

Moloney Investment Advisory LLC

Client Brochure

This Brochure provides information about the qualifications and business practices of Moloney Investment Advisory LLC. If you have any questions about the contents of this Brochure, please contact us at 314-969-0600 and/or cwrisberg@moseco.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities' authority.

Moloney Investment Advisory LLC 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 about which you determine to hire or retain an Adviser.

Additional information about Moloney Investment Advisory LLC is also available on the SEC's Web site at www.adviserinfo.sec.gov.

The firm's CRD number is: 282140

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October 24, 2016

Item 2: Material Changes

On an annual basis, this item will be used to provide clients with a summary of all material changes made to the Brochure since the last annual update. Moloney Investment Advisory LLC (“Moloney” or “Firm”) will ensure that clients receive a summary of any material changes to this and subsequent Brochures within 120 days of its business’ fiscal year-end.

Further, Moloney will provide clients with a new Brochure as necessary based on changes or new information, at any time, without charge. As this is not an annual update, there are no changes to be disclosed under this item at this time.

Currently, Moloney’s Brochure may be requested by contacting Carrie Wrisberg, CCO, by phone at 314-909-0600 or via email at cwrisberg@moseco.com.

Additional information about Moloney is also available via the SEC’s Web site at www.adviserinfo.sec.gov. The SEC’s Web site also provides information about any persons affiliated with Moloney who are registered, or are required to be registered, as investment adviser representatives of Moloney.

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* The SEC requires all investment advisers to organize their disclosure documents according to specific categories listed above, some of which may not pertain to Moloney’s business. When a required category is not relevant to our business, we list the category and state that it does not apply.

ITEM 4: ADVISORY BUSINESS

A. Firm Description

Moloney Investment Advisory LLC, (Moloney) was founded in 2015. It is organized as a limited liability company with its principal place of business located in Manchester, MO.

Moloney Investment Advisory LLC, the registered investment adviser, provides advisory services through its relationships with third-party money managers. These third-party money managers, including RBC Capital Markets, Envestnet, Equis, Asset Mark, Select One, and others, provide the money management services for client accounts. Moloney manages the client relationship for client accounts, including obtaining the necessary information about the client as to the client's assets and liabilities, investment objectives, financial objectives and other pertinent information. Moloney financial advisors are registered and provide financial services through Moloney, but may use a d/b/a such as St. Croix Capital Management, Warren Financial Services, Arlington Financial Services, Heritage Investment Management, LLP, Synergistic Financial, and others.

Investment advisory services are provided to clients for a fee under an investment advisory agreement.

Moloney does not act as a custodian of client assets.

B. Types of Advisory Services

Moloney manages client accounts on a discretionary and non-discretionary basis. In this instance, Moloney obtains all the necessary information about the client as to the client's assets and liabilities, investment objectives, financial objectives and other pertinent information.

C. Client Tailored Services and Client Imposed Restrictions

The goals and objectives for each client are documented in the client's investment advisory agreement and maintained in the firm's recordkeeping system. Any restrictions placed on the account by the client will necessarily be a part of the client's discretionary and non-discretionary investment advisory agreement.

D. Wrap Fee Programs

Moloney intends to provide both wrap fee and non-wrap fee programs for clients. Portfolios in both programs are managed in similar fashion. In wrap fee portfolios, Moloney

collects an asset-based “wrap” fee and pays all trading costs. One of the wrap fee programs also includes investment management fees for third-party managers. Clients with non-wrap fee portfolios pay Moloney an advisory fee as well as applicable fees for services with respect to clearing, postage and handling for each transaction.

Portfolios managed by Moloney will be managed on a discretionary and non-discretionary basis. For non-discretionary accounts, Moloney will make investment allocation recommendations for these accounts, but the client must approve the recommendations before they are applied to the portfolio.

E. Amounts of Assets under Management

As of January 25, 2016, Moloney had zero assets under management.

