



ITEM I – COVER PAGE

First Heartland® Consultants, Inc.,
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Appendix I of Form ADV Part 2A – Employer-Sponsored Plan Services Wrap Fee Program Brochure

Dated March 29, 2022

This disclosure brochure provides information about the qualifications and business practices of First Heartland® Consultants, Inc. (also referred to as we, us, firm, and FH Consultants throughout this disclosure brochure) and should be read in conjunction with the FH Consultants Form ADV Part 2A Disclosure Brochure. If you have any questions about the contents of this disclosure brochure, please contact Zeonia Christy at (636) 695-2822. The information in this disclosure brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about FH Consultants is also available on the internet at www.adviserinfo.sec.gov. You can view our firm's information on this website by searching for First Heartland® Consultants, Inc. or our firm's CRD number 110377.

*Registration as an investment adviser does not imply a certain level of skill or training.

ITEM 2 - MATERIAL CHANGES

The following is a summary of certain changes made to this brochure from the time of the annual update of the brochure dated March 29, 2021.

We will ensure that you receive a summary of any material changes to this and subsequent disclosure brochures within 120 days after our firm's fiscal year ends. Our firm's fiscal year ends on December 31, so you will receive the summary of material changes no later than April 30 each year. At that time, we will also offer to provide a copy of the most current disclosure brochure. We will also provide other ongoing disclosure information about material changes as necessary.

- **Item 4 – SERVICES, FEES, AND COMPENSATION**

Fees and Compensation

For Plan wrap accounts held at Pershing, LLC, the total fee includes fees you will pay related to security transactions (including, clearance and execution charges or “ticket charges”) as well as fees payable to us and the IAR. The Plan will pay more or less than if the Plan were to purchase the same or similar services separately.

For Plan wrap accounts held at Pershing, clearance and execution charges are assessed by Pershing to our affiliated broker-dealer, FH Capital, based on a percentage of assets under management (“Asset Based Pricing”). Pershing's Asset Based Pricing charge is 2.5 basis points (bps) annually based on the fair market value of the Plan accounts. The charge is billed to FH Capital in arrears on a monthly calendar basis based on the end of month value of the account. FH Capital pays a portion of the Asset Based Pricing charge (1.0 bps) and your IAR pays a portion (1.5 bps) of the Asset Based Pricing charge.

It should be noted that the purchase and sale of alternative investments and certain mutual funds designated by Pershing, LLC as “surcharge funds” are not included in the Asset Based Pricing charge. The IAR is solely responsible for any clearance and execution charges not included as part of the Asset Based Pricing charge. As such, this creates a conflict of interest as the IAR has an incentive not to recommend the purchase alternative investments or “surcharge funds” for your account as this increases the IAR's cost.

For Plan wrap accounts utilizing Managed 360®/Lockwood and all third-party service providers that do not custody at Pershing, neither FH Capital nor the IAR are assessed the 2.5 bps Asset Based Pricing charge. For Managed 360®/Lockwood accounts, all clearance and execution charges are included as part of the Managed 360®/Lockwood advisory fee charged to the Plan. Using Managed 360®/Lockwood and/or another third-party service provider creates a conflict of interest in that the IAR has an incentive to recommend use of Managed 360®/Lockwood and/or another third-party service provider to reduce his/her cost (i.e., by avoiding the Asset Based Pricing charge).

Participation in these programs will continue in effect until terminated by either party by providing notice of termination to the other party, or upon the IAR no longer being affiliated with FH Consultants. Any prepaid, unearned advisory fees will be refunded by FH Consultants and/or by the third-party service provider for credit to the Plan account(s). Fee refunds will be determined on a pro-rata basis using the number of days for which services were actually provided during the final period. Please note that once terminated, the Plan will no longer be managed by the IAR and/or FH Consultants but Account(s) will remain open at the applicable custodian until transferred to another firm or closed. In addition, with respect to Pershing Account(s), in the event the IAR ceases to be affiliated with FH Consultants or the Plan is otherwise removed from management (with the exception of transfer to another firm), the Account(s) will be assigned a new account number to designate that it is no longer an advisory account. The Plan will receive a letter detailing the new account number.

- **Item 6 – PORTFOLIO MANAGER SELECTION AND EVALUATION**

Currently, FH Consultants makes available the following third-party service providers for plan accounts:

American Funds, CUNA Mutual, Empower, ePlan Services, Fidelity, John Hancock, Mass Mutual, Mutual of Omaha, Nationwide, OneAmerica, Paychex, Pershing, Managed 360®/Lockwood (on Pershing platform), Principal, Standard, Transamerica, Vanguard, and Voya.

The Plan, with assistance from the IAR, will select the appropriate third-party service provider that best suits the Plan's investment needs. If the Plan elects to engage the IAR to provide ongoing investment recommendations, the IAR will choose their own research materials, methods, investment strategies, investment styles and management philosophy. IARs also utilize model portfolios containing mutual funds, exchange traded funds (ETF), variable annuity sub-accounts and/or other securities based on various information, research, asset allocation methodologies and investment strategies. Some model portfolios may be designed by your IAR, other advisory firms, and/or other money managers. It is important to note that no methodology or investment strategy is guaranteed to be successful or profitable. The Plan should ask the IAR to provide an explanation as to methods of analysis utilized.

- **Item 9 – ADDITIONAL INFORMATION**

Disciplinary Information

First Heartland® Consultants, Inc. (FH Consultants) has the following disclosable disciplinary history.

