

Firm Brochure
(Part 2A of Form ADV) Dated: 3-31-21

**Allied Advisors Investment
Management Firm LLC**

**421 Hudson Street, #320
New York, NY 10014
310-871-4808**

This Firm Brochure provides information about the qualifications and business practices of Allied Advisors Investment Management Firm LLC. If you have any questions about the contents of this Firm Brochure, please contact us at 310-871-4808. The information in this Firm Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Allied Advisors Investment Management Firm LLC is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training. Additional information about Allied Advisors Investment Management Firm LLC is available at www.adviserinfo.sec.gov

Item 2 - Material Changes:

There were no updates for 2020 annual filing.

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Advisory Business

Firm Description

Allied Advisors Investment Management Firm LLC (the “Adviser”, or “Advisor” or “Allied Advisors” or the “Firm”), was founded in 2020 and offers investment advisory services to high net-worth individuals, institutions, corporations, and other business entities. Allied Advisors investment advisory services provide clients with investment advice and recommendations that are intended to assist our clients in meeting their financial goals.

The Firm’s primary focus is the finance, purchase, management and distribution of intellectual properties and catalog rights in the entertainment industry including but not limited to movie rights, television rights and music rights for institutional clientele. Due to the high entry barriers, the Firm expects to also provide lending using structured finance, either directly, indirectly through an affiliate or affiliated fund, or under referral agreement to a third-party. The owners have specific industry expertise in identifying and managing intellectual properties along with the financing associated with such deals and we anticipate purchasing individual properties or portfolios of such properties on behalf of institutional clientele. We will seek to purchase such investments and obtain licensing royalties for such investments. These investments will generally be long-term investments, which may or may not be liquid, depending on factors such as popularity or perceived value by others.

Investment advice is provided on either a discretionary or non-discretionary basis, with each client making the final decision on investment selection when being advised on a non-discretionary basis. When the Adviser is advising clients on a discretionary basis, Allied Advisors Investment Management Firm LLC may make the final investment decisions and place trades for clients under a limited power of attorney. Allied Advisors Investment Management Firm LLC does not act as a custodian of client assets; therefore, the client always maintains asset control.

While it is Allied Advisors Investment Management Firm LLC's goal to offer a full range of advisory products and services, there are products and services that Allied Advisors does not offer at this time. In such instances, we may provide referrals to other professionals in order to satisfy our clients' interests and needs for products and services not currently offered at Allied Advisors. The Firm may receive referral fees from other professionals for any such referrals.

As of March 31st, 2021, Allied Advisors has \$0 assets under management.

Principal Owners

Allied Advisors Investment Management Firm LLC is wholly owned by Ms. Debra Whelan Johnson and Mr. Randall (“Randy”) Hermann.

Tailored Relationships – Portfolio Management

Allied Advisors will offer its clients tailored portfolio management. The goals and objectives for each client are documented by the Adviser and typically will vary by client. Investment policy statements may be created that reflect the stated goals and objectives of each client. Allied Advisors Investment Adviser Representatives (“IARs”) work with their clients to identify their investment goals and objectives, as well as risk tolerance, in order to create an initial portfolio allocation designed to complement the client’s financial situation and personal circumstances. Depending on the client's investment profile, a client's portfolio may be placed in a model portfolio, with clients having similar financial needs.

The initial meeting to review clients’ investment portfolios may be conducted by telephone or in person and is free of charge. The initial meeting is considered an exploratory interview to determine the extent to which investment management may be beneficial to each potential and current client.

The portfolio, run by your Investment Advisor Representative is designed to provide for medium-term or long-term investments, which will be focused on intellectual properties and catalog rights in the entertainment industry. Non-institutional clients may have a balance of equity to fixed income based on the client's risk tolerance and investment objectives. Investors should be willing to tolerate above average volatility and risk for the prospect of above average returns over a time horizon of five years or more.

