



### **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: [Mark@equitystory.com.au](mailto:Mark@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](http://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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Version Date: March 16, 2023

## **Item 2: Material Changes**

This Part 2A constitutes an update to the Adviser's ADV Part 2A dated June 2, 2022. This Item 2 discusses only specific material changes that are made to the Brochure. Each time we will reference the date of our last annual update of the Brochure.

Mr. Mark M.G. Goes will serve as the Chief Compliance Officer for Equity Story USA as of the date of this filing. There have been no material changes to Equity Story USA's policies or practices.

Pursuant to SEC Rules, Clients will receive a summary of any material changes to the Brochure, and any subsequent versions of the Brochure within 120 days of the close of our fiscal year, which is December 31. Additionally, as Equity Story USA experiences material changes in the future, we will send you a summary of our "Material Changes", along with an offer to provide the Brochure under separate cover. We may further provide other ongoing disclosure information about material changes as necessary. We will provide you with a new version of the Brochure as necessary based on changes or new information, at any time, without charge. You may request the Brochure by contacting Mr. Mark M.G. Goes at +61 488 42 4441 or by email at [Mark@equitystory.com.au](mailto:Mark@equitystory.com.au).

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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. Mark M.G. Goes, Equity Story USA’s Chief Compliance Officer, and Mr. David J. M. Tildesley, together operate and manage Equity Story USA, which offers a fixed rate fee annual subscription service (“Service”). The Service provides research insights and educational information related to investment in publicly traded equities. Equity Story USA does not have custody of Subscriber monies.

Equity Story USA published information in accordance with fiduciary obligations owed to Subscribers by any published of data and without consideration of Equity Story USA’s economic, investment or other financial interests. Equity Story USA avoids, among other things, business practices that systematically disadvantages Subscribers.

#### **Item 5 Fees and Compensation**

Equity Story USA does not charge Management Fees.

#### **Subscription Fees - Equities Insight & Education Services**

Equity Story USA charges a quarterly fixed rate subscription service fee of \$248.75 (USD) payable upon registration for the Service. Subscribers gain access to the Service through a password protected, user id Internet portal to view information published about publicly traded equities. The subscription Service is renewable quarterly (every three calendar months on the anniversary date of the initial subscription start date). The Subscribers will receive a notification from Equity Story USA and have the option to renew. The Service does not auto-renew. Subscribers control custody of their monies, as Equity Story USA does not have access to nor any knowledge of Subscribers’ financial information. Equity Story USA assumes that Subscribers to the Service desire to increase their capital wealth by investing and/or trading equities.

#### **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. During Zoom Webinars, Subscribers are given the opportunity to provide their own opinions, on a no name basis, based on their own 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 the Service to review a range of technical investment and/or trading ideas for the week ahead. The information provided by Equity Story USA is general and not personal investment advice.

**Education Services** Delivered via Zoom Webinars, Subscribers are exposed to actionable and easy to follow general strategies. 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 and 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. Mark M.G. Goes 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 man is registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor. It is important to note that Mr. Mark M.G. Goes and Mr. David J.M. Tildesley are affiliated with Equity Story Pty Ltd, an Investment Adviser

located in Australia. Equity Story Pty Ltd (ABN 94 127 714 998) that is registered with the Australian Securities and Investment Commission under Australian Financial Services License (AFSL) 34397.

### **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 the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, 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 recommend that Subscribers buy or sell any security in which a related person or its principals have a material financial interest. From time to time, representatives of Equity Story USA may make trades and investments for their own accounts. In these accounts, they may use trading and investment methods that are similar to, or substantially different from those of the Service. From time to time, the principals of Equity Story USA may buy or sell securities for themselves at or around the same time as information is published for Subscribers. This may provide an opportunity for representatives of Equity Story USA to buy or sell securities before or after publishing information through the Service. Such transactions may create a conflict of interest; however, Equity Story USA will not engage in trading that operates to the Subscribers' disadvantage.

### **Item 12 Brokerage Practices**

**Brokerage Arrangements.** None.

Equity Story USA will not have control or custody of Subscriber monies or access to a Subscriber's brokerage account. It does not recommend any particular brokerage. Equity Story USA does not receive referrals from brokers in exchange for referrals.

### **Item 13 Review of Accounts**

Equity Story USA monitors Subscriber usage of the Service. Renewal of quarterly subscription fees are optional and payable in advance on the three-month anniversary day of the initial Subscription date. The Service does not auto-renew.

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 economic benefit, directly or indirectly from any third party. Equity Story USA does not 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**

The Service is paid for quarterly in advance by Subscribers. Subscription renewals are optional and Service cancellations are allowed at any time.

Neither Equity Story USA nor Mr. Mark M.G. Goes or Mr. David J.M. Tildesley have any financial condition that is likely to impair Equity Story USA's ability to meet contractual commitments to Subscribers. Equity Story USA has not been the subject of a bankruptcy petition.