In August 2021, without admitting or denying the SEC's substantive findings, FH Consultants agreed to a settlement with the SEC with respect to FH Consultants' recommendation of certain investment securities to its clients. Specifically, the SEC found that FH Consultants invested clients' assets in and/or recommended certain mutual funds and money market funds without sufficient disclosure of the conflicts of interest relating to revenue sharing arrangements FH Consultants had with the sponsors of those funds. The SEC also found that FH Consultants failed to adequately disclose compensation received by its affiliated broker-dealer representing mark-ups of the fees charged by independent broker-dealers for services provided to FH Consultants' advisory clients. In connection with these findings, the SEC also found that FH Consultants breached its duty to seek best execution for client transactions and that FH Consultants failed to adopt compliance policies reasonably designed to prevent violations of the Advisers Act. FH Consultants did take meaningful remedial actions in connection with the settlement offer accepted by the SEC. FH Consultants was censured and ordered to cease and desist from committing or causing any violations and any future violations of Sections 206(2) and 206(4) of the Advisers Act and SEC Rule 206(4)-7 promulgated thereunder. FH Consultants was ordered to pay disgorgement of \$745,941.91 along with prejudgment interest of \$99,586.41 and a civil penalty of \$200,000 to affected investors totaling \$1,045,528.32. FH Consultants was also ordered to comply with several undertakings relating to the distribution of these amounts to affected clients.

For more information, clients should refer to the Investment Advisor Public Disclosure at www.adviserinfo.sec.gov.

Other Financial Industry Activities and Affiliations

Other Financial Institutions - Credit Unions

Certain IARs provide advisory and/or brokerage service on the premises of non-affiliated credit unions. FH Consultants and FH Capital have entered into agreements with certain credit unions to refer customers of the credit union to FH Consultants, FH Capital, and the IAR. In exchange for the referral, the provision of office space and telephone, and other administrative functions, FH Consultants and/or FH Capital share a portion of any commissions and/or advisory fees earned by the IAR with the credit union. It should be noted, however, that you are under no obligation to use the services of the IAR located at your credit union in any capacity.

Client Referrals and Other Compensation

Our affiliated broker-dealer, FH Capital receives ongoing compensation from non-affiliated third party registered advisory firms for the past referral of clients, also known as "solicitors fees". FH Capital no longer makes referrals under solicitation arrangements and only receives solicitors fees from previously referred clients. Solicitors fees are shared with the IAR. Some of the clients for which FH Capital and the IAR receives solicitors fees may also be clients of the firm and are charged a wrap fee. Please note, that no single Account is charged both a wrap fee and a solicitors fee.

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ITEM 4 – SERVICES, FEES AND COMPENSATION

The investment advisory services of FH Consultants are provided to you through an appropriately licensed individual who is an investment adviser representative (referred to as “IAR” throughout this brochure of FH Consultants). The IAR is not an employee of FH Consultants; rather, the IAR is an independent contractor of FH Consultants. For more information about the IAR, you should refer to the Brochure Supplement for the IAR (also known as the Form ADV Part 2B). The Brochure Supplement is a separate document that is provided by the IAR along with this Brochure before or at the time the Plan engage the IAR. If you did not receive a Brochure Supplement for the IAR, you should contact the IAR or FH Consultants at 636-625-0900. The IAR is limited to providing the services and charging investment advisory fees in accordance with the descriptions detailed in this brochure. However, the exact services the Plan receives and the fees you will be charged will be specified in the Retirement Plan Services Agreement (“Advisory Agreement”).

The amount of employer-sponsored retirement plan assets managed by FH Consultants as of December 31, 2021 totaled approximately \$253,000,351 on a non-discretionary basis (this figure excludes participant FBO accounts).

This Brochure provides information about FH Consultants and the following types of advisory services which are provided via our wrap fee program: employer-sponsored retirement plan services (excluding FBO accounts, e.g., Corporation A 401k Account FBO John Doe). Please understand that a written agreement, which details the exact terms of the services provided, must be signed by the Plan, the IAR, and FH Consultants before any services can be provided.

Employer-Sponsored Retirement Plan Services

Under FH Consultants’ employer-sponsored retirement plan services, IARs assist persons that are trustees or other fiduciaries to employer-sponsored retirement plans (“Plans”) by providing fee-based consulting and/or advisory services. IARs perform one or more of the following services, as selected by the Plan in Advisory Agreement.

- Assistance in the preparation or review of an investment policy statement (“IPS”) for the Plan based upon consultation to ascertain the Plan’s investment objectives and constraints.
- Acting as a liaison between the Plan and service providers, product sponsors or vendors.
- Ongoing monitoring of investment manager(s) or investments in relation to the criteria specified in the Plan’s IPS or other written guidelines provided by the Plan to the IAR.
- Preparation of reports describing the performance of the Plan’s investment manager(s) or investments, as well as comparing the performance to benchmarks.
- Ongoing recommendations for consideration and selection by the Plan about specific investments to be held by the Plan or, in the case of a participant-directed plan, to be made available as investment options under the Plan.
- Education or training for the members of the Plan’s investment committee with regard to various matters, including plan features, retirement readiness matters, service on the committee, and fiduciary responsibilities.
- Assistance in enrolling participants in the Plan, including conducting enrollment meetings. As part of such meetings, IARs will provide participants with information about the Plan, which typically includes information on the benefits of Plan participation, the benefits of increasing Plan contributions, the impact of pre-retirement withdrawals on retirement income, the terms of the Plan and the operation of the Plan.
- Assistance with investment education seminars and meetings for Plan participants. Such meetings can be on a group or individual basis, and typically include information about the investment options under the Plan (e.g., investment objectives, risk/return characteristics, and historical performance), investment concepts (e.g., diversification, asset classes, and risk/return), and how to determine investment time horizons and assess risk tolerance. Such meetings do not include specific investment advice about investment options under the Plan as being appropriate for a particular participant.
- Recommendations, for consideration and selection by the Plan, regarding target-date or risk-based model portfolios based upon criteria stated in the Plan’s IPS.
- As part of the ongoing investment recommendation service set out above, assistance in identifying an investment fund product or model portfolio in connection with the definition of a “Qualified Default Investment Alternative” (“QDIA”) under ERISA.
- Assistance with the preparation, distribution and evaluation of Request for Proposals, finalist interviews, and conversion support in connection with vendor analysis and service provider support.
- Preparation of comparisons of Plan data (e.g., regarding fees and services and participant enrollment and contributions) to data from the Plan’s prior years and/or a benchmark group of similar plans.