At their discretion, IAR's may choose not to use index targets, while focusing on the client's overall goals and expectations. Our advisers may have different strategies to meet similar financial goals, so one may have a more concentrated portfolio while another may diversify more across the same product or many diverse products. While all strategies involve underlying risk, the risks are generally greater when securities are more concentrated. Additionally, some advisors may actively manage while others may hold one or all securities for a longer duration.

A portfolio can consist of a range of different security types, including but not necessarily limited to individual or portfolios of intellectual properties and catalog rights, equities, equity options (primarily for hedging), fixed income securities (primarily investment grade) and alternative investments. This may include both mature companies and relatively young companies. Care will be taken to identify a proper portfolio based on the client's needs, which will be determined by but not necessarily limited to their risk tolerance, investment objectives, liquidity needs and short term and long-term needs.

When analyzing a potential investment, your Investment Advisory Representative will review aspects of the underlying security or portfolio of assets, which may include the analysis of a company’s or portfolio’s cash flow and life cycle, the company's business fundamentals, technical analysis of the current trend (company, sector, market), significant news and research and other key issues that may be perceived as positive or negative to a company's overall performance. Similarly, when investing in intellectual properties, the Investment Advisory Representative will focus on expected mid-term to long-term value of an individual property or catalog of properties.

The IAR may periodically re-balance the client's account to maintain the initially agreed upon strategic and tactical asset allocation. However, no changes are made to the agreed-upon asset allocation in non-discretionary accounts without prior client review and consent.

Clients have ready access to their respective IAR. IAR's are not required to be available for unscheduled or unannounced visits by clients. However, IARs are expected to periodically meet with clients and should generally be available to take client telephone calls on advisory-related matters. Each client has the opportunity to place reasonable restrictions on the type of investments to be held in the portfolio.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) may be recommended to clients or engaged directly by the client on an as-needed basis. Conflicts of interest related to recommendations of other professionals will be disclosed to the client in the event they should occur.

Agreements

Allied Advisors Investment Management Firm LLC Agreements may not be assigned without client consent.

Advisory Service Agreement

Most clients choose to have Allied Advisors manage their assets in order to obtain ongoing in-depth advice and investment planning. All aspects of the client's financial affairs are reviewed, which may include, for individuals, those of their children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement may include: cash flow management; investment management (including performance reporting); education planning; retirement planning; estate planning; as well as the implementation of recommendations within each area.

Seminars

Allied Advisors may host educational seminars and/or workshops to educate current clients or new prospective clients. These seminars can be product specific such as introducing a new product / service or may be more broad-based, such as discussing market conditions, investment goals, economic issues, or other broad-based aspects of investing. These seminars will be at no cost to the client. Seminars may be targeted to particular investors or may be available to the general public.

Asset Management

It is anticipated that the majority of the Firm's business will be with Institutional clients. This will include the purchase and management of intellectual properties in the entertainment industry including but not limited to movie, television, and music rights. The Firm also expects to provide lending using structured finance, either directly, indirectly through an affiliate or affiliated fund, or under referral agreement to a third-party.

Individual clients' portfolios, when and if applicable, may consist of a variety of financial products, including, but not limited to exchange-traded funds ("ETFs"), mutual funds, equities, options, bonds, and potentially other products. The investment strategies utilized, and portfolios constructed and managed depend on the individual client's investment objectives and goals as provided to the IAR. Initial public offerings ("IPO's") are not available through Allied Advisors Investment Management Firm LLC.

Please note that investment products are typically purchased or sold through a brokerage account, when appropriate. Certain advisers of Allied Advisors may also be employed as registered representatives of FINRA registered broker-dealers. Please refer to the brochure part 2b supplement for information about your adviser's other employment activities. The broker-dealer typically charges a fee, such as commissions or markup/markdown for securities products. Allied Advisors does not recommend broker-dealers with which our advisers are or may be affiliated. Due to established agreements (or anticipated agreements as the Firm is a startup), Allied Advisors may recommend one firm as custodian over another in order to keep items consolidated. Allied Advisors will not receive special compensation for recommending such custodian.

Please be advised that clients may choose to utilize a different broker-dealer and/or custodian and similar products and services may be purchased for a lower cost than offered by the Firm or the Firm's preferred custodian.

