

Exequtive Financial LLC

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March 28, 2016

This Brochure provides information about the qualifications and business practices of Exequtive Financial LLC. If you have any questions about the contents of this Brochure, please contact us at (917) 903-6711 or via email at [Email address]. 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.

Exequtive Financial LLC ("Exeq") is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information that you may use to determine whether to hire or retain them.

Additional information about Exeq is also available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by using a unique identifying number, known as a CRD number. The CRD number for Exeq is 238796. The SEC's web site also provides information about any persons affiliated with Exeq who are registered, or are required to be registered, as Investment Adviser Representatives of Exeq.

Item 2 – Material Changes

Since our last filing on November 24, 2015, we have made the following material changes:

- We have modified our business model from offering a technology solution for the retail investing public to offering a technology solution to third party Investment Adviser Representatives (“IARs”). We have updated the document throughout to reflect this change;
- We do not offer advisory services or a Wrap-Fee program at this time; however, we plan to build out a Wrap-Fee program sponsored by us and also make third party Wrap-Fee programs available to the IARs that use our technology solution for their clients. We have updated the document throughout to reflect our current business model; however, we will promptly file an updating amendment when we add advisory services;
- We have updated our address to represent that we are now located at 110 Wall Street, 4th Floor, New York, New York, 10005;
- We no longer have a relationship with Foliofn Investments Incorporated; and
- We have updated Item 5 to reflect our current superscription fee schedule.

We will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year which is December 31st. We will provide other ongoing disclosure information about material changes as they occur. We will also provide you with information on how to obtain the complete Brochure. Currently, our Brochure may be requested at any time, without charge, by contacting Eli Kraiem (917) 903-6711.

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Item 4 – Advisory Business Introduction

Our Advisory Business

Exeq (“we”, “us”, “our”) is a Registered Investment Adviser (“Adviser”) which offers a technology solution through an online web-based application for third party Investment Advisers (“IAs”) and their Investment Adviser Representatives (“IARS”) which is used to manage client accounts. We are registered through and regulated by the United States Securities and Exchange Commission (“SEC”).

Exeq is wholly owned by Exequite Holdings Inc., which is owned by Mr. Daniel Schwartz and Mr. Eli Kraiem of New York.

Exeq was formed with the idea of providing IAs with an efficient platform that will provide a technology solution for the IA’s clients and actively managed portfolios. As a comprehensive technology solution, IARs are able to view their clients’ accounts (both assets and liabilities). An IA’s client is also able to view their accounts and investment performance via interactive graphics. This way, both IARs and their clients can monitor the investments in real-time, cash out, add funds, and edit holdings in a more simplified fashion.

The Exeq platform allows an IAR’s client to upload all of their financial accounts (checking, savings, mortgage, credit, etc.) via their online banking usernames and passwords. IARs and their clients can then view complete financial information on one comprehensive interface for both mobile and web platform. Exeq’s technology includes a cash flow analysis tool that helps IAs and their clients manage monthly expenditures and monitor cash flow. Most importantly, IARs and their clients can view all of their different investment accounts, monitor performance, liquidate assets, and add funds at the tap of a few buttons.

Services

Subscription Based Technology Solution

The Exeq platform provides IARs with access to their entire practice on one Web-based platform. They are able to access all of their clients’ portfolios and transfer funds and open new investment accounts digitally. The application aggregates all relevant financial data which allows the IAR and their client to view a full financial picture on one platform which allows for synergy between cash-flow management and investments.

Assets Under Management

As of December 31, 2015, we do not have any asset under management nor do we have accounts for which we provide asset management services. We are a new adviser in 2015.

Item 5 – Fees and Compensation

We offer our technology solution on a subscription basis at a rate of \$250.00 per month for each IAR. Fees are charged on the first of each month. Either party may terminate the relationship with a thirty (30) day

written notice. Upon termination of any account, any prepaid fees that are in excess of the services performed will be promptly refunded. Any fees that are due, but have not been paid, will be billed and are due immediately.

Other Compensation

Our IARs do not receive any additional compensation.

Item 6 – Performance Based Fee and Side by Side Management

We do not charge any performance-based fees. These are fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7 – Types of Client(s)

We provide a financial technology solution to IAs/IARs who may service individuals, high net worth individuals, trusts, estates, corporate pension and profit-sharing plans, charitable organizations, trusts, foundations, endowments, corporations, trusts, small businesses and churches.

We have no minimum account opening balance.

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

Methods of Analysis

We currently do not invest funds on behalf of clients on either a discretionary or non-discretionary basis and, as such, do not have a prescribed method of analysis. All retail clients should refer to the Form ADV Part 2A Brochure available from their IAR to review the method of analysis used in their account(s).

Risk of Loss

No IAR can guarantee their analysis method will yield a return. In fact, a loss of principal is always a risk. Investing in securities involves a risk of loss that the client should be prepared to bear. Every client needs to understand that investment decisions made for them are subject to various market, currency, economic, political and business risks. The investment decisions made will not always be profitable nor carry a guaranteed level of performance.