- Assistance in identifying the fees and other costs borne by the Plan for investment management, recordkeeping, participant education, participant communication and/or other services as selected by the Plan.

If a particular Plan makes available publicly-traded employer stock (“company stock”) as an investment option under the Plan, IARs do not provide investment advice regarding company stock and are not responsible for the decision to offer company stock as an investment option.

In addition, if participants in the Plan are permitted to invest their assets in accounts through individual brokerage accounts, a mutual fund window, or other similar arrangement, or are permitted to obtain participant loans, IARs do not provide individualized advice or recommendations to the participants regarding these decisions. Furthermore, IARs do not provide individualized investment advice to Plan participants regarding their Plan assets. The Plan is free to select any investment advisory firm, in lieu of the IAR, to provide other advisory services to them.

FH Consultants provides services under this program as an investment advisor under the Investment Advisers Act of 1940 (“Act”), and is a fiduciary under the Act with respect to such services. In addition, if you elect in the Advisory Agreement to engage FH Consultants and the IAR to perform ongoing investment monitoring and ongoing investment recommendation services to a plan subject to ERISA, such services will constitute “investment advice” under Section 3(21) of ERISA. FH Consultants and the IAR will be deemed a “fiduciary” as such term is defined under Section 3(21) of ERISA in connection with those services. The Plan should understand that to the extent FH Consultants and the IAR are engaged to perform services other than ongoing investment monitoring and recommendations, those services are not “investment advice” under ERISA and therefore, FH Consultants and the IAR will not be a “fiduciary” under ERISA with respect to those other services. In addition, FH Consultants and the IAR shall not provide discretionary investment manager services as that term is defined in Section 3(38) of ERISA. Discretionary investment manager services under Section 3(38) of ERISA can be selected by the Plan to be provided by an independent third-party for a separate fee.

From time to time FH Consultants and/or the IAR will make the Plan or Plan participants aware of and will offer other services available from FH Consultants or First Heartland® Capital, Inc. (FH Capital), our affiliated broker-dealer, which are separate and distinct from the services provided under this program. Such other services are available to the Plan, to the trustee or other fiduciary with respect to their responsibilities to the Plan, and/or to one or more Plan participants. In offering any such services, neither FH Consultants nor the IAR is providing the services under this program or acting as a fiduciary under ERISA with respect to such offering of services. If any such separate services are offered to the Plan’s trustee, fiduciary and/or plan participants, they should make an independent assessment of such services without reliance on the advice or judgment of FH Consultants or the IAR.

Fees and Compensation

This section provides details regarding our fees and compensation. It should be noted that lower fees for comparable services are available from other sources. The exact fees and other terms for the advisory services the Plan will receive will be outlined in the Advisory Agreement between the Plan, the IAR, and FH Consultants. The maximum fee for our services is 1.75% (175 basis points) of the Plan assets. Fees are negotiable and can be paid quarterly in advance or in arrears depending on the custodian and/or service provider for the Plan assets.

Fees charged are negotiated between the IAR and the Plan based on the IAR providing the services. As a result, the IAR will charge more or less for the same services than another IAR of FH Consultants and the IAR will charge the Plan, specifically, more or less for the same services than another Plan of the IAR.

Of the total wrap fee charged, FH Consultants will retain .03% (3 basis point Platform Fee) on each Plan based on the total value of the Plan’s assets. The remainder of the total fee is paid to the IAR. Please see your Advisory Agreement for more details.

Fees are charged as a percentage of the total value of the Plan’s assets under management, billed either in advance or in arrears on a quarterly calendar basis, and calculated based on the fair market value of the Plan’s assets as of the last business day of the previous billing period. Fees are prorated if services to the Plan start at any time other than the beginning of the billing period. If advisory services are commenced in the middle of the billing period, then the prorated fee for that billing period is based on the value of the account when services commence and is due immediately. Performance-based fees are

defined as fees based on a share of capital gains or capital appreciation of the assets held in an account. We do not charge or accept performance-based fees.

The Plan will pay more or less than if the Plan were to purchase the same or similar services separately. Among the factors impacting the cost of the program are the number of participants in the Plan, the asset value of the Plan, the services provided to the Plan, the services provided to participants, and the selected service provider.

The IAR negotiates the fee to charge each Plan based upon factors such as total amount of assets involved in the relationship, the complexity of the planning services, and the number and range of other advisory and participant and/or Plan-related services to be provided. You should consider the level and complexity of the services to be provided when negotiating the fee with the IAR.

For Plan wrap accounts held at Pershing, the total fee includes fees you will pay related to security transactions (including clearance and execution charges or “ticket charges”) as well as fees payable to us and the IAR. The wrap fee does not include fees payable to the third-party service provider. The Plan will pay more or less than if the Plan were to purchase the same or similar services separately.

For Plan wrap accounts held at Pershing, LLC (“Pershing”) (excluding Managed 360®/Lockwood accounts), clearance and execution charges are assessed by Pershing to our affiliated broker-dealer, FH Capital, based on a percentage of assets under management (“Asset Based Pricing”). Pershing’s Asset Based Pricing charge is 2.5 basis points (bps) annually based on the fair market value of the Plan accounts. The charge is billed to FH Capital in arrears on a monthly calendar basis based on the end of month value of the account. FH Capital pays a portion of the Asset Based Pricing charge (1.0 bps) and the IAR pays a portion (1.5 bps) of the Asset Based Pricing charge.

It should be noted that the purchase and sale of alternative investments and certain mutual funds designated by Pershing, as “surcharge funds” are not included in the Asset Based Pricing charge. The IAR is solely responsible for any clearance and execution charges not included as part of the Asset Based Pricing. As such, this creates a conflict of interest as the IAR has an incentive not to recommend the purchase of alternative investments or “surcharge funds” as this increases the IAR’s cost.