ITEM 5: FEES, COMPENSATION AND TERMINATION OF SERVICES

A. Description of Compensation and Basic Fee Schedule

Fees are negotiable. The specific manner in which fees are charged by Moloney is established in the client's written advisory agreement with Moloney. Moloney calculates its fees on a percentage of assets under management. The investment fee covers services to the client by Moloney including management of the account, periodic reviews and quarterly reporting.

Fees are deducted from the account quarterly. The advisory fee will be based on the Net Asset Value of the securities under management in the account. Typically, the advisory fee is based on the net equity value of the client's account at the end of each calendar quarter, per the investment management agreement with the client, calculated to be at or below these maximums:

Under \$1,000,000	2.0%
\$1,000,000 to \$2,000,000	1.75%
\$2,000,000 and over	1.50%

B. Payment of Fees

Unless otherwise specified in the client's advisory agreement, the advisory fee is automatically deducted from the account quarterly, in arrears. At the sole discretion of Moloney, the client may be allowed to pay the advisory fee from an alternate account. Client may also agree to another specification, such as prepayment of fees as agreed to at Moloney's discretion and set forth in client's advisory agreement. In the event of account either opening or closing during a billing cycle, the client is billed a prorated fee in accordance with the period of time the account was managed during the quarter.

C. Other Fees

Moloney will direct all securities purchase and sale orders for the account to a Custodian, who shall execute and perform the clearance of same and provide custodial account services to Client. For mutual fund assets held at certain Custodians, Custodian and Moloney's affiliate, Moloney Securities Co., Inc. (Moloney Securities) may receive Networking & Omnibus revenue paid to and received by Custodian. For Moloney accounts participating in Advisory Programs of certain Custodians, Custodian may rebate to Moloney Securities a portion of the custody fees collected from such accounts. For Accounts with assets held in certain Custodian's Bank Deposit Program (BDP), Custodian may credit Moloney Securities a portion of the Net BDP balance, depending on the interest rate environment, the economic environment, or third party

charges or rebates. For Accounts with assets in certain Custodian's Money Market Program, Custodian may credit Moloney Securities a portion of the Net BDP balance, depending on the interest rate environment, the economic environment, or third party charges or rebates.

Moloney typically uses the brokerage services of Moloney Securities and/or another broker/dealer. This means that Moloney may not be in a position to select such broker/dealer on the basis of best execution or to commingle or to "batch" orders for purposes of execution with orders for the same securities for other accounts managed by Moloney (other than for other accounts also cleared through Custodian). By Moloney using Moloney Securities and/or another broker/dealer to execute transactions for the account, certain transactions may result in less favorable net prices on the purchase and sale of securities than might occur if Moloney selected broker/dealers on the basis of best execution.

When directed by the client to hold any assets in the custody of anyone other than a designated clearing operation of Moloney, there may be an additional charge.

To the extent permitted by applicable law, Moloney, in transactions involving the client's securities, may act as principal while also representing the client on the other side of the transaction. When Moloney acts as principal in a principal transaction, Moloney may benefit from such transaction by receiving compensation arising out of such transaction in addition to the advisory fee.

If the client is investing in mutual funds, a mutual fund investment company may charge management fees on the client's account in these securities. Clients will pay their proportionate share of the mutual fund's investment management fees, administrative fees and applicable sales charges in accordance with that investment company.

The client will be charged clearing, postage and handling fees, with Moloney acting as agent for the client. Such fee is typically \$20/transaction. Custodian discloses such fees in Client's trade confirmation notice as handling fees. Moloney Securities and its Custodian are compensated for clearing, postage and handling services by receiving a portion of such fees. Custodian may reduce the execution and clearing fees charged to the Moloney Securities, dependent on the number of transactions executed during the given month (For example, Moloney Securities is assessed these fees by certain Custodians on a sliding scale, wherein the fee is reduced based upon the number of transactions executed during a given month.) In addition, a certain Custodian has agreed to a waiver of execution or clearance charges for the period ending May, 2016. As such, these waivers will result in additional compensation to Moloney Securities through May 2016.