Allied Advisors Investment Management Firm LLC currently anticipates using any U.S. regulated bank or U.S. registered and regulated broker-dealer as its custodian. Regardless of choice, the Firm will seek a custodian or custodian(s) that are regulated companies and the clients will be notified in advance of where their assets are custodied.

Termination of Agreement

Although the Advisory Service Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party with a (14) calendar day advance notice or as agreed upon otherwise between the client and the Adviser.

If an agreement is terminated during a period in which the client has already paid Allied Advisors Investment Management Firm LLC its advisory fees in advance, then the Adviser will reimburse, on a pro-rated basis, the remaining advisory fees collected for any service not

rendered; these fees will be sent to the client's address of record, unless otherwise directed in writing by the client, within (30) days of termination of the agreement.

Item 5 - Fees and Compensation

Description

Allied Advisors Investment Management Firm LLC may base its fees on a percentage of assets under management or as a one-time fee. Our contract may be tailored to different clientele, each with specific fees or one-time service fees.

All fees are negotiable between the Adviser and each client and will be fully disclosed and agreed upon by both the client and the Investment Advisor Representative prior to the consultation. Fees may vary in price depending on the Investment Advisor Representative providing these services. Fixed fees for corporations, partnerships or similar entities are anticipated to be higher than those of an individual due to the natural complexity of such organizations.

Our standard Asset Management Service Agreement fee is based on a percentage of the assets under management according to the following schedule:

2.50% on Assets Under Management (“AUM”) up to \$1,000,000;

2.25% on AUM between 1,000,000 to 2,999,999;

2.00% on AUM from 3,000,00 to 4,999,999); and

1.75% on AUM of at least \$5,000,000.

The minimum annual fee is \$1,000 and is negotiable with each client, which may be waived at the discretion of the Firm. Client relationship may be established and exist where the fees are higher or lower than the fee schedules provided above.

Fee Billing

All fees are billed either at the time of service, or, when based as assets under management, on a monthly or quarterly (in advance or arrears), meaning that we invoice you either at the time of service before the billing period has begun or after the service is performed. This will be clearly stated in the Advisory Contract that you will receive. Payment in full is expected upon invoice presentation, or in case of a one-time fee, upon execution of the contract. Allied Advisors may also debit relevant fees directly from accounts maintained at its custodian firm. In order for the Firm to debit directly, the client must consent in advance to direct debiting of their investment account.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain investment

products, including, but not limited to mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is considered more important than the fee that the custodian charges to buy or sell the security. Any such fees will be fully disclosed at the time of account opening.

Allied Advisors, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to Allied Advisors. Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Past Due Accounts and Termination of Agreement

Allied Advisors reserves the right to stop work on any account that is more than (10) ten business days delinquent in payment and reserves the right to terminate any engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in the Firm's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within (30) thirty days as previously described in the Brochure.

IMPORTANT: If you have not received the Firm's Brochure at least 48 hours prior to signing an investment advisory contract, you may terminate the investment advisory contract within five (5) business days of signing the contract without incurring any advisory fees.

Item 6 - Performance-Based Fees and Side-by-Side Management

Allied Advisors Investment Management Firm LLC will not receive fees based on performance or side-by-side management.

Item 7 - Types of Clients

Description

Allied Advisors Investment Management Firm LLC generally expects to provide investment advice and services to institutional clients, investment funds, and other corporate clientele. While it is not our initial focus, we may also provide some services to individuals, trusts, estates, and other business entities. Client relationships will vary in scope and length of service.

Account Minimums

The Firm does not currently have a minimum account size required to open an account yet depending upon circumstances; Allied Advisors has the discretion to require an account minimum if it determines accounts with assets below a certain dollar amount are cost prohibitive.

Clients receiving ongoing asset management services will be assessed a \$1,000 minimum annual fee. Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

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

Methods of Analysis

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

The main sources of information include financial websites, newspapers, magazines, inspections of corporate activities, research materials prepared by others, corporate services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Investment Strategies

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. The Firm's investment strategies may vary greatly per client and include both passive and/or active asset management. Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option transactions (including covered options, long strategies, uncovered options or spreading strategies).

