



Optimist Capital LLC

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Table of Contents

Page	Content
3	Investment Counseling & Investment Philosophy
4	Management Biographies
6	Common Stock Portfolio Allocation
7	Custody Arrangements & Fee Schedules
8	Disclosures

Optimist Capital LLC

INVESTMENT COUNSELING

Optimist Capital LLC provides investment counseling and portfolio management services to a diverse clientele. The firm is registered under the Investment Advisors Act of 1940 with the Securities and Exchange Commission.

Optimist Capital's experienced team has built an organization dedicated to serving a wide range of client needs and account emphasis. Clients include individuals, pension funds, profit-sharing plans, endowments, foundations, insurance companies, family groups, and trusts. Each portfolio is tailored to specific client objectives and operated as a separately managed account (SMA).

INVESTMENT PHILOSOPHY

Capital Preservation: Client portfolios are managed to preserve and enhance the purchasing power of capital. Our goal is to protect capital during negative markets and to increase capital in real terms and after taxes during favorable markets. Attempting to outperform the markets during periods of overvaluation can lead to excessive investment risks and is contrary to our basic philosophy. We also utilize a sell discipline based on excess market valuation in relation to a company's sales, to reduce the price risk in stocks having gains. Our advice is strictly independent and objective, with no conflict of interest with our clients. We do not function as a broker, dealer or underwriter of securities.

Stock Selection: Optimist Capital concentrates on identifying significant companies that are creating and developing long-term growth markets for their products and services. Most of the companies held in our client portfolios are generating repeat sales to an existing and stable customer base while actively attracting new customers. As is characteristic of our portfolio companies, management and insider ownership, are important factors in identifying companies committed to building shareholder value. Our stock selection is based on projections for potential growth in earnings, dividends, and return on equity. We attempt to build value through investing in growing companies where we can hold our stock position for many years and minimize capital gains taxes for taxable accounts.

Asset Allocation: Optimist Capital considers economic, political and international trends as the basic input for judging the general climate for various types of investments. We review government and central bank data as well as independent economic reports when making our decisions on the relative attractiveness of equities, bonds and cash reserves. Asset allocation is also employed to manage portfolio risk and volatility. After discussion with each client, a percentage guideline for cash, equities and bonds is assigned to each portfolio. A composite index measures portfolio returns for each asset class.

COMMUNICATION AND REPORTING

We welcome you to reach out to us with any questions at anytime. We are here for you and consider you our greatest asset. As Fiduciaries we know that you come first and hope that you will take that to heart. Please do not hesitate to call, email or write. We will respond and are always happy to help or just converse about the current market.

Biographies

Alexander R. Cooke

Managing Director

B.S., Finance & Accounting, Fairfield University

Chartered Financial Analyst (CFA) Level II Candidate

FINRA Licenses 7, 24, 63, 65

Investment Experience: 20 years

- Director of Portfolio Management
Fairfield Bush & Co. 2005-2017
- Head Fixed Income Trader, Main Street
Management/Phoenix Cos., 2002-2004
- Retirement Plan Administrator,
Mutual Inc., 1998-2002

Outside Activities:

- Venice Lacrosse Director of Finance

COMMON STOCK PORTFOLIOS

Common stock portfolios are generally diversified in 25-35 different companies, with no industry sector accounting for more than 20% of invested capital. After reviewing a new client's current holdings, Optimist Capital will build a plan to properly manage the incoming assets and develop guidelines for each account. A composite benchmark index is also established for the portfolio, based upon client Investment Policy Statement (IPS).

Any low cost basis securities (typically long held items) will be closely monitored to minimize tax implications.

Tax considerations are always an important factor in our investment strategies. We attempt to minimize taxes by focusing our investments on strong, long-term, growing and stable companies. When evaluating a new investment, we look for companies that operate in robust markets and have significant opportunities to dominate their industries through standards, patents and technological leads. These factors permit us to take a long-term perspective on a stock and to invest early enough to achieve significant long-term appreciation.

CUSTODY ARRANGEMENTS

Our primary brokerage relationships are with Charles Schwab Institutional and Pershing Advisor Solutions, however we are typically able to come to an agreement with any current custodian a client may come to us with.

Our clients provide us with a Limited Power of Attorney to purchase and sell securities on a discretionary basis, along with the ability to present payment of our fees to the custodian.

FEE SCHEDULE

Optimist Capital offers investment advisory services for a percentage of assets under management. Fees payable to the firm for its services are calculated at the annual rate of 1.0% of the market value of the first \$5,000,000, 0.75% of the market value of the next \$5,000,000, and 0.5% of the market value above \$10,000,000. Fees are payable quarterly, in arrears. The minimum annual fee for managed accounts is \$2,500.

Clients are permitted to cancel their relationship with us at any time by written notice, final invoice shall be provided at cancelation.

Fee Schedule

First \$5,000,000.....	1.00%/annum
Next \$5,000,000 to \$9,999,999.....	0.75%/annum
\$10,000,000 and above.....	0.50%/annum

Fees are billed quarterly, in arrears.

Important Performance Disclosures

- Past performance is not indicative of future results. The actual return and value of an account will fluctuate and at any point could be worth more or less of the amount invested. Individual account performance will vary according to individual client investment objectives.
- OC is defined as an independent investment management firm founded in 2017 that manages equity and balanced portfolios for primarily U. S. high-net worth individuals and mid-market institutional clients.
- OC classifies its client portfolios into three types of composites in order to present the firm's performance numbers. Those classifications are Capital Preservation, Growth and Income, and Balanced accounts.
- The volatility of the comparative indices may be materially different from that of OC's client accounts. In addition, client holdings may differ significantly from the securities that comprise the indices. The indices have not been selected to represent appropriate benchmarks to compare clients' performances, but rather are disclosed to allow for comparison of client performances to that of well-known and widely recognized indices.
- Performance results for the full historical period are total return, time-weighted rates of return expressed in U.S. dollars. Portfolios are valued quarterly and returns are weighted by using beginning-of-quarter market values plus weighted cash flows. Annual returns are calculated by geometrically linking the quarterly returns.
- Computations assume the reinvestment of all dividends and capital gains.
- All composite accounts are discretionary, except in limited cases where client imposed restrictions may exist.
- Use of leverage and/or levered products does not exceed 5% of composite accounts and may only be implemented during brief periods.

- Performance results are presented after all custodial fees, commissions, and other trading expenses.
- A complete list of firm composites and performance results is available upon request.