



Firm Brochure - Form ADV Part 2A

This Brochure provides information about the qualifications and business practices of Equity Story USA (“**Equity Story USA**”). If you have any questions about the contents of this Brochure, please contact Equity Story USA at +61 488 42 4441 or by email at: Trent@equitystory.com.au. 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 Equity Story USA is also available on the SEC’s website at www.adviserinfo.sec.gov. Equity Story USA’s CRD number is: 317909. Registration as an investment adviser does not imply a certain level of skill or training.

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Item 2: Material Changes

This is Equity Story USA's initial Brochure and there are no material changes to report.

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Item 4: Advisory Business

Equity Story USA (“**Equity Story USA**”) is a Delaware Statutory Trust organized in the State of Delaware in November 2021. Mr. Trent McGraw, Equity Story USA’s Chief Compliance Officer, and Mr. David J. M. Tildesley, both operate and manage Equity Story USA, which offers a fixed rate fee subscription based service (“Service”) that provides research insights and educational information related to investment in publicly traded equities through a user accessed, web-based portal. Equity Story USA does not accept custody of funds.

Item 5 Fees and Compensation

Equity Story USA does not charge Management Fees.

Subscription Fees - Equities Insight & Education Services

Equity Story USA charges an annual fixed rate subscription service fee of \$995.00 (USD) payable upon registration for the Service. Subscribers gain access to the Service through user accessed, web-based portal to view information focused on equities. The subscription Service is renewable yearly. There is no investment requirement.

Item 6 Performance-Based Fee

Equity Story USA does not charge performance-based fees.

Item 7 Types of Subscribers

Equity Story USA provides its Service to any individual or entity.

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

The Service provides Subscribers with daily trading videos, weekly webinars, and online video conferences. Equity Story USA provides investment ideas and valuable insights, based on a proprietary market analysis. Subscribers are then empowered to make informed decisions when managing their own investment portfolio and selecting investments that may have the potential to meet their investment objectives.

Equities Insight Subscribers receive a daily 15-20 minute video every trading day of the year. The daily video includes general market coverage, analysis and actionable short to medium term technically and fundamentally reviewed trading ideas and recommendations relating to a mix of companies and include entry, exit and stop-loss suggestions. Subscribers have access to live, weekly webinars with equities analysts wherein they, on a no-name basis, can ask questions about any publicly traded company. The team of Equity Story then provides a general opinion in real-time based on both technical and fundamental analysis. Subscribers are given also the opportunity to provide their own opinions based on their fundamental and technical analysis. No personal information is provided by Subscribers during these sessions and Equity Story USA does not request personal information. Each Sunday, Subscribers can access through the web-based portal a range of technical investment ideas for the week ahead. The

information provided by Equity Story USA is general and not meant to be presented as or to be construed as personal investment advice.

Education Services Delivered via Zoom attendees are taught actionable and easy to follow a general investment strategy successfully implemented by Equity Story for nearly a decade. It must be noted that past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a Subscriber, should be prepared to bear.

Risks

Accuracy of Public Information Risk. Equity Story USA provides its recommendations based on research, in part, on the basis of information and data filed with various government regulators or made publicly available through other sources. Although Equity Story USA evaluates this information and data and ordinarily seeks independent corroboration as appropriate and reasonably available, Equity Story USA is not in a position to confirm the completeness, genuineness or accuracy of such information and data, and in some cases, complete and accurate information is not available.

Risks Associated with Investments. Any investment carries certain market risks. Investments may decline in value for any number of reasons over which Equity Story USA has no control, including changes in the overall market for equity and/or debt securities, and factors pertaining to particular securities, such as management, the market for the issuer's products or services, sources of supply, technological changes within the issuer's industry, the availability of additional capital and labor, and other similar conditions. The value of investments fluctuate, and there is no assurance of capital growth.

Item 9 Disciplinary Information

There is no criminal, civil, administrative actions or proceeding to report.

Item 10 Other Financial Industry Activities and Affiliations

Neither Equity Story USA, Mr. Trent McGraw or Mr. David J. M. Tildesley are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer. Moreover, neither are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

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

Equity Story USA has a written Code of Ethics that covers Integrity, Objectivity, Competence, Fairness, Confidentiality, Professionalism, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Equity Story USA's Code of Ethics is available free upon request to any Subscriber or prospective Subscriber. Equity Story USA does not provide information concerning any security in which a related person has a material financial interest.

Item 12 Brokerage Practices

Brokerage Arrangements. Equity Story USA will at no time, either directly or indirectly, have control or custody of Subscriber funds and/or access to a Subscriber's brokerage account and it does not recommend any particular brokerage. Equity Story USA does not receive referrals from brokers in exchange for referrals.

Soft Dollar Arrangements.

Equity Story USA does not have a soft dollars' program in which soft dollars are used to pay for services.

Item 13 Review of Accounts

Equity Story USA monitors Subscriber usage of the Service. Renewal of an annual subscription fees are optional and payable on the anniversary day of the initial Subscription. Equity Story USA will send renewal reminders in advance of the Subscription expiration date. Subscribers are free to cancel their Subscription at any time.

Item 14 Subscriber Referrals and Other Compensation

Equity Story USA does not receive any economic benefit, directly or indirectly from any third party. Equity Story USA does not directly or indirectly compensate any person for receiving Subscriber referrals.

Item 15 Custody

Equity Story USA does not have custody of funds, assets or securities.

Item 16 Investment Discretion

Equity Story USA does not have investment discretion over Subscriber funds, assets or investments.

Item 17 Voting Subscriber Securities (Proxy Voting)

Equity Story USA does not receive and therefore cannot vote proxies.

Item 18 Financial Information

Equity Story USA neither requires nor solicits prepayment of more than \$500 in fees per Subscriber, six months or more in advance, and therefore is not required to include a balance sheet with this brochure. Neither Equity Story USA nor Mr. Trent McGraw or Mr. David J.M. Tildesley have any financial condition that is likely to reasonably impair Equity Story USA's ability to meet contractual commitments to Subscribers. Equity Story USA has not been the subject of a bankruptcy petition in the last ten years.