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

Interest-rate Risk: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

Market Risk: The price of a security may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's underlying circumstances. For example, political, economic, and social conditions may trigger market events.

Inflation Risk: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.

Currency Risk: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

Reinvestment Risk: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e., interest rate). This primarily relates to fixed income securities.

Business Risk: These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.

Liquidity Risk: Liquidity is the ability to readily convert an investment into cash. Generally, assets are

more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.

Financial Risk: Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

The above risks are not meant to represent all risks associated with investing, and investments typically carry the potential for a loss of your total investment. Please discuss the risks associated with investing with your investment adviser representative to ensure you are comfortable with the level of risks in your portfolio.

Item 9 - Disciplinary Information

Legal and Disciplinary

The Adviser has not been involved in legal or disciplinary events. Please refer to the Form ADV Part 2b brochure supplement(s) for your investment advisor representative's individual legal and disciplinary events.

Item 10 - Other Financial Industry Activities and Affiliations

Financial Industry Activities

The Investment Adviser is not registered with the Securities and Exchange Commission as a broker-dealer. The Firm's Investment Adviser Representatives may also be registered though non-affiliated broker-dealers or investment advisers. Any such affiliation will be reflected on the IAR's form ADV 2b brochure supplement and will also be identified on FINRA's website at <http://www.brokercheck.com>.

Other activities of the Firm's owners and Principals will be listed in this section or in their respective ADV Part 2b forms, immediately following this document.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal

Code of Ethics

The Advisors Act imposes a fiduciary duty on Investment Advisors. As a fiduciary, Allied Advisors Investment Management Firm LLC has a duty of utmost good faith to act solely in the best interest of each of our clients. Our clients entrust us with their funds and/or investments, which in turn places a high standard on our conduct and integrity. Our fiduciary duty compels all employees to act with the utmost integrity in all of their dealings. This fiduciary duty is the core principle underlying our “Code of Ethics” and represents the expected basis of all of our dealings with our clients. The Code includes policies and procedures developed to protect client’s interests in relation to the following topics:

The duty at all times to place the interests of clients first;

The requirement that all personal securities transactions be conducted in such a manner as to be consistent with the code of ethics and to avoid any actual or potential conflict of interest or any abuse of an employee’s position of trust and responsibility;

The principle that investment advisor personnel should not take inappropriate advantage of their positions;

The fiduciary principle that information concerning the identity of security holdings and financial circumstances of clients is confidential; and

The principle that independence in the investment decision-making process is paramount.

We will provide a copy of the Code to any client or prospective client upon request.

Employees must comply with the provisions of the Firm’s Compliance Policies and Procedures, as well as its Code of Ethics.

Personal Trading

The Chief Compliance Officer of Allied Advisors will review all employee trades no less than quarterly. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the Adviser receive preferential treatment.

Item 12 - Brokerage Practices

Selecting Brokerage Firms

The selection of the broker-dealer will ordinarily be based on which broker is able to affect the transaction efficiently. Additionally, the research and services provided by the broker-dealer with respect to the particular type of investment may be a factor in the selection process. The commissions payable to such broker-dealers may in certain cases be higher than those attainable from other broker-dealers who do not provide such research and services. Ordinarily, such research will be used to service all of the Firm's accounts. Under the Firm's standard Investment Advisory Agreement, the client can revoke the Firm's authority to select the broker-dealer for the accounts.

Allied Advisors will only refer clients to broker-dealers that are registered to do business in your state of residence.

It is the Firm's policy not to enter into soft dollar arrangements and the Firm has no formal soft dollar arrangements. The Firm does not consider, in selecting or recommending broker-dealers, whether the Firm or a related person receives Client referrals from such broker-dealer.