Item 9 – Disciplinary Information

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management. We do not have any information to disclose concerning Exeq or any of our IARs. We adhere to high ethical standards for all IARs and associates.

Item 10 – Other Financial Industry Activities and Affiliations

Neither Exeq nor any of its management persons are registered as a broker-dealer or registered as a representative of a broker-dealer, nor does it have any pending application to register. In addition, neither Exeq nor its management persons are affiliated with any broker-dealer.

Exeq and its management persons are not registering as a commodity pool operator, futures commission merchant, or commodity trading advisor.

Other Financial Industry Affiliations

The IARs of Exeq do not participate in other business activities or have any outside affiliations at this time.

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

General Information

We have adopted a Code of Ethics for all supervised persons of the firm describing its high standards of business conduct, and fiduciary duty to you, our client. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts, the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All of our supervised persons must acknowledge the terms of the Code of Ethics annually, or as amended.

Participation or Interest in Client Accounts

Our Compliance policies and procedures prohibit anyone associated with Exeq from having an interest in a client account or participating in the profits of a client's account without the approval of the CCO.

The following acts are prohibited:

- Employing any device, scheme or artifice to defraud
- Making any untrue statement of a material fact
- Omitting to state a material fact necessary in order to make a statement, in light of the circumstances under which it is made, not misleading

- Engaging in any fraudulent or deceitful act, practice or course of business
- Engaging in any manipulative practices

Clients and prospective clients may request a copy of the firm's Code of Ethics by contacting the CCO.

Personal Trading

We may trade in securities that are purchased by IARs that access our technology solution on behalf of their clients. We will not review orders in an attempt to put our orders in front of any IAR client orders. This policy is meant to prevent us from benefiting as a result of transactions placed on behalf of our advisory accounts.

Exeq has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of "Access Persons". The policy requires that an Access Person of the firm provide the Chief Compliance Officer or his/her designee with a written report of their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date the Adviser selects; provided, however that at any time that the Adviser has only one Access Person, he or she shall not be required to submit any securities report described above.

We have established the following restrictions in order to ensure our fiduciary responsibilities regarding insider trading are met:

- No securities for our personal portfolio(s) shall be bought or sold where this decision is substantially derived, in whole or in part, from the role of IAR(s) of Exeq, unless the information is also available to the investing public on reasonable inquiry. In no case, shall we put our own interests ahead of yours.

Privacy Statement

We are committed to safeguarding confidential information and hold all personal information provided to us in the strictest confidence. These records include all personal information that we collect from clients or receive from other firms in connection with any of the financial services they provide. We also require other firms with whom we deal with to restrict the use of your information. Our Privacy Policy is available upon request.

Conflicts of Interest

We act in a fiduciary capacity. If a conflict of interest arises between us and our clients, we shall make every effort to resolve the conflict in our client's favor. We strive to do what is equitable and in the best interests of all the accounts we advise.

Item 12 – Brokerage Practices

Factors Used to Select Custodians

We currently do not recommend custodians, as our IARs and their clients may use custodians of their choosing. Should you ask us to recommend a custodian/broker-dealer, we would recommend one that offers relatively low transaction fees, access to desired securities, trading platforms, and support services.

Soft Dollars

We do not receive any soft dollars from broker-dealers, custodians or third party money managers.

Best Execution

We currently do not perform advisory services and, as such, do not execute on behalf of clients.

Brokerage for Client Referrals

Should we help our IAR clients choose a broker-dealer for their clients, we do not take into consideration whether or not we will receive client referrals from the broker-dealer or third party.

Directed Brokerage

We currently do not perform advisory services and, as such, directed brokerage does not apply.

Trading

Transactions placed in an asset management account by a third party manager will be executed through their broker-dealer or custodian. In determining best execution for these transactions, the third party manager is looking at whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. While they look for competitive commission rates, they may not obtain the lowest possible commission rates for account transactions. The aggregation and allocation practices of mutual funds and third party managers that we recommend to you are disclosed in the respective mutual fund prospectuses and third party manager disclosure documents which will be provided to you.

Item 13 – Review of Accounts

Reviews

All account reviews and statement delivery is the obligation of the retail clients' IAR and/or custodian.

Item 14 – Client Referrals and Other Compensation

We do not receive any economic benefit from someone who is not a client for providing advisory services to our clients nor do we directly or indirectly pay any compensation to another person if they refer clients to us.

Item 15 – Custody

We do not have physical custody of any accounts or assets. Clients of the IARs who use our technology should receive at least quarterly statements from the broker-dealer or custodian that holds and maintains their investment assets. We urge the clients to carefully review such statements and compare this official custodial record to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities. If you notice any discrepancies, please contact Exeq.

Item 16 – Investment Discretion

We currently do not perform advisory services and, as such, do not exercise any discretion.

Item 17 – Voting Client Securities

We do not vote any client proxies.

Item 18 – Financial Information

We are required to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that would impair our ability to meet any contractual and fiduciary commitments to you, our client. We have not been the subject of any bankruptcy proceedings.

If we begin to provide advisory services, in no event shall we charge advisory fees that are both in excess of twelve hundred dollars and more than six months in advance of advisory services rendered.