider in this investment category, and available investments may be subject to increased competition.
- **Large Investment Risk.** You may collectively account for a large portion of the assets in certain investments. A decision by many investors to buy or sell some or all of a particular investment where you hold a significant portion of that investment may negatively impact the value of that the investment.
- **Fractional Share Risk.** Trading in fractional shares has unique risks and limitations that you should understand prior to trading. Fractional shares are not transferrable. You will not have voting rights for the fraction of a share owned. If you close your account or transfer your account to another firm, the fractional share will need to be liquidated, resulting in potential losses.
- **Data Source Risk.** Bosslife uses a variety of proprietary and non-proprietary data to evaluate securities and formulate investment advice. If a data source is incorrect, your account may be negatively impacted. Bosslife may also subscribe to external data sources for various purposes and functions, including in making investment decisions. While Bosslife believes the third-party data sources to be generally reliable, Bosslife does not guarantee that the data received will be accurate, and is not responsible for errors by these sources.
- **Distressed Company Risk.** An account that invests in securities of distressed companies may be subject to greater levels of credit, issuer and liquidity risk than a portfolio that does not invest in such securities. Securities of distressed companies include both debt and equity securities. Debt securities of distressed companies are considered predominantly speculative with respect to the issuers' continuing ability to make principal and interest payments. Issuers of distressed company securities may also be involved in restructurings or bankruptcy proceedings that may not be successful. An economic downturn or period of rising interest rates could adversely affect the market for these securities and reduce the account's ability to

sell these securities (liquidity risk). If the issuer of a debt security is in default with respect to interest or principal payments, the account may lose the value of its entire investment. Investments in distressed securities often involve increased control position risk and litigation risk.

- **Dividend-Oriented Stocks Risk.** Accounts that may invest in dividend-oriented securities carry certain risks. Issuers that have paid regular dividends or distributions to shareholders may not continue to do so in the future. An issuer may reduce or eliminate future dividends or distributions at any time and for any reason. A decrease in dividends by an issuer may result in a decrease in the value of the security held in the account or the account receiving less income. In addition, equity securities with higher dividends yields may be sensitive to changes in interest rates, and as interest rates rise, the prices of such securities may fall.
- **Operational Risk.** Accounts are subject to operational risks arising from factors such as processing errors, human errors, inadequate or failed internal or external processes, fraud by employees or other parties, failure in systems and technology, changes in personnel and errors caused by third-party service providers, all of which may result in losses to the account.
- **Novel Coronavirus Pandemic, Public Health Emergency and Global Economic Impacts.** As of the date of this Form ADV Part 2A, there is an ongoing outbreak of a novel and highly contagious form of coronavirus (“COVID-19”), which the World Health Organization declared a pandemic on March 11, 2020. The outbreak of COVID-19 has caused a worldwide public health emergency with a substantial number of hospitalizations and deaths, and has significantly adversely impacted global commercial activity and contributed to both volatility and material declines in equity and debt markets. The global impact of the outbreak is rapidly evolving, and many country, state and local governments have reacted by instituting mandatory or voluntary quarantines, travel prohibitions and restrictions, closure or reduction of offices, businesses, schools, retail stores and other public venues and/or cancellation, suspension or postponement of certain events and activities, including certain non-essential government and regulatory activity. Businesses are also implementing their own precautionary measures, such as voluntary closures, temporary or permanent reductions in workforce, remote working arrangements and emergency contingency plans. Such measures, as well as the general uncertainty surrounding the dangers, duration and impact of COVID-19, are creating significant disruption in supply chains and economic activity, impacting consumer confidence and contributing to significant market losses, including having particularly adverse impacts on transportation, hospitality, tourism, sports, entertainment and other industries dependent upon physical presence. As COVID-19 continues to spread, potential additional adverse impacts, including a global, regional or other economic recession of indeterminate duration, are increasingly likely and difficult to assess. The extent of the impact of COVID-19 on Bosslife will depend on many factors, including the duration and scope of the resulting public health emergency, the extent of any related restrictions implemented, the impact of such public health emergency on overall supply and demand, goods and services, investor liquidity, consumer confidence and levels of economic activity, and the extent of its disruption to important global, regional and local supply chains and economic markets, all of which are highly uncertain and cannot be predicted. The effects of the COVID-19 pandemic may materially and adversely impact Bosslife’s ability to source, manage and divest investments and Bosslife’s ability to achieve its investment objectives on a client’s behalf, all of which could result in significant losses to a client. In addition, COVID-19 and the resulting changes to global businesses and economies will, likely, adversely impact the business and operations of Bosslife. Certain businesses and activities may be temporarily or permanently halted as a result of government or other quarantine measures, voluntary and precautionary restrictions on travel or meetings and other factors, including the potential adverse impact of COVID-19 on the health of key personnel.