For Plan wrap accounts utilizing Managed 360®/Lockwood and all third-party service providers that do not custody at Pershing, neither FH Capital nor the IAR are assessed the 2.5 bps Asset Based Pricing charge. For Managed 360®/Lockwood accounts, all clearance and execution charges are included as part of the Managed 360®/Lockwood advisory fee charged to the Plan. Using Managed 360®/Lockwood and/or another third-party service provider creates a conflict of interest in that the IAR has an incentive to recommend use of Managed 360®/Lockwood and/or another third-party service provider to reduce his/her cost (i.e., by avoiding the Asset Based Pricing charge).

The Plan will pay the advisory fee owed by submitting a check or EFT made payable to First Heartland® Consultants **(not the IAR or an entity controlled by the IAR)** or by instructing the Plan’s service provider or custodian to debit the fee from the Plan’s account(s) at the custodian and pay such fee to First Heartland® Consultants. The method of payment will be specified in your Advisory Agreement.

The Plan will incur additional fees and charges, **separate and distinct from the wrap fee**, imposed by applicable third-party service providers in connection with these services. These third-party fees can include fund or annuity sub-account management fees, 12b-1 fees, administrative servicing fees, plan recordkeeping fees, and other service provider fees. Further information regarding charges and fees assessed by the third-party service provider are available in the appropriate prospectus or Plan contract. Many of the service providers also make available to you ERISA 3(21) investment advice and 3(38) investment manager services for additional fees. All fees for these services will be detailed in the service provider’s paperwork.

If the Plan chooses our affiliated broker-dealer, FH Capital and its clearing firm, Pershing to be the service provider, the Plan will also incur other costs **separate and distinct from the wrap fee** including custodial fees, wire transfer fees, and other types of fees and charges imposed by the broker-dealer and/or Pershing. It should be noted that these types of fees are typically “marked-up” and such mark-up is retained by our affiliated broker-dealer. Please note that in such an arrangement there is a conflict of interest. Using FH Capital as the broker-dealer will result in additional compensation

being paid to our affiliate as a result of these fees. Please refer to the FHC Compensation/Conflicts of Interest Disclosure at www.firstheartland.com/disclosures. The FHC Compensation/Conflicts of Interest Disclosure is provided to you whenever an Account is opened with our affiliated broker-dealer. FH Capital collects these fees and shares them with Pershing. None of these fees are retained by FH Consultants or the IAR.

In addition, the wrap fee **does not include** other amounts that the Plan will be subject to such as the initial and ongoing expenses paid to third party investments or third party pooled investment vehicles, such as mutual funds, annuities, or alternative investments. Such expenses are usually set forth in the applicable offering document (prospectus) or the investment contract, and are payable or borne by the Plan in addition to any fee outlined above.

If the Plan engages FH Consultants and the IAR to provide ongoing investment recommendations to the Plan regarding investment options to be made available to Plan participants, there generally will be two layers of fees with respect to such assets. The Plan will pay an advisory fee to the fund manager and other expenses as a shareholder of the fund. The Plan will also pay FH Consultants for the investment recommendation services. Therefore, the Plan can avoid the second layer of fees by not using the advisory services of FH Consultants and the IAR and by making its own decisions regarding the Plan's investments.

IARs who recommend services in this program to the Plan and their other clients will receive compensation as a result of the Plan's participation in the program. Typically, this compensation will be more than what the IAR would receive if the Plan participated in other programs or services, or paid separately for investment advice, brokerage and other services. Therefore, IARs have a financial incentive to recommend these programs over other services available.

The Plan should review its account statement received from the qualified custodian(s) and verify that the appropriate advisory fees are being deducted. The qualified custodian(s) will not verify the accuracy of the advisory fees deducted.

Participation in these programs will continue in effect until terminated by either party by providing notice of termination to the other party, or upon the IAR no longer being affiliated with FH Consultants. Any prepaid, unearned advisory fees will be refunded by FH Consultants and/or the applicable service provider for credit to the Plan account(s). Fee refunds will be determined on a pro-rata basis using the number of days for which services were actually provided during the final period. Please note that once terminated, the Plan will no longer be managed by the IAR and/or FH Consultants but Accounts(s) will remain open at the applicable custodian until transferred to another firm or closed. In addition, with respect to Pershing Account(s), in the event the IAR ceases to be affiliated with FH Consultants or the Plan is otherwise removed from management (with the exception of transfer to another firm), the Account(s) will be assigned a new account number to designate that it is no longer an advisory account. The Plan will receive a letter detailing the new account number.

If the IAR recommends mutual funds as part of the services for the Plan, some of those mutual funds charge asset-based sales charges or service fees (e.g., 12(b)-1 fees). Neither the IAR, nor FH Capital nor FH Consultants will retain any commissions or 12(b)-1 fees. The receipt of commissions and 12(b)-1 fees presents a conflict of interest because it gives the IAR an incentive to recommend products based on compensation received rather than on the Plan's investment needs. If at any time, commissions or 12(b)-1 fees are paid by product sponsors to FH Capital as the broker-dealer, FH Consultants will use the amounts received to offset the advisory fee or return such amounts to the Plan account.

ITEM 5 – ACCOUNT REQUIREMENTS AND TYPES OF CLIENTS

The services described in this brochure are available to trustees or other fiduciaries of Plans, including 401(k), 457(b), 403(b) and 401(a) plans. Plans may include but are not limited to participant directed defined contribution plans and defined benefit plans. Plans may or may not be subject to ERISA.

FH Consultants does not require a minimum asset amount for employer-sponsored retirement plan services.