Best Execution

To the extent that Allied Advisors transactions in equities, bonds or other standard investments, the Firm will be processing individual transactions with FINRA and SEC regulated broker-dealers. Such broker-dealers are required to provide best execution to all of their clients, including investment advisers and their clients. Allied Advisors advisers will periodically review executions as they occur to determine whether a fair market price was received or will, at a minimum ensure the broker-dealer is performing their best execution duties by obtaining an attestation or a copy of their audit. Additionally, more detailed reviews pertaining to the quality of execution may be performed quarterly. Any such reviews will be documented by the Adviser.

Soft Dollars

Allied Advisors Investment Management Firm LLC does not currently maintain any soft dollar arrangements.

Order Aggregation

Order Aggregation between multiple clients will not occur unless there is either a definitive benefit to the clients or there is, at least, no negative effect for any client in from the aggregating of such trades. If used, the most common form of order aggregation would be to either obtain orders after-market hours for the next business day or to obtain better pricing on fixed income products (where a larger sized order may provide a price benefit). Order aggregation will only occur for accounts that have agreed in writing to allow for discretionary orders.

Item 13 - Review of Accounts

Periodic Reviews

Account reviews are performed periodically, no less than quarterly by each IAR and by their Supervisors. Account reviews are performed more frequently when market conditions dictate and as requested by Allied Advisors Investment Management Firm LLC's clients.

Review Triggers

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own financial situation.

Regular Reports

Account reviewers are members of the Firm's Compliance Department, with the assistance of IARs of the Adviser. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client

Clients receive periodic communications on at least an annual basis and will receive an account statement or performance report no less than quarterly.

Item 14 - Client Referrals and Other Compensation

Incoming Referrals

Allied Advisors Investment Management Firm LLC anticipates receiving client referrals as a regular part of its business. The referrals often come from current clients, attorneys, accountants, employees, personal friends of employees and other similar sources. Allied Advisors Investment Management Firm LLC cannot compensate individuals for referrals unless they are properly licensed with the Firm as an IAR or are properly licensed as an investment adviser in the Firm's home state. The Firm, however, may rely on a solicitor's exemption, if available in a particular state where it does business.

Referrals Out

Allied Advisors may accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Other Compensation

In the purchase process of intellectual properties, the client(s) may need to obtain financing in part or in whole for such properties. In such circumstances, the Advisor may either provide financing directly, indirectly through an affiliate or through a third-party bank or other institution. When providing financing, directly or through an affiliate, the Firm will receive compensation as a part of the financing structure. There is an inherent conflict of interest as the Firm will be financing and managing the intellectual properties it helps finance. In the latter, the firm may receive a referral fee from the bank or other financing institution for their referral. This also poses an inherent conflict of interest, as the advisor may obtain a financial institution that provides an incentivized referral fee, while not providing the lowest loan rate possible. Any such referral agreements will be fully disclosed prior to any executed loan agreement between client(s) and financial institution. Institutional clients are generally sophisticated, and the Firm does not perceive any issues with such referrals. In addition, since the purchase and management of the intellectual properties may require such loans, the advisor's interests are aligned with their client(s) in obtaining the most beneficial loan for their clients. Clients may, of course, seek other financing without the assistance or referral of the advisor.

It is somewhat common for investment advisers to receive other forms of compensation when they provide financial services that are incidental to their investment advisory business. This usually occurs when the investment adviser representative is either an insurance agent, registered representative with a broker-dealer, real-estate agent or other financial agent. Allied Advisors Investment Management Firm LLC or its advisers may receive compensation for such items, which may be commission-based charges outside the client's advisory fees. Clients of Allied Advisors Investment Management Firm LLC are under no obligation to purchase or use other services provided by affiliates or agents of Allied Advisors. Comparable services for such may be available elsewhere at more competitive rates.

Item 15 - Custody

Account Statements

All assets are held at qualified custodians, which mean the custodians provide account statements directly to clients at their address of record at least quarterly. Allied Advisors Investment Management Firm LLC does not hold any client assets.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to any performance reports provided by Allied Advisors Investment Management Firm LLC, or even discussions or other communications between the client and the Adviser. In the event of a discrepancy, clients should rely on the account statement from your custodian as a true and accurate record of your holding(s). Our clients are urged to bring any such discrepancies to our immediate attention.