- **Other Catastrophic Risks.** In addition to the potential risks associated with COVID-19 as outlined above, Bosslife may be subject to the risk of loss arising from direct or indirect exposure to a number of types of other catastrophic events, including without limitation (i) other public health crises, including any outbreak of SARS, H1N1/09 influenza, avian influenza, other coronavirus, Ebola or other existing or new epidemic diseases, or the threat thereof; or (ii) other major events or disruptions, such as hurricanes, earthquakes, tornadoes, fires, flooding and other natural disasters; acts of war or terrorism, including cyberterrorism; or major or prolonged power outages or network interruptions. The extent of the impact of any such catastrophe or other emergency on Bosslife's operational and financial performance will depend on many factors, including the duration and scope of such emergency, the extent of any related travel advisories and restrictions, the impact on overall supply and demand, goods and services, investor liquidity, consumer confidence and levels of economic activity, and the extent of its disruption to important global, regional and local supply chains and economic markets, all of which are highly uncertain and cannot be predicted. In particular, to the extent that any such event occurs and has a material effect on global financial markets or specific markets in which Bosslife participates (or has a material effect on any locations in which Bosslife operates or on any of their respective personnel) the risks of loss could be substantial and could have a material adverse effect the ability of Bosslife to fulfill its investment objectives.
- **Limitations of Disclosure.** The foregoing list of risks does not purport to be a complete enumeration or explanation of the risks involved in investing in investments. As investment strategies develop and change over time, you may be subject to additional and different risk factors. No assurance can be made that profits will be achieved or that substantial losses will not be incurred.

B. Risks Associated with Investment Strategies and Methods of Analysis

About the Bosslife Risk Rating Algorithm

Our Risk Rating Algorithm serves as the basis of Bosslife's investment recommendations. Given its importance, we feel that you should have a more detailed explanation of the Risk Rating Algorithm so you may, in turn, have a clear understanding of how it is used to generate investment recommendations for your account. Of course, we cannot tell you the exact inner workings of the Risk Rating Algorithm as that is highly proprietary, but we will try and explain it without giving away too many secrets. While some of the information in this section may have already been presented elsewhere in this Brochure, we wanted to set forth the functions, limitations and risks associated with using an algorithm to provide investment advice all in one convenient section.

Bosslife offers its advisory services as a "robo-adviser" (*i.e.*, an online application that provides automated financial guidance and services) through the Bosslife Mobile App and the Risk Rating Algorithm which are used to generate Recommendations for your Trading Account.

As stated above, Bosslife uses the Risk Rating Algorithm to analyze the information you have provided in your responses to the ISQ and to then generate the Recommendations. The Risk Rating Algorithm does have certain limitations, including that it:

- does not actually make investments for you - you are required to select and then submit your trades through the Bosslife Mobile App.
- is not designed to rebalance the securities held in your Trading Account (this remains your responsibility).

In addition to its inherent limitations, the Risk Rating Algorithm also has attendant risks, including that it:

- is not designed to address prolonged changes in market conditions.
- will not be overridden to provide alternative Recommendations due to changing market and/or economic conditions.
- may not consider all information you have provided via the Bosslife Mobile App when generating its investment Recommendations.
- relies on back-tested information, and, thus, may not operate as expected or intended when events having few or no historical antecedents occur.
- generally has no human involvement in its oversight and management.

It is also important for you to know that while we carefully oversee the Risk Rating Algorithm and regularly test it to ensure that it is performing as expected, it is not used to monitor the performance of your account. We do urge you - and emphasize that it is your sole responsibility - to promptly update your information through the Bosslife Mobile App should there be any changes in your answers to the ISQ. This will allow you to obtain the investment Recommendations most suited to your investment objectives and risk tolerance.

Finally, as we add more functions and capabilities to both the Risk Rating Algorithm and the Bosslife Mobile App, we will update this Brochure in general and this section in particular so that you always have a clear understanding of how we provide our advisory services.