ITEM 6 – PORTFOLIO MANAGER SELECTION AND EVALUATION

Currently, FH Consultants makes available the following third-party service providers for plan accounts:

American Funds, CUNA Mutual, Empower, ePlan Services, Fidelity, John Hancock, Mass Mutual, Mutual of Omaha, Nationwide, OneAmerica, Paychex, Pershing, Managed 360®/Lockwood (on Pershing platform), Principal, Standard, Transamerica, Vanguard, and Voya.

The Plan, with assistance from the IAR, will select the appropriate third-party service provider that best suits the Plan's investment needs. If the Plan elects to engage the IAR to provide ongoing investment recommendations, the IAR will choose their own research materials, methods, investment strategies, investment styles and management philosophy. IARs also utilize model portfolios containing mutual funds, exchange traded funds (ETF), variable annuity sub-accounts and/or other securities based on various information, research, asset allocation methodologies and investment strategies. Some model portfolios may be designed by your IAR, other advisory firms, and/or other money managers. It is important to note that no methodology or investment strategy is guaranteed to be successful or profitable. The Plan should ask the IAR to provide an explanation as to methods of analysis utilized.

The Plan may choose to select a number of different types of securities to make available to Plan participants, including but not limited to mutual funds, stable value funds, ETFs, and annuities. Each different type of security carries with it risks that are inherent in that specific type of security. Investing in securities involves risk of loss. The Plan and its participants should be prepared to bear investment loss including loss of original principal. Described below are some particular risks and features associated with investing in general and with some types of investments that may be purchased by a Plan.

- **Market Risk** – Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systematic risk.
- **Equity (stock) Market Risk** – Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.
- **Company Risk**- When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.
- **Fixed Income Risk**- When investing in bonds, there is the risk that the issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.
- **Options Risk**- Options on securities may be subject to greater fluctuations in value than an investment in the underlying securities. Purchasing and writing put and call options are highly specialized activities and entail greater than ordinary investment risks.
- **ETF and Mutual Fund Risk** – When investing in an ETF or mutual fund, you will bear additional expenses based on your pro rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. In addition, certain ETFs employ sophisticated financial strategies, such as leverage, futures, options, and derivatives, in pursuit of their investment objectives. The use of leverage and inverse strategies (use of futures and other derivatives) by a fund increases the risk to the fund and magnifies gains and losses on the investment. Typically, these products have one-day investment objectives and investors can lose a significant amount of principal rapidly in these securities.
- **Management Risk** – Your investment with our firm varies with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our investment strategies do not produce the expected returns, the value of the investment will decrease.
- **Group Annuities** – If the Plan purchases a group annuity contract, it should read and understand the group annuity contract and all other offering materials prepared by the issuing insurance company prior to making an investment decision. In considering whether to purchase a particular group annuity the Plan should be aware that:

1. A group annuity is a contract between the plan sponsor or the plan trustee and the issuing insurance company that covers the participants in the plan.
 2. A group variable annuity consists of separate accounts that typically invest in underlying investment portfolios the value of which fluctuates with the market value of the securities in the portfolio.
 3. Although a group annuity is issued by an insurance company, the annuity's investment returns are not "insured" or guaranteed and risk of loss of principal does exist; however, the particular product may offer participants an option to purchase an annuity with a guaranteed component instead of a cash payout. Any such guarantee is subject to the claims-paying ability of the insurance company.
 4. A group annuity held in a tax-qualified retirement plan does not provide any additional tax deferred treatment of earnings for the plan or participants beyond the treatment provided by the plan itself.
 5. A group annuity contract generally is not a registered security and the separate account is generally not a registered separate account. Therefore, the contract and separate account are not subject to registration or regulation by the SEC under the Securities Act of 1933, the Securities Exchange Act of 1934 or the Investment Company Act of 1940.
 6. Unlike mutual funds and registered variable annuities, which are SEC-registered products, a group annuity generally is not required to prepare or deliver a prospectus.
 7. A group annuity contract typically includes various fees and expenses, including administrative fees for certain services of the insurance company, such as recordkeeping, customer services and enrollment. These fees and expenses are in addition to the fees and expenses of the underlying investment options, which a participant will indirectly bear by investing in those investment options through the group annuity.
- **Stable Value Funds** - If the Plan is considering a stable value product to make available as an investment option, it should review the contract for the product and understand and consider the following:
 1. The objective of stable value funds, in general, is to preserve capital while providing a relatively stable rate of return that seeks to exceed returns provided by money market funds. Although designed as a low-risk investment, participants can lose money by investing in a stable value fund.
 2. Stable value funds can be viewed as an alternative to money market funds; however, there are important differences, and stable value products can be complicated. Unlike money market funds, stable value funds are typically not registered with the SEC. In addition, they are not guaranteed by the U.S. government or the Plan. The structure of, or investments within, stable value funds varies, and it is important to consider these differences in selecting a stable value fund.
 3. It is important that plan sponsors understand the terms of the contract, in particular, terms related to participant vs employer initiated events, as they will be a consideration in a future decision as to whether to terminate the stable value product provider.
 4. As the stable value product contract provider guarantees the receipt of book value to participants, it is important to consider the financial stability of the provider.
 5. There are fees and costs associated with stable value products.

ITEM 7 – CLIENT INFORMATION PROVIDED TO PORTFOLIO MANAGERS

All information about the Plan will be provided to the selected third-party service provider. If, at any time, you have questions about the third-party service provider or the services being provided contact the IAR or FH Consultants.

ITEM 8 – CLIENT CONTACT WITH PORTFOLIO MANAGERS

The Plan is encouraged to interact and consult directly with the IAR and with the third-party service provider.

ITEM 9 – ADDITIONAL INFORMATION

Disciplinary Information

First Heartland® Consultants, Inc. (FH Consultants) has the following disclosable disciplinary history.