In some cases, Moloney Securities may act as a placement agent or underwriter for a securities offering. In the event a Financial Advisor elects to help you participate in an offering or placement in which Moloney Securities is acting as the underwriter or placement

agent, the Financial Advisor will provide, in advance and in addition to whatever pertinent offering or placement documentation is required, a disclosure document for your approval and signature. This document will outline the potential conflict(s), if any, since Moloney is acting on behalf of both you and a securities issuer and may be compensated by the issuer. It will additionally document that any items of potential conflict have been addressed.

On occasion, a Financial Advisor may recommend the use of options as a part of the client's trading strategy. Should this strategy be employed, the client will incur higher fees than an account not employing this strategy. (For example, the client will be charged not only the flat fee described above, but additional option transaction execution fees based upon number of contracts bought or sold.)

D. Prepayment of Fees

Unless otherwise specified in the client's advisory agreement, the advisory fee is automatically deducted from the account quarterly, in arrears. At the sole discretion of Moloney, the client may be allowed to pay the advisory fee from an alternate account. Client may also agree to another specification, such as prepayment of fees as agreed to at Moloney's discretion and set forth in client's advisory agreement. In the event of account either opening or closing during a billing cycle, the client is billed a prorated fee in accordance with the period of time the account was managed during the quarter.

E. Comparing Costs and Expenses

Clients can choose to forgo the advisory services of Moloney and buy and sell securities through Moloney Securities as a broker-dealer or through other brokers or agents not affiliated with Moloney. If you purchased these investments through Moloney Securities as broker-dealer, you would pay sales charges or commissions, a portion of which would be paid to your Financial Advisor. A Financial Advisor will typically earn more in upfront fees and commissions when you use brokerage services. In the alternative, a Financial Advisor will typically earn more over time if you use Moloney investment advisory services. This creates a financial incentive and potential conflict of interest to the Financial Advisor when recommending advisory services instead of brokerage services. In addition to the advisory fee described above, clients may incur other fees and expenses, including, but not limited to fees for account services such as account transfer fees, annual account fees, transfer on death fees and account termination fees.

ITEM 6: PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT

Fees are not based on a share of the capital gains or capital appreciation of managed securities. Moloney does not have investment advisory agreements with performance based fees. The fees noted herein represent fees for advisory services only.

ITEM 7: TYPES OF CLIENTS

Moloney generally provides advisory services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and/or business entities.

Client relationships vary in scope and length of service.

ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

A. Methods of Analysis and Investment Strategies

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial media, inspections of corporate activities, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, company press releases. Further research and due diligence practices are implemented by the Investment Advisor consistent with his or her investment process and implementation of your agreed upon investment strategy.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations and in the written advisory agreement. The client may change these objectives at any time by providing notice of such change to Moloney. Each Investment Advisor utilizes his or her own investment strategy which may or may not be consistent with Moloney's other Investment advisors.

Strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies). Certain clients with applicable investment objectives and risk tolerances may include strategies such as reverse convertible notes, leveraged ETF's, index-linked CDs and other structured products.

B. Material Risks

All investment programs have certain risks borne by the investor. These risks include, among other things; loss of principal, a reduction in earnings (including interest, dividends and other distributions), and the loss of future earnings, occurring from market risk, interest rate risk, issuer risk, and general economic risk. Although we manage the assets in a manner consistent with risk tolerances, there can be no guarantee that our efforts will be successful and the client should be prepared to bear the risks.

C. Certain Risk Factors

It is important that clients understand that investing in securities involves certain risks which clients should understand and be prepared to bear.

All investments carry some amount of risk. The risks applicable to Moloney's investment strategies include, but are not limited to the following investment risks:

Credit Risks – The risk that the portfolio could lose money if the issuer or guarantor of a fixed-income security, or the counter-party to a derivative contract, is unable or unwilling to meet its financial obligations.

Counter-Party Risks – A portfolio may incur a loss if the other party to an investment contract, such as a derivative, fails to fulfill its contractual obligation.