C. Risks Associated with Specific Securities Utilized

Common Stocks

The major risks associated with investing in common stocks relate to the issuer's capitalization, quality of the issuer's management, quality and cost of the issuer's services, the issuer's ability to manage costs, efficiencies in the manufacturing or service delivery process, management of litigation risk and the issuer's ability to create shareholder value (i.e., increase the value of the company's stock price).

Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that you should understand and be willing to bear.

Item 9 - Disciplinary History

Bosslife is required to disclose any legal or disciplinary events that may be material to your evaluation of Bosslife's advisory business or the integrity of Bosslife's management. Neither Bosslife nor its management personnel have any reportable disciplinary history.

Item 10 - Other Financial Industry Activities and Affiliations

A. Broker-Dealer Registration and Registered Representatives

Bosslife is not registered, nor does it have an application pending to register, as a broker-dealer. No management person is registered, nor does any management person have an application pending to register, as a registered representative of a broker-dealer.

B. Futures and Commodity Registration

BossLife is not registered, nor does it have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor. No management person is registered, nor does any management person have an application pending to register, as an associated person of a futures commission merchant, commodity pool operator or a commodity trading advisor.

C. Financial Industry Affiliations

BossLife does not have any financial industry affiliations to disclose.

D. Selection of Other Advisers

BossLife does not utilize nor select unaffiliated third party investment advisers.

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

A. Code of Ethics

BossLife has adopted a Code of Ethics to prevent violations of federal securities laws. BossLife's Code of Ethics is predicated on the principle that BossLife owes a fiduciary duty to you. Accordingly, BossLife expects all of its associated persons to act with honesty, integrity and professionalism and to adhere to the federal securities laws. All officers, directors, shareholders and employees of BossLife and any other person who is subject to BossLife's control and supervision are required to adhere to our Code of Ethics. At all times BossLife and its associated persons must (i) place your interests ahead of BossLife's or their own; (ii) engage in personal investing that is in full compliance with BossLife's Code of Ethics; and (iii) avoid taking advantage of their position. A copy of BossLife's Code of Ethics is available to you or any prospective client upon request by contacting BossLife at support@bosslife.investments.

B. Material Financial Interests

BossLife does not act as principal in any of your securities transactions. BossLife does not act as the general partner of a fund, or advise an investment company. BossLife does not have a material interest in any securities traded in your account.

C. Investing in Same Securities as Clients

From time to time, representatives of BossLife may buy or sell securities for themselves that are also recommended to you. BossLife has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of certain of its associated persons. The policy requires that any person associated with BossLife that has access to clients' investment data may not purchase, directly or indirectly, any covered security in which he or she has, or because of such transaction acquires, any direct or indirect beneficial ownership and which to his or her actual knowledge at the time of such purchase or sale, is (a) the subject of an initial public offering; (b), not in the open market; or (c) made pursuant to any exemption from the registration provisions of the federal securities laws, unless such transaction has been approved in advance by BossLife's Chief Compliance Officer. In addition, any associated person with access to client investment data must provide the Chief Compliance Officer or his/her designee with (i) a written report of their current securities holdings within ten days after gaining such access, (ii) quarterly transaction reports and (iii) annual reports thereafter on a date BossLife selects.

D. Engaging in Transactions at Same Time as Client

From time to time, certain of Bosslife personnel may buy or sell securities for themselves at or around the same time as clients. However, the size of personal trades and the types of investments (i.e., publicly-traded equity securities of large capitalization companies) that are likely to be transacted in would not have a practical impact on prices in those securities or create a conflict of interest. Bosslife will always document any transactions that could be construed as conflicts of interest. As stated above, no person associated with Bosslife shall prefer his or her own interest to that of any client. Bosslife may make use of certain proprietary accounts to test new and/or existing and new technical features of the Bosslife Mobile App. Any such proprietary accounts will be subject to the same restrictions as Bosslife personnel as set forth above.

E. Conflicts of Interest

Bosslife's associated persons and representatives may employ the same strategies for their personal investment accounts as the Bosslife Mobile App does for you. As described above, associated persons have pre-clearance and trading limitations that preclude their doing so in a manner that can disadvantage you.

In addition, Bosslife and Bosslife's associated persons and representatives may have their own Trading Accounts. Bosslife's procedure is to treat any associated person's or related person's advisory account in the same fashion as unaffiliated clients' accounts.