Item 16 - Investment Discretion

Discretionary Authority for Trading

Allied Advisors Investment Management Firm LLC may sometimes accept discretionary authority to manage securities accounts on behalf of clients. Allied Advisors Investment Management Firm LLC has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, Allied Advisors Investment Management Firm LLC consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades without having to discuss such trades prior to execution.

Item 17 - Voting Client Securities

Proxy Votes

Allied Advisors Investment Management Firm LLC does not vote proxies on securities; therefore, clients are expected to vote their own proxies.

Item 18 - Financial Information

Financial Condition

Allied Advisors Investment Management Firm LLC does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. Allied Advisors Investment Management Firm LLC is currently meeting all state financial requirements for it to act as an Investment Advisor.

Allied Advisors Investment Management Firm LLC does not maintain discretionary authority or custody of our client's funds. In addition, we do not require or solicit prepayment of more than \$500 in fees per client six months in advance.

Education and Business Standards

Allied Advisors Investment Management Firm LLC prefers, but does not specifically require that its IARs have a bachelor's degree. It is expected that its IARs are able to sufficiently demonstrate knowledge of investing, which may include knowledge about financial planning and asset management. Examples of preferred accreditation's include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Even if not required by a particular state, all advisers are expected to take and pass qualification exams (Series 65 or Series 66 with Series 7). Additionally, we will seek IAR's that have work experience that demonstrates their aptitude for financial planning and/or asset management.

Item 19 Requirements for State Registered Advisers**Item 19a Principal and Executive Officers**

Debra Whelan Johnson is an Owner and Principal of the Firm.

Date of Birth: 1963

Education:

University of Virginia, JD, 1990

Howard University, BA, 1986

Recent Business Background

1/2019 - Present Allied Financial Advisors, LLC
Managing Director

8/2014 - 12/2018 Metropolis IX Capital Advisors
COO

Nigro, Karlin, Segal, Feldstein
Managing Director

Item 19b Additional Business Activities

Debra Whelan Johnson is a non-practicing attorney and inactive member of the California State Bar. At the present, we do not anticipate using her legal expertise outside of the Firm.

Allied Financial Advisers – Partner

Debra provides consulting services, individually and as a partner, to entertainment and media companies. This includes providing C-suite level, value-added strategic advice as well as tactical implementation plans. In addition, she assists in raising debt capital from project financing and general corporate purposes. She also will advise as to the appropriate way to take on specific projects. Lastly, she evaluates potential distribution and revenue opportunities to most effectively utilize the assets created.

Item 19c Performance Based Fees

Neither the Firm nor any of its advisors receive fees based on account performance.

Item 19d Material Disclosures

Debra Whelan Johnson has no material disclosures that are required by this section. Material and non-material disclosures may be viewed at <http://www.sec.gov> and/or through <http://brokercheck.finra.org>

Item 19e Relationships with Issuers of Securities

Debra Whelan Johnson has no relationships with issuers of securities that would require disclosure under this section.

Debra Johnson



Debra Johnson

Debra is an Experienced Chief Operations Executive managing the assets of high-net-worth entertainers and professionals. In this capacity she has coordinated the business planning, financing, and operations for clients in areas including cosmetics, beverages, clothing, music, Blu-ray, DVD, and home video. She has also provided due diligence and led capital initiatives for their individual and fund investments. Debra is involved in all aspects of operations related to the development and distribution of motion pictures by formulating and implementing financing structures, budgeting, greenlight analysis, film exploitation and distribution, managing operating systems and leading strategic financial initiatives for independent film companies. Selected films include: ***The Wolf of Wall Street***, ***Dumb and Dumber To***, ***Daddy's Home*** and ***Manchester by the Sea***. As a Business Manager, Debra has overseen asset acquisitions, business operations, managed real and intangible property, and structured the related debt and equity financing for the most notable individuals in entertainment.

Debra began her career in the Corporate Tax Department of Luce Forward, Hamilton and Scripps and has served as a Distinguished Professor of Law, Whittier Law School and the Director of the Graduate Tax Program, University of San Diego School of Law.

