

New Age Alpha Advisors, LLC (d/b/a New Age Alpha)
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Part 3 of Form ADV - Form CRS
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New Age Alpha Advisors, LLC (d/b/a New Age Alpha) (“NAA”, “us” or “we”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. Brokerage and investment advisory fees differ, and it is important for retail investors to understand the 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?

NAA seeks to manage assets for private funds, institutional investors, and high net worth individuals and provide investment advisory services that primarily focus on implementing equity and fixed income asset management strategies using its proprietary investment methodology. In addition, NAA also provides discretionary sub-advisory services whereby other investment advisers may hire NAA to manage a portion of their individual client’s portfolios or funds using NAA’s methodology.

NAA will typically provide advisory services to clients in an agency capacity pursuant to an investment management agreement between the client and NAA by which each client grants to NAA discretionary authority to manage their investment assets. For clients setting up a separately managed account (“SMA”), NAA employs a disciplined investment process that begins with an assessment of each client’s objectives, return expectations, risk tolerance, and investment constraints based upon information provided by each client. NAA conducts investment reviews of each client account no less frequently than annually to assess whether the account is being managed consistent with the client’s objectives, whether the account is achieving target asset allocations, and how the account matches up against relevant benchmarks. For its SMA clients, NAA generally requires a minimum account size of \$5 million, subject to reduction in NAA’s discretion. For additional information regarding our services, including minimums, you can refer to Items 4, 7, and 8 of our Form ADV 2A brochure here: <https://adviserinfo.sec.gov/firm/summary/299011>.

Conversation Starters: You may want to ask financial professionals the following questions to start a conversation about the relationships and services you will receive:

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

What fees will I pay?

The standard management fee for investment advisory services provided to NAA’s SMA clients ranges from forty basis points (0.40%) to sixty-five basis points (0.65%) annually of assets under management. Fees are negotiable and NAA may waive or reduce its management fees in its sole discretion. The management fee is calculated and accrued monthly and is generally payable monthly or quarterly in arrears.

The management fee applicable to any fund will be set forth in the fund’s Private Placement Memorandum or other applicable offering documents. In addition, with respect to the private funds it manages, an affiliate of NAA is entitled to receive a performance allocation equal to 15% of any appreciation in the net asset value of the shares of the fund, subject to exceeding a “High Water Mark” and an applicable “Hurdle Rate” (*i.e.*, the minimum amount of profit or returns a hedge fund must earn before it can charge an incentive fee). The possibility that an affiliate may receive performance based compensation creates a conflict of interest in that it may create an incentive to make investments that are riskier or more speculative than in the absence of such performance-based compensation.

Clients will also be required to pay brokerage fees, commissions and other related trading, execution, and settlement related costs and fees; custodial fees; and other expenses associated with buying, selling, or holding investments. In addition, NAA may utilize ETFs and mutual funds as investment vehicles in its clients’ investment portfolios. These investment vehicles incur costs and expenses and are managed by independent advisers that charge management fees to

these funds that are distinct and separate from the fee charged by NAA. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For additional information, you can refer to Item 5 of our Form ADV 2A brochure here: <https://adviserinfo.sec.gov/firm/summary/299011>.

Conversation Starter: You may want to ask financial professionals the following question to start a conversation about the impact of fees and costs on your investments:

- ***Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs and how much will be invested for me?***

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

NAA is a registered investment adviser and we are, therefore, held to a ‘fiduciary’ standard of putting your interests above our own. This means that when we act as your investment advisor, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what that means.

NAA makes money by charging clients an investment advisory fee that is based on assets under management, as well as a performance fee with certain private funds. Clients and investors in the funds will have the value of their investment reduced by the amount of these fees. The more assets there are in a client’s account and the better a fund’s performance, the more the client will pay in fees. The way the firm makes money – through management and performance fees – presents a conflict because we receive a higher fee the more money you entrust with us, which means that we have an incentive to encourage a client to increase the assets in his or her account and to pursue investment strategies that will seek maximum performance. In addition, because NAA manages certain funds, it also has a conflict of interest when it recommends that clients invest in those funds. For additional information, you can refer to our Form ADV 2A brochure here: <https://adviserinfo.sec.gov/firm/summary/299011>

Conversation Starter: You may want to ask financial professionals the following question to start a conversation about conflicts of interest:

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

How do your financial professionals make money?

NAA pays its financial professionals a base salary and incentive bonuses from the fees NAA receives from our clients after costs incurred. NAA’s principals set salaries at a level they deem appropriate given the overall profitability of the firm and the services provided by the individual.

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

No.

Conversation Starter: You may want to ask financial professionals the following questions to start a conversation about the financial professional’s disciplinary history:

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

Additional Information

For additional information, please visit our website www.newagealpha.com. Clients and investors can call NAA at (212) 922-2699 for general inquiries or to receive a copy of Form CRS.

Conversation Starters: You may want to ask financial professionals the following questions to start a conversation about your point of contact and who to talk to if you have a complaint:

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