Item 12 - Brokerage Practices

A. Brokerage Selection

Bosslife has entered into an agreement with Alpaca Securities, LLC, a registered broker-dealer and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation, wherein Alpaca Securities, LLC will provide trade execution, clearance and act as the qualified custodian for your brokerage accounts ("Alpaca Securities, LLC" or the "Custodian"). Bosslife will aid you, through the Bosslife Mobile App, in entering into a customer agreement with Alpaca Securities, LLC (the "Customer Agreement") that establishes your individual brokerage account at Apex Clearing Corporation (your "Trading Account"). Bosslife may remove or replace the Custodian at any time subject to the terms of the Customer Agreement. Pursuant to the Customer Agreement, Alpaca Securities, LLC will be responsible for (i) holding the assets (i.e., cash and securities) in your Trading Account; (ii) maintaining and recording transactions in cash and securities (including fractional shares) made in your Trading Account; (iii) executing, clearing and settling orders placed by you in your Trading Account; and (iv) providing you with statements, confirmations, other required documentation via the Bosslife Mobile App or Bosslife email, as well as for providing you with other information about your Trading Account and any transactions made in that account.

Bosslife may transmit or help facilitate your requests for withdrawals or transfers to or from Alpaca. However, Bosslife shall have no authority to initiate any withdrawal or otherwise to transfer any securities or money out of your Trading Account.

Accordingly, under the terms of the Customer Agreement, you are authorizing Alpaca Securities, LLC to (i) execute all trades and transactions you make via the Bosslife Mobile App and (ii) establish and carry your Trading Account that holds your securities and cash and records the transactions you have made.

Best Execution

Best execution has been defined by the SEC as the “execution of securities transactions for clients in such a manner that the client’s total cost or proceeds in each transaction is the most favorable under the circumstances.” The best execution responsibility applies to the circumstances of each particular transaction and an investment adviser must consider the full range and quality of a broker-dealer’s services, including, among other things, execution capability, commission rates, the value of any research, financial responsibility and responsiveness.

In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer’s services, including among others, the value of research provided, execution capability, commission rates, and responsiveness. Consistent with the foregoing, while Bosslife will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client transactions.

Alpaca executes trades upon receipt of your order. Despite this, there may, depending on the liquidity and demand in the market, be a material change in the market price of the security being bought or sold.

Broker Analysis

Bosslife evaluates a wide range of criteria in seeking the most favorable price and market for the execution of transactions. These include the broker-dealer’s trading costs, efficiency of execution and error resolution, financial strength and stability, capability, positioning and distribution capabilities, information in regard to the availability of securities, trading patterns, statistical or factual information, opinion pertaining to trading and infrastructure to support fractional allocations.

Also in consideration is such broker-dealers’ provision or payment of the costs of research and other investment management-related services (the provisional payment of such costs by brokers are referred to as payment made by “soft dollars”, as further discussed in the “Research/Soft Dollars Benefits” section immediately below). Accordingly, if Bosslife determines in good faith that the amount of trading costs charged by a broker-dealer is reasonable in relation to the value of the brokerage and research or investment management-related services provided by such broker, the client may pay trading costs to such broker in an amount greater than the amount another broker might charge.

Bosslife’s Chief Investment Officer is responsible for continuously monitoring and evaluation the performance and execution capabilities of brokers that transact orders for client accounts to ensure consistent quality executions. In addition, Bosslife periodically reviews its transaction costs in light of current market circumstances and other relevant information.

Research/Soft Dollar Benefits

Bosslife does not have any commitments or understandings to trade with specific brokers or to generate a specific level of brokerage commission with a particular broker to receive discounted brokerage or research services.

Use of the Bosslife Mobile App requires the establishment of a brokerage account at Alpaca, which will provide execution, settlement and clearing services. In selecting Alpaca, Bosslife did not consider any gifts or entertainment; the broker’s willingness to cover trade errors caused by Bosslife; or client referrals or capital introduction.

Directed Brokerage

Company Directed Brokerage

As stated above, in order to obtain Bosslife's investment advisory services via the Bosslife Mobile App, you must use Alpaca Securities, LLC as your broker-dealer/custodian.

Client Directed Brokerage

Bosslife does not permit you to direct trades to a broker-dealer other than Alpaca Securities, LLC.

B. Trade Aggregation and Allocation

Bosslife does not aggregate client trades as all trades are submitted directly by the client to Alpaca Securities, LLC via the Bosslife Mobile App.

Item 13 - Review Of Accounts

A. Periodic Reviews

Subject to planned and unplanned maintenance and downtime, Bosslife provides you with continuous access via the Bosslife Mobile App to real time reporting information about your account status, securities positions and balances.