In August 2021, without admitting or denying the SEC's substantive findings, FH Consultants agreed to a settlement with the SEC with respect to FH Consultants' recommendation of certain investment securities to its clients. Specifically, the SEC found that FH Consultants invested clients' assets in and/or recommended certain mutual funds and money market funds without sufficient disclosure of the conflicts of interest relating to revenue sharing arrangements FH Consultants had with the sponsors of those funds. The SEC also found that FH Consultants failed to adequately disclose compensation received by its affiliated broker-dealer representing mark-ups of the fees charged by independent broker-dealers for services provided to FH Consultants' advisory clients. In connection with these findings, the SEC also found that FH Consultants breached its duty to seek best execution for client transactions and that FH Consultants failed to adopt compliance policies reasonably designed to prevent violations of the Advisers Act. FH Consultants did take meaningful remedial actions in connection with the settlement offer accepted by the SEC. FH Consultants was censured and ordered to cease and desist from committing or causing any violations and any future violations of Sections 206(2) and 206(4) of the Advisers Act and SEC Rule 206(4)-7 promulgated thereunder. FH Consultants was ordered to pay disgorgement of \$745,941.91 along with prejudgment interest of \$99,586.41 and a civil penalty of \$200,000 to affected investors totaling \$1,045,528.32. FH Consultants was also ordered to comply with several undertakings relating to the distribution of these amounts to affected clients.

For more information, clients should refer to the Investment Adviser Public Disclosure at www.adviserinfo.sec.gov.

Other Financial Industry Activities and Affiliations

Our Affiliated Broker-Dealer– First Heartland® Capital, Inc. (FH Capital)

FH Consultants is under common ownership with FH Capital, a FINRA registered broker-dealer. FH Capital provides securities brokerage services to FH Consultants' clients. Please read the sub-section below, *Registered Representatives with Our Affiliated Broker-Dealer*, for details about this arrangement.

Registered Representatives with Our Affiliated Broker-Dealer

A majority of IARs are also registered representatives affiliated with FH Capital. The Plan can work with the IAR in their separate capacity as a registered representative of FH Capital if they are appropriately licensed as such. When acting in their separate capacity as a registered representative, the IAR will sell to you, **for commissions**, general securities products such as stocks, bonds, unit investment trusts, options, CDs, mutual funds, exchange traded funds, and annuity and variable life products. As such, the IAR will suggest that you implement investment advice by purchasing securities products through a commission based account or the purchase of an insurance product in addition to or in lieu of, advisory services. This receipt of commissions creates an incentive to recommend those products for which the IAR will receive a commission in their separate capacity as a financial professional of a broker-dealer. Consequently, the objectivity of the advice rendered to the Plan is biased.

The Plan is under no obligation to use the services of FH Capital registered representatives in this separate capacity or to use FH Capital, and you can select any broker-dealer you wish to implement securities transactions. If the Plan selects the IAR to implement securities transactions outside of this program, the Plan will direct that an account be opened through FH Capital. Prior to effecting any such transactions, the Plan will be required to enter into a new account agreement with FH Capital. The commissions and fees charged by FH Capital will be higher or lower than those charged by other broker-dealers.

Our Affiliated Insurance Marketing Organization – Elite Partners, LLC

First Heartland® Consultants is under common ownership with Elite Partners, LLC, which is a life insurance marketing organization and wholesales insurance and annuity products to third-party insurance agents.

Our Affiliated Insurance Agency - First Heartland® Corporation

First Heartland® Consultants is under common ownership with First Heartland® Corporation, a licensed insurance agency.

Other Financial Institutions - Credit Unions

Certain IARs provide advisory and/or brokerage service on the premises of non-affiliated credit unions. FH Consultants and FH Capital have entered into agreements with certain credit unions to refer customers of the credit union to FH Consultants, FH Capital, and the IAR. In exchange for the referral, the provision of office space and telephone, and other

administrative functions, FH Consultants and FH Capital share a portion of any commissions and/or advisory fees earned by the IAR with the credit union. It should be noted, however, that you are under no obligation to use the services of the IAR located at your credit union in any capacity.

Code of Ethics, Participation or Interest in Client Transactions & Personal Trading

FH Consultants has established a Code of Ethics that applies to all of its associated persons. As a fiduciary, it is an investment adviser's responsibility to provide full and fair disclosure of all material facts and to act solely in the best interest of each of our clients at all times. FH Consultants has a fiduciary duty to all clients. This fiduciary duty is considered the core underlying principle for our Code of Ethics which also covers our Insider Trading and Personal Securities Transactions Policies and Procedures. FH Consultants has the responsibility to make sure that the interests of all clients are placed ahead of FH Consultants' own investment interest. Full disclosure of all material facts and potential conflicts of interest will be provided to clients prior to any services being conducted. FH Consultants will conduct business in an honest, ethical and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This section is intended to provide clients with a summary of FH Consultants' Code of Ethics. Clients will receive a complete copy of the Code of Ethics upon request.

FH Consultants or associated persons of the firm will, from time to time, buy or sell for their personal accounts investment products identical to those recommended to clients. This creates a conflict of interest. It is the express policy of FH Consultants that all persons associated in any manner with our firm must place clients' interests ahead of their own when implementing personal investments. FH Consultants and its associated persons will not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of employment or association with our firm unless the information is also available to the investing public upon reasonable inquiry. We are now and will continue to be in compliance with applicable state and federal rules and regulations. To prevent conflicts of interest, we have developed written supervisory procedures that include personal investment and trading policies for our advisors, employees and their immediate family members (collectively, associated persons):

- Associated persons cannot prefer their own interests to those of the client.
- Associated persons cannot purchase or sell any security for their personal accounts prior to implementing transactions for client accounts.
- Associated persons cannot buy or sell securities for their personal accounts when those decisions are based on information obtained as a result of their employment, unless that information is also available to the investing public upon reasonable inquiry.
- Associated persons are prohibited from purchasing or selling securities of companies in which any client is deemed an "insider".
- Associated persons are discouraged from conducting frequent personal trading.
- Associated persons are generally prohibited from serving as board members of publicly traded companies unless an exception has been granted by the Chief Compliance Officer of FH Consultants.