Currency Risks – The risk that foreign currencies will decline in value relative to the US dollar and affect a portfolio's investments in foreign (non-US) currencies or in securities that trade in, and receive revenues in, or in derivatives that provide exposure to, foreign (non-US) currencies.

Debt Securities Risks – The issuer of a debt security may fail to pay interest of principal when due, and changes in market interest rates may reduce the value of debt securities or reduce the portfolio's returns.

Derivatives Risks – The use of derivatives such as futures, options and swap agreements can lead to losses, including those magnified by leverage, particularly when derivatives are used to enhance return rather than offset risk.

Emerging-Markets Risk – Foreign investment risks are typically greater for securities in emerging markets, which can be more vulnerable to recessions, currency volatility, inflation and market failure.

Equity Risks – The risk that the value of equity securities, such as common stocks and preferred stocks, may decline due to general market conditions which are not specifically related to a particular company or to factors affecting a particular industry or industries. Equity securities generally have greater price volatility than fixed income securities.

ETF Risks – A portfolio will be exposed indirectly to all of the risks of securities held by an ETF.

Foreign Investment Risk – Foreign investments face the potential of heightened illiquidity, greater price volatility and adverse effects of political, regulatory, tax, currency, economic or other macroeconomic developments.

High-Yield Securities Risk – High-yield securities have a risk of default or of not returning principal and tend to be more volatile than higher-rated securities of similar maturity.

Interest-Rate Risk – The risk that fixed income securities will decline in value because of an increase in interest rates.

Issuer Risk – The value of a security may decline because of adverse events or circumstances that directly relate to conditions at the issuer or any entity providing it credit or liquidity support.

Issuer Non-Diversification Risk – The risks of focusing investments in a small number of issuers, industries, or foreign currencies, including being more susceptible to risks associated with a single economic, political or regulatory occurrence than a more diversified portfolio might be.

Leverage Risk – The risk that certain portfolio transactions may give rise to leverage, causing the portfolio to be more volatile than if it had not been leveraged.

Liquidity Risk – A security may not be able to be sold at the time desired or without adversely affecting the price.

Market Risk – The market price of securities held by a portfolio may rapidly or unpredictably decline due to factors affecting securities markets generally or particular industries.

Mortgage- and Asset-Backed Securities Risk – These securities may decline in value when defaults on the underlying mortgage or assets occur and may exhibit additional volatility in periods of changing interest rates. When interest rates decline, the prepayment of mortgages or assets underlying such securities may require the reinvestment of money at lower prevailing interest rates, resulting in reduced returns.

Regulatory Risk – The risk that changes in government regulations may adversely affect the value of a security. An insufficiently regulated industry or market might also permit inappropriate practices that adversely affect an investment.

Short Sale Risk – The risk of entering into short sales includes the potential loss of more money than the actual cost of the investment, and the risk that the third party to the short sale may fail to honor its contract terms, causing a loss to a portfolio.

Private Securities Risk – Private securities contain the risks of illiquidity and lack of public knowledge of the business.

Real Estate Risk –Due to changes in interest rates, the lending market, economic policy, and supply and demand, in addition to illiquidity, real estate investments contain risk.

ITEM 9: DISCIPLINARY INFORMATION

Moloney is a registered investment adviser. This section contains information about any legal and regulatory matters that Moloney believes are material to a client's evaluation of its advisory business or the integrity of its management.

No applicable legal or regulatory matters.

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Moloney's management personnel and investment advisory representatives may be registered or affiliated with Moloney Securities, an affiliated FINRA broker/dealer and/or Moloney Securities Asset Management LLC, an affiliated SEC Registered Investment Advisor.

Clients have the option to purchase investment products recommended through other broker/dealers or agents not affiliated with Moloney. In the event the client elects to utilize the brokerage services of Moloney Securities the client may pay commissions that are higher or lower than those available from another broker/dealer for the same products or services.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator or a Commodity Trading Adviser

Neither Moloney nor its representatives are registered as a FCM, CPO or a CTA.

C. Registration Relationships Material to This Advisory Business and Conflicts of Interest

Please refer to section A under this item.

