



Part 2A of Form ADV: Firm Brochure

Item 1 – Cover Page

JV GLOBAL CAPITAL, INC

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Houston, TX 77056

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Email: compliance@jvglobalcap.com

Web Address (see Appendix 1 Wrap Fee Program):

Web Address <https://www.jvglobalcap.com/>

September 8, 2021

This brochure provides information about the qualifications and business practices of JV GLOBAL CAPITAL, INC. If you have any questions about the contents of this brochure, contact us at 480-738-6770 or compliance@jvglobalcap.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.

Additional information about JV GLOBAL CAPITAL, INC also is to be available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is **316742**.

Item 2 – Material Changes

This Firm Brochure dated September 8, 2021, is our disclosure document. As required, the Firm must discuss any material changes since the last annual update.

1. There are not any material changes as this is the first version of our brochure as a requirement to register and deliver our ADV1 filing with the Securities and Exchange Commission and to have it available to our first clients at business opening.
2. The firm's principal place of business is

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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.

Furthermore, we will commit to provide to you with any other interim disclosures about material changes as necessary.

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Item 4 – Advisory Business

JV GLOBAL CAPITAL, INC is a SEC-registered investment adviser with its principal place of business located in Houston, Texas, USA. JV GLOBAL CAPITAL, INC expects to begin conducting business during 4Q 2021.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company).

- JV GLOBAL INVESTMENTS, INC

JV GLOBAL CAPITAL, INC offers the following advisory services to our clients:

PORTFOLIO MANAGEMENT

Our firm provides continuous asset management of client funds.

We manage these advisory accounts on a non-discretionary basis. Account supervision is guided by the client's stated goals and investment objectives.

LIMITATIONS: Individuals of JV GLOBAL CAPITAL, INC are registered as representatives of a broker-dealer and/or as insurance agents/brokers of various insurance companies, recommendations are limited to only those products offered through these companies.

AMOUNT OF MANAGED ASSETS

Although as a new investment adviser we are not currently managing assets, we expect to manage over US\$120 million AUM within 120 days of opening.

Item 5 – Fees and Compensation PORTFOLIO

MANAGEMENT SERVICES FEES

Our annual fees for Investment Management, Family Office and Financial Planning Services are based upon a percentage of assets under management and generally range from **0.75%** to **1.85%**.

A minimum of **\$250,000.00** AUM per Household for domestic customers and **\$500,000.00** for international customers is required for this service.

Our fees can be billed quarterly or monthly depending on the Household Size, at the end of each quarter or month based upon a percentage of the value (market value or fair market value in the absence of market value) of the average daily assets held within the client's account during each calendar quarter.

The market value is determined by the custodian. Fees will be debited from the account in accordance with the client authorization to deduct Advisory Fees in the Investment Advisory Agreement.

JV GLOBAL CAPITAL, INC's advisory fees are negotiable.

GENERAL INFORMATION

Termination of the Advisory Relationship: The Agreement may be terminated by Adviser upon thirty (30) days' prior written notice to Client and may be terminated by Client upon written notice to Adviser; provided, however, that in the event that Client terminates this Agreement, Adviser shall have up to seven (7) business days to effect the termination. Without limiting the foregoing, upon written notice to Adviser within five (5) business days of entering into this Agreement, Client shall have the right of termination without penalty or payment of fees. Upon termination of any account, any prepaid, unearned fees will be promptly refunded.

If terminated by Client, termination of this Agreement shall take effect no later than on the seventh (7th) business day following receipt by Adviser of written notice of termination. If terminated by Adviser, termination of this Agreement shall take effect at least thirty (30) calendar days after written notice of termination is sent to Client. Notice of termination to Client shall be deemed to be delivered one (1) business day following the date on which Adviser mailed such notice to Client's last known address as identified in Adviser's records.

Mutual Fund Fees: All fees paid to JV GLOBAL CAPITAL, INC for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders.

These fees and expenses for mutual funds are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge.

A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's investment profile, goals and objectives.

Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

Wrap Fee Programs and Separately Managed Account(SMA) Fees: Clients participating in separately managed account programs may be charged various program fees in addition to the advisory fee charged by our firm. Such fees may include the investment advisory fees of the independent advisers, which may be charged as part of a wrap fee arrangement. In a wrap fee arrangement, clients pay a single fee for advisory, brokerage and custodial services. Client's portfolio transactions may be executed without commission charge in a wrap fee arrangement.

In evaluating such an arrangement, the client should also consider that, depending upon the level of the wrap fee charged by the broker-dealer, the amount of portfolio activity in the client's account, and other factors, the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately. We will review with clients any separate program fees that may be charged to clients. Please see the Wrap Fee Appendix 1 following this Firm Brochure.