Any associated person not observing our policies is subject to sanctions up to and including termination.

The Plan should understand that FH Consultants, FH Capital, and IARs will perform advisory and/or brokerage services for various other plans and clients and that FH Consultants, FH Capital and the IAR will give advice or take actions for those other plans and clients that differ from the advice given to the Plan.

FH Consultants and IARs do not:

- buy/sell securities for FH Consultants or for themselves from clients or from inventory (principal transactions);
- transact purchases or sales of any client's securities directly to any other person (agency cross transaction);
- recommend securities or other investment products to clients in which FH Consultants, the IAR or another firm related to FH Consultants has a proprietary or ownership interest.

Brokerage Practices

For Plans utilizing Pershing as the selected third-party service provider and qualified custodian, the Plan will direct that FH Capital be used as the broker-dealer.

FH Consultants believes that it can recommend FH Capital in view of the broad range of products offered and the level of service provided. Plans should consider that the fees and expenses that FH Capital normally charges will be higher or lower than those available through other broker-dealers for essentially the same services. Please note that in such an arrangement there is a conflict of interest. Using FH Capital as the broker-dealer will result in additional compensation being paid to our affiliate as a result of brokerage and custody fees. Please refer to the FHC Compensation/Conflicts of Interest Disclosure at www.firstheartland.com/disclosures. The FHC Compensation/Conflicts of Interest Disclosure is provided to you whenever an account is opened with our affiliated broker-dealer. All fees and expenses that will be charged to Plans with accounts under this program **are separate and distinct from the wrap fee** and will be paid directly to FH Capital. FH Capital collects these fees and shares them with Pershing. None of the brokerage or custody fees assessed are retained by FH Consultants or the IAR.

Best execution does not necessarily mean that clients receive the lowest possible costs but that the qualitative execution is best. In other words, all conditions considered, the transaction execution is in your best interest. When considering best execution, we look at a number of factors besides prices and rates including, but not limited to:

- Execution capabilities (e.g., market expertise, ease/reliability/timeliness of execution, responsiveness, integration with our existing systems, ease of monitoring investments)
- Products and services offered (e.g., investment programs, back office services, technology, regulatory compliance assistance, research and analytic services)
- Financial strength, stability and responsibility
- Reputation and integrity
- Ability to maintain confidentiality

We exercise reasonable due diligence to make certain that best execution is obtained for all clients when implementing any transaction by considering the back office services, technology and pricing of services offered.

Investment Discretion

With respect to services provided to Plans subject to ERISA, FH Consultants and the IAR are not permitted to exercise discretionary investment management, i.e., they are not Section 3(38) investment managers under ERISA. However, depending on the services selected by the Plan, a third-party service provider or other investment manager may provide discretionary investment management for a fee under Section 3(38) of ERISA.

Custody

Custody, as it applies to investment advisers, has been defined by regulators as having access or control over client funds and/or securities. In other words, custody is not limited to physically holding client funds and securities. If an investment adviser has the ability to access or control client funds or securities, the investment adviser is deemed to have custody and must ensure proper procedures are implemented.

FH Consultants is deemed to have custody of client funds and securities whenever FH Consultants is given the authority to have fees deducted directly from client accounts. However, this is the only form of custody that FH Consultants permits. It should be noted that authorization to trade in client accounts with discretion is not deemed to constitute custody by regulators.

For accounts in which FH Consultants is deemed to have custody, we have established procedures to ensure all client funds and securities are held at a qualified custodian in a separate account for each client under that client's name. The Plan will direct, in writing, the establishment of all accounts and therefore, you will be aware of the qualified custodian's name, address and the manner in which the funds or securities are maintained. Finally, account statements are delivered directly from the qualified custodian to the Plan at least quarterly.

The Plan should carefully review those statements and are urged to compare the statements against reports received from the IAR. Please contact FH Consultants or FH Capital immediately if you receive reports from the IAR that differ substantially

from the custodial account statements. If the Plan has questions about the custodial account statements, it should contact the qualified custodian preparing the statement.

Annually, FH Consultants undergoes a surprise exam by an independent accountant to verify client assets for which it is deemed to have custody.

Soft Dollar Benefits

An investment adviser receives soft dollar benefits from a broker-dealer when the investment adviser receives research or other products and services in exchange for client securities transactions or maintaining an account balance with the broker-dealer. FH Consultants does not have a soft dollar agreement with a broker-dealer or third party.

Handling Trade Errors/Block Trading Policy

For Plan accounts custodied at Pershing utilizing FH Capital as the broker-dealer, FH Consultants has implemented procedures designed to prevent trade errors; however, trade errors in client accounts cannot always be avoided. Consistent with its fiduciary duty, it is the policy of FH Consultants to correct trade errors in a manner that is in the best interest of the client. In cases where the client causes the trade error, the client is responsible for any loss resulting from the correction. In all situations where the client does not cause the trade error, the client is made whole and any loss resulting from the trade error is absorbed by our affiliated broker-dealer, FH Capital. FH Capital will retain any trade error gains. Neither FH Consultants nor the IAR will benefit or profit from trade errors.

For Plan accounts custodied at Pershing utilizing FH Capital as the broker-dealer, the IAR has the option to purchase or sell the same securities for several clients at approximately the same time. This process is referred to as aggregating orders, batch trading or block trading. If and when the IAR aggregates client orders, allocating securities among client accounts is done on a fair and equitable basis. Typically, the process of aggregating client orders is done in order to allocate orders among clients on a more equitable basis in order to avoid differences in prices that might be obtained when orders are placed independently.

The block trading platform utilizes the average price allocation method for transaction allocation. Under this method the average price for each transaction included in a block order is calculated and then the average price is assigned to each allocated transaction executed for the client's account.