Over the years, Debra has engaged in many philanthropic endeavors helping to improve social and economic opportunity. She currently is a member of the Brain Advisory Board for The Brian Trust Campaign at Cedars Sinai.

Item 19 Requirements for State Registered Advisers**Item 19a Principal and Executive Officers**

Randall ("Randy") Hermann is an Owner and Principal of the Firm.

Date of Birth: 1962

Education:

The Wharton School, The University of Pennsylvania, MBA 1990

University of California, Berkeley. BS 1984

Recent Business Background

8/2012 - 12/2018 Red Granite Pictures
CFO

5/2011 - 8/2012 Exclusive Media
CFO

6/2006 - 5/2011 Essential Entertainment
COO and CFO

Item 19b Additional Business Activities

Allied Financial Advisers – Partner

Randy provides consulting services individually and as a partner to entertainment and media companies. This includes providing C-suite level, value-added strategic advice as well as tactical implementation plans. In addition, he assists in raising debt capital from project financing and general corporate purposes. He also advises as to the appropriate way to take on specific projects. Lastly, he evaluates potential distribution and revenue opportunities to most effectively utilize the assets created.

Item 19c Performance Based Fees

Neither the Firm nor any of its advisors receive fees based on account performance.

Item 19d Material Disclosures

Randall ("Randy") Hermann has no material disclosures that are required by this section. Material and non-material disclosures may be viewed at <http://www.sec.gov> and/or through <http://brokercheck.finra.org>

Item 19e Relationships with Issuers of Securities

Randall ("Randy") Hermann has no relationships with issuers of securities that would require disclosure under this section.

Randy Hermann



Randy Hermann is a co-founder and Managing Director of Allied Financial Advisors, a boutique financial advisory firm providing C-Suite services to media and entertainment companies. Hermann is responsible for the structuring and execution of client's operational goals, strategic initiatives, and financial strategies.

From 2012 to 2018 Hermann was the Chief Financial Officer of Red Granite Pictures. In this position, Hermann was responsible for the management of the day-to-day financial operations of the Company as well as leading business development and strategic planning initiatives. Hermann was responsible for the analyzing the investment in and securing the financing for *Dumb and Dumber Too* and *Daddy's Home*. In addition, Hermann negotiated, structured, and closed over \$200 million in production and ultimately loans for the company.

From 2011 to 2012, Hermann was the Chief Financial Officer of Exclusive Media where he structured a corporate credit facility as well as single picture financings for *End of Watch* starring Jake Gyllenhaal; *Snitch* starring Dwayne Johnson; and Ron Howard's *Rush*. In addition, Hermann oversaw preparation of all Exclusive business plans, annual operating budgets, financial greenlight analyses and film ultimates. Hermann also managed the transition of the finance and accounting functions from London to Los Angeles.

From 2006 to 2011, Hermann was the Chief Operating Officer and Chief Financial Officer of Essential Entertainment. While at Essential, Hermann structured and closed financings for the successful Australian film *Red Dog* and the Canadian/Belgian co-production *The Expatriate* starring Aaron Eckhart.

From 1996 to 2006, Hermann was the Executive Vice President and Chief Financial Officer of Mandalay Pictures. During the ten years Hermann worked with Mandalay he arranged over \$600 million in production financing, structured a \$40 million insurance-backed transaction, helped secure a \$50 million equity investment and arranged more than \$90 million in tax-advantaged financing.

Before beginning his career in the film business, Hermann had a successful career in financial services as a financial analyst at Drexel Burnham Lambert, an associate with Chemical Bank in New York and later as an associate director with BA Securities in Los Angeles.

Hermann has an MBA from The Wharton School of the University of Pennsylvania and a BS from the University of California, Berkeley. From 2014 to 2018, Hermann served on the Board of Trustees at The Oaks School, where he was on the Executive and Finance Committees. He was also a member of the Finance and Audit Committees of Children's Hospital Los Angeles from 2003 to 2010.