D. Selection of Other Advisors of Managers and How This Adviser is Compensated for Those Selections

Moloney may utilize un-affiliated third-party money managers to assist in the management of client's assets. The compensation paid to these entities, as well as the fees and charges to the client will be outlined in the account documentation specific to the client.

Moloney has entered into agreements with various unaffiliated investment advisor representatives or unaffiliated registered investment advisers, whereby these individuals or entities may refer potential investment advisory clients to Moloney. If the clients become clients of Moloney, these individuals or entities will receive a portion of the fee collected by Moloney. These referred clients will not pay higher fees due to the referral arrangement and will receive a disclosure statement outlining the terms and conditions of the arrangement(s).

ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

A. Code of Ethics

Moloney maintains and administers a Code of Ethics that details a standard of behavior and performance designed to put the clients' personal and financial interests above its own. We investigate the educational and professional backgrounds of prospective advisors. Our advisors and other associated access persons are monitored to mitigate conflicts of interest. Our clients come first.

You may obtain a copy of the Code of Ethics by request to your Financial Advisor or on our website at www.moseco.com.

B. Recommendations Involving Material Financial Interests

Moloney will not recommend transactions or investments for client accounts in which the Financial Advisor, Moloney or a related person has a material financial interest.

C. Investing in the Same Securities as Clients

Moloney and its Financial Advisors may buy or sell securities for their own account that Moloney also recommends to the client. However, client orders are always given priority. Financial Advisors may not trade their own securities ahead of client trades.

D. Trading the Same Securities as Clients' Securities

Moloney and its Financial Advisors may buy or sell securities for their own account that Moloney also recommends to the client. However, whenever practical, client orders and orders of Financial Advisors will be combined into a "block" trade whereby all participants in the trade receive the same average price on the trade. Client orders are always given priority. Financial Advisors may not trade their own securities ahead of client trades.

ITEM 12: BROKERAGE PRACTICES

A. Brokerage Services

Moloney typically uses the brokerage services of Moloney Securities and/or another broker/dealer. This means that Moloney may not be in a position to select such broker/dealer on the basis of best execution or to commingle or to “batch” orders for purposes of execution with orders for the same securities for other accounts managed by Moloney (other than for other accounts also cleared through Custodian). By Moloney using Moloney Securities and/or another broker/dealer to execute transactions for the account, certain transactions may result in less favorable net prices on the purchase and sale of securities than might occur if Moloney selected broker/dealers on the basis of best execution. In using the brokerage services of Moloney Securities, clients may pay transaction fees that are higher or lower than those available from another broker/dealer for the same products or services and may pay higher or lower transaction fees than those paid by other Moloney clients.

In certain instances, Moloney, in transactions involving the client’s securities, may act as principal while also representing the client on the other side of the transaction. When Moloney acts as principal in a principal transaction, Moloney may benefit from such transaction by receiving compensation arising out of such transaction in addition to the advisory fee. Moloney will not seek to act as principal without (1) obtaining, in each instance, prior authorization and consent of the client, and (2) providing the client with written confirmation and disclosure of such capacity, prior to settlement of the trade.

In certain instances, cross transactions may occur between the accounts of two Clients. The Financial Advisor may not cause one Client account to sell a security to another Client account in a cross transaction if any associate of Moloney received compensation from any source for acting as a broker. No brokerage commission, fee (except for customary transfer fees), or other remuneration shall be paid in connection with any cross transaction. The only fee the client will pay in this situation is the flat transaction fee described above.

Advisers owe a fiduciary duty to the client to seek to execute securities transactions for clients in such a manner that total costs in each transaction are most favorable under the circumstances. Transaction costs, within acceptable transaction cost limits, can vary from client to client and over time. Other factors, in addition to price and commission costs may be considered by Moloney when determining how to direct brokerage.

Clients are not liable for firm trading errors.