If and when the IAR determines to aggregate client orders for the purchase or sale of securities, including securities in which FH Consultants or our associated persons may invest, we will do so in accordance with the parameters set forth in the SEC No-Action Letter, SMC Capital, Inc. (Sept. 5, 1995). Neither we nor our associated persons receive any additional compensation as a result of block trades.

The IAR can determine not to aggregate transactions, for example, based on the size of the trades, the number of client accounts, the timing of the trades, and the liquidity of the securities.

If the IAR does not aggregate orders, you will receive a more or less favorable price than other clients. This means that the practice of not aggregating will cost you more or less money.

Agency Cross Transactions

IARs are prohibited from engaging in agency cross transactions, meaning they cannot act as brokers for both the sale and purchase of a single security between two different clients and cannot receive compensation in the form of an agency cross commission or principal mark-up for the trades.

Principal Trades

A principal trade is a type of order carried out by a broker-dealer that involves the broker-dealer buying or selling from its own account and at its own risk, as opposed to carrying out trades through another broker-dealer. FH Capital is not a clearing broker-dealer, does not maintain an inventory in any securities, and therefore, does not conduct traditional principal trades; however, when certain client orders for FH Consultants' wrap accounts are received, FH Capital will execute the order on a traditional agency basis or riskless principal basis and no additional compensation or commissions will be charged on the transaction.

Reviews of Accounts

To the extent services offered to the Plan include performance monitoring or reporting, IARs will review performance or provide reports of investment manager(s) or investments selected by the Plan on a frequency as agreed with the Plan. If elected by the Plan, IAR will provide reports evaluating the performance of the Plan investment manager(s) or investments, as applicable. The Plan will also be provided with regular quarterly accounts statements directly from the qualified custodian.

You are encouraged to always compare any reports or statements provided by us or the IAR against the account statements delivered from the qualified custodian. Questions about your custodial account statement should be directed to the qualified custodian.

Client Referrals and Other Compensation

Our affiliated broker-dealer, FH Capital receives ongoing compensation from non-affiliated third party registered advisory firms for the past referral of clients, also known as “solicitors fees”. FH Capital no longer makes referrals under solicitation arrangements and only receives solicitors fees from previously referred clients. Solicitors fees are shared with the IAR. Some of the clients for which FH Capital and the IAR receives solicitors fees may also be clients of the firm and are charged a wrap fee. Please note, that no single Account is charged both a wrap fee and a solicitors fee.

FH Consultants, FH Capital and the IAR will receive expense reimbursements for travel and marketing expenses from distributors of investment and insurance products. Travel expense reimbursements are typically a result of attendance at due diligence or investment training events hosted by product sponsors. Marketing expense reimbursements are typically the result of informal expense sharing arrangements in which product sponsors underwrite costs incurred for marketing such as client appreciation events, advertising, publishing, and seminar expenses. Although receipt of these travel and marketing expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for which sales have been made or for which it is anticipated sales will be made. This creates a conflict of interest in that there is an incentive to recommend certain products and investments based on the receipt of this compensation instead of what is in the best interest of our clients. For all conflicts listed above, we attempt to control for these conflicts by always basing investment decisions on the individual needs of our clients.

FH Consultants, FH Capital, and the IAR will also receive additional compensation from product sponsors. Compensation includes such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational meetings with the IAR, client workshops or events, marketing events or advertising initiatives. Product sponsors also pay for, or reimburse FH Consultants and FH Capital for the costs associated with education or training events that are attended by FH Consultants’ employees and IARs and for FH Consultants and FH Capital sponsored conferences and events. This conflict is controlled by always basing investment decisions on the individual needs of our clients.

In addition, the IAR will receive compensation in the form of incentive awards and trips based upon overall production from FH Consultants, FH Capital, and First Heartland® Corporation an affiliated insurance agency. The receipt of, or the potential to receive, these awards and trips, will affect the IAR’s judgment in selecting products sold to you, thereby creating a conflict of interest. This conflict is controlled by always basing investment decisions on the individual needs of our clients.

If the IAR recommends advisory services to you under this program, the IAR will receive compensation from FH Consultants. This compensation includes a portion of the wrap fee and includes other compensation as noted above. The amount of this compensation will be more or less than what the IAR would receive if you participated in a different FH Consultants program, programs of other investment advisers or paid separately for investment advice, brokerage and other client services. Therefore, the IAR has a financial incentive to recommend these advisory services over other programs and services. This conflict is controlled by always basing investment decisions on the individual needs of our clients.

Proxies/Class Actions

FH Consultants and IARs do not vote proxies on behalf of Plans or participants. Therefore, it is the Plan’s responsibility to vote all proxies for securities held.

The Plan will receive proxies directly from the qualified custodian or transfer agent; we will not provide the Plan with the proxies. You are encouraged to read through the information provided with the proxy voting documents and make a determination based on the information provided. Although we do not vote client proxies, if you have a question about a particular proxy feel free to contact your IAR. However, you will have the ultimate responsibility for making all proxy voting decisions.

With respect to third-party platform providers, we will not vote the proxies associated with these assets. You will need to refer to your contract with the third-party platform provider to determine whether the third-party provider will vote proxies on your behalf.

The Plan retains the right under applicable securities laws to initiate a lawsuit individually or join a class action lawsuit against the issuer of a security that was held, purchased or sold by or for you. FH Consultants and the IAR will not initiate such a legal proceeding on behalf of clients and will not provide legal advice to clients regarding potential causes of action against such a security issuer, or whether or not the client should join a class action lawsuit. We recommend that you seek legal counsel prior to making a decision regarding whether to participate in or initiate any such lawsuit. Moreover, our services do not include monitoring or informing you of any potential or actual class action lawsuits against the issuers of the securities that were held, purchased or sold by or for the Plan.

Financial Information

FH Consultants does not require any client to prepay an advisory fee of \$1,200 or more, 6 or more months in advance for advisory services.

FH Consultants is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over client accounts.

FH Consultants has not been the subject of a bankruptcy petition.