

Exequitive Financial LLC d/b/a Exeq Institutional

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This Brochure provides information about the qualifications and business practices of Exequitive 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.

Exequitive 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 provide web-based model delivery services to unaffiliated Investment Advisers (“IAs”) to use with their clients;
- 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. Through the application, IARs have access to model portfolios which are managed by us through a sub-advisory agreement with the IAs. 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.

Asset Management – Exeq Model Portfolios

We provide web-based model delivery services to unaffiliated Investment Advisers (“IAs”) to use with their clients. We have created proprietary portfolios using Markowitz Strategies, also known as Modern Portfolio Theory.

You shall not have the ability to impose restrictions on the management of your account.

Certain assumptions may be made with respect to interest and inflation rates and the use of past trends and performance of the market and economy. Past performance is not indicative of future results.

We manage assets on a discretionary basis, which means you have given us the authority to determine the following without your consent:

- Securities to be bought or sold for your account
- Amount of securities to be bought or sold for your account
- Broker-dealer to be used for a purchase or sale of securities for your account
- Commission rates to be paid to a broker or dealer for your securities transaction.

Trading may be required to meet initial allocation targets, after substantial cash deposits that require investment allocation, and/or after a request for a withdrawal that requires liquidation of a position. Additionally, your account may be rebalanced or reallocated periodically in order to reestablish the targeted percentages of your initial asset allocation. This rebalancing or reallocation will occur on the schedule we have determined together. You will be responsible for any and all tax consequences resulting from any rebalancing or reallocation of the account. We are not tax professionals and do not give tax advice.

The funds in your account will be held in a separate account, in your name, at an independent custodian, and not with us. All Exeq Portfolios managed through the application are required to use TD Ameritrade as the independent custodian.

You should review your Advisory Agreement with your IAR which describes what services you will receive and what fees you will be charged. We are available during normal business hours either by telephone, fax, email, or in person by appointment to answer your questions.

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

Asset Management Fee Schedule

Our minimum account opening balance is \$2,000 which may be negotiable based upon certain circumstances. The fee charged is based upon the amount of money you invest. Fees are charged quarterly in arrears. Payments are due and will be assessed on the last day of each quarter, based on the ending balance of the account under management for the preceding quarter and will be calculated as follows:

| FEE SCHEDULE | |
|---------------------------|-------|
| Account Balance | Fee |
| All Portfolio Investments | 0.10% |

The fees shown above are annual fees and are not negotiable. No increase in the annual fee shall be effective without prior written notification to you. We believe our advisory fee is reasonable considering the fees charged by other investment advisers offering similar services/programs.

You will authorize the custodian to directly debit fees from your account held at the custodian and to pay us. Management fees are prorated for each contribution and withdrawal made during the applicable calendar month (with the exception of small inconsequential contributions and withdrawals).

Subscription Based Technology Solution

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.

Third Party Fees

Our fees do not include brokerage commissions, transaction fees, and other related costs and expenses. You may incur certain charges imposed by custodians, third party investment companies and other third parties. These include fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds, money market funds and exchange-traded funds (ETFs) also charge internal management fees, which are disclosed in the fund's prospectus. These fees may include, but are not limited to, a management fee, upfront sales charges, and other fund expenses. Certain strategies offered by us may involve investment in mutual funds and/or ETFs. Load and no load mutual funds may pay annual distribution charges, sometimes referred to as "12(b)(1) fees". These 12(b)(1) fees come from fund assets, and thus indirectly from clients' assets. We do not receive any compensation from these fees. All of these fees are in addition to the management fee you pay us. You should review all fees charged to fully understand the total amount of fees you will pay. Services similar to those offered by us may be available elsewhere for more or less than the amounts we charge. Our brokerage practices are discussed in more detail under Item 12 – Brokerage Practices.

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)

Our clients are third party unaffiliated Investment Advisors who may offer our technology service and/or portfolios to their clients.

Our minimum account opening balance is \$2,000.00 which is non-negotiable.

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

Methods of Analysis and Strategy

Markowitz:

Also known as Modern Portfolio Theory. This theory seeks to maximize expected return based on a given level of market risk, emphasizing that risk is an inherent part of higher reward. Under this theory an investor will take on increased risk only if compensated by higher expected returns. The risk, return, and correlation measures used, however, are based on expected values which often do not take into account new circumstances that did not exist when the historical data were generated.

Risk of Loss

We cannot guarantee analysis methods will yield a return. In fact, a loss of principal is always a risk. Investing in securities involves a risk of loss that you should be prepared to bear. You need to understand that investment decisions made for your account by us are subject to various market, currency, economic, political and business risks. The investment decisions we make for you will not always be profitable nor can we guarantee any 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 may trade securities in our account that we have recommended to as long as we place our orders after customer 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

In recommending a custodian/broker-dealer, we look for a company that offers relatively low transaction fees, access to desired securities, trading platforms, and support services. We require clients use TD Ameritrade as the qualified custodian for their accounts when investing in Exeq Portfolios.

Soft Dollars

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

Best Execution

We have an obligation to seek best execution for you. In seeking best execution, the determinative factor is not the lowest possible commission cost but 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, reputation and responsiveness. Therefore, we will seek competitive commission rates, but we may not obtain the lowest possible commission rates for account transactions.

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 do not permit directed brokerage. We will require you to use the custodian of our choosing as the custodial firm.

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. However, we may be deemed to have custody of your account(s) if we have the ability to deduct your advisory fees from the custodian. We use TD Ameritrade as the custodian and/or broker-dealer for all your accounts. You should receive at least quarterly statements from the broker-dealer or custodian that holds and maintains your investment assets. We urge you 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 receive discretion from IARs who have access to our model portfolios which is granted via a sub-advisory agreement. These IARs receive discretion from their clients via an advisory agreement. We shall exercise this discretion in a manner consistent with the stated objectives of that account that is communicated to us by the IAR.

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.

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.