1. Research and Other Soft Dollar Benefits

Certain product providers provide support to Moloney in the form of payments to Moloney and frequent interactions with our Financial Advisors to support Moloney's training, marketing, due diligence, annual compliance meetings and educational support efforts. This practice may present a potential conflict of interest in the form of an incentive to recommend certain investments or advisory services to clients. In certain instances, Moloney may receive support in the form of its research efforts from certain entities and in if so, in exchange for such support, Moloney may do step-out trades with such entities.

2. Brokerage for Client Referrals

Moloney does not presently accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

3. Directed Brokerage

Please refer to Item A under this section.

B. Aggregation of Securities for Multiple Client Accounts

In general, Moloney will attempt to aggregate multiple orders for the purchase or sale of the same security into block transactions, subject to the overall obligation to achieve best price and execution for client accounts. There is no obligation to include any client account in a grouped order unless Moloney believes it is in the client account's best interest. In making this determination, Moloney may consider a number of factors, including, but not limited to: (a) the client account's investment objectives and policies; (b) investment guidelines; (c) liquidity requirements; (d) legal or regulatory restrictions; (e) tax considerations; and (f) the nature and size of the bunched order.

Where a grouped trade is completely filled, each participating client account will receive the average share/security price for the grouped order on the same day and transaction costs shall be shared among participating client accounts pro rata based on the level of participation in the grouped trade.

ITEM 13: REVIEW OF ACCOUNTS

A. Periodic Reviews

Account reviews are performed as often as necessary, always keeping in mind the best interests of the client. Accounts are monitored and reviewed no less than quarterly, and as a practical matter more frequently based on applicable market conditions.

B. Factors that Will Trigger Non-Periodic Reviews

New accounts are reviewed within the first quarter of the contracted investment strategy being implemented. Other conditions that may trigger a review are a client's request or applicable changes in market conditions.

C. Reports Provided to Clients

The Custodian where the client assets are held provides account statements directly to clients at their address of record, at least quarterly. In addition, Moloney may provide separate, supplemental portfolio reports to the client.

ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

A. Third Party Compensation

Moloney does not presently accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them by Moloney other than as described elsewhere in this disclosure document.

B. Referrals

Moloney has been fortunate to receive many client referrals over the years. Referrals may come from current clients and Investment Advisors, as well as their friends and other similar sources. Other professionals may refer prospective clients to Moloney. In some of those instances, if the individual becomes a client, the Investment Advisor and referring professional may negotiate an amount of compensation for making the referral. For additional information, please refer to Section 10.D above.

ITEM 15: CUSTODY

Other than those accounts described in Moloney's Form ADV, all assets are held at qualified custodians and not at Moloney. The Custodian where the client assets are held provides account statements directly to clients at their address of record, at least quarterly. However, as disclosed in Moloney's Form ADV, Moloney does have "custody" of several accounts in which advisors are acting as a trustee for an account.

ITEM 16: INVESTMENT DISCRETION

Moloney manages client accounts on a discretionary and non-discretionary basis. In non-discretionary relationships, Moloney will consult with the client prior to each trade to obtain approval. The capacity in which Moloney acts will be outlined in the advisory agreement executed by the client.

ITEM 17: VOTING CLIENT SECURITIES

If the client makes such selection in the specific advisory agreements(s) executed by the client, client will select to authorize Moloney and/or an external money manager if one is engaged, to receive the proxy-related materials, annual reports and other issuer-related materials for securities in that portion of the Account and to delegate to Moloney the proxy voting rights for those securities (and, thereby, authorize Moloney to further delegate those proxy voting rights to, or otherwise use services provided by, a third party proxy voting or advisory service). A copy of Moloney's voting record is available to clients upon request.

ITEM 18: FINANCIAL INFORMATION

A. Balance Sheet

Moloney does not require nor solicit prepayment of investment advisory fees which would result in custody issues. Therefore, the Adviser is not required to include a balance sheet with this brochure.

B. Financial Conditions

Neither the Firm nor its management have any financial impairment or conditions that will preclude the firm from meeting contractual commitments to clients.

C. Bankruptcy Petitions

Moloney has not been the subject of a bankruptcy petition in the last ten years.