Additional Fees and Expenses: In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

Advisory Fees in General: Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

Limited Prepayment of Fees: Under no circumstances do we require or solicit payment of fees in excess of \$1,200 more than six months in advance of services rendered.

Additional Compensation: Adviser or an affiliate of Adviser may be entitled to such other fees that are customarily charged for maintenance of certain investment accounts, such as 12b-1 fees.

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

JV GLOBAL CAPITAL, INC does not charge performance-based fees.

Item 7 – Types of Clients

JV GLOBAL CAPITAL, INC provides advisory services to High Net Worth Individuals, Family Offices, Institutions and Corporations.

For its services, a minimum of **\$ 250,000.00** AUM per household is required. This account size may be negotiable under certain circumstances

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

GOALS-BASED INVESTMENT MANAGEMENT STRATEGIES

JV GLOBAL CAPITAL, INC's investment strategies are summarized below and detailed in the Customer Relationship Agreement delivered to each Client and in line with a detailed Investment Goals analysis to specifically tailor the investment strategy to the client's goals.

JV GLOBAL CAPITAL, INC seeks to advise its Clients by customizing investment portfolios to every goal dimension. Family, Business, Education, Real Estate, retirement, estate planning, wealth protection and structuring in partnership with trustees, referral partners and other stakeholders in key offshore and onshore markets.

JV Global Capital, Inc. will, as guided by policy and Client desires, interact with Clients' internal specialists, independent advisors and legal counsel , as well as introduce Clients to and serve as liaison with, external contacts such as legal counsel, tax experts, financial planners, independent asset managers, and single and multi-family offices, all in an effort to support the wealth strategies and solutions that our Clients may require.

To build portfolios aligned to the diverse clients goals we may use an asset allocation according to each of those goals using but not limited to the following: securities including equities, bonds, fixed income instruments, ETFs, mutual funds, and so on.

We provide non-discretionary asset management services as agreed to in writing with a client presenting a set of investment portfolio proposals aligned with a client's investment objectives, risk tolerance, and time horizons, among other considerations. For non-discretionary accounts, strategies are discussed with the customer prior to order entry.

RISK OF LOSS

Risks for all forms of analysis: All analysis methods rely on the assumption that the companies whose securities that are purchased or sold, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that an analysis may be compromised by inaccurate or misleading information.

Investment and Trading Risks: All securities investments bear significant risk of capital loss. No guarantee or representation is made that the Clients' trading programs will be successful or that the Clients will not incur losses.

Investment Judgment; Market Risk: The profitability of a significant portion of the Adviser's investment program depends to a great extent upon correctly assessing the future course of the price movements of securities and other investments. There can be no assurance that the Adviser will be able to predict accurately these price movements.

Inflation: There has been an unusually low rate of inflation in the United States and most other developed economies for some time. At the same time, the central governments

have been injecting unprecedented amounts of financial stimulus into these economies — historically a recurring cause of serious inflation. Were significant inflation to occur, the effect on the Adviser's strategy could be materially adverse — while unpredictable, stocks have traditionally been considered a form of "hedge" against inflation, but that is not always the case (particularly in the case of any individual stock).

Availability of Suitable Investments: While the Adviser believes that there are currently available many attractive investments of the type in which the Clients currently invest, there can be no assurance that such investments will continue to be available for the Clients' investment activities, or that available investments will meet the Clients' investment criteria.

Custody Risk: The Clients, prime brokers and their affiliates, and other primary custodians may, subject to the restrictions imposed by the Investment Advisers Act of 1940 (the "Investment Advisers Act"), appoint sub-custodians in certain non-U.S. jurisdictions to hold the assets of the Client. The Clients' primary custodians may not be responsible for cash or assets held by sub-custodians in certain non-U.S. jurisdictions, or for any losses suffered by the Client as a result of the misconduct, bankruptcy or insolvency of any such sub-custodian.

Margin Risk: Clients who chose to borrow funds from the Broker-Dealer will receive the Margin Risk Disclosure Statement at the time they open their margin account. A Margin account involves higher risk due to the risk of leveraging. Some risks include, but are not limited to the following:

- You can lose more funds than You deposit into your Margin Account
- You are fully liable for the funds that You have borrowed
- The Broker-Dealer can force the sale of Securities and Other Property in Your Account without contacting you
- The Broker-Dealer can increase "house" maintenance margin requirements at any time without advance written notice
- You are not entitled to an extension of time to meet a margin maintenance call
- Short sales can result in unlimited liability
- Interest rates on margin debit balance may vary

THE FOREGOING LIST OF RISK FACTORS DOES NOT PURPORT TO BE A COMPLETE ENUMERATION OR EXPLANATION OF THE RISKS INVOLVED IN ADVISER'S METHODS OF ANALYSIS AND INVESTMENT STRATEGIES USED IN FORMULATING INVESTMENT ADVICE OR MANAGING ASSETS. PROSPECTIVE CLIENTS SHOULD CAREFULLY REVIEW THE RISKS DESCRIBED IN THE APPLICABLE GOVERNING DOCUMENTS.