B. Other Reviews

Limited reviews of Trading Accounts are conducted through the Bosslife Mobile App on a periodic basis, including providing automated alerts. You are encouraged to update the ISQ should there be a change in your particular circumstances (i.e., financial, employment, etc.).

Bosslife may review performance information provided by third-party market data providers when selecting the list of suitable Investments and producing the Recommendations presented through the Bosslife Mobile App.

C. Regular Reports

You can access your quarterly and, if applicable, monthly Trading Account statements provided by Alpaca Securities, LLC detailing your Trading Account information via the Bosslife Mobile App.

Item 14 - Client Referrals And Other Compensation

A. Economic Benefits

Neither Bosslife, nor any of its personnel, receive any economic benefits such as sales awards or other prizes from any non-client for providing investment advisory services to Bosslife's clients.

B. Client Referrals

Neither Bosslife nor any related person directly or indirectly compensates any person for client referrals.

Item 15 - Custody

Custody of your assets will be maintained with the Custodian. Bosslife will not have physical custody of any assets in the your Trading Account. You will be solely responsible for paying all fees or charges of the Custodian.

You will receive directly from the Custodian at least quarterly a statement showing all transactions occurring in your Trading Account during the period covered by the account statement, and the funds, securities and other property in your Trading Account at the end of the period.

You are urged to carefully review statements received from the Custodian or made available via the Bosslife Mobile App to ensure the accurate reporting of such information.

Item 16 - Investment Discretion

Bosslife provides non-discretionary investment advisory services through the Bosslife Mobile App. Please see Item 4 – Advisory Services - of this Brochure for more detailed information pertaining to how we provide our investment advisory services. While the Recommendations are provided in order to meet your particular investment guidelines, you must implement your investment decisions yourself.

You are solely responsible for diversifying, balancing and rebalancing your portfolios. Bosslife does not exercise investment discretion over your Trading Accounts or your assets. You are ultimately responsible for choosing whether to implement, in whole or in part, the Recommendations provided by the Bosslife Mobile App, but are under no obligation to do so.

Item 17 - Voting Client Securities

Proxy Voting

Bosslife does not have authority to and does not vote proxies on your behalf. Therefore, you maintain exclusive responsibility for: (i) directing the manner in which proxies solicited by issuers of securities beneficially owned by you shall be voted and (ii) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to your investment assets. Bosslife shall correspondingly facilitate Apex Clearing Corporation's forwarding to you copies of all proxies and shareholder communications relating to the investment assets in the Trading Account; provided, however, that you shall not be able to vote a proxy for any one particular security until you own at least one whole share of such security.

Legal Proceedings

Bosslife will not be responsible for advising in respect of or otherwise handling your claims in class action lawsuits or similar legal proceedings or settlements involving securities owned or previously owned by you. You will receive the paperwork for such claims directly from Alpaca Securities.

Item 18 - Financial Information

A. Prepayment of Fees

Because Bosslife does not require or accept prepayment of more than \$1,200 in fees six months or more in advance, Bosslife is not required to include a balance sheet with this disclosure brochure.

B. Financial Condition

Bosslife does not have any adverse financial conditions to disclose.

C. Bankruptcy

Bosslife has never been the subject of a bankruptcy petition.

Additional Information

A. Privacy Notice

Bosslife is committed to maintaining the confidentiality, integrity and security of any personal information about our clients. Bosslife stresses its privacy and security standards to guard against identity theft and provide security for your personal information. We re-evaluate our privacy and security policies periodically and adapt them as necessary to deal with new challenges. Bosslife uses and discloses your personal information only as follows: (i) to analyze Bosslife Mobile App usage and improve our ability to deliver to you any administrative notices, alerts, and communications relevant to your use of the service; (ii) to fulfill your requests for certain products and services; (iii) to service providers including custodians, broker-dealers, transfer agents, and accountants that agree to be bound by these privacy restrictions; (iv) to enforce Bosslife's Terms of Use; and as otherwise set forth in Bosslife's Privacy Policy, which is available at bosslife.investments/disclosures/privacypolicy.pdf.

B. Requests for Additional Information

You may contact Bosslife's customer support team by e-mail at support@bosslife.investments with respect to technical questions regarding the Bosslife Mobile App or to submit a complaint. Written complaints should be sent to Bosslife Investments US, Inc., One Liberty Plaza, 165 Broadway, Suite 2310, New York, NY 10006. Complaints can only be made through these two methods and any complaint made through one of Bosslife's social media platforms will not be acted upon.