Item 9 – Disciplinary Information

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no reportable disciplinary events to disclose.

Item 10 – Other Financial Industry Activities and Affiliations

FIRM REGISTRATIONS: None

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

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

JV GLOBAL CAPITAL, INC and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement and recordkeeping provisions.

JV GLOBAL CAPITAL, INC's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to compliance@jvglobalcap.com or by calling us at 480-738-6770.

JV GLOBAL CAPITAL, INC and individuals associated with our firm are prohibited from engaging in principal transactions.

JV GLOBAL CAPITAL, INC and individuals associated with our firm are prohibited from engaging in agency cross transactions.

As disclosed in the preceding section of this Brochure (Item 10), related persons of our firm are separately registered as securities representatives of a broker-dealer. Please refer to Item 10 for a detailed explanation of these relationships and important conflict of interest disclosures.

Item 12 – Brokerage Practices

JV GLOBAL CAPITAL, INC does not have any soft-dollar arrangements and does not receive any soft-dollar benefits.

As a matter of policy and practice, JV GLOBAL CAPITAL, INC does not generally block client trades and, therefore, we implement client transactions separately for each account. Consequently, certain client trades may be executed before others, at a different price and/or commission rate. Additionally, our clients may not receive volume discounts available to advisers who block client trades.

JV GLOBAL CAPITAL, INC's policy is to direct brokerage transactions to its bank & broker dealer custodian. We are currently undergoing conversations to have a custodian agreement with RIA Service Companies as Broker Dealers, Custodians and others that we are currently evaluating for that purpose

Item 13 – Review of Accounts

REVIEWS:

While the underlying securities within Individual Portfolio Management Services accounts are continually monitored, these accounts are reviewed on a trade date basis by reviewing applicable order tickets and again on a quarterly basis by reviewing customer account statements. Accounts are reviewed in the context of each client's stated investment goals, objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

These accounts are reviewed by the Chief Investment Officer and a member of the office of Compliance.

REPORTS:

Monthly statements and confirmations of transactions are sent from the account's broker-dealer.

Item 14 – Client Referrals and Other Compensation

We may from time to time enter into solicitor or referral agreements with our affiliates to refer clients to us. Pursuant to these arrangements, the affiliate making referrals will be paid a fee for referring a client. The amount of the fee will be disclosed to the affected client. In addition, under certain circumstances, our employees and employees of our affiliates have the opportunity to refer clients to each other or to unaffiliated third parties. Such referrals can result in the receipt of a referral fee. All of these referral arrangements will be conducted in accordance with applicable law and regulation, including Rule 206(4)-3 under the Investment Advisers Act.

This brochure will be amended when required to describe our particular solicitor or referral arrangements as they are adopted.

It is JV GLOBAL CAPITAL, INC's policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes from a non-client in conjunction with the advisory services we provide to our clients.

Item 15 – Custody

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm directly debits advisory fees from client accounts.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

Our firm is deemed to have custody of client assets because it has the ability to have fees and other expenses deducted directly from a client's account, thus it must meet the requirements listed under Rule 206(4)-2 of the Investment Advisers Act. However, because our qualified custodian sends quarterly statements directly to clients, the firm is exempt from the surprise examination requirements of the Rule.

Item 16 – Allocation Policy

Our bank and broker-dealer custodian will aggregate client orders to purchase or sell an investment when appropriate and where doing so is likely to result in a better overall price. The Company will allocate trades to clients on an equitable basis to each account.

Item 17 – Voting Client Securities

JV GLOBAL CAPITAL, INC shall have no obligation or authority to take any action or render any advice with respect to the voting of proxies solicited by or with respect to issuers of securities held in the Accounts. Client expressly retains the authority and responsibility for, and Adviser is expressly precluded from rendering any advice or taking any action with respect to, the voting of any such proxies.

Item 18 – Financial Information

JV GLOBAL CAPITAL, INC has no additional financial circumstances to report.

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

JV GLOBAL CAPITAL, INC has not been the subject of a bankruptcy petition as it has been recently incorporated in August 2021.